

YILANG PENG

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POSITIONS

- 2025– Associate Professor, Department of Financial Planning, Housing and Consumer Economics, University of Georgia (starting in August 2025)
- 2019– Assistant Professor, Department of Financial Planning, Housing and Consumer Economics, University of Georgia
- 2022– Co-director, Computational Multi-Modal Communication Lab (with University of California, Davis and Northwestern University)

EDUCATION

- 2019 Ph.D., Annenberg School for Communication, University of Pennsylvania
- Committee: Sandra González-Bailón (chair), Michael X. Delli Carpini, Jessa Lingel
- 2014 M.A., School of Journalism and Mass Communication, University of Wisconsin–Madison
- Committee: Sharon Dunwoody (chair), Shawnika Hull, Lucas Graves
- 2012 B.S. in Geology/Psychology, Peking University

RESEARCH AREAS

- Computational social science; Computer vision; Large language model; Vision-language model
- Visual politics; Visual misinformation; Visual communication; AI-generated media
- Political communication; News consumption; News engagement
- Science communication; Public understanding of AI; Political polarization of science

PEER-REVIEWED JOURNAL ARTICLES

Note: ⁺ indicates graduate coauthors at the time of writing; [#] indicates corresponding author.

1. **Peng, Y.**, Lock, I., & Salah, A. A. (2024). Automated visual analysis for the study of social media effects: Opportunities, approaches, and challenges. *Communication Methods and Measures*, 18(2), 163–185.
2. Lu, Y.,⁺ & **Peng, Y.**[#] (2024). The mobilizing power of visual media across stages of social-mediated protests. *Political Communication*, 41(4), 531–558.
 - i. Top Student Paper Award, International Communication Association
3. Zhang, H., & **Peng, Y.**[#] (2024). Image clustering: An unsupervised approach to categorize visual data in social science research. *Sociological Methods and Research*, 53(3), 1534–1587.
 - i. Top Paper Award, International Communication Association
4. Sharma, M.,⁺ & **Peng, Y.**[#] (2024). How visual aesthetics and calorie density predict food image popularity on Instagram: A computer vision analysis. *Health Communication*. 39(3), 577–591.

- i. Media coverage: [UGA Today](#), [Atlanta News First](#), [EurekAlert!](#), [Washington Post](#), [Earth.com](#)
5. **Peng, Y.**, Wen, T. J., & Yang, J. (2024). A computer vision methodology to predict brand personality from image features. *Journal of Advertising*, 53(4), 628–638.
6. Qian, S.,⁺ Lu, Y., **Peng, Y.**, Shen, C., & Xu, H.⁺ (2024). Convergence or divergence? A cross-platform analysis of climate change visual content categories, features, and social media engagement on Twitter and Instagram. *Public Relations Review*, 50(2), 102454.
7. Warmath, D., **Peng, Y.**, Winterstein, A. P. (2024). “Letter to my future self” as a device for assessing health education effectiveness. *Patient Education and Counseling*, 123, 108217.
8. **Peng, Y.**, Yang, T., & Fang, K. (2023). The dark side of entertainment? How viral entertaining media build an attention base for the far-right politics of *The Epoch Times*. *New Media & Society*. Advance online publication.
 - i. Media coverage: [NiemanLab](#), [MEDIEN360G](#)
9. Mukerjee, S., Yang, T., & **Peng, Y.**[#] (2023). Metrics in action: How social media metrics shape news production on Facebook. *Journal of Communication*, 73(3), 260–272.
 - i. Media coverage: [NiemanLab](#)
10. **Peng, Y.**, Lu, Y., & Shen, C. (2023). An agenda for studying credibility perceptions of visual misinformation. *Political Communication*, 40(2), 225–237.
11. **Peng, Y.** (2023). The role of ideological dimensions in shaping acceptance of facial recognition technology and reactions to algorithm bias. *Public Understanding of Science*, 32(2), 190–207.
 - i. Top Faculty Paper Award, National Communication Association
12. **Peng, Y.** (2022). Athec: A Python library for computational aesthetic analysis of visual media in social science research. *Computational Communication Research*. 4(1), 323–349.
13. **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*, 42(12), 2607–2846.
 - i. Media coverage: [EurekAlert!](#), [Phys.org](#)
14. **Peng, Y.**, & Yang, T.⁺ (2022). Anatomy of audience duplication networks: How individual characteristics differentially contribute to fragmentation in news consumption and trust. *New Media & Society*, 24(10), 2270–2290.
15. Yang, T.⁺, & **Peng, Y.** (2022). The importance of trending topics in the gatekeeping of social media news engagement: A natural experiment on Weibo. *Communication Research*, 49(7), 994–1015.
 - i. Top Student Paper Award, National Communication Association
16. **Peng, Y.** (2022). Politics of COVID-19 vaccine mandates: Left/right-wing authoritarianism, social dominance orientation, and libertarianism. *Personality and Individual Differences*, 194, 111661.
 - i. Media coverage: [PsyPost](#)
17. **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.

