

YILANG PENG

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115 D. W. Brooks Drive, Athens, GA 30602

EMPLOYMENT Assistant Professor, Department of Financial Planning, Housing and Consumer Economics, University of Georgia, 2019–

EDUCATION Ph.D., Annenberg School for Communication, University of Pennsylvania, 2019

- Dissertation: Identifying media bias with computer vision.
- Committee: Sandra González-Bailón (chair), Michael X. Delli Carpini, Jessa Lingel

M.A., School of Journalism and Mass Communication, University of Wisconsin–Madison, 2014

- Thesis: Learning about science: Information channel selectivity and knowledge gain.
- Committee: Sharon Dunwoody (chair), Shawnika Hull, Lucas Graves.

B.S. in Geology/Psychology, Peking University, 2012

**RESEARCH
AREAS**

- Computational social science; Social media analytics
- Computer vision; Visual communication
- Science communication

**PEER-REVIEWED
PUBLICATIONS**

1. Peng, Y. (2018). Same candidates, different faces: Uncovering media bias in visual portrayals of presidential candidates with computer vision. *Journal of Communication*, 68(5), 920–941.
2. Peng, Y. & Jemmott, J. B., III. (2018). Feast for the eyes: Effects of food perceptions and computer vision features on food photo popularity. *International Journal of Communication*, 12, 313–336.
3. Peng, Y. (2017). Time travel with one click: Effects of digital filters on perceptions of photographs. In *Proceedings of the CHI Conference on Human Factors in Computing Systems* (pp. 6000–6011), New York, NY: ACM.
4. Kohl, P. A., Kim, S. Y., Peng, Y., Akin, H., Koh, E. J., Howell, A., & Dunwoody, S. (2016). The influence of weight-of-evidence strategies on audience perceptions of (un)certainly when media cover contested science. *Public Understanding of Science*, 25(8), 976–991.

BOOK

1. Peng, Y. (2018). *Introduction to Mobile Photography* (in Chinese). Beijing, China: Publishing House of Electronics Industry.

WORKING PAPERS

Please contact me for a list of working papers.

AWARDS AND FELLOWSHIPS**Academic**

- Top Student Paper Award, Applied Communication Division, National Communication Association, 2018
- Top Student Paper Award, Mass Communication Division, National Communication Association, 2018
- Allan L. McCutcheon Student Travel Award, World Association of Public Opinion Research, 2018 (\$400)
- Doctoral Dissertation Research Fellowship, University of Pennsylvania, 2017 (\$1200)
- GAPSA Graduate Travel/Research fund, University of Pennsylvania, 2017–2018 (\$1360)
- Graduate Fellowship, University of Pennsylvania, 2014–2019
- Dean's Summer Fellowship, University of Pennsylvania, 2015–2019 (\$4000 × 4)
- International Student Academic Achievement Award, University of Wisconsin–Madison, 2014
- Project Assistantship, University of Wisconsin–Madison, 2013 (\$17287 and Tuition waiver)
- Madison Commons Scholarship, University of Wisconsin–Madison, 2013 (\$500)
- Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment, University of Wisconsin Hospital and Clinics, 2013 (\$3000)
- Mao Yugang Research Scholarship, Peking University, 2012 (¥5000; 2 out of 42 students)
- Geology Fellowship, Peking University, 2008–11 (¥5000 × 4 years)
- Merit Student, Peking University, 2011

Professional

- LOOK Smithsonian Exhibition, Shanghai Jing'an Sculpture Park Art Center, China, 2017
- American Aperture Awards, 1st Prize, Mobile Landscape Category, 2015
- Smithsonian Photo Contest, 1st Prize, Mobile Photography Category, 2015
- iPhone Photography Awards, Honorable Mention, Season Category, 2015
- Best 10 Mobile Photographers in China, Lofter, 2015
- iPhone Photography Awards, 1st Prize, Architecture Category, 2014

REFERRED CONFERENCE PRESENTATIONS**Panel**

- **Peng, Y. & Zhang, H.** (2019). Applying computer vision in communication research. Panel organized at the International Communication Association Conference, Washington, DC.

