YINGDAN LU

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ACADEMIC POSITION

Northwestern University   Evanston, IL

Assistant Professor (Tenure Track), Department of Communication Studies, School of Communication   Sept 2023 –

Director, Computational Media and Politics Lab
Co-Director, Computational Multi-Modal Communication Lab
Core faculty, Media, Technology, and Society (MTS)
Core faculty, Technology and Social Behavior (TSB)
Faculty Affiliate, Center for Communication & Public Policy (CCPP)
Faculty Affiliate, Center for Human-Computer Interaction + Design (HCI+D)
Faculty Affiliate, Artificial Intelligence at Northwestern (AI@NU)

EDUCATION

Stanford University   Stanford, CA
Ph.D. in Communication   2017–2023
Ph.D. Minor in Political Science
Committee: Jennifer Pan (Chair), Jeff Hancock, Angèle Christin, Yiqing Xu

Stanford University   Stanford, CA
M.A. in East Asian Studies   2015–2017

Tsinghua University   Beijing, China
B.A. in Journalism (graduated with honors)   2011–2015

PEER-REVIEWED PUBLICATIONS

*Note: * indicates student or postdoc coauthors at the time of the first draft, = denotes co-first authorship*

[17] **Lu, Y.** (2025). Performative Propaganda Engagement: How Celebrity Fans Engage with State Propaganda on Weibo. *Political Communication*. Online First in November 2025. 1-29.

[16] Dahlke, R.*, Tu, F.*, Wang, Y. C.*, **Lu, Y.**, Engeda, B. W.*, & Hancock, J. (2025). Contextualizing Misinformation: A User-Centric Approach to Linguistic and Topical Patterns in News Consumption. *Proceedings of the ACM on Human-Computer Interaction*, 9(7), 1-40.

[15] **Lu, Y.**=, Pan, J., Xu, X., & Xu, Y. (2025). Decentralized Propaganda in the Era of Digital Media: The Massive Presence of the Chinese State on Douyin. *American Journal of Political Science*. Online First in May 2025.

[14] Hanley, H.*, **Lu, Y.**=, & Pan, J. (2025). Across the Firewall: Foreign Media's Role in Shaping Chinese Social Media Narratives on the Russo-Ukrainian War. *Proceedings of the National Academy of Sciences*, 122(1), e2420607122.

[13] **Lu, Y.**, & Peng, Y. (2024). The Mobilizing Power of Visual Media Across Stages of Social-Mediated Protests. *Political Communication*, 41(4), 531-558.

[12] Qian, S.*, **Lu, Y.**, Peng, Y., Shen, C., & Xu, H.* (2024). Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram. *Public Relations Review*, 50(2), 102454.

[11] Chen, K., **Lu, Y.**=, & Wang, Y.* (2024). Unraveling China's digital traces: evaluating communication scholarship through a sociotechnical lens. *Chinese Journal of Communication*, 17(2), 127-150.

[10] Christin, A., & **Lu, Y.** (2024). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*, 26(12), 7212-7235.

[9] **Lu, Y.**, Schaefer, J.*, Park, K., Joo, J., & Pan, J. (2024). How Information Flows from the World to China. *The International Journal of Press/Politics*, 29(2), 305-327.

[8] Chen, A.*, **Lu, Y.**=, Chen, K., & Ng, A.* (2024). Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China. *The International Journal of Press/Politics*, 29(3), 710-732.

[7] Peng, Y., **Lu, Y.**=, & Shen, C. (2023). An Agenda for Studying Credibility Perceptions of Visual Misinformation. *Political Communication*, 40(2), 225-237.

[6] **Lu, Y.**, & Shen, C. (2023). Unpacking Multimodal Fact-checking: Features and Engagement of Fact-checking Videos on Chinese TikTok (Douyin). *Social Media + Society*, 9(1).

[5] **Lu, Y.**=, & Pan, J. (2022). The Pervasive Presence of Chinese Government Content on Douyin Trending Videos. *Computational Communication Research*, 4(1), 68-97.

