

Yuyang Liang

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Education

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

East Lansing, MI

Focus: social computing, mining and modeling user behavior, knowledge sharing and collaboration.

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

Ann Arbor, MI

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

Beijing, China

Work Experience

Ph.D. Researcher

Michigan State University

2015.7 – present

- Used Python to connect to Reddit's API, and performed social network analysis and mixed-effect regression modeling in R to understand users' behaviors and interactions.
- Applied statistical hypothesis testing, and generalized linear modeling to compare user profiles and behaviors in Reddit. Built a random forest classifier to predict user type using scikit-learn.
- Utilized topic models and mixed-effect models in R to learn WebMD users' posting behaviors, and used agent based models to simulate their behaviors in Python.
- Developed web infrastructure using Python, SQL and CSS for experimental research on online communities to investigate users' mental models.

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 the Unix environment.
- 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. 2017. “**Knowledge Sharing in Online Discussion Threads: What Predicts the Ratings?**” Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).

Working Papers

Yuyang Liang. 2017. “**Understand Question Askers in Online Q&A Communities: Reddit as an Example.**”

Awards

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

Teaching

Teaching Assistant

MI 201: Introduction to Media & Information Technology (Spring 2016)
Michigan State University

Technical Skills

Data Analysis: R, SAS, Excel, SPSS

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

Platform: Windows, Unix