

Yuyang Liang

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Education

Michigan State University **Ph.D.** (in progress), **Information Science**

East Lansing, MI

Focus: knowledge sharing and collaboration in online communities, mining and modeling social media user behavior, and social computing.

University of Michigan **M.S., Survey Methodology**

Ann Arbor, MI

Peking University **B.A., Advertising & B.S., Statistics**

Beijing, China

Research and Work Experience

Ph.D. Researcher

Michigan State University

2015.7 – present

- Trained Convolutional Neural Networks in Tensorflow to predict sportswear styles in more than 90,000 images scraped from Instagram.
- Designed and evaluated a survey in Qualtrics and built structural equation models to examine factors related to Yelp users' intention to recommend the restaurants.
- Performed social network analysis, mixed-effect regression modeling, clustering via Gaussian mixture models and time series analysis in Python and R to understand users' information seeking behaviors and interactions.
- Built a random forest classifier to predict whether a question will be solved in an online Q&A forum and evaluated the importance of the factors.
- Developed web infrastructure using Python, SQL and CSS for experimental research on online communities to investigate users' mental models and conducted think-aloud tests to improve the interface.

Research Assistant

University of Michigan

2011.9 – 2015.4

- Performed data manipulation using SAS macros to improve data quality and imputed missing data for Integrated Fertility Survey Series in Linux.
- Conducted questionnaire design, focus group and cognitive interviews for Pane Study of Income Dynamics.

Intern

Altarum Institute
2012.5 – 2012.8

- Developed algorithms to conduct Patient-mix Adjustment on Tricare Inpatient Satisfaction Survey (TRISS) data via SAS macros and SQL.

Publications

Yuyang Liang, Josh Introne. 2019. “**Social Roles, Interactions and Community Sustainability: A Resource-based Perspective**”. In Proceedings of the 52nd Hawaii International Conference on System Sciences (HICSS).

Yuyang Liang, Young Lee-Argyris, Aziz Muqaddam. 2018. “**Changing Brand Attitudes through Influencer Marketing**”. In Proceedings of the 24th Americas Conference on Information Systems (ACMIS).

Yuyang Liang. 2017. “**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).

Working Papers

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**” (Under review)

Fellowships and Awards

2018.04

Summer Research Fellowship

College of Communication Arts and Sciences
Michigan State University

2016.12

Travel Fellowship

2018.06

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

Teaching

Teaching Assistant

MI 201: Introduction to Media & Information Technology (Spring 2016, Fall 2017)

MI 250: Introduction to Applied Programming (Fall 2017)

Michigan State University

Technical Skills

Data Analysis: R, SAS, SPSS

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

Platform: Windows, Linux