

# YINGDAN LU

450 Jane Stanford Way  
Building 120, Room 110  
Stanford, CA, 94305  
Website: [yingdanlu.com](http://yingdanlu.com)  
Email: [yingdan@stanford.edu](mailto:yingdan@stanford.edu)  
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## ACADEMIC POSITION

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**Northwestern University** Evanston, IL  
Assistant Professor, Department of Communication Studies, School of Communication Sept 2023 –

## EDUCATION

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**Stanford University** Stanford, CA  
Ph.D. in Communication; Advisor: Dr. Jennifer Pan 2017–2023  
Ph.D. Minor in Political Science  
Committee: Jennifer Pan, Jeff Hancock, Angèle Christin, Yiqing Xu

**Stanford University** Stanford, CA  
M.A. in East Asian Studies; Advisor: Dr. Larry Diamond 2015–2017

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

**University of Michigan** Ann Arbor, Michigan  
Certificate in Inter-university Consortium for Political and Social Research (ICPSR) Program 2016

## PEER-REVIEWED PUBLICATIONS

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- [10] Christin, A., & Lu, Y. (2023). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*. Online First in April 2022.
- [9] Peng, Y., Lu, Y.\*, & Shen, C. (2023). An Agenda for Studying Credibility Perceptions of Visual Misinformation. *Political Communication*, 40(2), 225-237. [\*co-first author]
- [8] 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).
- [7] Chen, A., Lu, Y.\*, Chen, K., & Ng, A. (2023). 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*. Online First in February 2023. [\*co-first author]
- [6] Lu, Y., Schaefer, J., Park, K., Joo, J., & Pan, J. (2022). How Information Flows from the World to China. *The International Journal of Press/Politics*. Online First in August 2022.
- [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). *Screnomics: 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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- [1] Peng, Y., & **Lu, Y.** (2023). Computational Visual Analysis in Political Communication. D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*. Edward Elgar.

## UNDER REVIEW

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- [4] **Lu, Y.**, & Peng, Y. (Revise and Resubmit). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication*.
- [3] Chen, K., **Lu, Y.\***, & Wang, Y. (Revise and Resubmit). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Chinese Journal of Communication*. [\*co-first author]
- [2] Qian, S., **Lu, Y.\***, Peng, Y., Shen, C. & Xu, H. (Extended Abstract Accepted, Full Manuscript Under Review). Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram. *Public Relations Review*.
- [1] Pan, J., **Lu, Y.\***, & Chen, A. (Extended Abstract Accepted). Narratives of the Ukraine War on Chinese Social Media. [\*co-first author]

## SELECTED WORKS IN PROGRESS

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- [4] **Lu, Y.** Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (Book project).
- [3] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin (Manuscript in preparation).
- [2] **Lu, Y.**, Liu, S., & Hancock, J. Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of Covid-19 Content on TikTok (Manuscript in preparation).
- [1] **Lu, Y.**, & Peng, Y., & Shen, C. Fauci Memes Matter: Computational Approaches to Understanding Public Figure Memes and Misinformation (Manuscript in preparation).

## AWARDS & HONORS

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- 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

## GRANTS

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### External

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

- 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

### Travel Grants

- Michael Haley Travel Grant 2023
- The Freeman Spogli Institute for International Studies (FSI) Small Research and Conference grant 2022
- National Communication Association (NCA) Student Caucus Travel Grant 2022
- American Political Science Association (APSA) Travel Grant 2022
- Center For East Asian Studies Conference Travel Grant 2022
- Center For East Asian Studies Conference Travel Grant 2016

## PRESENTATIONS

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### Invited Talks

- Stanford University, Stanford Center on China's Economy and Institutions May 2023
- UCLA, Department of Communication Jan 2023
- Northwestern University, Department of Communication Studies 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
- Northwestern University, Computer Vision in the Social Sciences Workshop 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
- Stanford University, Center for Work, Technology, & Organization Dec 2021
- Shandong University, School of Journalism and Communication (online) Nov 2021
- Central South University, ICA 2021 Regional Hub Symposium May 2021
- Stanford University, Data Science Lab (online) Feb 2020, Feb 2021
- China Computational Social Science Forum (online) Jan 2021
- Tsinghua University, The Forum for Frontier Theories and Methods in Political Science Dec 2020
- United Nations University Institute on Computing and Society, Conversation Series July 2019

### Conferences

- International Communication Association (ICA), Annual Conference 2018, 2020, 2022, 2023
- American Political Science Association (APSA), Annual Conference 2020, 2021, 2022, 2023
- The Society for Political Methodology (PolMeth), Annual Conference 2023
- International Studies Association (ISA), Annual Conference 2023
- Midwest Political Science Association (MPSA), Annual Conference 2022
- International Conference on Computational Social Science (IC2S2) 2020, 2021, 2022
- National Communication Association (NCA), Annual Conference 2016, 2022
- Society for the Advancement of Socio-Economics (SASE), Annual Conference 2022
- Chinese Internet Research Conference (CIRC), Annual Conference 2018, 2021
- Association for Education in Journalism and Mass Communication (AEJMC), Annual Conference 2021
- The International Journal of Press/Politics (IJPP), Annual Conference 2021
- Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM) 2021
- Asian Studies on the Pacific Coast (ASPAC), Annual Conference 2016

## TEACHING

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### Teaching Assistant

**COMM 1: Introduction to Communication**, Stanford University Fall 2019–2020

Instructor: Prof. Jeff Hancock

- Independently taught weekly tutorial sections on communication theories and social media research
- Managed online quizzes, exams, and grading on Canvas

