

## ACADEMIC POSITION

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### Northwestern University

Evanston, IL

Assistant Professor (Tenure Track), Department of Communication Studies, School of Communication Sept 2023 –

Director, [Computational Media and Politics Lab](#)

Co-Director, [Computational Multi-Modal Communication Lab](#)

Core faculty, [Media, Technology, and Society \(MTS\)](#)

Core faculty, [Technology and Social Behavior \(TSB\)](#)

Faculty Affiliate, [Center for Communication & Public Policy \(CCPP\)](#)

Faculty Affiliate, [Center for Human-Computer Interaction + Design \(HCI+D\)](#)

Faculty Affiliate, [Artificial Intelligence at Northwestern \(AI@NU\)](#)

## EDUCATION

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### Stanford University

Stanford, CA

Ph.D. in Communication

2017–2023

Ph.D. Minor in Political Science

Committee: Jennifer Pan (Chair), Jeff Hancock, Angèle Christin, Yiqing Xu

### Stanford University

Stanford, CA

M.A. in East Asian Studies

2015–2017

### Tsinghua University

Beijing, China

B.A. in Journalism (graduated with honors)

2011–2015

## PEER-REVIEWED PUBLICATIONS

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Note: \* indicates student or postdoc coauthors at the time of the first draft, = denotes co-first authorship

- [17] **Lu, Y.** (In press). Performative Propaganda Engagement: How Celebrity Fans Engage with State Propaganda on Weibo. *Political Communication*.
- [16] Dahlke, R.\*, Tu, F.\*, Wang, Y.C.\*, **Lu, Y.**, Engeda, B.W.\* & Hancock, J. (2025). [Contextualizing Misinformation: A User-Centric Approach to Linguistic and Topical Patterns in News Consumption](#). *The 28th ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW 2025)*.
- [15] **Lu, Y.**=, Pan, J., Xu, X., & Xu, Y. (2025). [Decentralized Propaganda in the Era of Digital Media: The Massive Presence of the Chinese State on Douyin](#). *American Journal of Political Science*. Online First in May 2025.
- [14] Hanley, H.\*, **Lu, Y.**=, & Pan, J. (2025). [Across the Firewall: Foreign Media's Role in Shaping Chinese Social Media Narratives on the Russo-Ukrainian War](#). *Proceedings of the National Academy of Sciences*, 122(1), e2420607122.
- [13] **Lu, Y.**, & Peng, Y. (2024). [The Mobilizing Power of Visual Media Across Stages of Social-Mediated Protests](#). *Political Communication*, 41(4), 531-558.
- [12] Qian, S.\*, **Lu, Y.**, Peng, Y., Shen, C., & Xu, H.\* (2024). [Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram](#). *Public Relations Review*, 50(2), 102454.

- [11] Chen, K., **Lu, Y.**, & Wang, Y.\* (2024). [Unraveling China's digital traces: evaluating communication scholarship through a sociotechnical lens](#). *Chinese Journal of Communication*, 17(2), 127-150.
- [10] Christin, A., & **Lu, Y.** (2024). [The Influencer Pay Gap: Platform Labor Meets Racial Capitalism](#). *New Media & Society*, 26(12), 7212-7235.
- [9] **Lu, Y.**, Schaefer, J.\*, Park, K., Joo, J., & Pan, J. (2024). [How Information Flows from the World to China](#). *The International Journal of Press/Politics*, 29(2), 305-327.
- [8] Chen, A.\*, **Lu, Y.**, Chen, K., & Ng, A.\* (2024). [Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China](#). *The International Journal of Press/Politics*, 29(3), 710-732.
- [7] Peng, Y., **Lu, Y.**, & Shen, C. (2023). [An Agenda for Studying Credibility Perceptions of Visual Misinformation](#). *Political Communication*, 40(2), 225-237.
- [6] **Lu, Y.**, & Shen, C. (2023). [Unpacking Multimodal Fact-checking: Features and Engagement of Fact-checking Videos on Chinese TikTok \(Douyin\)](#). *Social Media + Society*, 9(1).
- [5] **Lu, Y.**, & Pan, J. (2022). [The Pervasive Presence of Chinese Government Content on Douyin Trending Videos](#). *Computational Communication Research*, 4(1), 68-97.
- [4] Muise, D.\*, **Lu, Y.**, Pan, J., & Reeves, B. (2022). [Selectively localized: Temporal and visual structure of smartphone screen activity across media environments](#). *Mobile Media & Communication*, 10(3), 487-509.
- [3] **Lu, Y.**, Pan, J., & Xu, Y. (2021). [Public Sentiment on Chinese Social Media during the Emergence of COVID-19](#). *Journal of Quantitative Description: Digital Media*, 1, 1-47.
- [2] **Lu, Y.**, & Pan, J. (2021). [Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility](#). *Political Communication*, 38(1-2), 23-54.
- [1] Reeves, B., Ram, N., Robinson, T. N., Cummings, J. J., Giles, C. L., Pan, J., [...] **Lu, Y.**, et al. (2021). [Screenomics: A Framework to Capture and Analyze Personal Life Experiences and the Ways that Technology Shapes Them](#). *Human-Computer Interaction*, 36(2), 150-201.