[4] Muise, D.*, **Lu, Y.**, Pan, J., & Reeves, B. (2022). Selectively localized: Temporal and visual structure of smartphone screen activity across media environments. *Mobile Media & Communication*, 10(3), 487–509.

[3] **Lu, Y.**=, Pan, J., & Xu, Y. (2021). Public Sentiment on Chinese Social Media during the Emergence of COVID-19. *Journal of Quantitative Description: Digital Media*, 1, 1-47.

[2] **Lu, Y.**=, & Pan, J. (2021). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility. *Political Communication*, 38(1-2), 23-54.

[1] Reeves, B., Ram, N., Robinson, T. N., Cummings, J. J., Giles, C. L., Pan, J., [...] **Lu, Y.**, et al. (2021). *Screenomics*: A Framework to Capture and Analyze Personal Life Experiences and the Ways that Technology Shapes Them. *Human–Computer Interaction*, 36(2), 150-201.

Book Chapter

[4] **Lu, Y.**, & DeButts, M.* (Forthcoming). How to use computational methods and online experiments to study Chinese digital media. In Xu J., Guo S., and Zhang W. (Eds.), *The Sage Handbook on Chinese Digital Media and Communication*.

[3] Chen, K., & **Lu, Y.**= (Forthcoming). Video as data in computational analysis. In Shen L., Shultz P. J., Cobley P. (Eds.), *The Handbook of Quantitative Research Methods in Communication Science*.

[2] Kim, S., **Lu, Y.**, & Peng, Y. (2025). Unmasking Deception: How Computer Vision Could Empower Visual Journalism in Unveiling Visual Misinformation. In Thompson, T. J., and Dahmen N. S. (Eds.), *The Routledge Companion to Visual Journalism*. 39: 471-482. Routledge.

[1] Peng, Y., & **Lu, Y.** (2023). Computational Visual Analysis in Political Communication. In D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*, 4: 42-54. Edward Elgar Publishing.

Conference Late-breaking Work & Panels (Non-Archival)

[2] Hwang, A. H.-C., Bernstein, M. S., Sundar, S. S., Zhang, R., Horta Ribeiro, M., **Lu, Y.**, Chang, S., Wu, S. Yang, A., Williams, D., Park, J. S., Ognyanova, K., Xiao, Z., Shamma, D. A. (2025). Human Subjects Research in the Age of Generative AI: Opportunities and Challenges of Applying LLM-Simulated Data to HCI Studies. Panel for *CHI Conference on Human Factors in Computing Systems (CHI 2025)*

[1] Peng, Q.*, **Lu, Y.**, & Peng, Y., Qian, S.*, Liu X.*, & Shen, C. (2025). Crafting Synthetic Realities: Examining Visual Realism and Misinformation Potential of Photorealistic AI-Generated Images. In *Proceedings of the Extended Abstracts of the CHI Conference on Human Factors in Computing Systems* (pp. 1-12).

Under Review

[5] **Lu, Y.**, Liu, X.*, & Zhou, C.* Recommending the State: How Social Media Algorithms Curate State-Created Content in China (Revise and Resubmit)

[4] Chen, K., **Lu, Y.**=, & Zou, S. TikToking Vaccine Nationalism: A Multimodal Understanding of COVID-19 Vaccine Videos on Douyin. (Revise and Resubmit)

[3] Divon, T.*, & **Lu, Y.** (In)Visible Politics: Influencers on TikTok and Douyin as State Brokers. (Revise and Resubmit)

[2] Liu, X.*, **Lu, Y.**, Peng, Q.*, Qian, S.*, Peng, Y., & Shen, C. Seeing the Surreal: Mapping Surrealism in Photorealistic AI-Generated Images Using Large Language Models (Revise and Resubmit)

[1] DeButts, M.* & **Lu, Y.**= Intimacy with Limits: How Short-form Video Propaganda Embraces Platform Norms, but Not for Leaders (Under review)

