

# YUANMO HE

Department of Methodology

London School of Economics and Political Science

London WC2A 2AE UK

y.he54@lse.ac.uk | yuanmohe.com

## APPOINTMENTS

---

**Fellow in Advanced Quantitative Methods**, Department of Methodology 09/2024 - present  
London School of Economics and Political Science (LSE)  
· Affiliate, LSE Data Science Institute

## EDUCATION

---

**PhD Social Research Methods** 09/2020 - 09/2024  
London School of Economics and Political Science  
· Supervisors: Milena Tsvetkova and Kenneth Benoit  
· Examiners: Aaron Reeves and Julia Koltai

Research visits:

· Complex Systems Summer School, Santa Fe Institute, US 06-07/2023  
· Workshop on Inequality Across Scales, Space, Time and Domains, The Abdus Salam International Centre for Theoretical Physics, Italy 04/2023

**MSc Applied Social Data Science (Distinction)** 09/2019 - 09/2020  
London School of Economics and Political Science

**BSc Social Sciences (First Class Honours)** 09/2016 - 06/2019  
University College London (UCL)

### Additional training

Postgraduate Certificate in Higher Education (awarding FHEA), LSE Eden Centre 09/2024 - 11/2025  
AI Safety Fundamentals: Alignment, Bluedot Impact 10/2024 - 01/2025  
Generative AI with Large Language Models, DeepLearning.AI 04/2024

## PEER-REVIEWED PUBLICATIONS

---

**Yuanmo He** and Milena Tsvetkova. 2023. A method for estimating individual socioeconomic status of Twitter users. *Sociological Methods & Research*. <https://doi.org/10.1177/00491241231168665>

## WORK IN PROGRESS

---

**Yuanmo He** and Milena Tsvetkova. 2025. High Socioeconomic Status is Associated with Diverse Consumption across Brands and Price Levels. *arXiv*. <https://arxiv.org/abs/2506.13840>. (**Honourable mention** at the 2023 International Conference on Computational Social Science).

**Yuanmo He**. Socioeconomic inequality in social capital and communication behaviours on Twitter.

## CONFERENCE PRESENTATIONS

---

Millions of Mobile-tracked Visits Reveal Socioeconomic Inequality of Daily Consumption.

- The Annual Meeting of the American Sociological Association (Section on Computational Sociology), Philadelphia, US 08/2023
- International Conference on Computational Social Science, Copenhagen, DK 07/2023
- Annual Conference of the International Network of Analytical Sociologists, Princeton, US 06/2023
- ODISSEI Conference for Social Science, Utrecht, NL 11/2022
- European Conference on Social Networks, London, UK 09/2022

A Method for Estimating Individual Socioeconomic Status of Twitter Users.

- Correspondence Analysis and Related Methods, Bonn, DE 09/2023
- General Online Research, online 09/2021
- The Annual Meeting of the American Sociological Association (Section on Inequality, Poverty, and Mobility: New Approaches to Understanding and Addressing Inequality), online 08/2021
- International Conference on Computational Social Science, online 07/2021

## TEACHING

---

Seminar Leader, Department of Methodology, LSE

- MY361/MY461 Social Network Analysis Winter Term 2025
- MY452 Applied Regression Analysis Winter Term 2025
- MY470 Computer Programming Autumn Term 2024

Graduate Teaching Assistant, Department of Methodology, LSE

- MY474 Applied Machine Learning Winter Term 2022 and 2023
- MY470 Computer Programming Autumn Term 2021

Seminar Leader, LSE Summer School

- ME314 Introduction to Data Science and Machine Learning 07/2022

Teaching Assistant, Data Science Summer School, The Hertie School

- Introduction to Python Programming (online) 07/2021

## ACADEMIC SERVICE

---

Chair, LSESU 93% Club Social Mobility Summit 2025

Developing A Method for Estimating the Socioeconomic Status of Twitter Users, Sage 2023

Research Methods Video: Quantitative and Mixed Methods.

PhD Representative of the Department of Methodology, LSE 2022-2023

Co-organiser, Quantitative Methods Reading Group, LSE 2021-2022

Presenter and Discussant, Doctoral Seminar, International Inequalities Institute, LSE 2021-2023

## AWARDS AND FUNDING

---

**LSE PhD Studentship**, £140,000, LSE 2020-2024

**Honourable mentions**, International Conference on Computational Social Science 2023

**Partial Registration Fee Waiver**, \$2000, Complex Systems Summer School, Santa Fe Institute 2023

<b>Departmental PhD Support Funding</b> , £2000, LSE	2023
<b>Data Collection Fund</b> , £530, LSE	2023
<b>Postgraduate Travel Fund</b> , £2000, LSE	2022-2023
<b>UCL Institute of Education Faculty Medal</b> , UCL	2019

## SKILLS AND INTERESTS

---

**Programming language & statistical software:** Python, R, SQL, Spark, Git, Stata, SPSS

**Advanced Data Analysis:** machine learning, natural language processing, large language models, social network analysis, multivariate analysis, causal analysis, parallel computing, cloud computing

**Languages:** Chinese (native), English (bilingual)

**Stand-up Comedy:** Performed at various settings (e.g., parties, academic workshops, comedy clubs). Getting into the comedy club scene.

**Writing** Writing a blog on things that I find interesting at [yuanmohe.substack.com](http://yuanmohe.substack.com)

## REFERENCES

---

### **Milena Tsvetkova**

Associate Professor of Computational Social Science

Department of Methodology

London School of Economics and Political Science

[m.tsvetkova@lse.ac.uk](mailto:m.tsvetkova@lse.ac.uk)

### **Kenneth Benoit**

Dean of the School of Social Sciences

Professor of Computational Social Science

Singapore Management University

[kbenoit@smu.edu.sg](mailto:kbenoit@smu.edu.sg)

### **Patrick Sturgis**

Head of Department

Professor of Quantitative Social Science

Department of Methodology

London School of Economics and Political Science

[p.sturgis@lse.ac.uk](mailto:p.sturgis@lse.ac.uk)