## BOOK CHAPTER

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- [4] **Lu, Y.**, & DeButts, M.\* (Forthcoming). [How to use computational methods and online experiments to study Chinese digital media](#). In Xu J., Guo S., and Zhang W. (Eds.), *The Sage Handbook on Chinese Digital Media and Communication*.
- [3] Chen, K. & **Lu, Y.** (Forthcoming). [Video as data in computational analysis](#). In Shen L., Shultz P. J., Cobley P. (Eds.), *The Handbook of Quantitative Research Methods in Communication Science*.
- [2] Kim, S., **Lu, Y.**, & Peng, Y. (2025). [Unmasking Deception: How Computer Vision Could Empower Visual Journalism in Unveiling Visual Misinformation](#). In Thompson, T. J., and Dahmen N. S. (Eds.), *The Routledge Companion to Visual Journalism*. 39: 471-482
- [1] Peng, Y., & **Lu, Y.** (2023). [Computational Visual Analysis in Political Communication](#). In D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics* (pp. 42-54). Edward Elgar Publishing.

## CONFERENCE LATE-BREAKING WORK & PANELS (NON-ARCHIVAL)

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- [2] Hwang, A. H.-C., Bernstein, M. S., Sundar, S. S., Zhang, R., Horta Ribeiro, M., **Lu, Y.**, Chang, S., Wu, S. Yang, A., Williams, D., Park, J. S., Ognyanova, K., Xiao, Z., Shamma, D. A. (2025). [Human Subjects Research in the Age of Generative AI: Opportunities and Challenges of Applying LLM-Simulated Data to HCI Studies](#). Panel for *CHI Conference on Human Factors in Computing Systems (CHI 2025)*
- [1] Peng, Q.\*, **Lu, Y.**, & Peng, Y., Qian, S.\*, Liu X.\*, & Shen, C. (2025). [Crafting Synthetic Realities: Examining Visual Realism and Misinformation Potential of Photorealistic AI-Generated Images](#). In *Proceedings of the Extended Abstracts of the CHI Conference on Human Factors in Computing Systems* (pp. 1-12).

## UNDER REVIEW

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- [5] Chen, K., **Lu, Y.**<sup>=</sup>, & Zou, S. TikToking Vaccine Nationalism: A Multimodal Understanding of COVID-19 Vaccine Videos on Douyin. (Revise and Resubmit, *Mass Communication and Society*)
- [4] Divon, T.\* & **Lu, Y.** (In)Visible Politics: Influencers on TikTok and Douyin as State Brokers. (Revise and Resubmit, *Convergence*)
- [3] Liu, X.\*, **Lu, Y.**, Peng, Q.\*, Qian, S.\*, Peng, Y., & Shen, C. Seeing the Surreal: Mapping Surrealism in Photorealistic AI-Generated Images Using Large Language Models (Revise and Resubmit, *Computational Communication Research*).
- [2] **Lu, Y.**, Liu, X.\*, & Zhou, C.\* Recommending the State: How Social Media Algorithms Curate State-Created Content in China (Under review)
- [1] DeButts, M.\* & **Lu, Y.**<sup>=</sup> Intimacy with Limits: How Short-form Video Propaganda Embraces Platform Norms, but Not for Leaders (Under review)

## SELECTED WORKS IN PROGRESS

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- [5] **Lu, Y.** How Fans Engage with State Propaganda through Celebrity Mobilization (Manuscript in preparation)
- [4] **Lu, Y.**, Xin, H.\*, Chu, A.\*, Peng, Y., & Shen, C. Audio as Data: Computational Audio Analysis in Communication Research. (Manuscript in preparation)
- [3] Peng, Y., Qian, S.\*, **Lu, Y.**, & Shen, C. Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content ([preprint](#))
- [2] Lin, C.\*, Chen, Y.\*, Chen, J.\*, Shen, C., Peng, Y. & **Lu, Y.** Reinforcing, or Debunking? Auditing Google's Reverse Image Search in Visual Misinformation Fact-Checking (Manuscript in preparation).
- [1] Gaw, F.\*, **Lu, Y.**, & Nisbet, E. Visual Logic: An Integrated Computational Visual Analysis of Political Influencer Videos on TikTok (Manuscript in preparation)

