

# CURRICULUM VITAE

## **Kaiping Chen, Ph.D.**

Assistant Professor  
Department of Life Sciences Communication  
College of Agriculture and Life Sciences  
University of Wisconsin-Madison  
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*Other UW-Madison Affiliations:*  
Department of Political Science  
Data Science Institute  
Department of Computer Sciences (in process)  
Nelson Institute for Environmental Studies  
Holtz Center for Science and Technology Studies  
Wisconsin Energy Institute  
Institute for Diversity Science  
Center for East Asian Studies  
African Studies Program

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## ACADEMIC POSITIONS

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**Assistant Professor in Computational Communication, University of Wisconsin-Madison** Aug 2019-  
Department of Life Sciences Communication

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## FORMAL EDUCATION

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**Stanford University, Department of Communication, Stanford, CA**  
Ph.D. in Communication June 2019  
Dissertation Committee: James Fishkin, Jennifer Pan, Shanto Iyengar, Ashish Goel  
Lynda Lee Kaid Outstanding Dissertation Award (NCA, Political Communication Division, 2019)  
*Certificate in Computational Social Science* June 2018

**Columbia University, School of International and Public Affairs, New York, NY**  
Master of Public Administration (MPA) May 2014

**Fudan University, Shanghai, China**  
Bachelor of Law in Political Science and Public Administration (graduated with honor) June 2012  
Bachelor of Arts in Economics (second major)

**Yale University, New Haven, CT** Summer 2011

Summer School Program with Full Scholarship.

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## RESEARCH INTERESTS

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### *Substantive*

Science & Technology Communication, Public Deliberation, Comparative Media Studies, Digital Inequalities

### *Methodological*

Automated Text Analysis, Computer Vision, Multimodality Analysis, Machine Learning, Causal Inference, Mixed Methods

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## PEER-REVIEWED RESEARCH PUBLICATIONS

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[Total: 43]

\*indicates student co-author at the time of submission

### Science Communication: Equity & Public Deliberation

1. **Chen, K.**, Newman, T., & Zhou, Y. When science meets digital branding: Examining content creators and hyperlinks in climate change YouTube videos from 2015-2019 (accepted). *Journal of Quantitative Description: Digital Media / ICWSM*. [co-first author]
2. **Chen, K.**, Molder, A\*, & Villanueva, I\*. (2024). Uncovering how Black and Latinx communities perceive environmental justice: Integrating a public deliberation quasi-experiment and computational methods. *Public Relations Review*, 50(2). [co-first author]
3. **Chen, K.**, Duan, Z\*, & Kim, S\*. (2024). Uncovering gender stereotypes in controversial science discourse: Evidence from computational text and visual analyses across digital platforms. *Journal of Computer-Mediated Communication*, 29(1). [co-first author]
4. **Chen, K.**, Shao, A\*, Burapachep, J\*, & Li, Y. (2024). Conversational AI and Equity through Assessing GPT-3's Communication with Diverse Social Groups on Contentious Topics. *Nature Scientific Reports*, 14 (1561).
5. Chandrasekaran, A\*, Currano, B\*, Sirkin, D., Batool, V\*, **Chen, K.**, Murnane, E., & Mauriello, M. (2024). Therapy for therapists: Design opportunities to support the psychological well-being of mental health workers (forthcoming). *Computer-Supported Cooperative Work & Social Computing (CSCW)*.
6. Kim, S\*, Villanueva, I\*, & **Chen, K.** (2023). Beyond affective polarization: How emotional and identity cues are used in anti-vaccination conspiracies on TikTok. *Political Communication*. Online First in Aug 2023. [co-first author]
7. **Chen, K.**, Cate, A\*, & Cheren, H\*. (2023). Communicating agriculture AI technology: Lessons from empirical examination into American farmers' trust, risk perception, and the likelihood of adopting artificial intelligence in food systems. *Environmental Communication*. Online First in June 2023.
8. Chinn, S., Hiaeshutter-Rice, D., & **Chen, K.** (2023). How digital science influencers polarize supportive and skeptical communities around politicized science: A cross-platform and over-time comparison. *Political Communication*. Online First in April 2023.

9. Chen, A\*, **Chen, K.**, Zhang, J., Meng, J., & Shen, C. (2023). When national identity meets conspiracies: The contagion of identity language on public participation and discourse of COVID-19 conspiracies on Weibo. *Journal of Computer-Mediated Communication*, 28(1), 1-12. [**co-first author**]
10. Chen, A\*, Lu, Y\*, **Chen, K.**, & Ng, A\*. (2023). Pandemic nationalism: How exposure to government social media affects people's belief in COVID-19 conspiracy theories in China. *The International Journal of Press/Politics*. Online First in February 2023.
11. Kim, S\*, & **Chen, K.**, (2022). How conspiracy and debunking videos use emotions to engage publics on YouTube. *New Media & Society*. Online First in July 2022. [**co-first author**]
12. **Chen, K.**, Molder, A\*, Duan, Z\*, Boulianne, S., Eckart, C\*, Mallari, P\*, & Yang, D. (2022). How climate movement actors and news media frame climate change and strike: Evidence from analyzing Twitter and news media discourse from 2018-2021. *The International Journal of Press/Politics*. Online First in June 2022.
13. **Chen, K.**, & Jin, Y\*. (2022). How issue entrepreneurs shape public discourse of controversial science: Examining GMO discussion on a popular Chinese Q&A. *Journal of Science Communication*, 21(6), A01.
14. **Chen, K.**, Jin, Y\*, & Shao, A\*. (2022). Science Factionalism: How group identity language affects public engagement with misinformation on a popular Q&A platform in China. *Social Media + Society*, 8(1), 1-15.
15. **Chen, K.** & Shaw, B. (2022). Public communication of soil conservation practices: A large-scale content analysis of Wisconsin's agricultural trade publications. *Journal of Soil and Water Conservation*. Online First in February 2022.
16. Wirz, C.D\*, Cate, A\*, Brauer, M., Brossard, D., Brown, L.D., **Chen, K.**, Ho, P\*, Luter, D.G., Madden, H., Schoenborn, S., Shaw, B., Sprinkel, C., Stanley, D., & Sumi, G. (2022). Science Communication during COVID-19: When theory meets best practices and best practices meet reality. *Journal of Science Communication*, 21(3), N01.
17. **Chen, K.**, June., J\*, & Zhou, Y\*. (2021). A critical appraisal of diversity in digital knowledge production: Segregated inclusion on YouTube. *New Media & Society*. Online First in August 2021.
18. **Chen, K.**, & Tomblin, D. (2021). Using data from Reddit, Public Deliberation, and Surveys to measure public opinion about autonomous vehicles. *Public Opinion Quarterly*, 85(S1), 289-322.
19. Freiling, I\*, Krause, N.M\*, Scheufele, D.A., & **Chen, K.** (2021). The science of open communication science: Toward an evidence-driven understanding of quality criteria in communication research. *Journal of Communication*, 71(5), 855-874.
20. **Chen, K.** (2021). How deliberative designs empower citizens' voices: A case study on Ghana's Deliberative Poll on agriculture and environment. *Public Understanding of Science*, 30(2), 179-195.
21. Molder, A\*, Lakind, A\*, Clemmons, Z\*, & **Chen, K.** (2021). Framing the global youth climate movement: A qualitative content analysis of Greta Thunberg's moral, hopeful, and motivational framing on Instagram. *The International Journal of Press/Politics*. Online First in November 2021.
22. Wirz, C.D\*, Shao, A\*, Bao, L\*, Monroe, H\*, Howell, E\*, & **Chen, K.** (2021). Media systems and attention cycles: Trends and topics in news coverage of COVID-19 in the U.S. and China. *Journalism & Mass Communication Quarterly*. Online First in November 2021.

