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

2019.01

Dissertation Completion Fellowship

College of Communication Arts and Sciences

Michigan State University

2018.04

Summer Research Fellowship

College of Communication Arts and Sciences

Michigan State University

2018.06

Travel Fellowship

Department of Media and Information

2016.12

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
2019.6 – 2019.9	**Intern**
	Airbnb
2011.9 – 2015.4	**Research Assistant**
	University of Michigan
2012.5 – 2012.8	**Intern**
	Altarum Institute

Publications and Working Papers

2020

Elisavet Averkiadi, Wietske Van Osch, **Yuyang Liang**. **"Investigating Linguistic Indicators of Generative Content in Enterprise Social Media"**. In Proceedings of the 22nd International Conference on Human-computer Interaction (HCII).

Young Anna Argyris, Aziz Muqaddam, **Yuyang Liang**. **"The Role of Flow in Dissemination of Recommendations for Hedonic Products in User-Generated Review Websites"**. International Journal of Human–Computer Interaction, 36(3), 271-284.

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). |

Teaching and Community Services

Teaching Assistant
Michigan State University

ADV 342: Account Planning & Research (Spring 2019)
ADV 350: Media Planning (Fall 2018, Fall 2019)
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, 2020
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

Graphics & Design: Adobe Creative Suite

Platform: Windows, Linux