Selected Works in Progress

[5] **Lu, Y.** How Fans Engage with State Propaganda through Celebrity Mobilization (Manuscript in preparation)

[4] **Lu, Y.**, Xin, H.*, Chu, A.*, Peng, Y., & Shen, C. Audio as Data: Computational Audio Analysis in Communication Research. (Manuscript in preparation)

[3] Peng, Y., Qian, S.*, **Lu, Y.**, & Shen, C. Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content (Manuscript in preparation)

[2] Lin, C.*, Chen, Y.*, Chen, J.*, Shen, C., Peng, Y. & **Lu, Y.** Reinforcing, or Debunking? Auditing Google's Reverse Image Search in Visual Misinformation Fact-Checking (Manuscript in preparation).

[1] Gaw, F.*, **Lu, Y.**, & Nisbet, E. Visual Logic: An Integrated Computational Visual Analysis of Political Influencer Videos on TikTok (Manuscript in preparation)

Grants

External

- OpenAI Researcher Access Program, $1,000 worth API credits, *PI* 2025

- OpenAI Researcher Access Program, $5,000 worth API credits, *PI* 2024–2025
(with Cuihua (Cindy) Shen and Yilang Peng)

- National Science Foundation (CNS-2150716), $500,000, *Research Fellow* 2022–2025
Project title: *Collaborative Research: SaTC: CORE: Small: Understanding How Visual Features of Misinformation Influence Credibility Perceptions* (PI: Cuihua (Cindy) Shen and Yilang Peng)

- Princeton Data-Driven Social Science (DDSS) Initiative, $10,000, *co-PI* 2022–2023
Project title: *Propagating the Repressive Apparatus on Social Media: The Case of TikTok*

- Summer Institutes in Computational Social Science (SICSS) Research Grant, $2,500, *PI* 2021
Project title: *Invisible Spammers: Detecting Bots on Chinese Social Media*

- Magic Grant from Brown Institute for Media Innovation, $100,000, *co-PI* 2019–2020
Project title: *Screenomics Interactive Dashboard*

- Google Cloud COVID-19 Credit Grant, $250, *PI* 2020
Project title: *Echo or Divergence: COVID-19 Discourse on Twitter and Weibo*

Internal

- Northwestern Buffett Global Working Group Grant, $200,000, *Core Team Member* 2025–2028
Project title: *Global Large Language Models Values Benchmarking Project*

- HAI-Google Cloud Credits Grant Program, $2,171, *PI* 2023
Project title: *Fandom, Propaganda and State Mobilization on Chinese Social Media*

- Stanford Institute for Research in the Social Sciences (IRiSS) Research Data Grant, $1,500, *PI*   2022
  Project title: *Fauci Memes Matter: Public Figure Memes and COVID-19 Misinformation*

- Stanford Program on Democracy and the Internet (PDI) Research Funding, $10,000, *PI*   2020–2021
  Project title: *Multimodal beyond Text: Investigating Visual Misinformation on Social Media*

- Stanford Global Studies (SGS) Global Perspectives Grant, $3,500, *PI*   2016
  Project title: *Environmental Policy Implementation in China*

- Stanford Center For East Asian Studies Summer Grant, $3,900   2016

- Tsinghua Undergraduate Overseas Research & Training Grant, $1,500   2014

Under Review

- Sony Research Award Program, $200,000, *Co-PI*
  Project title: *KAIROS: Knowledge-guided Accurate Video Retrieval from Long-form Storytelling Events*

AWARDS & HONORS

- Best Lightning Talk Award, 11th International Conference on Computational Social Science (IC2S2)   2025
- Top Paper Award, Computational Methods Division, International Communication Association   2025
- Top Student Paper Award, Political Communication Division, International Communication Association   2023
- Stanford Human-Centered Artificial Intelligence (HAI) Graduate Fellowship   2022–2023
- Stanford Institute for Research in the Social Sciences (IRiSS) Dissertation Fellowship   2022–2023
- Stanford Computational Social Science Fellowship   2020–2021
- Stanford Graduate Fellowship in Science & Engineering   2017–2021
- Stanford Asia Pacific Scholar Fellowship   2016
- Stanford Freeman Spogli Institute for International Studies (FSI) Global Policy Fellowship   2016
- Stanford Silas Palmer Research Fellowship   2015
- Beijing Distinguished Graduate Student Award   2015
- People.cn Best Paper Award (First Prize)   2015
- TECO Green Tech Contest (Bronze Medalist)   2014
- Evergrande Comprehensive Scholarship   2014
- Hang Seng Bank Mainland Scholarship   2013
- Rural Investigation and Studies Award by China Institute for Rural Studies   2013