## GRANTS

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### External

- OpenAI Researcher Access Program, \$1,000 worth API credits, *PI* 2025
- OpenAI Researcher Access Program, \$5,000 worth API credits, *PI* 2024–2025  
(with Cuihua (Cindy) Shen and Yilang Peng)
- National Science Foundation (CNS-2150716), \$500,000, *Research Fellow* 2022–2025  
Project title: *Collaborative Research: SaTC: CORE: Small: Understanding How Visual Features of Misinformation Influence Credibility Perceptions* (PI: Cuihua (Cindy) Shen and Yilang Peng)
- Princeton Data-Driven Social Science (DDSS) Initiative, \$10,000, *co-PI* 2022–2023  
Project title: *Propagating the Repressive Apparatus on Social Media: The Case of TikTok*
- Summer Institutes in Computational Social Science (SICSS) Research Grant, \$2,500, *PI* 2021  
Project title: *Invisible Spammers: Detecting Bots on Chinese Social Media*
- Magic Grant from Brown Institute for Media Innovation, \$100,000, *co-PI* 2019–2020  
Project title: *Screenomics Interactive Dashboard*
- Google Cloud COVID-19 Credit Grant, \$250, *PI* 2020  
Project title: *Echo or Divergence: COVID-19 Discourse on Twitter and Weibo*

### Internal

- Northwestern Buffett Global Working Group Grant, \$200,000, *Core Team Member* 2025–2028  
Project title: *Global Large Language Models Values Benchmarking Project*

- HAI-Google Cloud Credits Grant Program, \$2,171, *PI* 2023  
Project title: *Fandom, Propaganda and State Mobilization on Chinese Social Media*
- Stanford Institute for Research in the Social Sciences (IRiSS) Research Data Grant, \$1,500, *PI* 2022  
Project title: *Fauci Memes Matter: Public Figure Memes and COVID-19 Misinformation*
- Stanford Program on Democracy and the Internet (PDI) Research Funding, \$10,000, *PI* 2020–2021  
Project title: *Multimodal beyond Text: Investigating Visual Misinformation on Social Media*
- Stanford Global Studies (SGS) Global Perspectives Grant, \$3,500, *PI* 2016  
Project title: *Environmental Policy Implementation in China*
- Stanford Center For East Asian Studies Summer Grant, \$3,900 2016
- Tsinghua Undergraduate Overseas Research & Training Grant, \$1,500 2014

#### Under Review

- Sony Research Award Program, \$200,000, *Co-PI*  
Project title: *KAIROS: Knowledge-guided Accurate Video Retrieval from Long-form Storytelling Events*

## AWARDS & HONORS

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- Best Lightning Talk Award, 11<sup>th</sup> International Conference on Computational Social Science (IC2S2) 2025
- Top Paper Award, Computational Methods Division, International Communication Association 2025
- Top Student Paper Award, Political Communication Division, International Communication Association 2023
- Stanford Human-Centered Artificial Intelligence (HAI) Graduate Fellowship 2022–2023
- Stanford Institute for Research in the Social Sciences (IRiSS) Dissertation Fellowship 2022–2023
- Stanford Computational Social Science Fellowship 2020–2021
- Stanford Graduate Fellowship in Science & Engineering 2017–2021
- Stanford Asia Pacific Scholar Fellowship 2016
- Stanford Freeman Spogli Institute for International Studies (FSI) Global Policy Fellowship 2016
- Stanford Silas Palmer Research Fellowship 2015
- Beijing Distinguished Graduate Student Award 2015
- People.cn Best Paper Award (First Prize) 2015
- TECO Green Tech Contest (Bronze Medalist) 2014
- Evergrande Comprehensive Scholarship 2014
- Hang Seng Bank Mainland Scholarship 2013
- Rural Investigation and Studies Award by China Institute for Rural Studies 2013

## INVITED TALKS & SEMINARS

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#### External Talks and Seminars