23. **Chen, K.** & Burgess, M.M. (2021). Narratives in public deliberation: Empowering gene-editing debate with storytelling. *The Hastings Center Report*, 51(S2), 85-91.
24. **Chen, K.**, Chen, A\*, Zhang, J., Meng, J., & Shen, C. (2020). Conspiracy narratives and debunking about COVID-19 origination on Chinese social media: How it started and who is to blame. *Harvard Kennedy School Misinformation Review*.
25. **Chen, K.**, Bao, L\*, Shao, A\*, Ho, P\*, Yang, S\*, Wirz, C.D\*, Brossard, D., Brauer, M., Brown, L.D. (2020). How public perceptions of social distancing evolved over a critical time period: Communication lessons learnt from the American State of Wisconsin. *Journal of Science Communication*, 19(5).
26. Lin, M., & **Chen, K.** (2020). Participation effectiveness of citizen participatory budgeting: The case of Yanjin county in China. *Chinese Public Administration Review*, 11(1), 6-24.
27. Boulianne, S., **Chen, K.**, & Kahane, D. (2020). Mobilizing mini-publics: The causal impact of deliberation on civic engagement using panel data. *Politics*, 40(4), 460-476.

### **Science Communication: Computational Social Science Methods**

28. **Chen, K.**, Lu, Y\* & Wang, Y\* (2023). Toward an evidence-driven understanding of digital trace data and quality assessment criteria in Chinese Communication Research. *Chinese Journal of Communication*. Online First in October 2023. [**co-first author**]
29. Cui, T., Li, S., & **Chen, K.**, Bailey, J., & Liu, F. (2023). Designing fair AI systems: Exploring the interaction of explainable AI and Task objectivity on users' fairness perception. *Proceedings of the Pacific Asia conference on Information Systems (PACIS)*.
30. **Chen, K.**, Kim, S\*, Gao, Q\* & Raschka, S. (2022). Visual framing of science conspiracy videos: Integrating machine learning with communication theories to study the use of color and brightness. *Computational Communication Research*, 4(1), 98-134.
31. **Chen, K.**, Duan, Z\*, & Yang, S. (2022). Twitter as research data: Tools, costs, skillsets and lessons learnt. *Politics and the Life Sciences*, 41(1), 114-130.
32. Ho, P\*, **Chen, K.**, Shao, A\*, Bao, L\*, Ai, A\*, Tarfa, A\*, Brossard, D., Brown, L.D., & Brauer, K. (2021). A mixed methods study of public perception about social distancing: Integrating qualitative and computational analyses for text data. *Journal of Mixed Methods Research*, 15(3), 374-397. [**co-first author**]
33. Hou, X\*., Gao, S., Li, Q., Kang, Y\*., Chen, N\*., **Chen, K.**, Rao, J\*., Ellenberg, J., & Patz, J. (2021). Intra-county modeling of COVID-19 infection with human mobility: Assessing spatial heterogeneity with business traffic, age and race. *Proceedings of the National Academy of Sciences (PNAS)*, 118(24).
34. Hiaeshutter-Rice, D., Chinn, S., & **Chen, K.** (2021). Platform effects on alternative influencer content: Understanding how features and affordances shape misinformation online. *Frontiers in Political Science*. Online First in May 2021.
35. Meijer, A.J., ...**Chen, K.**, ... (2020). The COVID-19-Crisis and the information polity: An overview of responses and discussions in twenty-one countries from six continents. *Information Polity*, 25(3), 243-274.
36. Meijer, A. J., Lips, M., & **Chen, K.** (2019). Open governance of cities: A new paradigm for understanding urban collaboration. *Frontiers in Sustainable Cities*, 1(3).