**COMM 106/206: Communication Research Methods**, Stanford University Winter 2019–2020

Instructor: Dr. Anna Gibson

- Independently taught weekly tutorial sections on R programming and quantitative data analysis
- Mentored student class projects and managed grading on Canvas

### Guest Lectures

**Social Media Analytics**, University of Wisconsin–Madison March 2023

*Rethinking User Engagement with Screens*

**Persuasive Technologies**, University of California, Davis November 2022

*Competing for Attention: How the Chinese Government Uses Social Media for Propaganda*

**Introduction to Computational Social Science**

**2022 Summer School in Applied Social Science Research Methods**, NYU-Shanghai July 2022

*Video-as-Data in Computational Social Science*

**Social Media Analytics**, University of Wisconsin–Madison March 2022

*Rethinking Life on Screens: Measuring Smartphone Activities Through Screenomics*

**Social Media Analytics**, University of Wisconsin–Madison Nov 2020

*Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*

**Natural Language Processing**, University of San Francisco Nov 2020

*Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*

**Comparative Journalism Studies**, Tsinghua University Nov 2020

*Image as Data: Automated Visual Analysis in Studying Digital Media*

## ACADEMIC LEADERSHIP

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### Founder, *COMputation Island*

An online platform for computational communication research (CCR) on WeChat (10,000+ followers) 2021–present

- 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.

### Co-chairing panel

**“Video-as-data in computational communication: Toward a mixed-method pathway”**

73<sup>rd</sup> Annual Conference of the International Communication Association (ICA) May 2023

- Proposed this panel with Prof. Kaiping Chen from University of Wisconsin–Madison.

- Invited international scholars from nine institutions to introduce new computational methods and frameworks to study large-scale video datasets, and to discuss about how to triangulate them with qualitative methods.

**Co-chaired panel “Video-as-Data in Computational Communication”**

72<sup>nd</sup> Annual Conference of the International Communication Association (ICA) May 2022

- Proposed this panel with Prof. Kaiping Chen from University of Wisconsin–Madison.
- Invited international scholars from ten institutions to share their frontier works with analysis of large-scale video datasets in political and science communication.

**Co-chaired panel “Propaganda in the Computational Age: Disinformation and Beyond”**

70<sup>th</sup> Annual Conference of the International Communication Association (ICA) May 2020

- Proposed this panel with Prof. King-wa Fu from the University of Hong Kong.
- Invited international scholars from seven institutions to present their frontier works on computational propaganda and disinformation in political communication.

## ACADEMIC SERVICE

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**Ad-hoc Journal and Conference Reviewer (in alphabetical order)**

*American Journal of Political Science*  
*Asian Studies Review*  
*Chinese Journal of Communication*  
*Comparative Political Studies*  
*Computational Communication Research*  
*Humanities and Social Sciences Communications*  
*International Communication Association Annual Conference*  
*International Conference on Social Media & Society*  
*New Media & Society*  
*PLoS ONE*  
*Political Research Quarterly*  
*The Journal of Politics*

**Institute for Research in the Social Sciences, Stanford University** 2019–present  
 Department Liaison

**Department of Communication, Stanford University** 2020–2022  
 International Student Chair

**Center for East Asian Studies, Stanford University** 2021, 2019  
 Alumni Mentor for the Careers in Academia Event

**Professor Jennifer Pan’s Lab, Stanford University** 2018–2020  
 Group Coordinator

**State of the Field in Chinese Politics Conference, Stanford University** 2018  
 Student Assistant

**Digital Humanities Asia 2018 Summit, Stanford University** 2017–2018  
 Conference Assistant

## OTHER RESEARCH EXPERIENCES

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<b>Social Media Lab, Stanford University</b> Student Affiliate	Stanford, CA 2022–present
<b>Human Screenome Project, Stanford University</b> Student Affiliate	Stanford, CA 2017–present
<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

## PROFESSIONAL EXPERIENCE

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<b>Bloomberg Businessweek China</b> Journalist Intern	Beijing, China Sep–Dec, 2014
<b>Bayer China</b> CSR Intern	Beijing, China Dec 2014–May 2015
<b>Ruder Finn Asia</b> Public Relations Intern	Beijing, China Sep–Dec, 2013
<b>China News Agency</b> Journalist Intern, Political News Department	Beijing, China Jun–Aug, 2013

## SKILLS

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- **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

## REFERENCES

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**Jennifer Pan (Ph.D. Advisor)**  
Professor of Communication  
Department of Communication, Stanford University  
450 Jane Stanford Way, Building 120, Room 110, Stanford, CA, 94305  
Email: [jp1@stanford.edu](mailto:jp1@stanford.edu)

**Jeff Hancock**

Harry and Norman Chandler Professor of Communication  
Department of Communication, Stanford University  
450 Jane Stanford Way, Building 120, Room 300J, Stanford, CA, 94305  
Email: [hancockj@stanford.edu](mailto:hancockj@stanford.edu)

**Angèle Christin**

Assistant Professor of Communication  
Department of Communication, Stanford University  
450 Jane Stanford Way, Building 120, Room 334, Stanford, CA, 94305  
Email: [angelec@stanford.edu](mailto:angelec@stanford.edu)

**Cuihua (Cindy) Shen**

Professor of Communication  
Department of Communication, University of California, Davis  
363 Kerr Hall, One Shields Ave, University of California, Davis, CA, 95616  
Email: [cuishen@ucdavis.edu](mailto:cuishen@ucdavis.edu)