

Yini Zhang

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- EDUCATION**
- School of Journalism and Mass Communication, University of Wisconsin–Madison**
Ph.D. in Communication (2016-2020) GPA: 4.0/4.0
Minor: Educational Psychology (quantitative methods)
Dissertation: A network approach to understanding public attention, public opinion and communication flows in the digital media system
Advisors: Dhavan Shah; Chris Wells
Dissertation Committee: Lewis Friedland, Karl Rohe, Zhongdang Pan
- School of Journalism and Mass Communication, University of Wisconsin–Madison**
M.A. in Mass Communication (2013-2016) GPA: 4.0/4.0
- School of Journalism and Communication, Renmin University of China**
M.A. in Journalism (2012-2014) GPA: 3.92/4.0
- School of Foreign Languages and Literatures, Beijing Normal University**
B.A. in English Language and Literature (2007-2011) Summa Cum Laude
- PROFESSIONAL APPOINTMENTS**
- Assistant Professor, Department of Communication, University at Buffalo**
2020/09-present
- Honorary Fellow, School of Journalism and Mass Communication, University of Wisconsin–Madison**
2021/01-present
- Lecturer, School of Journalism and Mass Communication, University of Wisconsin–Madison**
2020/01-2020/05
- Graduate Research Assistant, Department of Statistics, University of Wisconsin–Madison**
2018/06-2019/01
- Graduate Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin–Madison**
2013/09-2018/05
- Program Assistant, Office of China Affairs, University of Maryland, College Park**
2011/06-2012/08
- JOURNAL PUBLICATIONS**
1. **Zhang, Y.**, Shah, D., Valenzuela, S. & Pevehouse, J. (2022). [Reactive and Asymmetric Communication Flows: Social Media Discourse and Partisan News Framing in the Wake of Mass Shootings](#). *The International Journal of Press/Politics*. doi: 10.1177/19401612211072793.
 2. **Zhang, Y.**, Chen, F. & Rohe, K. (2021). [Social Media Public Opinion as Flocks in a Murmuration: Conceptualizing and Measuring Opinion Expression on Social Media](#). *Journal of Computer-Mediated Communication*. doi:10.1093/jcmc/zmab021.

3. **Zhang, Y.**, Lukito J., Su, M.H., Suk, J., Xia, Y., Kim, S.J., Doroshenko, L., & Wells, C. (2021). [Assembling the networks and audiences of disinformation: How successful Russian IRA Twitter accounts built their followings, 2015-2017](#). *Journal of Communication*, 71(2), 305-331. doi: 10.1093/joc/jqaa042
4. Pelled, A., Lukito, J., Foley, J., **Zhang, Y.**, Sun, Z., Pevehouse, J., & Shah, D. (2021). [Death across the news spectrum: A time series analysis of partisan coverage following mass shootings in the U.S.](#) *The International Journal of Communication*, 15, 20.
5. Wells, C., **Zhang, Y.**, Lukito, J. & Pevehouse, J. (2020). [Modeling the formation of attentive publics in social media: The case of Donald Trump](#). *Mass Communication and Society*, 23(2), 181-205. doi:10.1080/15205436.2019.1690664
6. Chen, F., **Zhang, Y.** & Rohe, K. (2020). [Targeted sampling from massive block model graphs with personalized PageRank](#). *Journal of the Royal Statistical Society: Series B (Statistical Methodology)*, 82(1), 99-126.
7. Lukito J., Suk, J., **Zhang, Y.**, Doroshenko, L., Kim, S. J., Su, M-H., Xia, Y., Freelon, D., & Wells C. (2020). [The Wolves in Sheep's Clothing: How Russia's Internet Research Agency Tweets Appeared in US News as Vox Populi](#). *The International Journal of Press/Politics*, 25(2), 196-216.
8. **Zhang, Y.**, Shah, D., Foley, J., Abhishek, A., Lukito, J., Suk, J., Kim, S.J., Sun, Z., Pevehouse, J., & Garlough, C. (2019). [Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014](#). *Journal of Computer-Mediated Communication*, 24(4), 182-202. doi:10.1093/jcmc/zmz009.
9. Suk, J., Abhishek, A., **Zhang, Y.**, Ahn, S.Y., Correa, T., Garlough, C. & Shah, D. (2019). [#MeToo, Networked Acknowledgement, and Connective Action: How "Empowerment Through Empathy" Launched a Social Movement](#). *Social Science Computer Review*, 39(2), 276-294. doi:10.1177/0894439319864882.
10. Xia, Y., Lukito, J., **Zhang, Y.**, Wells, C., Kim, S., & Tong, C. (2019). [Disinformation, performed: Self-presentation of a Russian IRA account on Twitter](#). *Information, Communication and Society*, 22(11), 1646-1664. doi:10.1080/1369118X.2019.1621921.
11. **Zhang, Y.**, Wells, C., Wang, S. & Rohe, K. (2018). [Attention and amplification in the hybrid media system: The composition and activity of Donald Trump's Twitter following during the 2016 presidential election](#). *New Media & Society*, 20(9), 3161-3182. doi:10.1177/1461444817744390.

