

# YINGDAN LU

2240 Campus Drive, Rm. 2-158  
Evanston, IL, 60208  
Website: [yingdanlu.com](http://yingdanlu.com)  
Email: [yingdan@northwestern.edu](mailto:yingdan@northwestern.edu)  
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## ACADEMIC POSITION

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

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- [13] 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.
- [12] **Lu, Y.**, & Peng, Y. (2024). The Mobilizing Power of Visual Media Across Stages of Social-Mediated Protests. *Political Communication*. 1-28.
- [11] Chen, K., **Lu, Y.\***, & Wang, Y. (2023). Unraveling China's digital traces: evaluating communication scholarship through a sociotechnical lens. *Chinese Journal of Communication*. Online First in October 2023. [\*co-first author]
- [10] Christin, A., & **Lu, Y.** (2023). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*. Online First in April 2023.
- [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). *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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- [2] Peng, Y., & Lu, Y. (2023). Computational Visual Analysis in Political Communication. D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*. Edward Elgar.
- [1] Chen K & Lu, Y.. Video as data in computational analysis. In Shen L., Shultz P. J., Cobley P. (Eds.), *The Handbook of Quantitative Research Methods in Communication Science*. Forthcoming.

## UNDER REVIEW

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- [6] Lu, Y., Pan, J., Xu, X., & Xu, Y. Decentralized Propaganda in the Era of Digital Media: The Massive Presence of the Chinese State on Douyin (R&R, *American Journal of Political Science*).
- [5] Lu, Y. Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (R&R, *Political Communication*).
- [4] Lu, Y. & Peng, Y. GPT Demonstrates Promising yet Improvable Results in Analyzing Visual Concepts in Social Science Research (Under Review).
- [3] Hanley, H., Lu, Y.\*, & Pan, J. Across the Firewall: Foreign Media's Role in Shaping Chinese Social Media Narratives on the Russo-Ukrainian War. (Under Review) [\*co-first author]
- [2] Peng, Q., Lu, Y. (corresponding author), & Peng, Y., Qian, S., Liu X., & Shen, C. Crafting the Reality: Investigating Visual Realism and Misinformation Potential of Photorealistic AI-Generated Images. (Under Review).
- [1] Divon, T. & Lu, Y. (In)Visible Politics: Influencers on TikTok and Douyin as State Brokers, (Extended abstract accepted, full manuscript under review in *Convergence*)

## SELECTED WORKS IN PROGRESS

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- [3] Lu, Y. How Fans Engage with State Propaganda through Celebrity Mobilization (Manuscript in preparation).
- [2] Chen, K., Lu, Y.\*, & Zou, S. TikToking Vaccine Nationalism: A Multimodal Understanding of COVID-19 Vaccine Videos on Douyin (Manuscript in preparation). [\*co-first author]
- [1] Jia, C., Kim, S., & Lu, Y. Nudging Emotions via AI: Examining the Effect of Emotion-Interventions on Reducing Susceptibility to Text and Image Misinformation (Manuscript in preparation).

## GRANTS

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### External

- 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

- 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, 2016

## AWARDS & HONORS

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- 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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- Chinese University of Hong Kong, Computational Social Science Laboratory Dec 2024 (scheduled)
- University of California San Francisco, PRISM Health Symposium Dec 2024 (scheduled)
- Political Science Speaker Series for Chinese Scholars Nov 2024 (scheduled)
- Northwestern University, Northwestern Institute on Complex Systems Nov 2024 (scheduled)
- University of Wisconsin–Madison, Local News and the Future of Democracy Conference Oct 2024
- National University of Singapore, Summer Institute in Computational Social Science Singapore Jun 2024
- New York University, Frontiers in Empirical Research on East Asia May 2024
- Northwestern University, Chinese Political Economy Conference May 2024
- Ohio State University, School of Communication Apr 2024
- Northwestern University, Human-Computer Interaction + Design Center 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
- Northwestern University, Data Science Nights Oct 2023
- University of Wisconsin–Madison, Mass Communication Research Center Symposium Oct 2023
- Renmin University of China, Symposium on Multimodal Research Oct 2023
- 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