INVITED TALKS & SEMINARS

External Talks and Seminars

- Washington University in St. Louis, 13th Comparative Politics Annual Conference   Apr 2026 (scheduled)
- Peking University HSBC Business School, Seminar Series   Dec 2025 (scheduled)
- University of Zurich, Symposium on Computational Visual Media Research   Aug 2025
- NYU Abu Dhabi, Politics and Technology in Non-Democratic Contexts Workshop   May 2025
- New York University, Equity and the Societal Implications of Global Technologies Symposium   Apr 2025
- Hong Kong Baptist University, Political Economy Seminars   Mar 2025
- University of Michigan, Political Communication Working Group   Feb 2025
- The Chinese University of Hong Kong, The C-Centre Communication Seminar Series   Dec 2024

- University of California San Francisco, PRISM Health Symposium — Dec 2024
- University of Washington, Department of Communication — Nov 2024
- Political Science Speaker Series for Chinese Scholars — Nov 2024
- University of Wisconsin–Madison, Local News and the Future of Democracy Conference — Oct 2024
- New York University, Frontiers in Empirical Research on East Asia — May 2024
- Ohio State University, School of Communication — Apr 2024
- Duke Kunshan University, Center for the Study of Contemporary China — Mar 2024
- University of Iowa, School of Journalism & Mass Communication — Feb 2024
- University of Chicago, Computational Social Science Workshop — Feb 2024
- University of Wisconsin–Madison, Computational Methods Research Group — Nov 2023
- University of Wisconsin–Madison, Mass Communication Research Center Symposium — Oct 2023
- Renmin University of China, Symposium on Multimodal Research — Oct 2023
- UCLA, Department of Communication — Jan 2023
- The Chinese University of Hong Kong, School of Journalism and Communication — Dec 2022
- City University of Hong Kong, Department of Media and Communication — Dec 2022
- Dartmouth College, Program in Quantitative Social Science — Dec 2022
- UCSD, China Research Workshop — Dec 2022
- University of Maryland, College of Information Studies — Nov 2022
- University of San Francisco, Department of Economics — Nov 2022
- National University of Singapore, Department of Communications and New Media — Oct 2022
- Chinese Politics Research in Progress Workshop (online) — Apr 2022
- China Computational Social Science Forum (online) — Jan 2021
- United Nations University Institute on Computing and Society, Conversation Series — July 2019

Internal Talks and Presentations

- Northwestern University, Northwestern Institute on Complex Systems Wednesday Seminar — Nov 2024
- Northwestern University, Culture and Society Workshop — Oct 2024
- Northwestern University, Chinese Political Economy Conference — May 2024
- Northwestern University, Human-Computer Interaction + Design Center — Apr 2024
- Northwestern University, Data Science Nights — Oct 2023
- Stanford University, Stanford Center on China's Economy and Institutions — May 2023
- Northwestern University, Department of Communication Studies — Jan 2023
- Stanford University, Center for Work, Technology, & Organization — Dec 2021
- Stanford University, Data Science Lab (online) — Feb 2020, Feb 2021

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

[46] Han, R., Liu, L., **Lu, Y.**, & Shao, L. (2026, April). *From Ban to Bridge? The "TikTok Refugees" and Cross-border Spillover Effects of Digital Regulation.* Scheduled at 83rd Annual Midwest Political Science Association (MPSA) Conference, Chicago, IL.