OTHER PUBLICATIONS

1. Shah, D., **Zhang, Y.**, Pevehouse, J. & Valenzuela, S. (2021). Counter a Reactive Media System. In Hart, D. (Eds.), *Fixing American Politics: Solutions for the Media Age*. Routledge.
2. Lukito, J., Wells, C., **Zhang, Y.**, Doroshenko, L., Kim, S.J., S, M.H., Suk, J., Xia, Y. & Freelon, D. (2018). [The Twitter Exploit: How Russian Propaganda Infiltrated U.S. News](#). [White paper]. Retrieved April 27, 2018, from University of Wisconsin-Madison.
3. **Zhang, Y.**, Wang, Y., Foley, J., Suk, J., & Conathan, D. (2017, July). [Tweeting Mass Shootings: The Dynamics of Issue Attention on Social Media](#). In *Proceedings of the 8th International Conference on Social Media & Society* (p. 59). ACM.

PAPERS IN PROGRESS

1. **Zhang, Y.**, Chen, F. & Lukito, J. (R&R) Networked amplification: The role of networked elites in information diffusion surrounding the COVID-19 pandemic on Twitter.
2. Jiang, X., **Zhang, Y.**, Kim, J. & Shah, D. (under review) Talking Past Each Other: Expression Polarization in Immigration Discourses on Twitter.
3. **Zhang, Y.**, Yue, Z., Yang, X., Chen, F. & Kwak, N. (under review) How a Peripheral Ideology Becomes Mainstream: Strategic Performance, Audience Response, and Media Amplification in the Case of QAnon Twitter Accounts.
4. **Zhang, Y.**, Wong, J. C. S., An, Z., Brimmer, M.J., Joseph, K. & Yang, J. Z. (under review) Conservatives Talked about Risks in the COVID-19 Pandemic More Than Liberals Did: How Partisan Identities Shaped Risk Expression on Twitter.
5. Suk, J., **Zhang, Y.**, Yue, Z., Wang, R., Dong, X., Yang, D., Lian, R. & Kwak, N. (manuscript in preparation) “The personal is political”: A cross-platform approach to how networked acknowledgment before and after #MeToo transforms into politicization
6. **Zhang, Y.** (manuscript in preparation) Signaling Power: Attention Patterns of Heterogeneous Networks in the #MeToo, #BlackLivesMatter, and #StopAsianHate Movements on Twitter.
7. **Zhang, Y.** (manuscript in preparation) Tracing Communication Flows in a Complex Media System: An Actor-Centered Network Approach
8. **Zhang, Y.** & Jiang, X. (manuscript in preparation) Elites or Grassroots? Who Drove the Spread of Anti-immigration Discourses on Twitter, 2012-2020.
9. Jiang, X. & **Zhang, Y.** (manuscript in preparation) Symbolic Threat: Discourses about Immigration on Twitter, 2018-2020
10. Fan, Y., **Zhang, Y.**, Zhang, S.F. & Shah, D. (manuscript in preparation) “Who am I Connected with? Community Detection and Effects in an Online Peer-to-Peer Support Forum”