37. **Chen, K.**, & Aitamurto, T\*. (2019). Barriers for crowd's impact in crowdsourced policymaking: Civic data overload and filter hierarchy. *International Public Management Journal*, 22(1), 99-126.
38. Pan, J., & **Chen, K.** (2018). Concealing corruption: How Chinese officials distort upward reporting of online grievances. *American Political Science Review*, 112(3), 602-620. [co-first author]
39. Aitamurto, T\*, & **Chen, K.** (2017). The value of crowdsourcing in public policymaking: epistemic, democratic, and economic value. *The Theory and Practice of Legislation*, 5(1), 55-72.
40. O'Halloran, S., Maskey, S., McAllister, G., Park, D. K., & **Chen, K.** (2016). Data science and political economy: application to financial regulatory structure. *RSF: The Russell Sage Foundation Journal of the Social Sciences*, 2(7), 87-109.
41. Aitamurto, T\*, **Chen, K.**, Cherif, A\*, Galli, J. S\*, & Santana, L\*. (2016). Civic CrowdAnalytics: Making sense of crowdsourced civic input with big data tools. *Proceedings of the 20th International Academic Mindtrek Conference*, 86-94.
42. O'Halloran, S., Maskey, S., McAllister, G., Park, D. K., & **Chen, K.** (2015). Big data and the regulation of financial markets. *Proceedings of the 2015 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining*, 1118-1124.
43. Aitamurto, T\*, Boin, J. B\*, **Chen, K.**, Cherif, A\*, & Shridhar, S\*. (2018). The impact of augmented reality on art engagement: Liking, impression of learning, and distraction. *International Conference on Virtual, Augmented and Mixed Reality*, 153-171. Springer, Cham.

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## MEDIA & POLICY PUBLICATIONS

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1. **Chen, K.**, Chen, A\*, Zhang, J., Meng, J., & Shen, C. (2020). COVID-19 misinformation on Chinese social media – lessons for countering conspiracy theories. *The Conversation*.
2. **Chen, K.** (2019). How digital contributions from citizens can help U.S. public officials govern effectively. *Scholars Strategy Network*.
3. Newman, T.P, Brossard, D., Scheufele, D.A., **Chen, K.**, Qian, Y\*, Cate, A\*, & Middleton, L\*. (2021). Assessing the scholarship of public engagement with basic science. Report for The Kavli Foundation as part of Science Public Engagement Partnership. DOI: 10.17605/OSF.IO/K93CJ

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## UNDER REVIEW

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\*indicates student/post-doc co-author at the time of submission

1. Molder, A\*, Villanueva, I\*, & **Chen, K.** (2024). The impact of public deliberation and identity-based storytelling on civic empowerment among a marginalized population on environmental justice issues (revised and resubmitted). *Environmental Communication*.
2. Mede, N\*, Villanueva, I\*, & **Chen, K.** (2023). Communicating Scientific Norms in the Hybrid Media Environment: A Mixed-Method Analysis of Social Media Discourse and Engagement with Retraction Watch on Twitter (revised and resubmitted). *Science Communication*.
3. Lee, N., **Chen, K.**, William, M., & Curtis, B. Voice and value: How elected officials evaluate online and offline constituent feedback (revise and resubmit). *Public Opinion Quarterly*.

4. Jackson, C., Smith, K\*, Black, C\*, Chunduru, N\*, & **Chen, K.** Coupling in-person deliberation and crowdsourcing to amplify and engage communities in policy deliberation (under review).
5. Cate, A\*, Moen, S\*, & **Chen, K.** Bridging digital divide in Wisconsin: An examination of policy efforts and effectiveness over the past five years (under review).
6. Sheng, Z., & **Chen, K.** (2024). Making science intersectional through identity performance: Minoritized women as STEM content creators on social media and constrictive empowerment (under review).

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## HONORS AND AWARDS

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|   |           |
|---|-----------|
| AEJMC Lillian Lodge Kopenhagen Early Career Woman-Scholar Award                                       | 2023      |
| Burkhardt Seed Grant Professorship (PI)   | 2022-2025 |
| Wisconsin Hilldale Undergraduate/Faculty Research Fellowship  | 2021-2022 |
| Madison Teaching and Learning Excellence (MTLE) Fellow, UW-Madison                                    | 2019-2020 |
| Stanford Digital Humanities Fellow  | 2017-2018 |
| Stanford Graduate Fellowship (awarded to top PhD candidate during recruitment)                        | 2014-2019 |
| Hewlett Packard Enterprise “The Living Progress Challenge” Winner for Top Five Ideas in Public Sector | 2016      |
| Columbia University Merit-based Scholarship   | 2013      |
| China National Scholarship (awarded to top 0.2% of college students in China)                         | 2011      |
| Yale University Summer School Program Full Scholarship  | 2011      |

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## GRANTS

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### ***Federal-level grants:***

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|---|-----------|
| National Science Foundation FW-HTF-P #2128865 (PI for UW-Madison)<br><i>(Project title: Collaborative Research: Supporting future crisis line work through the inclusive design of worker-facing tools that empower self-management of wellbeing and performance)</i><br>\$35,767 | 2021-2022 |
| National Science Foundation Rapid Award #2022216 (PI for UW-Madison)<br><i>(Project title: Media exposure, objective knowledge, risk perceptions, and risk management preferences of Americans regarding the novel coronavirus outbreak)</i><br>\$124,990 (PI: Branden Johnson)   | 2021-2022 |
| National Science Foundation Rapid Award #2027375 (Co-PI)  | 2020-2021 |

*(Project title: Geospatial modeling of COVID-19 spread and risk communication by integrating human mobility and social media big data)*  
\$199, 888 (PI: Song Gao)

**Foundation/Philanthropy grants:**

Chan Zuckerberg Initiative (PI) 2022-2023  
*(Project title: coupling deliberation and digital crowdsourcing to amplify and engage marginalized communities in co-creating solutions for carbon-dioxide policies and climate equity discussions)*  
\$314, 980 (with Co-PI)

**Industry grants:**

American Family Insurance Data Science Institute (PI) 2021-2023  
*(Project title: Reducing bias in human-AI conversation)*  
\$149, 969 (with Co-PI)

**International organization grants:**

Economic Research Institute for ASEAN and East Asia (Lead Researcher) 2021  
*(Project title: Enhancing food supply chain resilience and food security in ASEAN with utilizing of digital technologies)*  
\$10,000

**UW-Madison grants:**

Increasing Social and Economic Inclusion Grant (Co-PI) 2023-2025  
*(Project title: Amplifying the voices of Black/Latinx communities in policy discussions”)*  
\$216,768 (PI: Corey Jackson)