[45] **Lu, Y.**, Liu, X., & Zhou, C. (2025, September). *Recommending the State: How Social Media Algorithms Curate State Content in China.* Presented at 2025 American Political Science Association (APSA) Annual Meeting & Exhibition, Vancouver, Canada.

[44] **Lu, Y.**, Liu, X., & Zhou, C. (2025, July). *Recommending the State: How Social Media Algorithms Curate State Content in China.* Presented at 11th International Conference on Computational Social Science, Norrköping, Sweden.
[Best Lightning Talk Award]

[43] **Lu, Y.** (2025, July). *How Fans Engage with State Propaganda through Celebrity Mobilization.* Presented at 11th International Conference on Computational Social Science, Norrköping, Sweden.

[42] DeButts, M., & **Lu, Y.** (2025, July). *Intimacy with limits: How short-form video propaganda embraces platform norms, but not for leaders.* Presented at 11th International Conference on Computational Social Science, Norrköping, Sweden.

[41] Peng, Y., Qian, S., **Lu, Y.**, & Shen, C. (2025, July). *Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content.* Presented at 11th International Conference on Computational Social Science, Norrköping, Sweden.

[40] Lin, C., Chen, Y., Chen, J., Shen, C., Peng, Y., & **Lu, Y.** (2025, July). *Reinforcing, or Debunking? Auditing Google's Reverse Image Search in Visual Misinformation Fact-Checking.* Presented at 11th International Conference on Computational Social Science, Norrköping, Sweden.

[39] **Lu, Y.** (2025, July). *How Fans Engage with State Propaganda through Celebrity Mobilization.* Presented at 28th International Political Science Association (IPSA) World Congress of Political Science, Seoul, South Korea.

[38] **Lu, Y.** (2025, June). *How Fans Engage with State Propaganda through Celebrity Mobilization.* Presented at 75th Annual Conference of the International Communication Association (ICA), Denver, CO.

[37] DeButts, M., & **Lu, Y.** (2025, June). *Intimacy with limits: How short-form video propaganda embraces platform norms, but not for leaders.* Presented at 75th Annual Conference of the International Communication Association (ICA), Denver, CO.

[36] Peng, Y., Qian, S., **Lu, Y.**, & Shen, C. (2025, June). *Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content.* Presented at 75th Annual Conference of the International Communication Association (ICA), Denver, CO.
[Top Paper Award, Computational Methods Division]

[35] Dahlke, R., Tu, F., Wang, Y.C., **Lu, Y.**, Engeda, B.W. & Hancock, J. (2025, June). *Contextualizing Misinformation: A User-Centric Approach to Linguistic and Topical Patterns in News Consumption.* Presented at 75th Annual Conference of the International Communication Association (ICA), Denver, CO.

[34] **Lu, Y.** (2024, September). *How Fans Engage with State Propaganda through Celebrity Mobilization.* Presented at 2024 American Political Science Association (APSA) Annual Meeting & Exhibition, Philadelphia, PA.

[33] Hanley, H., **Lu, Y.**, & Pan, J. (2024, July). *Across the Firewall: Foreign Media's Role in Shaping Chinese Social Media Narratives on the Russo-Ukrainian War.* Presented at 10th International Conference on Computational Social Science (IC2S2), Philadelphia, PA.

[32] **Lu, Y.** (2024, June). *Performative Propaganda Engagement: How Celebrity Fandom Engages with State Propaganda in China.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[31] Hanley, H., **Lu, Y.**, & Pan, J. (2024, June). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[30] Peng, Q., **Lu, Y.**, Qian, S., Peng, Y., Liu, X., & Shen, C. (2024, June). *Crafting Synthetic Realities: Examining Visual Realism and Misinformation Potential of Photorealistic AI-Generated Images.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[29] Peng, Y., **Lu, Y.**, Liang, H., & Shen, C. (2024, June). *How Visual Media Mobilize Social Movements: Comparative Evidence from the Global South.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[28] Divon, T., & **Lu, Y.** (2024, June). *Invisible States and Visible Strategies: Navigating Political Influence on TikTok and Douyin in Israel and China.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[27] Jia, C., Kim, S., & **Lu, Y.** (2024, June). *Nudging Emotions via AI: Examining the Effect of Emotion-Interventions on Reducing Susceptibility to Text and Image Misinformation.* Presented at 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[26] Hanley, H., **Lu, Y.**, & Pan, J. (2023, November). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War.* Presented at The New Directions in Analyzing Text as Data (TADA) 2023 meeting, Amherst, MA.

