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| Yuyang Liang  liangyuy@msu.edu ⦁ yuyangliang.github.io | |
| 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 SciencesMichigan 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** Michigan State University | ADV 350: Media Planning (Fall 2018) 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 |