- Washington University in St. Louis, 13th Comparative Politics Annual Conference Apr 2026 (scheduled)
- Peking University HSBC Business School, Seminar Series Dec 2025 (scheduled)
- University of Zurich, Symposium on Computational Visual Media Research Aug 2025
- NYU Abu Dhabi, Politics and Technology in Non-Democratic Contexts Workshop May 2025
- New York University, Equity and the Societal Implications of Global Technologies Symposium Apr 2025
- Hong Kong Baptist University, Political Economy Seminars Mar 2025

• University of Michigan, Political Communication Working Group	Feb 2025
• The Chinese University of Hong Kong, The C-Centre Communication Seminar Series	Dec 2024
• University of California San Francisco, PRISM Health Symposium	Dec 2024
• University of Washington, Department of Communication	Nov 2024
• Political Science Speaker Series for Chinese Scholars	Nov 2024
• University of Wisconsin–Madison, Local News and the Future of Democracy Conference	Oct 2024
• New York University, Frontiers in Empirical Research on East Asia	May 2024
• Ohio State University, School of Communication	Apr 2024
• Duke Kunshan University, Center for the Study of Contemporary China	Mar 2024
• University of Iowa, School of Journalism & Mass Communication	Feb 2024
• University of Chicago, Computational Social Science Workshop	Feb 2024
• University of Wisconsin–Madison, Computational Methods Research Group	Nov 2023
• University of Wisconsin–Madison, Mass Communication Research Center Symposium	Oct 2023
• Renmin University of China, Symposium on Multimodal Research	Oct 2023
• UCLA, Department of Communication	Jan 2023
• The Chinese University of Hong Kong, School of Journalism and Communication	Dec 2022
• City University of Hong Kong, Department of Media and Communication	Dec 2022
• Dartmouth College, Program in Quantitative Social Science	Dec 2022
• UCSD, China Research Workshop	Dec 2022
• University of Maryland, College of Information Studies	Nov 2022
• University of San Francisco, Department of Economics	Nov 2022
• National University of Singapore, Department of Communications and New Media	Oct 2022
• Chinese Politics Research in Progress Workshop (online)	Apr 2022
• China Computational Social Science Forum (online)	Jan 2021
• United Nations University Institute on Computing and Society, Conversation Series	July 2019

### Internal Talks and Presentations

• Northwestern University, Northwestern Institute on Complex Systems Wednesday Seminar	Nov 2024
• Northwestern University, Culture and Society Workshop	Oct 2024
• Northwestern University, Chinese Political Economy Conference	May 2024
• Northwestern University, Human-Computer Interaction + Design Center	Apr 2024
• Northwestern University, Data Science Nights	Oct 2023
• Stanford University, Stanford Center on China's Economy and Institutions	May 2023
• Northwestern University, Department of Communication Studies	Jan 2023
• Stanford University, Center for Work, Technology, & Organization	Dec 2021
• Stanford University, Data Science Lab (online)	Feb 2020, Feb 2021

## SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

- [54] **Lu, Y.**, Liu, X., & Zhou, C. (2025, September). *Recommending the State: How Social Media Algorithms Curate State Content in China*. Scheduled at 2025 American Political Science Association (APSA) Annual Meeting & Exhibition, Vancouver, Canada.
- [53] **Lu, Y.**, Liu, X., & Zhou, C. (2025, July). *Recommending the State: How Social Media Algorithms Curate State Content in China*. Presented at 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.  
**[Best Lightning Talk Award]**