CONFERENCE PAPERS

1. **Zhang, Y.** (2022). Signaling Power: Attention Patterns of Heterogeneous Networks in the #MeToo, #BlackLivesMatter, and #StopAsianHate Movements on Twitter. Paper accepted for the 2022 Annual Conference of ICA.
2. **Zhang, Y.**, Yue, Z., Yang, X., Chen, F. & Kwak, N. (2022). Strategic Performance, Audience Feedback, and Media Amplification: An Analysis of the Behaviors and Influence of QAnon Twitter Accounts. Paper accepted for the 2022 Annual Conference of ICA.
3. **Zhang, Y.**, Wong, J. C. S., An, Z., Brimmer, M.J., Joseph, K. & Yang, J. Z. (2022) Conservatives Talked about Risks in the COVID-19 Pandemic More Than Liberals Did: How Partisan Identities Shaped Risk Expression on Twitter. Paper accepted for the 2022 Annual Conference of ICA.
4. Suk, J., **Zhang, Y.**, Yue, Z., Wang, R., Dong, X., Yang, D., Lian, R. & Kwak, N. (2022). “The personal is political”: A cross-platform approach to how networked acknowledgment before and after MeToo transforms into politicization. Paper accepted for the 2022 Annual Conference of ICA.
5. Kim, J. & **Zhang, Y.** (2022). Rhetoric of Polarization: Partisan Language in the Immigration Discourse on Twitter, 2014-2017. Paper accepted for the 2022 Annual Conference of ICA.

6. Gupta, S. & **Zhang, Y.** (2022). Brand Polarization on Social Media: A Cross-Cultural Study Using Computational Approaches. Paper accepted for the 2022 Annual Conference of ICA.
7. Jiang, X., **Zhang, Y.**, Lian, X., Dounane, A., Hando, L., Wang, Y. & Shah, D. (2022). Real or symbolic threat: How real-world indicators and symbolic discourses shape negative expression about immigration on social media. Paper accepted for the 2022 Annual Conference of ICA.
8. Fan, Y., **Zhang, Y.** & Zhang, S.F. (2021) Who am I Connected with? Community Detection and Effects in an Online Peer-to-Peer Support Forum. Paper presented at the Communicating Science, Health, Environment, and Risk Division of Annual Conference of AEJMC, August 4-7.
9. **Zhang, Y.**, Chen, F., Lukito, J., & Rohe, K. (2021) Networked amplification: The role of networked elites in information diffusion surrounding the COVID-19 pandemic on Twitter. Paper presented at the 2021 Annual Conference of ICA.
10. Jiang, X., **Zhang, Y.**, Kim, J. & Shah, D. (2021) Talking Past Each Other: Expression Polarization in Immigration Discourses on Twitter. Paper presented at the 2021 Annual Conference of ICA.
11. **Zhang, Y.** (2021) An actor-centered network approach to tracing communication flows in the hybrid and hyperpartisan media system. Paper presented at the 2021 AEJMC Winter Conference.
12. **Zhang, Y.**, Shah, D., Valenzuela, S. & Pevehouse, J. (2020) A Reactive Media System: Mass Shootings in a Polarized Communication Ecology. Paper presented at the 2020 Annual International Communication Association (ICA) Conference, Virtual.
13. Suk, J., Abhishek, A., **Zhang, Y.** & Ahn, S.Y.. (2019). A Temporal Analysis of the #MeToo Movement Discourses. Paper presented at the 2019 Annual International Communication Association (ICA) Conference, Washington D.C, USA.
14. **Zhang, Y.**, Shah, D., Foley, J., Abhishek, A., Pevehouse, J., Lukito, J., Kim, S., Suk, J., Yang, F. & Garlough C. (2018). The Features of Tragedy, Expressions of Sympathy, and Debates over Policy: A Time Series Analysis of Mass Shootings and Social Media Discourses. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
15. Wells, C., **Zhang, Y.**, Lukito, J. & Pevehouse, J. (2018). The formation of attentive publics in the hybrid media system: How Donald Trump assembled his amplification machine. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
16. Suk, J., **Zhang, Y.**, Lukito, J., Su, M. & Foley, J. (2018). Tracing Twitter Buzz: Clustering Hashtags and Handles About Mass Shootings and Gun Control. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
17. Graves, L., Gunther, A., Pelled, A., Su, M., Wang, Y., & **Zhang, Y.** (2018). Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
18. Gunther, A., Graves, L., **Zhang, Y.**, Pelled, A., & Wang, Y. (2017). Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias. Paper presented at the 2017 Midwest Association for Public Opinion Research Conference.