Presentation

- **Peng, Y.** (2020). Visual LIWC: A computer vision analysis of emotional expressions on Instagram. Paper to be presented at the International Communication Association Conference, Gold Coast, Australia.
- **Peng, Y.** (2020). What makes politicians' Instagram posts popular? Analyzing personalization strategies with computer vision. Paper to be presented at the International Communication Association Conference, Gold Coast, Australia.
- **Peng, Y.** (2020). Economic and social aspects of ideology distinctly shape public reactions to conventional and emerging scientific issues. Paper to be presented at the International Communication Association Conference, Gold Coast, Australia.
- **Sharma, M. & Peng, Y.** (2020). The dynamics between social approval and food image characteristics in Instagram food accounts. Paper to be presented at the American Council on Consumer Interests Annual Conference, Arlington, VA.
- **Peng, Y.** (2020). What makes politicians' Instagram posts popular? Analyzing personalization strategies with computer vision. Paper to be presented at the Midwest Political Science Association Conference, Chicago, IL.
- **Wen, T.J., Yang, J., & Peng, Y.** (2020). Predicting brand personality: the role of computer vision features in social media branded content. Paper presented at the American Academy of Advertising Annual Conference, San Diego, CA.
- **Murashka, V., Liu, J., & Peng, Y.** (2019). Fitspiration on Instagram: identifying topic clusters in comments to posts characterizing different genders. Paper presented at the International Communication Association Conference, Washington, DC.
- **Zhang, H. & Peng, Y.** (2019). How people use pictures in political protests and why it matters. Paper presented at the International Communication Association Conference, Washington, DC.
- **Peng, Y.** (2018). The impact of information about what majority scientists believe in a dual-processing world. Paper presented at the National Communication Association Annual Conference, Salt Lake City, UT. (**Top Student Paper Award**, Applied Communication Division).
- **Yang, T. & Peng, Y.** (2018). How trending topics gatekeep news consumption on social media: A natural experiment on Weibo. Paper presented at the National Communication Association Annual Conference, Salt Lake City, UT. (**Top Student Paper Award**, Mass Communication Division).
- **Peng, Y.** (2018). Same candidates, different faces: Uncover visual bias in media coverage of presidential candidates with computer vision techniques. Paper presented at the World Association for Public Opinion

Research Conference, Marrakesh, Morocco.

- **Peng, Y. & Shi, L.** (2018). Mapping and explaining the gender gap in consuming science and health news: Findings from WeChat. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
- **Peng, Y.** (2018). Is Trump angrier in liberal media? Uncovering visual bias in media coverage of presidential candidates with emotion detection techniques. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
- **Peng, Y. & Liu, J.** (2018). Attracting likes and comments: How visual and textual features affect popularity of fitspiration images on Instagram. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
- **Peng, Y.** (2017). When images meet codes: Applying computer vision methods in communication research. Paper presented at the International Communication Association Conference, San Diego, CA.
- **Peng, Y.** (2017). Feast for the eyes: Combining human rating and computer vision to predict food photograph popularity. Paper presented at the International Communication Association Conference, San Diego, CA.
- **Peng, Y.** (2017). Quantifying the tyranny of likes: How audience feedback shapes content production on Instagram. Paper presented at the International Communication Association Conference, San Diego, CA.
- **Peng, Y.** (2017). Time travel with one click: Effects of digital filters on perceptions of photographs. Paper presented at the ACM Conference on Human Factors in Computing Systems, Denver, CO.
- **Peng, Y.** (2016). Can self-disclosure drive online activism? Personal story, selfie and the loss of collective identity in contemporary activism. Poster presented at the International Conference on Computational Social Science, Evanston, IL.
- **Peng, Y.** (2016). "Time travel with one click." Effects of digital filters on perceptions of mobile photographs. Paper presented at the International Communication Association Conference, Fukuoka, Japan.
- **Peng, Y.** (2015). "An app alone doesn't make a good picture:" Boundary-work of photojournalism in the era of camera phones. Paper presented at the International Communication Association Mobile Pre-conference, San Juan, Puerto Rico.
- **Peng, Y., Kohl, P., Kim, S.Y., Akin, H., Koh, E., Howell, A., & Dunwoody, S.** (2014). The impact of information about what majority scientists believe in a dual-processing world. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
- **Kohl, P. A., Kim, S. Y., Peng, Y., Akin, H., Koh, E. J., Howell, A., & Dunwoody, S.** (2014). The influence of weight-of-evidence strategies on audience perceptions of (un)certainly when media cover contested science. Paper presented at the Association for Education in Journalism

and Mass Communication Conference, Montreal, Canada.

INVITED SEMINARS

- University of Wisconsin-Madison School of Journalism and Mass Communication, Graduate seminar, 2020.
- University of Georgia College of Agricultural and Environmental Sciences, Graduate seminar, 2020.
- University of Georgia Department of Financial Planning, Housing and Consumer Economics, Graduate seminar, 2020.

SKILLS

Data analysis

- R, SPSS, computer vision, data visualization, natural-language processing, machine learning, social network analysis

Programming

- Python, HTML/CSS, JavaScript

Multimedia

- Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Final Cut Pro, iMovie, Audacity

PROFESSIONAL EXPERIENCE

- The Why Files, University of Wisconsin Madison, Project Assistant, 2013–2014
- University of Wisconsin Hospital and Clinics, Videographer, 2013
- Madison Commons, Staff Reporter, 2012–2013
- Guokr.com, Editor Intern, Beijing, China, 2011–2012
- National Geographic, Editor Intern, Beijing, China, 2011

SERVICE

- Reviewer for:
 - Polity Press
 - *The Journal of Politics*
 - *New Media & Society*
 - *Public Understanding of Science*
 - *The International Journal of Press/Politics*
 - *The International Journal of Communication*
 - *Communication Methods & Measures*
 - *Journal of Information Technology & Politics*
 - ICA, CHI
- Tenure Guideline Revision Committee, Department of FHCE, University of Georgia, 2019–.
- Graduate Student Professional Development Committee, Annenberg School for Communication, University of Pennsylvania, 2018–2019.
- Scholars Program Symposium Committee, Annenberg School for Communication, University of Pennsylvania, 2015–2016.
- Annenberg School Graduate Student Symposium Committee, University of Pennsylvania, 2015.