- [52] **Lu, Y.** (2025, July). *How Fans Engage with State Propaganda through Celebrity Mobilization*. Presented at 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.
- [51] DeButts, M., & **Lu, Y.** (2025, July). *Intimacy with limits: How short-form video propaganda embraces platform norms, but not for leaders*. Presented at 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.
- [50] Peng, Y., Qian, S., **Lu, Y.**, & Shen, C. (2025, July). *Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content*. Presented at 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.
- [49] Lin, C., Chen, Y., Chen, J., Shen, C., Peng, Y., & **Lu, Y.** (2025, July). *Reinforcing, or Debunking? Auditing Google's Reverse Image Search in Visual Misinformation Fact-Checking*. Presented at 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.
- [48] **Lu, Y.** (2025, July). *How Fans Engage with State Propaganda through Celebrity Mobilization*. Presented at 28<sup>th</sup> International Political Science Association (IPSA) World Congress of Political Science, Seoul, South Korea.
- [47] **Lu, Y.** (2025, June). *How Fans Engage with State Propaganda through Celebrity Mobilization*. Presented at 75<sup>th</sup> Annual Conference of the International Communication Association (ICA), Denver, CO.
- [46] DeButts, M., & **Lu, Y.** (2025, June). *Intimacy with limits: How short-form video propaganda embraces platform norms, but not for leaders*. Presented at 75<sup>th</sup> Annual Conference of the International Communication Association (ICA), Denver, CO.
- [45] Peng, Y., Qian, S., **Lu, Y.**, & Shen, C. (2025, June). *Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content*. Presented at 75<sup>th</sup> Annual Conference of the International Communication Association (ICA), Denver, CO.  
[Top Paper Award, Computational Methods Division]
- [44] Dahlke, R., Tu, F., Wang, Y.C., **Lu, Y.**, Engeda, B.W. & Hancock, J. (2025, June). *Contextualizing Misinformation: A User-Centric Approach to Linguistic and Topical Patterns in News Consumption*. Presented at 75<sup>th</sup> Annual Conference of the International Communication Association (ICA), Denver, CO.
- [43] **Lu, Y.** (2024, September). *How Fans Engage with State Propaganda through Celebrity Mobilization*. Presented at 2024 American Political Science Association (APSA) Annual Meeting & Exhibition, Philadelphia, PA.
- [42] Hanley, H., **Lu, Y.**, & Pan, J. (2024, July). *Across the Firewall: Foreign Media's Role in Shaping Chinese Social Media Narratives on the Russo-Ukrainian War*. Presented at 10<sup>th</sup> International Conference on Computational Social Science (IC2S2), Philadelphia, PA.
- [41] **Lu, Y.** (2024, June). *Performative Propaganda Engagement: How Celebrity Fandom Engages with State Propaganda in China*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.
- [40] Hanley, H., **Lu, Y.**, & Pan, J. (2024, June). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.
- [39] Peng, Q., **Lu, Y.**, Qian, S., Peng, Y., Liu, X., & Shen, C. (2024, June). *Crafting Synthetic Realities: Examining Visual Realism and Misinformation Potential of Photorealistic AI-Generated Images*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.
- [38] Peng, Y., **Lu, Y.**, Liang, H., & Shen, C. (2024, June). *How Visual Media Mobilize Social Movements: Comparative Evidence from the Global South*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.
- [37] Divon, T., & **Lu, Y.** (2024, June). *Invisible States and Visible Strategies: Navigating Political Influence on TikTok and Douyin in Israel and China*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.
- [36] Jia, C., Kim, S., & **Lu, Y.** (2024, June). *Nudging Emotions via AI: Examining the Effect of Emotion-Interventions on Reducing Susceptibility to Text and Image Misinformation*. Presented at 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.



- [35] Hanley, H., **Lu, Y.**, & Pan, J. (2023, November). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War*. Presented at The New Directions in Analyzing Text as Data (TADA) 2023 meeting, Amherst, MA.
- [34] **Lu, Y.** (2023, September). *Performative Propaganda Engagement: How Celebrity Fandom Engages with State Propaganda in China*. Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.
- [33] **Lu, Y.**, & Peng, Y. (2023, September). *The Mobilizing Power of Visual Media Across Stages of Social Movements*. Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.
- [32] Pan, J., **Lu, Y.**, & Chen, A. (2023, September). *Narratives of the Ukraine War on Chinese Social Media*. Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.
- [31] Hanley, H., **Lu, Y.**, & Pan, J. (2023, September). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War*. Presented at 2023 Politics and Computational Social Science (PaCSS) conference, Los Angeles, CA.
- [30] **Lu, Y.**, & Peng, Y. (2023, July). *The Mobilizing Power of Visual Media Across Stages of Social Movements*. Presented at the 40th Annual Meeting of the Society for Political Methodology (PolMeth XL), Stanford, CA.
- [29] Hanley, H., **Lu, Y.**, & Pan, J. (2023, July). *Influence of foreign and domestic media ecosystems on Chinese social media*. Presented at the 40th Annual Meeting of the Society for Political Methodology (PolMeth XL), Stanford, CA.
- [28] **Lu, Y.**, & Peng, Y. (2023, May). *The Mobilizing Power of Visual Media Across Stages of Social Movements*. Presented at 73<sup>rd</sup> Annual Conference of the International Communication Association (ICA), Toronto, Canada. **[Top Student Paper Award, Political Communication Division]**
- [27] Chen, K., **Lu, Y.**, & Zou, S. (2023, May). *TikToking Vaccine Nationalism: Examining COVID-Vaccine-Themed Videos on Douyin through a Mixed-Method Analysis*. Presented at 73<sup>rd</sup> Annual Conference of the International Communication Association (ICA), Toronto, Canada.
- [26] Qian, S., **Lu, Y.**, Peng, Y., Shen, C., & Xu, H. (2023, May). *Convergence or Divergence? A Systematic Comparison of Visual Posts between Twitter and Instagram*. Presented at 73<sup>rd</sup> Annual Conference of the International Communication Association (ICA), Toronto, Canada.
- [25] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2023, March). *How Information Flows from the World to China*. Presented at International Studies Association (ISA) 64<sup>th</sup> Annual Convention, Montréal, Québec, Canada.
- [24] Chen, K., **Lu, Y.**, & Wang, Y. (2022, November). *Toward an Evidence-Driven Understanding of Digital Trace Research on China*. Presented at National Communication Association (NCA) 108<sup>th</sup> Annual Convention, New Orleans, LA.
- [23] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, September). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Presented at 2022 American Political Science Association (APSA) Annual Meeting & Exhibition, Montréal, Québec, Canada.
- [22] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, September). *How Information Flows from the World to China*. Presented at 2022 American Political Science Association (APSA) Annual Meeting & Exhibition, Montréal, Québec, Canada.
- [21] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, July). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Presented at 8<sup>th</sup> International Conference on Computational Social Science (IC2S2), Chicago, IL.
- [20] **Lu, Y.**, & Shen, C. (2022, July). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin)*. Presented at 8<sup>th</sup> International Conference on Computational Social Science (IC2S2), Chicago, IL.
- [19] Christin, A., & **Lu, Y.** (2022, July). *The Influencer Pay Gap: Platform Labor Meets Racial Capitalism*. Presented at Society for the Advancement of Socio-Economics (SASE) 34<sup>th</sup> Annual Meeting, Amsterdam, The Netherlands.
- [18] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, May). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.