Institute for Diversity Seed Grant (PI) 2023-2024  
*(Project title: Advancing Large Language Models for inclusive dialogues in Latin American countries)*  
\$20, 750 (with Co-PI)

Hatch Grant from USDA National Institute of Food and Agriculture (PI) 2022-2024  
*(Project title: Digital inequality and public perception of agriculture technologies: How broadband access matters for Wisconsin farmers’ knowledge, trust, and adoption of AI in the Agriculture sector)*  
\$67, 672

Fall Research Competition (PI) 2023-2024  
*(Project topic: Science communication about wildfire through documentary films: An experiment to examine the role of visual storytelling in expanding public perspectives on prescribed burning)*  
\$58,000

Fall Research Competition (PI) 2022-2023  
*(Project topic: Identity politics and civic dialogues about controversial science through large-scale content analysis and experiment)*  
\$46,263

UW-Madison Holtz Center STS Studies: Undergraduate Summer Research Grant 2020  
\$1,000

UW-Madison Holtz Center STS Studies: Travel Grant 2020-2023

\$3,000

## SERVICE

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### ***International Scientific Boards (Editorial Board):***

Communication Methods and Measures (5-year impact factor: 10.5)  
Social Science Computer Review (5-year impact factor: 4.7)  
Journalism and Mass Communication Quarterly (5-year impact factors: 4.5)

### ***International Associations Related Services:***

#### *International Communication Association (ICA)*

##### Computational Methods Division:

Elected International Liaison (2022 – 2024)  
Executive Committee (2022 – 2024)  
Chair of the Diversity, Equity, and Inclusion (DEI) Taskforce (2022-2024)

Pre-Conference Chair with Colleagues (“Computational Message Science”) (2024)  
Panel Co-Chair (“Image-As-Data Methods in the Age of generative Artificial Intelligence”) (2024) with Yingdan Lu (Northwestern)  
Panel Co-Chair (“Algorithmic Bias and Its Impact on Marginalized Communities: A Global and Comparative Perspective”) (2024) with Jihye Lee (UT-Austin) and Baohua Zhou (Fudan)  
Panel Chair (“Video-as-Data in Computational Communication”) (2022) with Yingdan Lu  
Panel Chair (“Video-as-Data in Computational Communication”) (2023) with Yingdan Lu

#### *International Research Society for Public Management*

Panel Chair (“Open Governance”) (2016)

### ***American Associations and Foundations Related Services:***

#### *Association for Education in Journalism and Mass Communication (AEJMC)*

Elected Secretary (2023-2024)  
Officer on Media Team of Communicating Science, Health, Environment and Risk Division (2022-2023)

#### *Mid-west Political Science Association*

Panel Chair (“Advances in Political Methodology”) (2019)

#### *American Political Science Association*

Panel Chair (“Government Responsiveness in Autocracy”) (2018)  
Panel Chair (“Fact Checking the Fact Checkers”) (2015)

#### *National Communication Association*

Lynda Lee Kaid Dissertation Award Committee (2020)

### ***Reviews:***

### **Grants Reviews:**

National Science Foundation

### **Reviews for Research Publications:**

#### Communication journals:

Journal of Communication, Communication Methods and Measures, Science Communication, New Media & Society, Social Media + Society, Journal of Science Communication, Journalism, International



Journal of Communication, Communication and the Public, Political Communication, The International Journal of Press/Politics, Environmental Communication, Journalism & Mass Communication Quarterly

Political science journals:

American Political Science Review, Journal of Politics, British Journal of Political Sciences, World Politics, Journal of Deliberative Democracy, Research and Politics

Economics journals:

Comparative Economics Studies

Public policy journals:

International Public Management Journal

Interdisciplinary journals:

Nature Scientific Reports, Social Science Computer Review, Harvard Kennedy School Misinformation Reviews, Journal of Quantitative Description: Digital Media, PLOS ONE, Humanities and Social Sciences Communication

Computer science proceedings:

Empirical Methods in Natural Language Processing (EMNLP), CHI Conference on Human Factors in Computing Systems, IEEE DSSA Computational Social Science and Complex System, IEEE Transactions on Visualization and Computer Graphics, NLP and Computational Social Science Workshop (NAACL), IC2S2, ICWSM.

***University and Departmental Related Services:***

University of Wisconsin-Madison

*University wide service:*

Data Science Institute Symposium

Planning committee member, panel facilitator, lightening talk speaker (2022)

Data Science Hub, Advisory Committee (2023 – present)

*Departmental service:*

Undergraduate Curriculum Committee (2022 – present)

Award Committee (2020 – 2022, 2023 - present)

Faculty Senator (2023 – present)

Stanford University

*Departmental service:*

Liaison of the Institute for Research in the Social Sciences (2015-2019)

Columbia University

*Departmental service:*

Peer advisor at School of International and Public Affairs (2013)

Alumni mentor at School of International and Public Affairs (2014 – present)

Fund raiser for Columbia Giving Day for the School of International and Public Affairs (2017)

**RESEARCH COLLOQUIA AND INVITED TALKS**

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[Total: 58]

***Other Institutions (39):***

## 2024

1. “Computational Methods in Chinese Internet Studies”, Center on Digital Culture and Society and Center for the Study of Contemporary China, University of Pennsylvania, 02/02, Philadelphia, PA.
2. “Video-As-Data for Studying Science Communication”, Center for C-SPAN Scholarship & Education, Purdue University, 02/16, virtual.
3. “AI Unveiled: The Road to Equitable and Responsible Innovation”, TEMPO Madison, 03/12, Madison, WI.
4. “Conversational AI and Equity: Auditing How GPT-3 Have Dialogues with Diverse Social Groups on Contentious Topics”, American Family Insurance, Fairness and Ethics in ML Seminar Series, 03/18, virtual.
5. “Using Computational Communication Methods and Technologies to Assess and Enhance Equity in Science Communication”, School of Communication, Ohio State University, 04/12, Columbus, OH.
6. “AI in Public Policymaking”, Dane County The Tamara D. Grigsby Office for Equity and Inclusion Department, 09/12, Madison, WI.

