

## ACADEMIC POSITION

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### 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

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### Stanford University

Stanford, CA

2017–2023

Ph.D. in Communication

Ph.D. Minor in Political Science

Committee: Jennifer Pan (Chair), Jeff Hancock, Angèle Christin, Yiqing Xu

### Stanford University

Stanford, CA

2015–2017

M.A. in East Asian Studies

### Tsinghua University

Beijing, China

2011–2015

## PEER-REVIEWED PUBLICATIONS

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

- [18] Liu, X.\*, **Lu, Y.**, Peng, Q.\*, Qian, S.\*, Peng, Y., & Shen, C. (In Press). Seeing the Surreal: Mapping Surrealism in Photorealistic AI-Generated Images Using Large Language Models. *Computational Communication Research*. Forthcoming
- [17] **Lu, Y.** (2026). Performative Propaganda Engagement: How Celebrity Fans Engage with State Propaganda on Weibo. *Political Communication*, 43(1), 99–127.
- [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

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[4] **Lu, Y.**, & DeButts, M.\* (2026). 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)

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[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

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- [6] **Lu, Y.**, Liu, X.\*, & Zhou, C.\* Recommending the State: How Social Media Algorithms Curate State-Created Content in China (Revise and Resubmit, *Journal of Communication*)
- [5] DeButts, M.\* & **Lu, Y.**= Intimacy with Limits: How Short-form Video Propaganda Embraces Platform Norms, but Not for Leaders (Revise and Resubmit, *Journal of Communication*)
- [4] Chen, K., **Lu, Y.**=, & Zou, S. TikToking Vaccine Nationalism: A Multimodal Understanding of COVID-19 Vaccine Videos on Douyin. (Revise and Resubmit, *Mass Communication and Society*)
- [3] Divon, T.\*., & **Lu, Y.**. (In)Visible Politics: Influencers on TikTok and Douyin as State Brokers. (Revise and Resubmit, *Convergence*)
- [2] **Lu, Y.**, Xin, H.\*., Chu, A.\*., Peng, Y., & Shen, C. Audio as Data: Computational Audio Analysis in Communication Research. (Under Review)
- [1] Han, R., Liu, L., **Lu, Y.**, & Shao, L. How Digital Regulation in Democracies Can Unintentionally Benefit Autocratic Regimes. (Under Review)

## SELECTED WORKS IN PROGRESS

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- [4] **Lu, Y.** How Fans Engage with State Propaganda through Celebrity Mobilization (Manuscript in preparation)
- [3] Gaw, F.\*., **Lu, Y.**, & Nisbet, E. Visual Logic: An Integrated Framework for Understanding Visual Content on Social Media (Manuscript in preparation)
- [2] Peng, Y., Qian, S.\*., **Lu, Y.**, & Shen, C. Large Language Model-Informed Feature Discovery Improves Prediction and Interpretation of Credibility Perceptions of Visual Content (Preprint)
- [1] Lin, C.\*., Chen, Y.\*., Chen, J.\*., Shen, C., Peng, Y. & **Lu, Y.**. From Verification to Amplification: Auditing Reverse Image Search as Algorithmic Gatekeeping in Visual Misinformation Fact-checking (Manuscript in preparation).

## GRANTS

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### External

- Google Cloud Research Credits Program, \$5,000, *PI* 2025–2026
- 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*
- Spencer Foundation Research Grants on Education, \$50,000, *PI*  
Project title: *Advancing Media Literacy Programs to Empower Youth to Understand Authoritarian Foreign Propaganda on Video-Sharing Platforms*

## AWARDS & HONORS

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- Top Paper Award, Political Communication Division, International Communication Association 2026
- Best Lightning Talk Award, 11<sup>th</sup> 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

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### External Talks and Seminars

- University of Florida, Summer Institute in Computational Social Science June 2026 (scheduled)
- Washington University in St. Louis, 13th Comparative Politics Annual Conference Apr 2026 (scheduled)
- Peking University HSBC Business School, Seminar Series Dec 2025
- University of Zurich, Symposium on Computational Visual Media Research Aug 2025
- NYU-Shanghai, *Summer Institute in Computational Social Science* June 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 Apr 2022
- China Computational Social Science Forum Jan 2021
- United Nations University Institute on Computing and Society, Conversation Series July 2019

### External Guest Lectures

- The University of North Carolina at Chapel Hill, *Computational Social Science* Sep 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
- National University of Singapore, *Summer Institute in Computational Social Science* June 2024
- The Chinese University of Hong Kong, *Digital Research* April 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

### Internal Talks and Presentations

- Northwestern University, Statistical Computing Workshop Feb 2026
- 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
- Stanford University, Center for Work, Technology, & Organization Dec 2021
- Stanford University, Data Science Lab Feb 2020, Feb 2021

