

# YINGDAN LU

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Updated: September 2023

## ACADEMIC POSITION

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**Northwestern University** Evanston, IL  
Assistant Professor (Tenure Track), 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 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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- [11] Chen, K., **Lu, Y.\***, & Wang, Y. (Accepted). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Chinese Journal of Communication*. [\*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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- [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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- [2] **Lu, Y.**, & Peng, Y. (Revise and Resubmit). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication*.
- [1] Qian, S., **Lu, Y.\***, Peng, Y., Shen, C. & Xu, H. (Revise and Resubmit). Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram. *Public Relations Review*.

## SELECTED WORKS IN PROGRESS

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- [5] **Lu, Y.** Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (Book project).
- [4] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. Propaganda in the Digital Age: A Decentralized Network Model on Douyin (Manuscript in preparation).
- [3] Hanley, H., **Lu, Y.\***, & Pan, J. Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War. (Manuscript in preparation). [\*co-first author]
- [2] Pan, J., **Lu, Y.\***, & Chen, A. Narratives of the Ukraine War on Chinese Social Media. (Manuscript in preparation). [\*co-first author]
- [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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- 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

## GRANTS

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### External

- 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, 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

## INVITED TALKS

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- Ohio State University, Translational Data Analytics Institute Apr 2024 (scheduled)
- University of Wisconsin–Madison, Mass Communication Research Center Symposium Oct 2023 (scheduled)
- 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
- American Political Science Association (APSA), Annual Conference 2020, 2021, 2022, 2023
- International Conference on Computational Social Science (IC2S2) 2020, 2021, 2022
- 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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### 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

**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 SERVICE

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### Founder, *COMputation Island*

An online platform for computational communication research (CCR) on WeChat (11,000+ 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, “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)

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

- American Journal of Political Science*
- American Political Science Review*
- Asian Studies Review*
- Chinese Journal of Communication*
- Comparative Political Studies*
- Computational Communication Research*
- Humanities and Social Sciences Communications*
- Information, Communication & Society*
- New Media & Society*
- PLoS ONE*
- Political Research Quarterly*
- The Journal of Politics*

**University and Departmental Service:**

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> 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

**PROFESSIONAL EXPERIENCE**

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<b>Bloomberg Businessweek China</b> Journalist Intern	Beijing, China Sep–Dec, 2014
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**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, 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