[25] **Lu, Y.** (2023, September). *Performative Propaganda Engagement: How Celebrity Fandom Engages with State Propaganda in China.* Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.

[24] **Lu, Y.**, & Peng, Y. (2023, September). *The Mobilizing Power of Visual Media Across Stages of Social Movements.* Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.

[23] Pan, J., **Lu, Y.**, & Chen, A. (2023, September). *Narratives of the Ukraine War on Chinese Social Media.* Presented at 2023 American Political Science Association (APSA) Annual Meeting & Exhibition, Los Angeles, CA.

[22] Hanley, H., **Lu, Y.**, & Pan, J. (2023, September). *Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War.* Presented at 2023 Politics and Computational Social Science (PaCSS) conference, Los Angeles, CA.

[21] **Lu, Y.**, & Peng, Y. (2023, July). *The Mobilizing Power of Visual Media Across Stages of Social Movements.* Presented at the 40th Annual Meeting of the Society for Political Methodology (PolMeth XL), Stanford, CA.

[20] Hanley, H., **Lu, Y.**, & Pan, J. (2023, July). *Influence of foreign and domestic media ecosystems on Chinese social media.* Presented at the 40th Annual Meeting of the Society for Political Methodology (PolMeth XL), Stanford, CA.

[19] **Lu, Y.**, & Peng, Y. (2023, May). *The Mobilizing Power of Visual Media Across Stages of Social Movements.* Presented at 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada. **[Top Student Paper Award, Political Communication Division]**

[18] Chen, K., **Lu, Y.**, & Zou, S. (2023, May). *TikToking Vaccine Nationalism: Examining COVID-Vaccine-Themed Videos on Douyin through a Mixed-Method Analysis.* Presented at 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

[17] Qian, S., **Lu, Y.**, Peng, Y., Shen, C., & Xu, H. (2023, May). *Convergence or Divergence? A Systematic Comparison of Visual Posts between Twitter and Instagram.* Presented at 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

[16] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2023, March). *How Information Flows from the World to China.* Presented at International Studies Association (ISA) 64th Annual Convention, Montréal, Québec, Canada.

[15] Chen, K., **Lu, Y.**, & Wang, Y. (2022, November). *Toward an Evidence-Driven Understanding of Digital Trace Research on China.* Presented at National Communication Association (NCA) 108th Annual Convention, New Orleans, LA.

[14] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, September). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Presented at 2022 American Political Science Association (APSA) Annual Meeting & Exhibition, Montréal, Québec, Canada.

[13] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, September). *How Information Flows from the World to China.* Presented at 2022 American Political Science Association (APSA) Annual Meeting & Exhibition, Montréal, Québec, Canada.

[12] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, July). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.

[11] **Lu, Y.**, & Shen, C. (2022, July). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin).* Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.

[10] Christin, A., & **Lu, Y.** (2022, July). *The Influencer Pay Gap: Platform Labor Meets Racial Capitalism.* Presented at Society for the Advancement of Socio-Economics (SASE) 34th Annual Meeting, Amsterdam, The Netherlands.

[9] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, May). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[8] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, May). *How Information Flows from the World to China.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[7] **Lu, Y.**, & Shen, C. (2022, May). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin).* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[6] **Lu, Y.**, Liu, S., & Hancock, J. (2022, May). *Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of COVID-19 Content on TikTok.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[5] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2022, May). *Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[4] Chen, K., Zou, S., & **Lu, Y.** (2022, May). *Thanks to My Country's Love!: Examining Nationalist Narratives in COVID Vaccine-Related Videos on Douyin Through Large-Scale Visual and Textual Analysis.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[3] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, April). *The Evolution of Propaganda in the Digital Age.* Presented at 80th Midwest Political Science Association Annual Conference (MPSA), Chicago, IL.

