

Yue Li
Curriculum Vitae
August 2023
Annenberg School for Communication
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Education

- Ph.D. in Communication** 08/2018-08/2023
The Ohio State University, USA
Dissertation: Virality and fidelity of the transmission of vaccine-related information with different veracity on Twitter
Advisors: Dr. Zheng Joyce Wang, Dr. Robert 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, USA
Advisor: Dr. Andrew R. Binder
- M.A. in Communication and New Media** 08/2013-07/2014
City University of Hong Kong, Hong Kong
GPA: 3.82/4.00 with distinction
- B.A. in Advertising** 09/2009-07/2013
Tianjin Foreign Studies University, China
GPA: 92/100 or 4.2/5 (Ranked 1st among 46 students)

Academic and Professional Appointments

- 2023 – **Postdoctoral Research Fellow**
Annenberg School for Communication
University of Pennsylvania – Philadelphia, PA, USA
Faculty supervisor: Dr. Joseph Cappella
- 2018 – 2023 **Instructor of Record, Research and Teaching Assistant**
School of Communication
The Ohio State University – Columbus, OH, USA
- 2016 – 2018 **Marketing Research Executive**
Kantar Millward Brown, WPP – Shanghai, China
Responsibilities:
- Assessing advertising effectiveness
 - Tracking brand health equity
 - Evaluating commercial campaigns
 - Audience segmentation based on real customer needs and behaviors

Research

Research Interests

Processes and outcomes of strategic communication mediated by digital media in both health and political contexts:

- **Dynamics of (mis)information diffusion on social media environments:** Examining the mechanisms by which accurate and inaccurate health-related information diffuses among individuals and through news media on social media platforms.
- **Dynamic processes of strategic communication of public health policy:** Examining how news media and governments strategically and dynamically communicate health-related policies.
- **Processing and longitudinal effects of strategic communication:** Examining how individuals' processing of health-related (mis)information affects their health-related perceptions and behaviors.
- **Public health challenges:** Utilizing insights from the above areas to address longstanding and emergent public health issues, such as vaccine hesitancy, misinformation diffusion, and public compliance with health guidelines.

Advanced computational and quantitative research methods:

- **Computational social science methods:** Specializing in machine learning and natural language processing, with a focus on deep neural network language models and text analysis techniques.
- **Inferential social network analysis:** Employing inferential network methodologies for both cross-sectional and longitudinal social network data, including Exponential Random Graph Models (ERGM), Latent Space Models, and Additive and Multiplicative Effects Network Models.
- **Advanced statistical modeling:** Proficient in advanced statistical methods, such as multilevel modeling, time-series analysis, and dynamic panel data modeling, to capture nuanced patterns in complex datasets.
- **Social media analytics:** Leveraging big data from social media platforms to perform analytics that inform our understanding of information dissemination, conversational patterns, public opinion, and behavioral outcomes.

Peer-reviewed Journal Articles

- Li, Y., Wang, Z., & Li, Q. (2023). Presidential communication during the pandemic: a longitudinal examination of its relationship with partisan perceptions and behaviors in the United States. *Human Communication Research*, hqad025. <https://doi.org/10.1093/hcr/hqad025>
- Li, Y., & Bond, R. M. (2023). 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*, 49(1), 47-60. <https://doi.org/10.1093/hcr/hqac020>
- Li, Y., Gee, W., Jin, K., & Bond, R.M. (2023). Examining homophily, language coordination, and analytical thinking in online conversations about vaccines on Reddit: A study using deep neural network language models and computer-assisted conversational analyses. *Journal of Medical Internet Research*, 25, e41882. <https://doi.org/10.2196/41882>
- 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>

Work in Progress

- Cappella, J.N., & Li, Y. Principles of effective message design: A review and model of content and format features (invited submission; manuscript preparation)
- Li, Y., Wang, Z., & Redbird, B. The partisan divide and the pandemic: “Bias” in media coverage, media selection, and media processing. (data analysis ongoing)
- Xu, S., Li, Y., & Gong, Z. AI TriTrust model: Unraveling the dynamic interplay of AI performance, features, and human engagement on trust dimensions in AI. (data analysis ongoing)
- Liao, D., Li, Y., & Brinberg, M. Examining accommodation in patient-provider communication using computational conversation analyses. (data collection ongoing)
- Li, Y., & Liu, B. Dynamics in human-AI communication and relationship development. (research design 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 3558 Social Media (ONLINE)	05/2023-07/2023	OSU
	COMM 3628 Contemporary Persuasion Theories (ONLINE)	08/2022-12/2022	OSU
	COMM 2367 Persuasive Communication (ONLINE)	01/2022-05/2022	OSU
	COMM 3163 Industry Research Methods	08/2021-12/2021	OSU
	COMM 3444 Advertising and Society (ONLINE)	05/2021-08/2021	OSU
	COMM 3160 Communication Research Methods	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

Awards & Honors

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
Top-Class Scholarship for Academic Excellence

12/2012 Tianjin Foreign Studies University
2009-2012 Tianjin Foreign Studies University

Research Funding

Personal Research Fund

\$5,500, School of Communication, The Ohio State University (AU18-SP23)

\$5,000, Annenberg School for Communication, University of Pennsylvania (2023-2024)

Other Academic Training

Conversations as Dynamic Dyadic Systems Workshop

06/2023, Pennsylvania State University, Online

- Learned assumptions that comprise a dynamic dyadic system, how to operationalize behaviors to study conversational dynamics, strategies for visualizing conversational data, and how to examine conversations using configural frequency analysis and sequence analysis.

ICPSR Summer Program

07/2021-08/2021 University of Michigan, Ann Arbor, MI

- 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

- 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

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

Media Design and Production: Adobe Creative Suite (proficient in Photoshop, Illustrator, Premiere, After Effects, and Lightroom)

Academic Service

Ad-Hoc Reviewer *Computers in Human Behavior*

Journal of Medical Internet Research

Annual Conferences of International Communication Association

Mentoring Undergraduate Students

Paige Cirtwill (2020-2022) (Major: Journalism; Graduated in 2023)

Priya Chauhan (2022-2023) (Major: Communication Technology; Graduated in 2023)

Anna Geiser (2022-2023) (Major: Strategic Communication; Expected to graduate in 2024)

Nora Igelnik (2022-2023) (Major: Journalism; Expected to graduate in 2026)

Sydney Jones (2022-2023) (Major: Journalism; Expected to graduate in 2025)

Jingyi Li (2022-2023) (Major: Communication; Graduated in 2023 and now a master student at Northwestern University)

Sheng Lin (2022-2023) (Major: Strategic Communication; Expected to graduate in 2024)

Aly Rollins (2022-2023) (Major: Communication; Graduated in 2023)

Jared Villalobos (2022-2023) (Major: Communication Technology; Graduated in 2023)

Shuyang Wu (2022-2023) (Major: Strategic Communication; Graduated in 2023 and now a master student at Northwestern University)

References

Zheng Joyce Wang

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