

## Yini Zhang

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University at Buffalo, State University of New York  
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- EDUCATION**
- School of Journalism and Mass Communication, University of Wisconsin–Madison**  
Ph.D. in Communication (2016-2020) GPA: 4.0/4.0  
Minor: Educational Psychology (quantitative methods)  
*Dissertation: A network approach to understanding public attention, public opinion and communication flows in the digital media system*  
Advisors: Dhavan Shah; Chris Wells  
Dissertation Committee: Lewis Friedland, Karl Rohe, Zhongdang Pan
- School of Journalism and Mass Communication, University of Wisconsin–Madison**  
M.A. in Mass Communication (2013-2016) GPA: 4.0/4.0
- School of Journalism and Communication, Renmin University of China**  
M.A. in Journalism (2012-2014) GPA: 3.92/4.0
- School of Foreign Languages and Literatures, Beijing Normal University**  
B.A. in English Language and Literature (2007-2011) Summa Cum Laude

- PROFESSIONAL APPOINTMENTS**
- Assistant Professor, Department of Communication, University at Buffalo**  
2020/09-present
- Lecturer, School of Journalism and Mass Communication, University of Wisconsin–Madison**  
2020/01-2020/05
- Graduate Research Assistant, Department of Statistics, University of Wisconsin–Madison**  
2018/06-2018/12
- Graduate Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin–Madison**  
2013/09-2018/05

- JOURNAL PUBLICATIONS**
- Zhang, Y.**, Shah, D., Foley, J., Abhishek, A., Lukito, J., Suk, J., Kim, S., Sun, Z., Pevehouse, J., & Garlough, C. (2019). [Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014](#). *Journal of Computer-Mediated Communication*, *24*(4), 182-202. doi:10.1093/jcmc/zmz009.
  - Wells, C., **Zhang, Y.**, Lukito, J. & Pevehouse, J. (2019). [The formation of attentive publics in the hybrid media system: How Donald Trump assembled his amplification machine](#). *Mass Communication & Society*. doi:10.1080/15205436.2019.1690664
  - Chen, F., **Zhang, Y.** & Rohe, K. (2019). [Targeted sampling from massive block model graphs with personalized PageRank](#). *Journal of the Royal Statistical Society: Series B (Statistical Methodology)*.
  - Lukito J., Suk, J., **Zhang, Y.**, Doroshenko, L., Kim, S. J., Su, M-H., Xia, Y., Freelon, D., & Wells C. (2019). [The Wolves in Sheep's Clothing: How Russia's Internet Research](#)

[Agency Tweets Appeared in US News as Vox Populi](#). *The International Journal of Press/Politics*, 1940161219895215.

5. Suk, J., Abhishek, A., **Zhang, Y.**, Ahn, S.Y., Correa, T., Garlough, C. & Shah, D. (2019). [#MeToo, Networked Acknowledgement, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement](#). *Social Science Computer Review*, 0894439319864882. doi:10.1177/0894439319864882.
6. Xia, Y., Lukito, J., **Zhang, Y.**, Wells, C., Kim, S., & Tong, C. (2019). [Disinformation, performed: Self-presentation of a Russian IRA account on Twitter](#). *Information, Communication and Society*, 1-19. doi:10.1080/1369118X.2019.1621921.
7. **Zhang, Y.**, Wells, C., Wang, S. & Rohe, K. (2018). [Attention and amplification in the hybrid media system: The composition and activity of Donald Trump’s Twitter following during the 2016 presidential election](#). *New Media & Society*, 20(9), 3161-3182. doi:10.1177/1461444817744390.