[2] **Lu, Y.**, & Shen, C. (2021, September). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok.* Presented at The 3rd Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), virtual.

[1] **Lu, Y.**, Pan, J., & Xu, Y. (2021, September). *Public Sentiment on Chinese Social Media During the Emergence of COVID-19.* Presented at 2021 American Political Science Association (APSA) Annual Meeting & Exhibition, virtual.

TEACHING

Instruction

COMM_ST 379 / POLI_SCI 390: Digital Propaganda and Repression   2024, 2025
Undergraduate lecture

MTS 525: Computational Communication Research   2024, 2025
Ph.D. seminar

MTS 501: Intro to Grad Research   2025
Ph.D. seminar

Guest Lectures and Workshops

- The University of North Carolina at Chapel Hill, *Computational Social Science*   Sep 2025
- NYU-Shanghai, *Summer Institute in Computational Social Science*   June 2025
- University of Minnesota, *Summer Workshop on Computational Social Science*   June 2025
- University of Wisconsin–Madison, *Social Media Analytics*   Apr 2025, Apr 2024, Mar 2023, Mar 2022, Nov 2020
- Montana State University, *Chinese Politics & Policy*   Apr 2025
- Northwestern University, *MSC Professional Development Practicum: AI-Powered Social Media Analytics*   Mar 2025
- Northwestern University, *Introduction to Grad Research in Media, Technology & Society*   Oct 2024, Oct 2023
- Organizational Communication Mini Conference 2024, *OCMC Workshop: Unpacking Organizational Communication through Computational Multimodal Analysis*   Sep 2024
- Northwestern University, *Summer Institute in Computational Social Science*   August 2024
- National University of Singapore, *Summer Institute in Computational Social Science*   June 2024
- Northwestern University, *Misinformation and Disinformation in the Age of AI*   May 2024
- The Chinese University of Hong Kong, *Digital Research*   April 2024
- Northwestern University, Kellogg School of Management, *Emerging Topics in Computational Social Science* Feb 2024

- North Dakota State University, *Advanced Issues in Communication* — Oct 2023
- University of California, Davis, *Persuasive Technologies* — Nov 2022
- NYU-Shanghai, *2022 Summer School in Applied Social Science Research Methods* — Jul 2022
- University of San Francisco, *Natural Language Processing* — Nov 2020
- Tsinghua University, *Comparative Journalism Studies* — Nov 2020

ACADEMIC SERVICE

Association-related Service:

International Communication Association (ICA):
- Invited Panel Speaker, ICA@75 ANNIVERSARY SPECIAL SESSION: Generative AI: Transforming/Disrupting Communication Scholarship (2025)
- Panel Chair, "Political Propaganda" (2025)
- Panel Chair, "AI's Role in Political Campaigns and Public Discourse" (2025)
- Organizer, "The Future of Computational Message Science: Theoretical Advances, Computational Frontiers, and Grand Societal Challenges" Pre-conference (2024)
- Panel Chair, "Image-as-Data Methods" (2024)
- Panel Discussant, "Leveraging Generative AI in Communication Research: Opportunities, Challenges, and Best Practices" (2024)
- Award Committee, Best Paper Award for the ICA Computational Methods Division (2024)
- Mentor, Communication and Technology Division Research Escalator (2024)
- Panel Chair, "Video-as-data in Computational Communication: Toward a Mixed-Method Pathway" (2023)
- Panel Chair, "Video-as-data in Computational Communication" (2022)
- Panel Chair, "Propaganda in the Computational Age: Disinformation and Beyond" (2020)

American Political Science Association (APSA):
- Panel Chair, "Preprocessing, Annotation, and Interpretation in Computational Social Science" (2023)

