Yini Zhang

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RESEARCH INTERESTS

attention economy, public opinion, network, social media, hybrid media system, political communication, computational social science.

EDUCATION

School of Journalism and Mass Communication, University of Wisconsin–Madison
Ph.D. in Communication (2016-2020 expected)   GPA: 4.0/4.0
Minor: Educational Psychology (quantitative methods)
Dissertation: Tracking Networked Public Attention and Opinion in the Hybrid Media System
Advisors: Chris Wells, Dhavan Shah;
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

JOURNAL PUBLICATIONS

1. **Zhang, Y.**, Shah, D., Foley, J., Abhishek, A., Lukito, J., Suk, J., Kim, S., 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.

2. Wells, C., **Zhang, Y.**, Lukito, J. & Pevehouse, J. (2019). The formation of attentive publics in the hybrid media system: How Donald Trump assembled his amplification machine. *Mass Communication & Society.* doi:10.1080/15205436.2019.1690664

3. Chen, F., **Zhang, Y.** & Rohe, K. (2019). Targeted sampling from massive block model graphs with personalized PageRank. *Journal of the Royal Statistical Society: Series B (Statistical Methodology).*

4. Lukito J., Suk, J., **Zhang, Y.**, Doroshenko, L., Kim, S. J., Su, M-H., Xia, Y., Freelon, D., & Wells C. (2019). The Wolves in Sheeps Clothing: How Russias Internet Research Agency Tweets Appeared in US News as Vox Populi. *The International Journal of Press/Politics*, 1940161219895215.

5. 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, 0894439319864882.* doi:10.1177/0894439319864882.

6. 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, 1-19.* doi:10.1080/1369118X.2019.1621921.

7. **Zhang, Y.**, Wells, C., Wang, S. & Rohe, K. (2018). Attention and amplification in the hybrid media system: The composition and activity of Donald Trumps Twitter following during the 2016 presidential election. *New Media & Society, 20(9), 3161-3182.* doi:10.1177/1461444817744390.

OTHER PUBLICATIONS

1. 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.

2. **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.**, Lukito J., Su, M-H., Suk, J., Xia, Y., Kim, S., Doroshenko, L., Song, W. & Wells, C. (under review) Assembling Social Media Following through Polarized Publics and Media: How Russian IRA Accounts Gained Influence in the 2016 U.S. Election Cycle.

2. Pelled, A., Lukito, J., Foley, J., Vitolo-Haddad, C., **Zhang, Y.**, Sun, Z., Pevehouse, J., & Shah, D. (under review). Death across the news spectrum: A time series analysis of partisan coverage following mass shootings in the U.S.

3. Gunther, A., Pelled, A., **Zhang, Y.**, Su, M-H., Wang, Y. & Graves, L. (under review) Biased but Believable: Effect of Fact Checks on Partisan Opinion.

4. **Zhang, Y.**, Shah, D., Valenzuela, S. & Pevehouse, J. (manuscript in preparation) A Reactive Media System: Mass Shootings in a Polarized Communication Ecology.

5. **Zhang, Y.**, Chen, F. & Rohe, K. (manuscript in preparation) Contextualize Public Opinion Expression Through Flocks.

6. **Zhang, Y.** & Wang, Y. (manuscript in preparation) When Others Like It: The Effect of Social Media Metrics on Perception of Media bias.

7. Chen, F., **Zhang, Y.** & Rohe, K. (manuscript in preparation) Sampling content from large corpus with personalized PageRank.

CONFERENCE PAPERS

1. 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.

2. **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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. **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.

9. **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.

10. **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.

RESEARCH EXPERIENCE

Research Assistant, Department of Statistics, University of Wisconsin–Madison
Project: Twitter Flocks (2018/06 - 2018/12) PI: Karl Rohe
- Co-constructed an automated system that collects daily Twitter data via Twitter API.
- Conducted community detection of the political Twitter based on social network structure and interpreted flocks of like-minded users.
- Analyzed and visualized daily chatter of the political flocks and created an interactive website: murmuration.wisc.edu.

Research Member, School of Journalism and Mass Communication, University of Wisconsin–Madison
Disinformation Group (2017/11 - 2019/05) PI: Chris Wells
- Led a project that investigates Russian disinformation actors' accumulation of Twitter followings.
- Collaborated with colleagues to study disinformation actors' media uptake and identity performance.

Research Leader, School of Journalism and Mass Communication, University of Wisconsin–Madison
Social Media & Democracy (2016/08 - 2018/08) PI: Dhavan Shah
- Led a project that collects mass shooting Twitter data and applies hashtag grouping and machine learning for automated text analysis.
- Collaborated with faculty members to examine complex communication ecology using time series modeling.

Research Assistant, School of Journalism and Mass Communication, University of Wisconsin–Madison

Project: Fact Check Effects (2016/02 - 2018/05)   PI: Al Gunther

- Created question items and programmed surveys to probe partisan beliefs and attitudes.
- Conducted multilevel and mediation analyses to test the relationship between perception of fact check and attitudinal change.

WORKSHOPS ATTENDED

Summer Institute in Computational Social Science (Chicago). Northwestern University. (2018/06)

Communication Arts and Sciences Summer Symposium - Theorizing Communication in a digitally networked age. Penn State University. (2017/06)

INVITED TALKS

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. April 12, 2019.

Algorithms and the attention economy. J561: Mass Communication and Society. University of Wisconsin–Madison. May 24, 2018.

Relationship testing. J614: Communication and Public Opinion. University of Wisconsin–Madison. November 21, 2017.

Research design. J614: Communication and Public Opinion. University of Wisconsin–Madison. March 6, 2017.

Reliability & validity. J614: Communication and Public Opinion. University of Wisconsin–Madison. May 2, 2016.

TEACHING EXPERIENCE

Lecturer, School of Journalism and Mass Communication, University of Wisconsin–Madison

- J566 Communication & Public Opinion (2020 Spring)

Trainer/Executive Board Member, Computational Methods Research Group, School of Journalism and Mass Communication, University of Wisconsin–Madison

- Network Visualization & Analysis (2019 Spring)

Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin–Madison

- J561 Mass Communication & Society (2018 Spring)
- J614 Communication & Public Opinion (2017 Spring & Fall, 2016 Spring)
- J201 Introduction to Mass Communication (2013 Fall-2015 Fall, 2016 Fall)

Teaching Assistant, School of Journalism and Communication, Renmin University of China

- Magazine Editing (2013 Spring)

COURSE COVERAGE

introduction to communication, strategic communication, audience analysis, communication campaigns, public opinion, networked society, political communication, communication theory, media effects, computational methods, data visualization, research methods.

SKILLS	network analysis, natural language processing, data visualization, survey design, experiment design, multilevel analysis, time series modeling, structural equation modeling.

PROGRAMMING LANGUAGES & SOFTWARE
R (advanced), **Hadoop** (intermediate), **Java** (intermediate), **Python** (beginner), **SPSS** (advanced), **LaTeX**(intermediate), **Microsoft Excel** (advanced).

AWARDS & GRANTS

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)

Research Grant of $2200 to study online information flow. Northwestern University. (2018/06)

Vilas Conference Travel Grant. University of Wisconsin–Madison. (2018/05)

Excellence in Teaching Award. University of Wisconsin–Madison. (2017/03)

Top Research Paper at Communication Crossroads. University of Wisconsin–Madison. (2016/03)

JOURNAL REVIEWS

New Media & Society

International Journal of Press/Politics

Mass Communication & Society

Policy & Internet