- [17] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, May). *How Information Flows from the World to China*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.
- [16] **Lu, Y.**, & Shen, C. (2022, May). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin)*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.
- [15] **Lu, Y.**, Liu, S., & Hancock, J. (2022, May). *Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of COVID-19 Content on TikTok*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.
- [14] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2022, May). *Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.
- [13] Chen, K., Zou, S., & **Lu, Y.** (2022, May). *Thanks to My Country's Love!: Examining Nationalist Narratives in COVID Vaccine-Related Videos on Douyin Through Large-Scale Visual and Textual Analysis*. Presented at 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA), Paris, France.
- [12] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, April). *The Evolution of Propaganda in the Digital Age*. Presented at 80<sup>th</sup> Midwest Political Science Association Annual Conference (MPSA), Chicago, IL.
- [11] **Lu, Y.**, & Shen, C. (2021, September). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok*. Presented at The 3<sup>rd</sup> Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), virtual.
- [10] **Lu, Y.**, Pan, J., & Xu, Y. (2021, September). *Public Sentiment on Chinese Social Media During the Emergence of COVID-19*. Presented at 2021 American Political Science Association (APSA) Annual Meeting & Exhibition, virtual.
- [9] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2021, September). *Tale of Two Internets: How Information Flows from the US to Chinese Social Media*. Presented at 7<sup>th</sup> Annual Conference of The International Journal of Press/Politics, virtual.
- [8] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2021, September). *Pandemic Nationalism: How Exposure to Government Social Media Affects People's Belief in COVID-19 Conspiracy Theories in China*. Presented at 7<sup>th</sup> Annual Conference of The International Journal of Press/Politics, virtual.
- [7] **Lu, Y.**, & Pan, J. (2021, August). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos*. Presented at 104<sup>th</sup> Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC), virtual.
- [6] **Lu, Y.**, & Pan, J. (2021, July). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos*. Presented at 7<sup>th</sup> International Conference on Computational Social Science (IC2S2), virtual.
- [5] **Lu, Y.**, & Pan, J. (2020, September). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at the Chinese Politics Mini-Conference at 2020 American Political Science Association (APSA) Meeting & Exhibition, virtual.
- [4] **Lu, Y.**, & Pan, J. (2020, August). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at 6<sup>th</sup> International Conference on Computational Social Science (IC2S2), virtual.
- [3] **Lu, Y.**, & Pan, J. (2020, May). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at 70<sup>th</sup> Annual Conference of the International Communication Association (ICA), virtual.
- [2] **Lu, Y.**, Muise D., Pan, J., & Reeves, B. (2018, May). *Micro-Level Natural Interaction with Information Systems: An International Screenshot Comparison*. Presented at 68<sup>th</sup> Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.
- [1] **Lu, Y.**, & Yu, X. (2016, November). *Public Intellectuals Deliberation on Chinese Weibo: Case Study of School-Bus Safety Incident*. Presented at National Communication Association (NCA) 102th Annual Convention, Philadelphia, PA.