### Internal Guest Lectures

- Department of Political Science, *Politics of China* Feb 2026
- Department of Computer Science, *Misinformation and Disinformation in the Age of AI* May 2024
- Kellogg School of Management, *Emerging Topics in Computational Social Science* Feb 2024

## SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

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[52] **Lu, Y.**, Xin, H., Chu, A., Peng, Y., & Shen, C. (2026, June). *Audio as Data: Computational Audio Analysis in Communication Research*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[51] **Lu, Y.**, Liu, X., & Zhou, C. (2026, June). *Recommending the State: How Social Media Algorithms Curate State Content in China*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[50] Liu, X., **Lu, Y.**, Peng, Q., Qian S., Peng, Y., & Shen, C. (2026, June). *Seeing the Surreal: Mapping Surrealism in Photorealistic AI-Generated Images Using Large Language Models*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[49] Khawar, S., **Lu, Y.**, Peng, Y., & Yeon, J., & Shen, C. (2026, June). *Visual Matters: Connecting Aesthetic Appeal and Production Quality of Photos, Infographics and Data Visualizations to Credibility of Social Media Posts*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[48] Yeon, J., Peng, Y., **Lu, Y.**, Khawar, S., & Shen, C. (2026, June). *From "Just Jokes" To "Biased Truth": How Politician-featured Memes Shape Perceptions Of Political (Mis)information*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[47] Lin, C., Chen, Y., Chen, J., Shen, C., Peng, Y., & **Lu, Y.** (2026, June). *From Verification to Amplification: Auditing Reverse Image Search as Algorithmic Gatekeeping in Visual Misinformation Fact-checking*. Scheduled at 76<sup>th</sup> Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

[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 11<sup>th</sup> 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 11<sup>th</sup> 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 11<sup>th</sup> 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 11<sup>th</sup> 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 11<sup>th</sup> International Conference on Computational Social Science, Norrköping, Sweden.

[39] **Lu, Y.** (2025, July). *How Fans Engage with State Propaganda through Celebrity Mobilization*. Presented at 28<sup>th</sup> 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 75<sup>th</sup> 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 75<sup>th</sup> 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 75<sup>th</sup> 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 75<sup>th</sup> 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 10<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 73<sup>rd</sup> 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 73<sup>rd</sup> 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 73<sup>rd</sup> 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) 64<sup>th</sup> 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) 108<sup>th</sup> 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 8<sup>th</sup> 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 8<sup>th</sup> 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) 34<sup>th</sup> 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 72<sup>nd</sup> 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 72<sup>nd</sup> 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 72<sup>nd</sup> 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 72<sup>nd</sup> 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 72<sup>nd</sup> 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 72<sup>nd</sup> 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 80<sup>th</sup> 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 3<sup>rd</sup> 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

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### Instruction

<b>COMM_ST 101-1: Communication in Context: Introduction</b>	2026
Undergraduate lecture (required course)	
<b>COMM_ST 379 / POLI_SCI 390: Digital Propaganda and Repression</b>	2024, 2025
Undergraduate lecture	
<b>MTS 501: Intro to Grad Research</b>	2025
Ph.D. seminar (required course)	
<b>MTS 525: Computational Communication Research</b>	2024, 2025
Ph.D. seminar	

### Workshops

- Northwestern University, *Summer Institute in Computational Social Science* August 2024
- Northwestern University, *MSC Professional Development Practicum: AI-Powered Social Media Analytics* Mar 2025
- Organizational Communication Mini Conference 2024, *OCMC Workshop: Unpacking Organizational Communication through Computational Multimodal Analysis* Sep 2024

## ACADEMIC SERVICE

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### Association-related Service:

International Communication Association (ICA):

- Panel Chair, “Addressing Methodological Challenges in LLM-enhanced Computational Communication” (2026)
- 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, Center for Human-Computer Interaction + Design Symposium “Validating Generative AI-Based Social Sciences”
- Co-Organizer, 2024 Summer Institute in Computational Social Science (SICSS)-Chicago
- Faculty Advisor, 2024 Organizational Communication Mini Conference (OCMC)

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*
- *Science Advances*
- *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

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<b>Social Media Lab, Stanford University</b> Student Affiliate	Stanford, CA 2022–2023
<b>Human Screenome Project, Stanford University</b> Student Affiliate	Stanford, CA 2017–2023
<b>Stanford Data Science Collaboratory, Stanford University</b> Student Member	Stanford, CA 2019–2021
<b>School of Public Policy and Management, Tsinghua University</b> Visiting Scholar	Beijing, China 2020–2021
<b>Japan International Cooperation Agency Research Institute (JICA-RI)</b> Global Policy Intern	Tokyo, Japan Jun–Sep, 2016
<b>USC Annenberg Center for the Digital Future</b> Research Intern	Los Angeles, CA Jun–Aug, 2014

## SKILLS

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- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS, L<sup>A</sup>T<sub>E</sub>X, 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