#### OTHER PUBLICATIONS

1. Lukito, J., Wells, C., **Zhang, Y.**, Doroshenko, L., Kim, S.J., S, M.H., Suk, J., Xia, Y. & Freelon, D. (2018). [The Twitter Exploit: How Russian Propaganda Infiltrated U.S. News](#). [White paper]. Retrieved April 27, 2018, from University of Wisconsin–Madison.
2. **Zhang, Y.**, Wang, Y., Foley, J., Suk, J., & Conathan, D. (2017, July). [Tweeting Mass Shootings: The Dynamics of Issue Attention on Social Media](#). In *Proceedings of the 8th International Conference on Social Media & Society* (p. 59). ACM.

#### PAPERS IN PROGRESS

1. **Zhang, Y.**, Lukito J., Su, M-H., Suk, J., Xia, Y., Kim, S., Doroshenko, L., Song, W. & Wells, C. (under review) Assembling Social Media Following through Polarized Publics and Media: How Russian IRA Accounts Gained Influence in the 2016 U.S. Election Cycle.
2. **Zhang, Y.**, Shah, D., Valenzuela, S. & Pevehouse, J. (under review) A Reactive Media System: Mass Shootings in a Polarized Communication Ecology.
3. Pelled, A., Lukito, J., Foley, J., **Zhang, Y.**, Sun, Z., Pevehouse, J., & Shah, D. (under review). Death across the news spectrum: A time series analysis of partisan coverage following mass shootings in the U.S.
4. Gunther, A., Pelled, A., **Zhang, Y.**, Su, M-H., Wang, Y. & Graves, L. (under review) Biased but Believable: Effect of Fact Checks on Partisan Opinion.
5. **Zhang, Y.**, Chen, F. & Rohe, K. (manuscript in preparation) Contextualize Public Opinion Expression Through Flocks.
6. **Zhang, Y.**, Chen, F., Lukito, J., & Rohe, K. (manuscript in preparation) Information as a weapon or weaponized information during times of crisis? Networked information flow through Twitter during the COVID-19 pandemic.
7. Jiang, X., **Zhang, Y.**, Kim, J. & Shah, D. (manuscript in preparation) Talking Past Each Other: Expression Polarization in Immigration Discourses on Twitter.
8. Chen, F., **Zhang, Y.** & Rohe, K. (manuscript in preparation) Sampling content from large corpus with personalized PageRank.

**CONFERENCE PAPERS**

1. **Zhang, Y.**, Shah, D., Valenzuela, S. & Pevehouse, J. (2020) A Reactive Media System: Mass Shootings in a Polarized Communication Ecology. Paper presented at the 2020 Annual International Communication Association (ICA) Conference, Virtual.
2. Suk, J., Abhishek, A., **Zhang, Y.** & Ahn, S.Y.. (2019). A Temporal Analysis of the #MeToo Movement Discourses. Paper presented at the 2019 Annual International Communication Association (ICA) Conference, Washington D.C, USA.
3. **Zhang, Y.**, Shah, D., Foley, J., Abhishek, A., Pevehouse, J., Lukito, J., Kim, S., Suk, J., Yang, F. & Garlough C. (2018). The Features of Tragedy, Expressions of Sympathy, and Debates over Policy: A Time Series Analysis of Mass Shootings and Social Media Discourses. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
4. Wells, C., **Zhang, Y.**, Lukito, J. & Pevehouse, J. (2018). The formation of attentive publics in the hybrid media system: How Donald Trump assembled his amplification machine. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
5. Suk, J, **Zhang, Y.**, Lukito, J., Su, M. & Foley, J. (2018). Tracing Twitter Buzz: Clustering Hashtags and Handles About Mass Shootings and Gun Control. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
6. Graves, L., Gunther, A., Pelled, A., Su, M., Wang, Y., & **Zhang, Y.** (2018). Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias. Paper presented at the 2018 Annual International Communication Association (ICA) Conference, Prague, Czech.
7. Gunther, A., Graves, L., **Zhang, Y.**, Pelled, A., & Wang, Y. (2017). Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias. Paper presented at the 2017 Midwest Association for Public Opinion Research Conference.
8. Yang, J., Sangari, A., Duncan, M., **Zhang, Y.**, ... & Wu, Y. (2017). Obamacare and political polarization on Twitter: An application of machine learning and social network analysis. Paper presented at the 2017 Annual International Communication Association (ICA) Conference, San Diego, CA.
9. **Zhang, Y.**, Wang, Y., Foley, J., Suk, J., & Conathan, D. (2017). Tweeting Mass Shootings —The Dynamics of Issue Attention on Social Media. Paper presented at the 2017 International Conference on Social Media and Society, Toronto, Canada.
10. **Zhang, Y.** & Wang, Y. (2016). When Others ‘like’ it: Hostile Media Effect in the Era of Social Media. Paper presented at the 2016 Midwest Association for Public Opinion Research Conference, Chicago, IL.
11. **Zhang, Y.** (2016). The power of commenting? Analyzing modes of Weibo users’ news comments in China. Paper presented at the 2016 Big Ten Mini-Conference, Iowa City, IA.

