

Yue Li
Curriculum Vitae
August, 2022
School of Communication
The Ohio State University
3001 Derby Hall, 154 N. Oval Mall,
Columbus, OH 43210-1339
li.7232@osu.edu
<https://www.yueliphd.net>

Education

- Ph.D. in Communication** 08/2018-05/2023 (expected)
The Ohio State University
Dissertation: The diffusion of COVID-19 vaccine-related (mis)information on Twitter and its impacts on trust in public health professionals and organizations and vaccination behaviors
Advisors: Dr. Zheng Joyce Wang, Dr. Robert M. Bond
Committee members: Dr. Michael Slater, Dr. Jingbo Meng
Graduate interdisciplinary specialization: Quantitative Research Methods
- M.S. in Communication** 08/2014-06/2016
North Carolina State University
Thesis: How do people with an interdependent cultural background show optimistic bias? Exploring optimistic bias about polluted haze among residents of two Chinese cities.
Advisor: Dr. Andrew R. Binder
- M.A. in Communication and New Media** 08/2013-07/2014
City University of Hong Kong
GPA: 3.82/4.00 with distinction
- B.A. in Advertising** 09/2009-07/2013
Tianjin Foreign Studies University
GPA: 92/100 or 4.2/5 (Ranked 1st among 46 students)

Research

Research Interests

Information delivery and diffusion and its impacts on public health: how health-related (mis)information diffuses across individuals and news media on social media; how news media and governments strategically communicate health-related policies; how exposure to health-related (mis)information affects individuals' health-related perceptions and behaviors.

Advanced quantitative research methods: computational social science methods, including machine learning, text as data (natural language processing, text network), inferential network analysis in cross-sectional and longitudinal social networks (ERGM, Latent Space Model, Additive and Multiplicative Effects Network Models); advanced statistical methods, including multilevel modeling and time-series modeling; social media analytics.

Peer-reviewed Journal Articles

- Li, Y., & Bond, R. M. (2022). Evidence of the persistence and consistency of social signatures. *Applied Network Science*, 7(1), 1–19. <https://doi.org/10.1007/s41109-022-00448-0>
- Li, Y., & Bond, R. M. (2022). Examining semantic (dis)similarity in news through news organizations' ideological similarity, similarity in truthfulness, and public engagement on social media: A network approach. *Human Communication Research*, hqac020. <https://doi.org/10.1093/hcr/hqac020>

Manuscripts Under Review

- Li, Y., Wang, Z., & Li, Q. (2022). Presidential communication and partisan responses during the COVID-19 pandemic: A longitudinal examination. *Human Communication Research*. (second round of revise and resubmit)
- Li, Y., Gee, W., Jin, K., & Bond, R.M. (2022). How do vaccine proponents and opponents interact with each other on social media? Examining selective exposure, language coordination, and analytical thinking in online conversations about vaccines. *Journal of Medical Internet Research*. (under review)

Work in Progress

- Li, Y., Wang, Z., & Redbird, B. (2022). The partisan divide and the pandemic: “Bias” in media coverage, media selection, and media processing. (data analysis ongoing)
- Xu, S., Li, Y., & Gong, Z. (2022). Human AI collaboration. (data collection ongoing)

Conference Papers

- Li, Y., Wang, Z., Redbird, B., Lumpkin, R., Archit, D., Yang, K., & Cirtwill, P. (2022). The Partisan Divide and the Pandemic: “Bias” in Media Coverage, Media Selection, and Media Processing. Paper presented at the 2022 72nd annual convention of International Communication Association (ICA), Paris, France.
- Wang, Z., Li, Y., & Li, Q. (2021, May). White House Communication and Its Impact on the Public during the Pandemic. Paper presented at the 2021 71st annual convention of International Communication Association (ICA), virtual online due to COVID-19.
- Li, Y. (2016, November). How do People with an Interdependent Cultural Background Show Optimistic Bias? Exploring Optimistic Bias about Polluted Haze among Residents of Two Chinese Cities. Paper presented at the 2016 102nd annual convention of National Communication Association (NCA), Philadelphia, PA.
- Li, Y. (2015, April). Predicting Chinese Individuals’ Intention to Have a Second Child: A Study Combining Social Norms Theory and the Theory of Reasoned Action. Paper presented at the 2015 106th annual convention of Eastern Communication Association (ECA), Philadelphia, PA.