## TEACHING

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### Instruction

<b>COMM_ST 379 / POLI_SCI 390: Digital Propaganda and Repression</b> Undergraduate lecture	2024, 2025
<b>MTS 525: Computational Communication Research</b> Ph.D. seminar	2024, 2025
<b>MTS 501: Intro to Grad Research</b> Ph.D. seminar	2025

### Guest Lectures and Workshops

- The University of North Carolina at Chapel Hill, *Computational Social Science* Sep 2025
- NYU-Shanghai, *Summer Institute in Computational Social Science* June 2025
- University of Minnesota, *Summer Workshop on Computational Social Science* June 2025
- University of Wisconsin–Madison, *Social Media Analytics* Apr 2025, Apr 2024, Mar 2023, Mar 2022, Nov 2020
- Montana State University, *Chinese Politics & Policy* Apr 2025
- Northwestern University, *MSC Professional Development Practicum: AI-Powered Social Media Analytics* Mar 2025
- Northwestern University, *Introduction to Grad Research in Media, Technology & Society* Oct 2024, Oct 2023
- Organizational Communication Mini Conference 2024, *OCMC Workshop: Unpacking Organizational Communication through Computational Multimodal Analysis* Sep 2024
- Northwestern University, *Summer Institute in Computational Social Science* August 2024
- National University of Singapore, *Summer Institute in Computational Social Science* June 2024
- Northwestern University, *Misinformation and Disinformation in the Age of AI* May 2024
- The Chinese University of Hong Kong, *Digital Research* April 2024
- Northwestern University, Kellogg School of Management, *Emerging Topics in Computational Social Science* Feb 2024
- North Dakota State University, *Advanced Issues in Communication* Oct 2023
- University of California, Davis, *Persuasive Technologies* Nov 2022
- NYU-Shanghai, *2022 Summer School in Applied Social Science Research Methods* Jul 2022
- University of San Francisco, *Natural Language Processing* Nov 2020
- Tsinghua University, *Comparative Journalism Studies* Nov 2020

## ADVISING

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### Ph.D. Advisor

- Xinyi Liu, Media, Technology, and Society, Department of Communication Studies, Northwestern (current)
- Haohang Xin, Media, Technology, and Society, Department of Communication Studies, Northwestern (current)

### Dissertation Committee Member

- Chloe Mortenson, Media, Technology, and Society, Department of Communication Studies, Northwestern (current)
- Mowafak Allaham, Technology and Social Behavior, Northwestern (current)
- Qiyao Peng, Department of Communication, University of California, Santa Barbara (current)
- Rod Abhari, Media, Technology, and Society, Department of Communication Studies, Northwestern (defended)

### Qualifying Exam Supervisor / Lab Rotation Research Mentor

- Fatima Gaw, Media, Technology, and Society, Department of Communication Studies, Northwestern (current)
- Annie Chu, Technology and Social Behavior, Northwestern (2024)

### Undergraduate Research Mentor

- Ashlyn Wang, Department of Communication Studies, Northwestern (current)
- Xinlei Yan, Department of Communication Studies, Undergraduate Research Assistant Program Awardee, Northwestern (current)
- Violet Liu, Department of Communication Studies, Early Research Experience Awardee, Northwestern (2024-2025)
- Elise Yee, Department of Communication Studies, Early Research Experience Awardee, Northwestern (2023-2024)

## ACADEMIC SERVICE

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### Association-related Service:

International Communication Association (ICA):

- Invited Panel Speaker, ICA@75 ANNIVERSARY SPECIAL SESSION: Generative AI: Transforming/Disrupting Communication Scholarship (2025)
- Panel Chair, “Political Propaganda” (2025)
- Panel Chair, “AI’s Role in Political Campaigns and Public Discourse” (2025)
- Organizer, “The Future of Computational Message Science: Theoretical Advances, Computational Frontiers, and Grand Societal Challenges” Pre-conference (2024)
- Panel Chair, “Image-as-Data Methods” (2024)
- Panel Discussant, “Leveraging Generative AI in Communication Research: Opportunities, Challenges, and Best Practices” (2024)
- Award Committee, Best Paper Award for the ICA Computational Methods Division (2024)
- Mentor, Communication and Technology Division Research Escalator (2024)
- Panel Chair, “Video-as-data in Computational Communication: Toward a Mixed-Method Pathway” (2023)
- Panel Chair, “Video-as-data in Computational Communication” (2022)
- Panel Chair, “Propaganda in the Computational Age: Disinformation and Beyond” (2020)