- i. Media coverage: [WUGA](#), [EurekAlert!](#), [PsychNewsDaily](#), [Phys.org](#), [UGA Today](#).
18. 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.
 - i. Media coverage: [ABC WBAY](#)
 19. **Peng, Y.** (2020). The ideological divide in public perceptions of self-driving cars. *Public Understanding of Science*, 29(4), 436–451.
 20. **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.
 21. **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.
 - i. Media coverage: [Penn Today](#)
 22. 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.

PEER-REVIEWED CONFERENCE PROCEEDINGS

1. Peng, Q., Lu, Y., **Peng, Y.**, Qian, S., Liu, X., & Shen, C. (In Press). Crafting synthetic realities: examining visual realism and misinformation potential of photorealistic AI-Generated images. In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI LBW)*.
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).

BOOK CHAPTER

1. Kim, S. J., Lu, Y., & **Peng, Y.** (In Press). Unmasking deception: how computer vision could empower journalists in unveiling visual misinformation. *Routledge Companion to Visual Journalism*. Routledge.
2. **Peng, Y.**, & Lu, Y. (2023). Computational visual analysis in political communication. A. Veneti & D. Lilleker (eds.). *Research Handbook in Visual Politics*. Edward Elgar.

SOFTWARE

1. **Peng, Y.** (2021). AtheC: A Python package for computational aesthetic analysis of visual media. <https://github.com/yilangpeng/athec>
2. **Peng, Y.** (2020). Image clustering based on transfer learning features. <https://github.com/yilangpeng/transfer-learning-clustering>

GRANTS

- 2022–2025 Principal Investigator. National Science Foundation. \$500,000.
 “Collaborative Research: SaTC: CORE: Small: Understanding how visual features of

- misinformation influence credibility perceptions.” (with Cuihua Cindy Shen)
- 2023–2024 Principal Investigator. OpenAI Researcher Access Program. \$5,000 (API credits) (with Cuihua Cindy Shen and Yingdan Lu)
- 2022–2023 Principal Investigator. Google. \$5,000 (cloud service credits) “How visual features of misinformation influence credibility perceptions.” (with Cuihua Cindy Shen)
- 2023–2026 Research Advisory Board Member. National Science Foundation. “Collaborative Research: CCRI: New: An open data infrastructure for bodily expressed emotion understanding.” (PI: James Wang).
- 2016–2017 Research Assistant. National Institute on Minority Health and Health Disparities. “Health promotion for positives: A randomized trial with HIV positive Black men.” (PI: John B. Jemmott III).

AWARDS, HONORS, AND FELLOWSHIPS

- 2025 Charles B. Knapp Early Career Scholar Award
(This award recognizes “outstanding accomplishment and evidence of potential future success in scholarship, creative work or research by an early career faculty member in the social and behavioral sciences.”)
- 2025 Top Paper Award, Political Communication Division, International Communication Association
- 2025 Early Career Faculty Research Award, UGA College of Family and Consumer Sciences
- 2024 Top Paper Award, Political Communication Division, International Communication Association
- 2024 UGA International Faculty Travel and Collaboration Fund, \$2500
- 2023 Top Student Paper Award, Political Communication Division, International Communication Association
- 2021 Top Faculty Paper Award, Communication and the Future Division, National Communication Association
- 2021 Top Paper Award, Computational Methods Division, International Communication Association
- 2018 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, \$400
- 2017 Doctoral Dissertation Research Fellowship, Annenberg School for Communication, University of Pennsylvania, \$1200