## 2023

7. “Using Computational Communication Methods and Technologies to Assess and Enhance Equity in Science Communication”, Center for Studies in Demography & Ecology, University of Washington, 12/06, virtual.
8. “Using Computational Communication Methods and Technologies to Assess and Enhance Equity in Science Communication”, HSBC Business School, Peking University, 11/22, virtual.
9. “Using Computational Communication Methods and Technologies to Assess and Enhance Equity in Science Communication”, Institute of Data Science, Texas A&M University, 10/23, College Station, TX.
10. “AI Unveiled: The Road to Equitable and Responsible Innovation”, Rotary Club of Madison, 10/04, Madison, WI.
11. “Video-As-Data in Communication Research”, The Summer Institute in Computational Social Science | KAIST and Korea Development Institute, 07/15, virtual.
12. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, University of British Columbia, 05/01, British Columbia, Canada.
13. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, The Alan Turing Institute, United Kingdom’s National Institute for Data Science and Artificial Intelligence, 03/20, declined due to getting COVID.
14. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, Department of Communication and Media Studies, University of Zürich, 03/13, Zürich, Switzerland.
15. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, Heine Center for Artificial Intelligence and Data Science, Heinrich Heine University Düsseldorf, 03/15, Düsseldorf, Germany.
16. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, Moody College of Communication, University of Texas at Austin, 02/20, Austin, TX.
17. “How to Scale Up and Sustain Community Engagement in Environmental Policymaking: Integrating Digital Crowdsourcing and Data Science with In-Person Engagement”, Place-Based Justice Network, 02/22, virtual.
18. “Living Conditions, Needs, and Suggestions from Black and Latinx Communities on Energy Saving, Heat & Health, and Tree Canopy”, Dane County Office of Energy & Climate Change, 01/31, Madison, WI.
19. “How to Scale Up and Sustain Community Engagement in Environmental Policymaking: Integrating Digital Crowdsourcing and Data Science with In-Person Engagement”, U.S. Environmental Protection Agency, 01/19, virtual.

## 2022

20. Beyond Affective Polarization: How Emotional and Identity Cues are Used in Anti-Vaccination Conspiracies on TikTok, World Association for Public Opinion Research Conference, 11/10-13, virtual.

21. “A Critical Appraisal of Equity in Conversational AI: Evidence from Auditing How GPT-3 Have Dialogues with Different Publics on Climate Change and Black Lives Matter”, American Family Insurance Data Science Institute, 09/06, virtual.
22. “Empowering Communities’ Voices in Sustainability Policymaking: Designing Deliberation and Digital Crowdsourcing for Collective Decision-Making”, Consortium for Science, Policy & Outcomes, New Tools for Science Policy, Arizona State University, 10/07, Washington, D.C.
23. Using data from Reddit, Public Deliberation, and Surveys to Measure Public Opinion About Autonomous Vehicles, American Association for Public Opinion Research, 07/14, virtual.
24. “When National Identity Meets Conspiracies: The Contagion of National Identity Language on Public Participation and Discourse of COVID-19 Conspiracies”, Digital Society Research Cluster, City University of Hong Kong, 06/15, virtual.
25. “Coupling Microcosm Deliberation & Digital Crowdsourcing to Empower Citizens’ Voices in Public Policymaking”, The National Academies of Sciences, Engineering, and Medicine: Science Communication Colloquium, 06/02, virtual.
26. “Video-As-Data in Communication Research”, The Summer Institute in Computational Social Science | North Dakota State University, 06/22, virtual.
27. “How Science Communication Empowers Citizens’ Voices: From Identifying Misinformation to Nurturing Deliberative Citizenship and Policymaking”, Society of Toxicology Midwest Regional Chapter, 04/29, virtual.
28. “When National Identity Meets Conspiracies: The Contagion of National Identity Language on Public Participation and Discourse of COVID-19 Conspiracies”, UCSD, 21<sup>st</sup> Century China Center, 02/11, virtual.

## 2021

29. “Testing Mixed Method Inputs for Human-Centered Policy and Systems Design: Autonomous Vehicles as a Case Study”, Department of Engineering Management and Systems Engineering, George Washington University, 11/19, virtual.
30. “Science Factionalism: The Role of Group Identity Language in Public Engagement with GMO Misinformation and Debunking on a Popular Q&A Platform in China”, Centre for Deliberative Democracy and Global Governance, University of Canberra, 09/14, virtual.
31. “How Competition for Patronage Shapes Government Responsiveness in China”, Political Science Speaker Series for China Studies, 09/24, virtual.
32. “A Critical Appraisal of Diversity in Digital Knowledge Production: Segregated Inclusion of Knowledge Producers on YouTube”, Department of Media and Communications, London School of Economics and Political Science, 05/20, virtual.
33. “How Nationalism Affects People’s Misperception and Engagement with Science”, Symposium on the Political Economy of Misinformation, UC Institute on Global Conflict and Cooperation, 04/07, virtual.
34. “How Deliberative Designs Empower Citizens’ Voices: A Case Study on Ghana’s Deliberative Poll on Agriculture and Environment”, Genetic Engineering and Society Center Colloquium, North Carolina State University, 02/16, virtual.

## 2020

35. “I Am Better Than You: How Nationalism Strengthens Science Misperception”, The China Workshop, Princeton University, 12/10, virtual.
36. “A Critical Appraisal of Diversity in Digital Knowledge Production: Segregated Inclusion of Knowledge Producers on YouTube”, Ethnography Lab, Stanford University, 10/16, virtual.
37. How Social Media Complement Surveys for Understanding Public Opinions on AI, AEJMC, Panel on Making Sense of Technology Buzz Words: Automation, Robotics, AI, virtual.
38. “Narratives in Public Deliberation: Empowering Gene-editing Debate with Storytelling”, Hastings Center, 06/08, virtual.

## 2019

39. “Public Deliberation of Gene-Editing in the Wild”, The Hastings Center, Garrison, NY.
40. “How Competition for Patronage Shapes Government Responsiveness in China”, Department of East Asian Studies, University of Vienna, 10/24, Vienna, Austria.