## REFERRED CONFERENCE PRESENTATIONS

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- International Communication Association (ICA), Annual Conference 2018, 2020, 2022, 2023, 2024
- American Political Science Association (APSA), Annual Conference 2020, 2021, 2022, 2023, 2024
- International Conference on Computational Social Science (IC2S2) 2020, 2021, 2022, 2024
- National Communication Association (NCA), Annual Conference 2016, 2022
- Association for Education in Journalism and Mass Communication (AEJMC), Annual Conference 2021
- The Society for Political Methodology (PolMeth), Annual Conference 2023
- Politics and Computational Social Science (PaCSS) conference 2023
- The New Directions in Analyzing Text as Data (TADA) meeting 2023
- Midwest Political Science Association (MPSA), Annual Conference 2022
- International Studies Association (ISA), Annual Conference 2023
- Society for the Advancement of Socio-Economics (SASE), Annual Conference 2022
- Chinese Internet Research Conference (CIRC), Annual Conference 2018, 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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### Instruction

**COMM\_ST 395: Digital Propaganda and Repression**, Northwestern University Fall, Spring 2024  
Undergraduate lecture

**MTS 525: Computational Communication Research**, Northwestern University Spring 2024  
Ph.D. seminar

### Teaching Assistant

**COMM 1: Introduction to Communication**, Stanford University Fall 2019–2020  
Instructor: Prof. Jeff Hancock

**COMM 106/206: Communication Research Methods**, Stanford University Winter 2019–2020  
Instructor: Dr. Anna Gibson

### Guest Lectures

- Northwestern University, *Introduction to Grad Research in Media, Technology & Society* Oct 2024, Oct 2023
- Northwestern University, *Summer Institute in Computational Social Science Chicago* August 2024
- Northwestern University, *Misinformation and Disinformation in the Age of AI* May 2024
- University of Wisconsin–Madison, *Social Media Analytics* Apr 2024, Mar 2023, Mar 2022, Nov 2020
- Chinese University of Hong Kong, *Digital Research* April 2024
- Northwestern University, Kellogg School of Management, *Computational Social Science Research* 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

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### Founder, *COMputation Island*

An online platform for computational communication research (CCR) on WeChat (12,000+ 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.

### Association-related Service:

International Communication Association (ICA):

- Organizer, “The Future of Computational Message Science: Theoretical Advances, Computational Frontiers, and Grand Societal Challenges” Pre-conference (2024)
- Panel Chair, “Image-as-Data Methods in the Age of Generative Artificial Intelligence” (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)

Politics and Computational Social Science (PaCSS) conference: Panel Chair, “Chinese Politics” (2023)

Text-as-Data (TADA) conference: Doctoral Consortium Mentor (2023)

**Co-Organizer, Summer Institute in Computational Social Science (SICSS)-Chicago** Aug 2024

### Reviewers for Peer-reviewed Journals (in alphabetical order):

*American Journal of Political Science*

*American Political Science Review*

*Asian Studies Review*

*China Quarterly*  
*Chinese Journal of Communication*  
*Comparative Political Studies*  
*Computational Communication Research*  
*Humanities and Social Sciences Communications*  
*Information, Communication & Society*  
*International Journal of Public Opinion Research*  
*Journal of Communication*  
*Journal of Computer-Mediated Communication*  
*New Media & Society*  
*PLoS ONE*  
*Political Communication*  
*Political Research Quarterly*  
*Social Media and Society*  
*Sociological Methods and Research*  
*The Journal of Politics*

**University and Departmental Service:**

Northwestern University:

- Graduate Admissions Committee, Technology & Social Behavior PhD Program (2023-2024)
- Speaker Series Coordinator, Media, Technology & Society (2023-2024)

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)

**OTHER RESEARCH EXPERIENCES**

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

## PROFESSIONAL EXPERIENCE

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**Bloomberg Businessweek China**

Journalist Intern

Beijing, China

Sep–Dec, 2014

**Bayer China**

CSR Intern

Beijing, China

Dec 2014–May 2015

**Ruder Finn Asia**

Public Relations Intern

Beijing, China

Sep–Dec, 2013

**China News Agency**

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