American Political Science Association (APSA):

- Panel Chair, “Preprocessing, Annotation, and Interpretation in Computational Social Science” (2023)

International Political Science Association (IPSA) conference: Discussant, “Political Communication Across the Globe” (2025)

Politics and Computational Social Science (PaCSS) conference: Panel Chair, “Chinese Politics” (2023)

Text-as-Data (TADA) conference: Doctoral Consortium Mentor (2023)

Authoritarian Political Systems Group: Discussant (2025)

### University and Departmental Service:

Department of Communication Studies:

- Graduate Admissions Committee, Technology & Social Behavior PhD Program (2023-2024)
- Department Advisory Committee, Department of Communication Studies (2024-2025)
- Department Finance Committee, Department of Communication Studies (2024-2025)
- Co-Organizer, MTS Colloquium (2024-2025)

Northwestern University:

- Co-Organizer, [2024 Summer Institute in Computational Social Science \(SICSS\)-Chicago](#)
- Faculty Advisor, [Organizational Communication Mini Conference \(OCMC\) 2024](#)

Stanford University:

- Department Liaison, Institute for Research in the Social Sciences (2019–2023)
- International Student Chair, Department of Communication (2020–2022)
- Alumni Mentor, Center for East Asian Studies (2022, 2021, 2019)
- Group Coordinator, Professor Jennifer Pan’s Research Group (2018–2020)

- Student Assistant, State of the Field in Chinese Politics Conference (2018)
- Conference Assistant, Digital Humanities Asia 2018 Summit (2017)

### **Founder, *COMputation Island***

- An online platform established from 2021 for computational communication research (CCR) on WeChat (12,000+ followers)
- Organized this platform to share cutting-edge research in computational social sciences, facilitate academic discussions, and promote resource exchanges to students and scholars in Asia and other regions.
- Wrote and edited articles to introduce computational social science studies, methods, and resources to students and scholars in communication, political science, and other disciplines.
- Led and managed the platform maintenance, editor recruitment, editorial work, and platform outreach.

### **Reviewer:**

#### Peer-reviewed Journals:

- *Nature*
- *Journal of Communication*
- *American Political Science Review*
- *American Journal of Political Science*
- *The Journal of Politics*
- *Political Communication*
- *Communication Research*
- *Human Communication Research*
- *Journal of Computer-Mediated Communication*
- *Communication Methods and Measures*
- *New Media & Society*
- *Political Analysis*
- *Comparative Political Studies*
- *Sociological Methods and Research*
- *Information, Communication & Society*
- *Computational Communication Research*
- *Social Media and Society*
- *PLoS ONE*
- *Humanities and Social Sciences Communications*
- *Political Psychology*
- *China Quarterly*
- *Chinese Journal of Communication*
- *Political Research Quarterly*
- *International Journal of Public Opinion Research*
- *Visual Communication Quarterly*
- *Qualitative Sociology*
- *Asian Studies Review*

#### Conference Proceedings:

- *ACM CHI Conference on Human Factors in Computing Systems*

#### Grant Proposals: National Science Foundation

## OTHER RESEARCH EXPERIENCES

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<b>Social Media Lab, Stanford University</b> Student Affiliate	Stanford, CA 2022–2023
<b>Human Screenome Project, Stanford University</b> Student Affiliate	Stanford, CA 2017–2023
<b>Stanford Data Science Collaboratory, Stanford University</b> Student Member	Stanford, CA 2019–2021
<b>School of Public Policy and Management, Tsinghua University</b> Visiting Scholar	Beijing, China 2020–2021
<b>Japan International Cooperation Agency Research Institute (JICA-RI)</b> Global Policy Intern	Tokyo, Japan Jun–Sep, 2016
<b>USC Annenberg Center for the Digital Future</b> Research Intern	Los Angeles, CA Jun–Aug, 2014

## SKILLS

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- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS,  $\text{\LaTeX}$ , SQL
- **Languages:** Mandarin (Native), English (Proficient), Korean (Intermediate), Japanese (Elementary)
- **Applications:** Tableau, Adobe Creative Suite, Premiere Pro, Final Cut Pro
- **Music:** Guzheng (Level 8 Certificate), Band Performing