**GRANT FUNDING**

**Proposal: Large-scale CoPe A Prevention, Intervention, Education and Research (PIER) Hub for Reducing Drownings in the Great Lakes Region (2021-2026)**  
Co-PI, Department of Communication, University at Buffalo \$5,000,000

**Project: Examining multi-platform communication flows (2018)**  
PI, Northwestern University \$2,000

**Vilas Conference Travel Grant. (2018)**  
University of Wisconsin–Madison \$1,000

**MEDIA APPEARANCES** [Post-Shooting Sentiments ‘As Intense As They Are Fleeting’](#) (2019, August 9). *PBS HERE AND NOW*.

[Most major outlets have used Russian tweets as sources for partisan opinion: study](#) (2018, March 8) *Columbia Journalism Review*

[Why social media appeals after mass shootings have done little to change gun laws](#) (2018, February 20). *Washington Post*

**INVITED TALKS** **Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014.** Presented to School of Journalism and Mass Communication Board of Visitors. April 12, 2019.

**Algorithms and the attention economy.** J561: Mass Communication and Society. University of Wisconsin–Madison. May 24, 2018.

**Relationship testing.** J614: Communication and Public Opinion. University of Wisconsin–Madison. November 21, 2017.

**Research design.** J614: Communication and Public Opinion. University of Wisconsin–Madison. March 6, 2017.

**Reliability & validity.** J614: Communication and Public Opinion. University of Wisconsin–Madison. May 2, 2016.

**TEACHING** COM337 Communication Theory. (2020 Fall) University at Buffalo.

J566 Communication & Public Opinion (2020 Spring). University of Wisconsin–Madison.

J561 Mass Communication & Society (2018 Spring). University of Wisconsin–Madison.

J614 Communication & Public Opinion (2017 Spring & Fall, 2016 Spring). University of Wisconsin–Madison.

J201 Introduction to Mass Communication (2013 Fall-2015 Fall, 2016 Fall). University of Wisconsin–Madison.

**AWARDS** **Louise Elizabeth George Scholarship Fund.** University of Wisconsin–Madison. (2019/01 - 2019/12)

**Third place in the inaugural AEJMC Research Prize for Professional Relevance competition.** The Association for Education in Journalism and Mass Communication. (2018/08)

**Excellence in Teaching Award.** University of Wisconsin–Madison. (2017/03)

**Top Research Paper at Communication Crossroads.** University of Wisconsin–Madison. (2016/03)

**SKILLS** network analysis, natural language processing, data visualization, survey design, experiment design, multilevel analysis, time series modeling, structural equation modeling.

**PROGRAMMING LANGUAGES & SOFTWARE** **R** (advanced), **Hadoop** (intermediate), **Java** (intermediate), **Python** (beginner), **SPSS** (advanced), **LaTeX**(intermediate), **Microsoft Excel** (advanced).

**JOURNAL REVIEWS** New Media & Society  
International Journal of Press/Politics  
Mass Communication & Society  
Policy & Internet  
Environmental Communication