Teaching Positions

Instructor of Record	COMM 3628 Contemporary Persuasion Theories (ONLINE)	Section : NA	08/2022-12/2022	OSU
	COMM 2367 Persuasive Communication (ONLINE)	Section : 4.41/5.0	01/2022-05/2022	OSU
	COMM 3163 Industry Research Methods	Section 1: 4.39/5.0 Section 2: 4.67/5.0	08/2021-12/2021	OSU
	COMM 3444 Advertising and Society (ONLINE)	Section : 4.51/5.0	05/2021-08/2021	OSU
	COMM 3160 Communication Research Methods	Section 1: 4.71/5.0 Section 2: 4.54/5.0	01/2021-05/2021	OSU

	COM 110 Public Speaking	--	08/2015-12/2015	NCSU
Teaching Assistant	COMM 2540 Introduction to Communication Technologies	--	08/2020-12/2020	OSU
	COMM 3444 Advertising and Society	--	01/2020-05/2020	OSU
	COMM 2331 Strategic Communication Principles	--	08/2019-12/2019	OSU
	COM 257 Media History and Technology	--	01/2015-05/2015	NCSU
	COM 230 Introduction to Communication Theory	--	08/2014-12/2014	NCSU

Professional Positions

Research Executive	11/2016-05/2018	Kantar Millward Brown (WPP Group) Shanghai, China
		<ul style="list-style-type: none"> Conducted research on advertising effectiveness, commercial campaign evaluation, and brand health tracking. Followed up each research project from research proposal to data analysis and final report. Served both international and local clients, including Nescafé, L'Oréal, Pizza Hut, Yili, etc.

Research Positions

Research Assistant	05/2022-08/2022	Assist with research for Drs. Zheng Wang, Robert Bond, OSU
	05/2020-08/2020	Assist with research for Dr. Zheng Wang, OSU
	01/2016-06/2016	“ <i>Assessment Models and Tools to Evaluate the Satisfaction Level of Lab Users</i> ”, PIs: Dr. David Berube, Dr. Jacob Jones, Research Triangle Nanotechnology Network, NCSU

Awards

University Fellowship	08/2018	The Ohio State University
Outstanding Undergraduate	06/2013	Tianjin Foreign Studies University
Best Bachelor's Thesis of the Year	06/2013	Tianjin Foreign Studies University
Sumitomo Corporation Scholarship	12/2012	Tianjin Foreign Studies University
Top-Class Scholarship for Academic Excellence	2009-2012	Tianjin Foreign Studies University

Other Academic Training

ICPSR Summer Program	07/2021-08/2021	University of Michigan, Ann Arbor, MI
		<ul style="list-style-type: none"> Learned advanced Bayesian statistical analysis, advanced time series analysis, advanced panel data modeling.
Introduction to Agent Based Modeling	09/2019	Santa Fe Institute, Santa Fe, NM
		<ul style="list-style-type: none"> Learned how to use agent-based modeling to understand and examine a widely diverse and disparate set of complex problems.

- Social Network Analysis and Health** 05/2019 Duke University, Durham, NC
- Learned about topics on network data collection, ego-network analysis, diffusion and peer influence, communities in networks, respondent-driven sampling, network visualizations, statistical models (e.g. exponential random graph models, stochastic actor-oriented models), and agent-based modeling.
- SAS Certified Base Programmer for SAS 9** 01/2016 SAS Institute, Cary, NC
- Learned about skills in importing and exporting raw data files, manipulating and transforming data, combining SAS data sets, creating basic detail and summary reports using SAS procedures and identifying and correcting data, syntax and programming logic errors.

Skills

Programing Languages: R (advanced), Python (proficient), SAS (certified), SPSS (intermediate), STATA (beginner)

Academic Service

Ad-Hoc Reviewer *Computers in Human Behavior*

References

Zheng Joyce Wang

Professor of Communication

School of Communication
The Ohio State University
3145 Derby Hall, 154 N. Oval Mall
Columbus, OH, 43210, USA
Email: wang.1243@osu.edu

Robert M. Bond

Associate Professor of Communication

School of Communication
The Ohio State University
3072 Derby Hall, 154 N. Oval Mall
Columbus, OH, 43210, USA
Email: bond.136@osu.edu

Michael Slater

Social and Behavioral Sciences Distinguished Professor of Communication

School of Communication
The Ohio State University
3022 Derby Hall, 154 N. Oval Mall
Columbus, OH, 43210, USA
Email: slater.59@osu.edu