### ***UW-Madison (18)***

History of Science, Medicine, and Technology Series (2023), Social Science & Sustainability Solutions (2023), Exploring Artificial Intelligence at UW-Madison (2023), Wisconsin Idea Conference (2023), Data Science Institute (2023), Wisconsin Energy Institute (2023), Department of Political Science (2023, 2021), Nelson Institute for Environmental Studies (2022), Data Science Research Bazaar (2022), School of Nursing (2022), CALS Global Conversations (2021), African at Noon Studies Program (2021), Holtz Center for Science and Technology Studies (2020), Communication Arts Colloquium (2023, 2020), Life Sciences Communication Colloquium (2020), Science Communication Club (2020).

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## **REFEERED CONFERENCE PAPERS**

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How Moral Judgements are Used with Gender Cues in Controversial Science Discourse: Evidence from Computational Text and Visual Analyses across Digital Platforms, *Annual Conference of the International Communication Association*, Australia, 2024.

Communicating Scientific Norms in the Hybrid Media Environment: A Mixed-Method Analysis of Social Media Discourse and Engagement with Retraction Watch on Twitter, *Annual Conference of the International Communication Association*, Australia, 2024.

Uncovering how Black and Latinx Communities perceive environmental justice: Integrating a public deliberation quasi-experiment and computational methods, *Annual Conference of the International Communication Association*, Australia, 2024.

Synthetic Media, Visual Narratives, and Information Authenticity: Advancing Global Social Justice, *Annual Conference of the International Communication Association*, Australia, 2024. (*invited panelist*).

Constructing Vec-tionaries to Extract Latent Message Features from Texts: A Case Study of Moral Appeals, *Annual Conference of the International Communication Association*, Australia, 2024.

Tool Demo: vecMFD – A Python Library for Computational Analysis of Moral Appeals from English Texts, *Annual Conference of the International Communication Association*, Australia, 2024.

The Political Economy Outcomes of China’s IP Address De-anonymization Policy, *Annual Conference of the American Political Science Association*, LA, 2023 (*invited panelist*).

How Moral Judgements Are Used with Gendered Languages in Science Discourse, *Annual Conference of the American Political Science Association*, LA, 2023.

How Collective Narcissism Spread: Evidence from Twitter on Capital Insurrection, *Annual Conference of the American Political Science Association*, LA, 2023.

How Intergroup (De) Threats Messages Affect the Public’s Ability to Identify Conspiracy Theories: Evidence from an Experiment on U.S. Populations in the Context of Sino-US Relations, *Annual Conference of the International Communication Association*, Toronto, 2023.

Temporal Collective Legitimacy of Support Seeking and Received Social Support on Social Media during a Public Health Crisis, *Annual Conference of the International Communication Association*, Toronto, 2023.

De-mystifying Peer Review Process in Scholarly Publications: How to Become Reviewer 1 and How to Face Reviewer 2, *Annual Conference of the International Communication Association*, Toronto, 2023 (*invited panelist*). Blue Sky Workshop.

VecOpt: Development of a Word Embedding-based Optimization Approach to Extracting Moral Appeals from Text, *Annual Conference of the International Communication Association*, Toronto, 2023.

How Science Influencers Polarize Supportive and Skeptical Communities around Politicized Science: A Cross-Platform and Over-Time Comparison, *Annual Conference of the American Political Science Association*, Montreal, 2022.

Ubiquitous Coverage, Differentiated Effects: Intermedia Agenda Setting and its Effects in Communicating Protective Behaviors to American Adults during the COVID-19 Pandemic, *AEJMC: ComSHER*, Detroit, 2022.

The Reproductive Dynamics of Moral Appeals on Social Media: Evidence from A Large-Scale Analysis on COVID-19 Public Discourse on Twitter, *IC<sup>2</sup>S<sup>2</sup>*, Chicago, 2022.

Thanks to My Country's Love: Examining Nationalist Narratives in COVID vaccine-related Videos on Douyin Through Large-Scale Visual and Textual Analysis, *Annual Conference of the International Communication Association*, Paris, 2022.

Differentiating Discrete Moral Appeals in Predicting Online Communicative Actions: Analyzing a Two-Week Firehose Archival of COVID-19 Tweets, *Annual Conference of the International Communication Association*, Paris, 2022.

Making Science Intersectional Through Identity Performance: Linking Social Media Content, User Metrics Data and Interviews to Study Minoritized Women as STEM Content Creators on Social Media, *Annual Conference of the International Communication Association*, Paris, 2022.

Examining Multi-modal Emotional Cues to Study COVID-19 Vaccination Videos on TikTok, *Annual Conference of the International Communication Association*, Paris, 2022.

A Multi-Country Study of the Impact of COVID-19 News Coverage on Public's Risk Perceptions, *Annual Conference of the International Communication Association*, Paris, 2022.

The Global Climate Movements' Discourse on Twitter: Examining Responsibility Attribution, Mobilization Outcomes, and User Engagement, *Annual Conference of the International Communication Association*, Paris, 2022.

When National Identity Meets Conspiracies: The Reinforcement Loop of Identity Language on Public Participation and Discourse of COVID-19 Conspiracies on Weibo, *Annual Conference of the International Communication Association*, Paris, 2022.

How Youth Activists and News Media Frame Climate Change and Strike: Evidence from Analyzing Twitter and Newspaper Discourse from 2018-2021, *Annual Conference of the International Communication Association*, Paris, 2022.

Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China, *Annual Conference of the International Communication Association*, Paris, 2022.

Examining Multi-modal Emotional Cues to Study COVID-19 Vaccination Videos on TikTok, *Annual Conference of the Midwest Political Science Association*, Chicago, 2022.

A Critical Appraisal of Diversity in Digital Knowledge Production: Segregated Inclusion on YouTube, *Inclusive SciComm Symposium*, Virtual 2021.

Conspiracy vs Debunking: The Role of Emotion on Public Engagement with YouTube, *Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM)*, Virtual 2021.