- 2017–2018 Graduate Research Travel Grant, Graduate and Professional Student Assembly, University of Pennsylvania, \$1360
- 2015–2019 Dean’s Summer Fellowship, Annenberg School for Communication, University of Pennsylvania, \$4000 × 4 years
- 2014–2019 Graduate Fellowship, Annenberg School for Communication, University of Pennsylvania
- 2014 International Student Academic Achievement Award, University of Wisconsin–Madison
- 2013 Project Assistantship, University Communications, University of Wisconsin–Madison, \$17287 and Tuition waiver
- 2013 Madison Commons Scholarship, University of Wisconsin–Madison, \$500
- 2013 Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment, University of Wisconsin Hospital and Clinics, \$3000
- 2012 Mao Yugang Research Scholarship, Peking University, ¥5000 (2 out of 42 students)
- 2008–2011 Geology Fellowship, Peking University, ¥5000 × 4 years
- 2011 Merit Student, Peking University

REFERRED CONFERENCE PANELS

- (Organizer). Mukerjee, S., Yang, T., & **Peng, Y.** (2024). Computational communication research in the Global South: Unpacking theoretical, methodological, and professional challenges for an inclusive and globally informed future. Panel at the International Communication Association Conference, Gold Coast, Australia.
- (Discussant). Chen, K., & Lu, Y. (2023). Image-as-data methods in the age of Generative Artificial Intelligence. Panel at the International Communication Association Conference, Gold Coast, Australia.
- (Organizer). Mukerjee, S., Yang, T., & **Peng, Y.** (2023). Modeling time: Computational approaches for the analysis of longitudinal, temporal, and time-dynamic data. Panel at the International Communication Association Conference, Toronto, Canada.
- (Discussant). Chen, K., & Lu, Y. (2023). Video-as-data in computational communication: Toward a mixed-method pathway. Panel at the International Communication Association Conference, Toronto, Canada.
- (Organizer). **Peng, Y.**, & Zhang, H. (2019). Applying computer vision in communication research. Panel at the International Communication Association Conference, Washington, DC.

REFERRED CONFERENCE PRESENTATIONS

- International Communication Association (ICA) Annual Conference, 2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015
- International Conference on Computational Social Science (IC2S2), 2023, 2022, 2020, 2016
- American Council on Consumer Interests (ACCI) Annual Conference, 2022, 2020
- American Political Science Association (APSA) Annual Conference, 2023, 2022, 2020

- International Conference on Social Media and Society (SMSociety), 2022
- National Communication Association (NCA) Annual Conference, 2021, 2020, 2018
- Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, 2021, 2014
- Asian Political Methodology Meeting, 2021
- Midwest Political Science Association (MPSA) Annual Conference, 2022, 2020
- American Academy of Advertising (AAA) Annual Conference, 2020
- World Association for Public Opinion Research (WAPOR) Annual Conference, 2018
- The ACM Conference on Human Factors in Computing Systems (CHI), 2017

INVITED TALKS & SEMINARS

- 2025 Feb UGA College of Agricultural and Environmental Sciences
- 2024 Oct University of Maryland, Department of Government and Politics
- 2024 Nov The Free University of Berlin (keynote speaker)
- 2024 Oct UGA Department of Textiles, Merchandising, and Interiors
- 2024 June University of Exeter, Center for Climate Communication and Data Science, CCVision Network Meeting
- 2024 June Peking University, HSBC Business School
- 2024 March The Chinese University of Hong Kong, School of Journalism and Communication
- 2024 March UGA College of Agricultural and Environmental Sciences
- 2023 Nov University of Texas at Austin, The Moody College of Communication
- 2023 Nov University of Pennsylvania, Center for Information Networks and Democracy
- 2023 Oct Renmin University of China, Symposium on multimodal research
- 2023 Oct University of Wisconsin-Madison, School of Journalism and Mass Communication, Symposium on computer vision and visual communication
- 2023 July Renmin University of China, Summer Institute in Computational Social Science
- 2023 March University of Utah, Department of Communication / Cornell University, Department of Communication
- 2023 March Ohio State University, School of Communication
- 2023 Feb University of Georgia, College of Agricultural and Environmental Sciences
- 2022 May Expert meeting on “Bridging social sciences and computational methods to develop a new content-based media effects paradigm,” organized by Radboud University, University of Amsterdam, and University of Hohenheim
- 2022 April University of Exeter, Department of Geography
- 2022 April University of Pennsylvania, Annenberg School for Communication