Midwest Political Science Association (MPSA):
- Panel Chair, "Political Communication on the Fringe" (2026)

International Political Science Association (IPSA) conference: Discussant, "Political Communication Across the Globe" (2025)
Politics and Computational Social Science (PaCSS) conference: Panel Chair, "Chinese Politics" (2023)
Text-as-Data (TADA) conference: Doctoral Consortium Mentor (2023)
Authoritarian Political Systems Group: Discussant (2025)

University and Departmental Service:

Department of Communication Studies:
- Master of Science in Communication Advisory Committee, Department of Communication Studies (2025-2026)
- Department Advisory Committee, Department of Communication Studies (2024-2025)
- Department Finance Committee, Department of Communication Studies (2024-2025)
- Co-Organizer, MTS Colloquium (2024-2025)
- Graduate Admissions Committee, Technology & Social Behavior PhD Program (2023-2024)

Northwestern University:
- Co-Organizer, 2024 Summer Institute in Computational Social Science (SICSS)-Chicago
- Faculty Advisor, Organizational Communication Mini Conference (OCMC) 2024

Stanford University:
- Department Liaison, Institute for Research in the Social Sciences (2019–2023)

- International Student Chair, Department of Communication (2020–2022)
- Alumni Mentor, Center for East Asian Studies (2022, 2021, 2019)
- Group Coordinator, Professor Jennifer Pan's Research Group (2018–2020)
- Student Assistant, State of the Field in Chinese Politics Conference (2018)
- Conference Assistant, Digital Humanities Asia 2018 Summit (2017)

Founder, *COMputation Island*

- An online platform established from 2021 for computational communication research (CCR) on WeChat (12,000+ followers)
- Organized this platform to share cutting-edge research in computational social sciences, facilitate academic discussions, and promote resource exchanges to students and scholars in Asia and other regions.
- Wrote and edited articles to introduce computational social science studies, methods, and resources to students and scholars in communication, political science, and other disciplines.
- Led and managed the platform maintenance, editor recruitment, editorial work, and platform outreach.

Reviewer:

Peer-reviewed Journals:
- *Nature*
- *Journal of Communication*
- *American Political Science Review*
- *American Journal of Political Science*
- *The Journal of Politics*
- *Political Communication*
- *Communication Research*
- *Human Communication Research*
- *Journal of Computer-Mediated Communication*
- *Communication Methods and Measures*
- *New Media & Society*
- *Political Analysis*
- *Comparative Political Studies*
- *Sociological Methods and Research*
- *Information, Communication & Society*
- *Computational Communication Research*
- *Social Media and Society*
- *PLoS ONE*
- *Humanities and Social Sciences Communications*
- *Political Psychology*
- *China Quarterly*
- *Chinese Journal of Communication*
- *Political Research Quarterly*
- *International Journal of Public Opinion Research*
- *Visual Communication Quarterly*
- *Qualitative Sociology*
- *Asian Studies Review*

Conference Proceedings:
- *ACM CHI Conference on Human Factors in Computing Systems*

Grant Proposals: National Science Foundation

Other Research Experiences

Social Media Lab, Stanford University   Stanford, CA
Student Affiliate   2022–2023

Human Screenome Project, Stanford University   Stanford, CA
Student Affiliate   2017–2023

Stanford Data Science Collaboratory, Stanford University   Stanford, CA
Student Member   2019–2021

School of Public Policy and Management, Tsinghua University   Beijing, China
Visiting Scholar   2020–2021

Japan International Cooperation Agency Research Institute (JICA-RI)   Tokyo, Japan
Global Policy Intern   Jun–Sep, 2016

USC Annenberg Center for the Digital Future   Los Angeles, CA
Research Intern   Jun–Aug, 2014

Skills

- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS, LaTeX, SQL

- **Languages:** Mandarin (Native), English (Proficient), Korean (Intermediate), Japanese (Elementary)

- **Applications:** Tableau, Adobe Creative Suite, Premiere Pro, Final Cut Pro

- **Music:** Guzheng (Level 8 Certificate), Band Performing