How Group Identity Polarizes Public Deliberation on Controversial Science: Examining public discourse on GMO misinformation and counter-narratives from a popular Q&A platform in China, *Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM)*, Virtual 2021.

Pandemic Nationalism: How Exposure to Government Social Media Affects People's Belief in COVID-19 Conspiracy Theories in China, *Seventh International Journal of Press/Politics Conference*, Virtual 2021.

How Group Identity Polarizes Public Deliberation on Controversial Science: Examining public discourse on GMO misinformation and counter-narratives from a popular Q&A platform in China, *Fourth Annual Politics and Computational Social Science (PaCSS) Conference*, Virtual 2021.

I am Better Than You: How Nationalism Strengthens Misperceptions, *Annual Conference of the National Communication Association*, Virtual 2021.

Science of Open (Communication) Science: Toward an Evidence-Driven Understanding of Quality Criteria in Communication Research. *AEJMC: Communication Theory and Methodology Division*, Virtual 2021.

How Group Identity Polarizes Public Deliberation on Controversial Science, *AEJMC: Communicating Science, Health, Environment, and Risk Division*, Virtual 2021.

Conspiracy vs Debunking: The Role of Emotion on Public Engagement with YouTube, *AEJMC: Communicating Science, Health, Environment, and Risk Division*, Virtual 2021.

Science of Open (Communication) Science: Toward an Evidence-driven Understanding of Quality Criteria in Communication Research, *AEJMC: Communication Theory and Methodology Division*, Virtual 2021.

Public Engagement with Basic Science in STEM Journals, *Science Public Engagement Partnership (SciPEP)*, Virtual 2021.

I am Better Than You: How Nationalism Strengthens Misperceptions, *Annual Conference of the International Communication Association*, Virtual 2021.

Evaluating Biases and Sample Representativeness of Twitter Data, *Annual Conference of the International Communication Association*, Virtual 2021.

Recreate Science! How Female Science Communicators Transcend Traditional STEM Communication on Social Media, *Annual Conference of the International Communication Association*, Virtual 2021.

The Issue Evolution of Global Climate Strike Discourse on Twitter: How Legacy Media and Youth Activists Co-Create Climate Conversations with Netizens, *Annual Conference of the International Communication Association*, Preconference on Visions of Change: Communication for Social and Environmental Justice, Virtual 2021.

The Issue Evolution of Global Climate Strike Discourse on Twitter: How Legacy Media and Youth Activists Co-Create Climate Conversations with Netizens, *Communication Power of Global Citizens and Politicians*, Paris, Virtual 2021.

How Public Perceptions of Social Distancing Evolved Over a Critical Time Period: Communication Lessons Learnt from the American State of Wisconsin, *World Conference on Science Literacy*, Beijing, Virtual 2020.

Public Deliberation in an Unlikely Place: Deliberative Reasoning in Ghana's Deliberative Poll on Food and Environment, *Annual Conference of the Public Communication of Science and Technology*, Scotland, Virtual 2021 (declined).

Propaganda and Civic Engagement on Viral Science Videos from YouTube, *Annual Conference of the Public Communication of Science and Technology*, Scotland, Virtual 2021 (declined).

How Elite Discourse on GMO Influences Public Discourse: Examining Public Discussion on GMO from the Zhihu Platform in China, *Annual Conference of the International Communication Association*, Preconference on Social Media, Algorithms, News, and Public Engagements in the Asia-Pacific and Beyond, Virtual 2020.

Can the Mass Public Deliberate in Semi-Authoritarian Setting? Examining Deliberative Reasoning in Macau's Deliberative Poll, *Annual Conference of the International Communication Association*, Washington D.C. 2019.

Can the Mass Public Deliberate in Semi-Authoritarian Setting? Examining Deliberative Reasoning in Macau's Deliberative Poll, *Annual Conference of the Mid-west Political Science Association*, Chicago 2019.

Can the Mass Public Deliberate in Semi-Authoritarian Setting? Examining Deliberative Reasoning in Macau's Deliberative Poll, *APSA Preconference on Politics and Computational Social Science*, Boston 2018.

Patronage and Government Responsiveness in China, *Annual Conference of the American Political Science Association*, Boston 2018.

Mobilizing Mini Publics: The Impact of Deliberation on Civic Engagement, *Annual Conference of the American Political Science Association*, Boston 2018.

Do Elected Officials Listen to Constituents on Social Media?, *Annual Conference of the American Political Science Association*, Boston 2018.

Concealing Corruption: How Chinese Officials Distort Upward Reporting of Online Grievances, *Western Political Science Association Annual Conference*, San Francisco 2018 (*invited talk*).

Who Can Deliberate: Comparing Deliberate Polls in California and Ghana, *Annual Conference of the American Political Science Association*, San Francisco 2017.

Examining the Impact of Civic Participation on Crowdsourced Policymaking with Natural Language Processing, *Annual Conference of the International Communication Association*, San Diego 2017.

Exploring the Optimized Network Structure for Discourse Quality - Evidence from Analyzing Reddit Politics, *Annual Conference of the International Communication Association*, San Diego 2017.

Who Can Deliberate: Reasoning in Deliberate Polls in California and Ghana, *International Communication Association Political Communication PhD Student Preconference*, San Diego 2017.

Examining the Impact of Civic Participation on Crowdsourced Policymaking with Natural Language Processing, *Annual Conference of the American Society for Public Administration*, Atlanta 2017.

Analyzing the Impact of Citizen Voice in Crowdsourced Policymaking with NLP, at Natural Language Processing-Computational Social Science, *Annual Conference on Empirical Methods in Natural Language Processing*, Austin 2016.

The Power of Citizens' Voices in Democracy: examining the impact of civic input on crowdsourced policymaking, *Annual Conference of the International Research Society for Public Management*, Hong Kong, China 2016.

Examining the Triple Challenges in Crowdsourced Policymaking: Inclusion, Representation, and Synthesis, *World Congress of Political Science, IPSA and AISP*, Poland 2016.

Civic CrowdAnalytics: Making Sense of Crowdsourced Civic Input with Big Data Tools, *Academic MindTrek*, Tampere, Finland 2016 (**Best Paper Award**).

