

YINGDAN LU

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RESEARCH AREAS

- Substantive: Digital Media, Political Communication, Global Communication, Propaganda, Chinese Politics
- Methods: Computational Methods (Computer Vision, Deep Learning, Automated Text Analysis), Mixed Methods

EDUCATION

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, Andrew G. Walder

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

- [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.** (corresponding author), 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., [...] **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

- [1] Peng, Y., & **Lu, Y.** (Forthcoming). Computational Visual Analysis in Political Communication. D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*. Edward Elgar.

UNDER REVIEW

- [6] **Lu, Y.**, & Shen, C. (Revise and Resubmit). Unpacking Multimodal Fact-checking: Features and Engagement of Fact-checking Videos on Chinese TikTok (Douyin). *Social Media + Society*.
- [5] Chen, K., **Lu, Y.***, & Wang, Y. (Revise and Resubmit). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Information, Communication & Society*. [*co-first author]
- [4] Chen, A., **Lu, Y.***, Chen, K., & Ng, A. (Revise and Resubmit). 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*. [*co-first author]
- [3] Christin, A., & **Lu, Y.** (Revise and Resubmit). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*.
- [2] **Lu, Y.**, & Peng, Y. (Extended abstract accepted, full paper under review). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication*.
- [1] Peng, Y., **Lu, Y.***, & Shen, C. (Under Review). An Agenda for Studying Credibility Perceptions of Visual Misinformation. [*co-first author]

SELECTED WORKS IN PROGRESS

- [4] **Lu, Y.** Fandom, Propaganda and State Mobilization on Chinese Social Media (Dissertation/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] Pan, J., **Lu, Y.***, & Chen, A. The Chilling Effect of Decreasing Anonymity on Chinese Social Media. (Manuscript in preparation). [co-first author]

AWARDS & HONORS

- 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

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

Internal

- 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

- 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

- UCSD, 21st Century China Center Dec 2022
- University of San Francisco, Department of Economics Nov 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
- Communication University of China, Chinese Political Communication Forum 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
- Tsinghua University, Political Methodology Workshop Jan 2018

SELECTED CONFERENCE PRESENTATIONS

- [24] Chen, K., **Lu, Y.**, & Wang, Y. (2022, November). *Toward an Evidence-Driven Understanding of Digital Trace Research on China*. Scheduled at National Communication Association (NCA) 108th Annual Convention, New Orleans, LA.
- [23] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, September). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Scheduled at American Political Science Association (APSA) 118th Annual Meeting & Exhibition, Montréal, Québec, Canada.
- [22] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, September). *How Information Flows from the World to China*. Scheduled at American Political Science Association (APSA) 118th Annual Meeting & Exhibition, Montréal, Québec, Canada.
- [21] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, July). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.
- [20] **Lu, Y.**, & Shen, C. (2022, July). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin)*. Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.
- [19] Christin, A., & **Lu, Y.** (2022, July). *The Influencer Pay Gap: Platform Labor Meets Racial Capitalism*. Presented at Society for the Advancement of Socio-Economics (SASE) 34th Annual Meeting, Amsterdam, The Netherlands.
- [18] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, May). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [17] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, May). *How Information Flows from the World to China*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [16] **Lu, Y.**, & Shen, C. (2022, May). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin)*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [15] **Lu, Y.**, Liu, S., & Hancock, J. (2022, May). *Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of COVID-19 Content on TikTok*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [14] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2022, May). *Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [13] Chen, K., Zou, S., & **Lu, Y.** (2022, May). *Thanks to My Country's Love!: Examining Nationalist Narratives in COVID Vaccine-Related Videos on Douyin Through Large-Scale Visual and Textual Analysis*. Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.
- [12] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, April). *The Evolution of Propaganda in the Digital Age*. Presented at 80th Annual Midwest Political Science Conference, Chicago, IL.
- [11] **Lu, Y.**, & Shen, C. (2021, September). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok*. Presented at The 3rd Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), virtual.
- [10] **Lu, Y.**, Pan, J., & Xu, Y. (2021, September). *Public Sentiment on Chinese Social Media During the Emergence of COVID-19*. Presented at the Chinese Politics Mini-Conference at American Political Science Association (APSA) 117th Annual Meeting & Exhibition, virtual.

- [9] Lu, Y., Schaefer, J., Park, K., Joo, J., & Pan, J. (2021, September). *Tale of Two Internets: How Information Flows from the US to Chinese Social Media*. Presented at 7th Annual Conference of The International Journal of Press/Politics, virtual.
- [8] Chen, A., Lu, Y., Chen, K., & Ng, A. (2021, September). *Pandemic Nationalism: How Exposure to Government Social Media Affects People's Belief in COVID-19 Conspiracy Theories in China*. Presented at 7th Annual Conference of The International Journal of Press/Politics, virtual.
- [7] Lu, Y., & Pan, J. (2021, August). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos*. Presented at 104th Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC), virtual.
- [6] Lu, Y., & Pan, J. (2021, July). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos*. Presented at 7th International Conference on Computational Social Science (IC2S2), virtual.
- [5] Lu, Y., & Pan, J. (2020, September). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at the Chinese Politics Mini-Conference at American Political Science Association (APSA) 117th Annual Meeting & Exhibition, virtual.
- [4] Lu, Y., & Pan, J. (2020, August). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at 6th International Conference on Computational Social Science (IC2S2), virtual.
- [3] Lu, Y., & Pan, J. (2020, May). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility*. Presented at 70th Annual Conference of the International Communication Association (ICA), virtual.
- [2] Lu, Y., Muise D., Pan, J., & Reeves, B. (2018, May). *Micro-Level Natural Interaction with Information Systems: An International Screenshot Comparison*. Presented at 68th Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.
- [1] Lu, Y., & Yu, X. (2016, November). *Public Intellectuals Deliberation on Chinese Weibo: Case Study of School-Bus Safety Incident*. Presented at National Communication Association (NCA) 102th Annual Convention, Philadelphia, PA.

TEACHING

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 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

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 <i>Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility</i>	Nov 2020
Comparative Journalism Studies , Tsinghua University <i>Image as Data: Automated Visual Analysis in Studying Digital Media</i>	Nov 2020

ACADEMIC LEADERSHIP

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, facilitate academic discussions, and promote resource exchanges to students and scholars in Asia.
- Wrote and edited articles to introduce CCR studies, computational methods, and introductory textbooks for CCR study 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-chaired panel “Video-as-Data in Computational Communication”

72nd 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”

70th 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

Ad-hoc Journal Reviewer (in alphabetical order)

American Journal of Political Science
Asian Studies Review
Chinese Journal of Communication
Computational Communication Research
New Media & Society
PLoS ONE
Political Research Quarterly
The Journal of Politics

Ad-hoc Conference Paper Reviewer (in alphabetical order)

International Communication Association
International Conference on Social Media & Society

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 Group Coordinator	2018–2020
State of the Field in Chinese Politics Conference, Stanford University Student Assistant	2018
Digital Humanities Asia 2018 Summit, Stanford University Conference Assistant	2017–2018

OTHER RESEARCH EXPERIENCES

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

PROFESSIONAL EXPERIENCE

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

- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS, L^AT_EX, 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

Jennifer Pan (Ph.D. Advisor)

Associate Professor of Communication
Department of Communication, Stanford University
450 Jane Stanford Way, Building 120, Room 110, Stanford, CA, 94305
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Jeff Hancock

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Department of Communication, Stanford University
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Cuihua (Cindy) Shen

Professor of Communication
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