19. Yang, J., Sangari, A., Duncan, M., **Zhang, Y.**, ... & Wu, Y. (2017). Obamacare and political polarization on Twitter: An application of machine learning and social network analysis. Paper presented at the 2017 Annual International Communication Association (ICA) Conference, San Diego, CA.
20. **Zhang, Y.**, Wang, Y., Foley, J., Suk, J., & Conathan, D. (2017). Tweeting Mass Shootings —The Dynamics of Issue Attention on Social Media. Paper presented at the 2017 International Conference on Social Media and Society, Toronto, Canada.
21. **Zhang, Y.** & Wang, Y. (2016). When Others ‘like’ it: Hostile Media Effect in the Era of Social Media. Paper presented at the 2016 Midwest Association for Public Opinion Research Conference, Chicago, IL.
22. **Zhang, Y.** (2016). The power of commenting? Analyzing modes of Weibo users’ news comments in China. Paper presented at the 2016 Big Ten Mini-Conference, Iowa City, IA.

GRANT FUNDING

Proposal: Collaborative Research: Elements: Integrative Cyberinfrastructure for Enhancing and Accelerating Online Abuse Research (2021)
National Science Foundation

Co-PI, Department of Communication, University at Buffalo (submitted)

Project: Examining multi-platform communication flows (2018)

PI, Northwestern University \$2,000

Vilas Conference Travel Grant. (2018)

University of Wisconsin–Madison \$1,000

MEDIA APPEARANCES

[Rumble Mixes Cat Videos With Covid Misinformation — and the Right Is Loving It](#) (2022, January 4). *RollingStone*.

[Chinese-made vaccines are being subject to misleading narratives](#) (2021, May 11). *First Draft*.

[Post-Shooting Sentiments ‘As Intense As They Are Fleeting’](#) (2019, August 9). *PBS HERE AND NOW*.

[Most major outlets have used Russian tweets as sources for partisan opinion: study](#) (2018, March 8) *Columbia Journalism Review*.

[Why social media appeals after mass shootings have done little to change gun laws](#) (2018, February 20). *Washington Post*.

INVITED TALKS

Rooted in community and toward a personalized SJMC experience. Keynote speech at Communication Crossroads 2021 (University of Wisconsin–Madison). March 12, 2021

A network approach to mapping out Communication actors and tracing communication flows and influence. Presented to Cutting-edge Communication Research at the Amsterdam School of Communication Research (University of Amsterdam). January 28, 2021.

Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014. Presented to School of Journalism and Mass Communication Board of Visitors (University of Wisconsin–Madison). April 12, 2019.

TEACHING	COM485 Communication in the Network Society. (2021 Fall) University at Buffalo.
	COM205 Research Methods. (2021 Summer) University at Buffalo.
	COM686 Social Media & Big Data. (2021 Spring & Fall) University at Buffalo.
	COM337 Communication Theory. (2020 Fall, 2021 Spring) University at Buffalo.
	J566 Communication & Public Opinion (2020 Spring). University of Wisconsin–Madison.
	J561 Mass Communication & Society (2018 Spring, as TA). University of Wisconsin–Madison.
	J614 Communication & Public Opinion (2017 Spring & Fall, 2016 Spring, as TA). University of Wisconsin–Madison.
	J201 Introduction to Mass Communication (2013 Fall-2015 Fall, 2016 Fall, as (lead) TA). University of Wisconsin–Madison.
AWARDS	Thomas E. Patterson Best Dissertation Award. American Political Science Association (2021/07)
	Louise Elizabeth George Scholarship Fund. University of Wisconsin–Madison. (2019/01 - 2019/12)
	Third place in the inaugural AEJMC Research Prize for Professional Relevance competition. The Association for Education in Journalism and Mass Communication. (2018/08)
	Excellence in Teaching Award. University of Wisconsin–Madison. (2017/03)
	Top Research Paper at Communication Crossroads. University of Wisconsin–Madison. (2016/03)
SKILLS	network analysis, natural language processing, data visualization, survey design, experiment design, multilevel analysis, time series modeling, structural equation modeling.
PROGRAMMING R (advanced), Hadoop (intermediate), Java (intermediate), Python (beginner), SPSS LANGUAGES & SOFTWARE (advanced), LaTeX(intermediate), Microsoft Excel (advanced).	
JOURNAL REVIEWS	Journal of Communication
	Journal of Computer-Mediated Communication
	New Media & Society
	International Journal of Press/Politics
	Mass Communication & Society
	International Journal of Communication
	Policy & Internet
	Journalism Studies
	Social Science Computer Review