The Application of Habermas to Authoritarian Decision Making, *Social Innovation Research Conference*, Shanghai 2015.

Integrating Reasoning and Democracy: Theory of Communicative Governance and Lessons from the Yanjin Reform, *Annual Conference of the American Political Science Association*, San Francisco 2015 (**Nominated for Timothy Cook Best Graduate Student Paper Award**).

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## TEACHING & ADVISING

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### ***Courses taught at UW-Madison:***

LSC720: Introduction to Communication Theory and Research (graduate-level course)

LSC460: Social Media Analytics (newly designed course, open to senior undergraduate and graduate students)

LSC250: Research Methods in Communication Industry (core course for the undergraduate major)

LSC660: Data Analysis in Communication Research (graduate-level course)

LSC640: Case Studies in the Communication of Science and Technology (senior undergraduate)

### ***Graduate Advising (Current):***

Amanda Molder, Life Sciences Communication, Ph.D. Committee (chair)

Isabel Villanueva, Life Sciences Communication, Ph.D. Committee (member)

Anqi Shao, Life Sciences Communication, Ph.D. Committee (member)

Hannah Monroe, Life Sciences Communication, Ph.D. Committee (member)

Yiming Wang, School of Journalism and Mass Communication, Ph.D. Committee (member)

Liwei Shen, Department of Communication Arts, Ph.D. Committee (member)

Emma Stefanacci, Life Sciences Communication, Master's Committee (chair)

Emily Morton, Life Sciences Communication, Master's Committee (member)

### ***Graduate Advising (Degree awarded):***

Callyn Bloch, Life Sciences Communication, M.S. (chair) 2022

Helen Tosteson, Life Sciences Communication, M.S. (chair) 2022

Shiyu Yang, Life Sciences Communication, Ph.D. Committee (member) 2023

Pauline Stein, Life Sciences Communication, M.S. (member) 2023

Sam Griffin, Life Sciences Communication, M.S. (member) 2023

### ***Graduate Research Assistants (Current):***

Ashley Cate, Life Sciences Communication

Amanda Molder, Life Sciences Communication



### ***Undergraduate Advising (Degree awarded):***

Hannah Cheren, Life Sciences Communication and Data Science, B.S. (honors thesis supervisor) 2023

### ***Guest Lectures***

- 2024** MTS525: Computational Communication Research, School of Communication, Northwestern University.  
MMC6936: Mixed Methods Research, College of Journalism and Communications, University of Florida.
- 2022** J381-M: Computational Media & Data Science, School of Journalism and Media, University of Texas at Austin.  
Biochemistry 210 Science Communication, UCSF.  
N805: Measurement in Health Research, University of Wisconsin-Madison.  
LSC640: Case Studies in the Communication of Science and Technology, University of Wisconsin-Madison  
LSC155: First Year Seminar in Science Communication, University of Wisconsin-Madison
- 2021** LSC700: Colloquium in Life Sciences Communication, University of Wisconsin-Madison  
LSC155: First Year Seminar in Science Communication

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## **PUBLIC POLICY PROFESSIONAL EXPERIENCE**

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**Dane County, Office of Energy and Climate Change, Madison, WI** July 2022 - present

*Principle Investigator*

- Design and innovate community engagement to listen to Black and Latinx communities' perspectives on environmental issues
- Build connections between city and county government and Black and Latinx NGOs
- Conduct data analysis on community input
- Build a digital crowdsourcing platform for large-scale community engagement
- Build a community knowledge app for data visualization
- Research project was covered in County of Dane Wisconsin, Office of Energy and Climate Change Blog (Nov 1, 2022)

**City of Palo Alto, Online Crowdsourcing Reform, Palo Alto, CA** May 2015 - June 2017

*Reform Advisor*

- Advised the City of Palo Alto government on a digital civic engagement reform
- Led a research team to conduct civic data analysis and presented for the City Comprehensive Plan
- Research presentation and product was covered in *Palo Alto Weekly* (July 17<sup>th</sup>, 2015)

**New York City Mayor's Campaign Team, New York, NY** May 2013 - Sept 2013

*Field Communicator*

- Canvassed and lobbied door-to-door to gather and record votes for the candidate

**Manhattan Borough President's Office, New York, NY** Jan 2013 - Sept 2013

*Policy Analyst*

- Conducted analyses on a public education project using ethnographic method and interviews
- Delivered policy recommendations to the president on enhancing holistic approach to education in NYC

**Shanghai Municipal Development and Reform Commission, Shanghai** May 2012 - Aug 2012

*Policy Analyst, Industry Economics Office, Yangpu District, Shanghai, China*

- Led a five-member team on drafting Technology and Finance policy to assist small-and-medium sized business obtaining financing
- Managed the Government Special Fund for public land use and conducted funding evaluation

- Operated a digital government special fund platform, including selecting qualified projects for expert oral defense, assisting sign the contract with those businesses and working with the Financial Bureau to offer and monitor fund use

**Mayor's Office**, New Haven, CT  
*Legislative Assistant and Policy Analyst*

Aug 2011 - Sept 2011

- Drafted proposals to diversify fund raise from the state government and private foundations on the “Youth@Work” Project
- Identified and contacted potential donors for funding. Successfully raised 10% more funding than originally forecasted
- Assisted the Board of Aldermen in assessing problems in Community Empowerment and Urban Zoning challenges

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## **MEDIA REPORTS AND QUOTES**

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Science, Science Daily, PBS Wisconsin, Grist, The Conversation; Wisconsin State Farmer; Nieman Lab; WisContext; EU DisinfoLab; Snopes; Fast Company; Channel News Asia; Agriculture Clips; MidWest Farm Report; The Badger Herald; Cap Times, WORT-FMs; County of Dane Wisconsin

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## **SKILLS**

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Programming: R, Python, Latex, Linux

Language: English (Professional, Certificate of Advanced Simultaneous Interpretation), Mandarin Chinese (Native)

Music: Piano Level 10 Certificate (highest), Shanghai Musician Association