

YILANG PENG

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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

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

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

RESEARCH AREAS

- Computational social science; Social media analytics
- Computer vision; Visual communication
- Science communication; Public understanding of AI

GRANT

- Principal Investigator. National Science Foundation. Collaborative Research: SaTC: CORE: Small: Understanding how visual features of misinformation influence credibility perceptions. With Cuihua (Cindy) Shen. \$500,000. 2022–2025.

PEER-REVIEWED PUBLICATIONS

- 12. Zhang, H., & **Peng, Y.** (Forthcoming). Image clustering: An unsupervised approach to categorize visual data in social science research. *Sociological Methods and Research*.

Top Paper Award, International Communication Association

- 11. **Peng, Y.** (Forthcoming). AtheC: A Python library for computational aesthetic analysis of visual media in social science research. *Computational Communication Research*.
- 10. **Peng, Y.** (2022). Give me liberty or give me COVID-19: How social dominance orientation, right-wing authoritarianism, and libertarianism explain Americans' reactions to COVID-19. *Risk Analysis*. Advance online publication.

Media coverage: [EurekAlert!](#), [Phys.org](#); Altmetric Attention Score in the top 5% research outputs

- 9. **Peng, Y.,** & Yang, T. (2021). Anatomy of audience duplication networks: How individual characteristics differentially contribute to fragmentation in news consumption and trust. *New Media & Society*. Advance online publication.
- 8. **Peng, Y.** (2021). What makes politicians' Instagram posts popular?

Analyzing social media strategies of candidates and office holders with computer vision. *International Journal of Press/Politics*, 26(1), 143–166.

Media coverage: [WUGA](#), [EurekAlert!](#), [PsychNewsDaily](#), [Phys.org](#), [UGA Today](#); Altmetric Attention Score in the top 5% research outputs

- 7. Murashka, V., Liu, J., & **Peng, Y.** (2021). Fitspiration on Instagram: Identifying topic clusters in user comments to posts with objectification features. *Health Communication*, 36(12), 1537–1548.
- 6. Yang, T., & **Peng, Y.** (2020). The importance of trending topics in the gatekeeping of social media news engagement: A natural experiment on Weibo. *Communication Research*. Advance online publication.

Top Student Paper Award, National Communication Association

- 5. **Peng, Y.** (2020). The ideological divide in public perceptions of self-driving cars. *Public Understanding of Science*, 29(4), 436–451.
- 4. **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.
- 3. **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.

Media coverage: [Penn Today](#)

- 2. **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).
- 1. 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)certainty when media cover contested science. *Public Understanding of Science*, 25(8), 976–991.

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

AWARDS AND FELLOWSHIPS

Academic

- Top Faculty Paper Award, Communication and the Future Division, National Communication Association, 2021
- Top Paper Award, Computational Methods Division, International Communication Association, 2021
- 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

- (The full presentation list is available upon request)
- International Communication Association Conference, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015
- National Communication Association Annual Conference, 2021, 2020, 2018
- Association for Education in Journalism and Mass Communication Conference, 2021, 2014
- Asian Political Methodology Meeting, 2021
- International Conference on Computational Social Science, 2020, 2016
- American Political Science Association Conference, 2020

- ICA Preconference Visual Politics: Image Production, Perception, and Influence, 2020
- American Council on Consumer Interests Annual Conference, 2022, 2020
- Midwest Political Science Association Conference, 2020
- American Academy of Advertising Annual Conference, 2020
- ICA Environmental Communication Division Graduate Student Pre-Conference, 2018
- World Association for Public Opinion Research Conference, 2018
- ICA Mobile Preconference, 2015

INVITED TALKS

- University of Georgia College of Agricultural and Environmental Sciences, Graduate seminar, 2022
- Georgia Institute of Technology/University of Buffalo, 2021
- University of Georgia Department of Textiles, Merchandising, and Interiors, Graduate seminar, 2021
- Zhejiang University, 2021
- University of Georgia College of Agricultural and Environmental Sciences, Graduate seminar, 2021
- Sungkyunkwan University Department of Consumer Science, 2021
- New York University Quantitative China Studies Seminar, 2021
- Beijing Normal University School of Journalism and Communication, 2020
- 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

TEACHING EXPERIENCE

University of Georgia

- FHCE 4000/6000 Consumer Analytics: Evidence-based Strategy. Fall 2019/Spring 2020/Fall 2020/Spring 2021/Fall 2021/Spring 2022
- FHCE 4011/6011 Strategic Storytelling. Spring 2020/Spring 2021/Spring 2022
- FHCE 4051/6051 Social Impact Communication. Fall 2020/Fall 2021
- FYO seminar. Navigating the Data Science World. Fall 2021

University of Pennsylvania

- Course Instructor, Virality and Information Diffusion, University of Pennsylvania Prep Summer School, 2018
- Teaching Assistant, Introduction to Film Forms and Contexts, 2015

GRADUATE STUDENT ADVISING

Ph.D. committee member

- Pan-Ju Chen, UGA FHCE, current
- Heejae (Hannah) Lee, UGA FHCE, current
- Jeongah Shin, UGA Department of Textiles, Merchandising and Interiors, current

M.A. committee chair

- Muna Sharma, UGA FHCE, co-chair for MA in statistics

M.A. committee member

- Camryn Cobb, UGA FHCE, current
- Evan Pearre, UGA FHCE, 2021 (now: Consumer Research Analyst at Altria)

SKILLS

Programming and data analysis

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

Multimedia and web design

- HTML/CSS, JavaScript, 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

Service to discipline

- Reviewer for:
 - National Science Foundation
 - Polity Press
 - *New Media & Society*
 - *Communication Research*
 - *Nature Human Behaviour*
 - *Public Understanding of Science*
 - *The International Journal of Press/Politics*
 - *The Journal of Politics*
 - *Information, Communication, & Society*
 - *The International Journal of Communication*
 - *Communication Methods & Measures*
 - *Journal of Information Technology & Politics*
 - *Computers in Human Behaviors*

- *Risk Analysis*
- *Social Science Computer Review*
- *Journalism Studies*
- *Computational Communication Research*
- *The ACM Conference on Human Factors in Computing Systems*
- *The ACM Conference on Computer-Supported Cooperative Work and Social Computing*
- *The International AAAI Conference on Web and Social Media*
- *International Communication Association*
- Advisory board, 2020 Computational Social Science Workshop (Atlanta, cancelled due to COVID)

Service to department

- Search Committee for Assistant Professorship in Consumer Analytics, Department of FHCE, University of Georgia, 2021.
- Tenure Guideline Revision Committee, Department of FHCE, University of Georgia, 2019–.
- Award Nomination Committee, Department of FHCE, University of Georgia, 2021.
- 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.