Yuyang Liang

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Education

Michigan State University East Lansing, MI	**Ph.D. Candidate, Information Science** Focus: Computer-supported knowledge sharing and collaboration, computational social science, statistical modeling, and network analysis
University of Michigan Ann Arbor, MI	**M.S., Survey Methodology**
Peking University Beijing, China	**B.A., Advertising & B.S., Statistics**

Fellowships and Awards

2018.04	**Summer Research Fellowship** College of Communication Arts and Sciences Michigan State University
2018.06 **2016.12**	**Travel Fellowship** Department of Media and Information Michigan State University
2016.11	**Best Junior Doctoral Student Research** 2016 Information and Media Annual PhD Research Symposium Michigan State University

Research and Work Experience

2015.7 – present	**Ph.D. Candidate** Michigan State University
2011.9 – 2015.4	**Research Assistant** University of Michigan

2012.5 – 2012.8	**Intern**
	Altarum Institute

Publications and Working Papers

2019	**Yuyang Liang**, Josh Introne. **"Social Roles, Interactions and Community Sustainability: A Resource-based Perspective"**. In Proceedings of the 52nd Hawaii International Conference on System Sciences (HICSS).
2018	**Yuyang Liang**, Young Lee-Argyris, Aziz Muqaddam. **"Changing Brand Attitudes through Influencer Marketing"**. In Proceedings of the 24th Americas Conference on Information Systems (ACMIS).
2017	**Yuyang Liang**. **"Knowledge Sharing in Online Discussion Threads: What Predicts the Ratings?"**. In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).
Under Review	Young Anna Argyris, Aziz Muqaddam, **Yuyang Liang**. 2018. **"Converting Casual Visitors to Endorsers: The Role of Flow in Dissemination of Recommendations in User-Generated Review Websites"**.

Teaching and Community Services

Teaching Assistant	ADV 350: Media Planning (Fall 2018)
Michigan State University	MI 250: Introduction to Applied Programming (Fall 2017)
	MI 201: Introduction to Media & Information Technology (Spring 2016, Fall 2017)
Reviewer	The European Conference on Information Systems (ECIS) 2018, 2019
	The Americas Conference on Information Systems (ACIS) 2018
	The International Conference on Information Systems (ICIS) 2018

Technical Skills

Data Analysis: R, SAS, SPSS

Language: Python, SQL, C++, HTML, CSS, LaTex

Platform: Windows, Linux