- 2022 Feb University of Georgia, College of Agricultural and Environmental Sciences,
- 2021 Nov Georgia State University, Department of Communication / University of Buffalo, Department of Communication
- 2021 Oct University of Georgia, Department of Textiles, Merchandising, and Interiors
- 2021 July Summer Research Program on Communication Theory and Method, organized by the College of Media and International Culture at Zhejiang University, the Department of Communication Arts at University of Wisconsin-Madison, and the Annenberg School for Communication at University of Pennsylvania
- 2021 April University of Georgia, College of Agricultural and Environmental Sciences
- 2021 March (Discussant) New York University, Quantitative China Studies Seminar
- 2021 Feb Sungkyunkwan University, Department of Consumer Science
- 2020 Nov Beijing Normal University, School of Journalism and Communication
- 2020 March University of Wisconsin-Madison, School of Journalism and Mass Communication
- 2020 Feb University of Georgia, College of Agricultural and Environmental Sciences
- 2020 Feb University of Georgia, Department of Financial Planning, Housing and Consumer Economics

TEACHING EXPERIENCE

University of Georgia

- 2024– FHCE 8000 Research Methods in FHCE
- 2019– FHCE 4000/6000 Consumer Analytics: Evidence-based Strategy
- 2020– FHCE 4011/6011 Strategic Storytelling
- 2020– FHCE 4051/6051 Social Impact Communication
- 2023– FHCE 4010/6010 Introduction to Social Entrepreneurship
- 2023– FHCE 4900/6900 Data for Consumer Analytics (co-instructed with faculty in consumer analytics)
- 2021 First-Year Odyssey Seminar. Navigating the Data Science World

University of Pennsylvania

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

GRADUATE STUDENT ADVISING

Ph.D. committee chair

- Nayeon Kim, UGA FHCE, current

Ph.D. committee member

- Pan-Ju Chen, UGA FHCE, 2023 (now: Assistant Professor, University of Alabama)
- Jeongah Shin, UGA Department of Textiles, Merchandising and Interiors (now: Assistant Professor, University of Cincinnati)
- Heejae (Hannah) Lee, UGA FHCE, current

M.A. committee chair

- Muna Sharma, UGA FHCE, co-chair for MA in statistics, 2021 (now: Data Scientist at StateFarm)

M.A. committee member

- Carter Robert Freeman, UGA FHCE, current
- Sofie Wood, UGA FHCE, 2023 (now: Data Science & Social Media Consultant at Perazim Boutique)
- Kyndal Dunbar, UGA FHCE, 2023 (now: Administrative Assistant at Delaware North)
- Brandon Nash, UGA FHCE, 2023
- Vanessa M. Sachs, UGA FHCE, 2022 (now: Solution Analyst at Insight Global)
- Evan Pearre, UGA FHCE, 2021 (now: Consumer Research Analyst at Altria)
- Rebekah Carnes, UGA FHCE, 2022 (now: doctoral student at UGA FHCE)
- Camryn Cobb, UGA FHCE, 2022 (now: doctoral student at UGA FHCE)

NOTABLE MEDIA ATTENTION

UGA research offers social media tips to influence diet. [Atlanta News First](#). April 13, 2023.

How to make healthy food Instagram ready – researchers have advice. [The Washington Post](#). April 1, 2023.

Healthy foods can be staged to look more appealing. [Earth.com](#). April 1, 2023.

Dominating over junk food on social media. [UGA Today](#). March 28, 2023.

Left-wing authoritarianism predicts stronger support for punitive policies against unvaccinated Americans. [PsyPost](#). July 14, 2022.

Your Health Matters: Recent research on “Fitspiration” social media posts and psychological impact. [ABC WBAY](#). April 11, 2022.

Athens News Matters: Campaigning with Instagram. [WUGA](#). November 6, 2020.

Facing up to the reality of politicians’ Instagram posts. [UGA Today](#). October 29, 2020.

What makes food photos on Instagram popular? [Penn Today](#). July 19, 2018.

The beautiful iPhone photography of Yilang Peng. [Resource Magazine](#). August 7, 2014.

18 breathtaking photos you won’t believe were taken with an iPhone. [Business Insider](#). December 26, 2014.

ADDITIONAL TRAINING

- 2023 R21/R01 Grant Writing Workshop: Strategies for Preparing a Competitive Grant Submission. Georgia Clinical & Translational Science Alliance and Emory School of Medicine. Atlanta, GA.
- 2022 The National Science Foundation Secure and Trustworthy CyberSpace Principal Investigators' Meeting. Arlington, VA.
- 2016 Annenberg Summer Institute in Methods & Statistics. Annenberg School for Communication & Journalism, University of Southern California. Los Angeles, CA.

PROFESSIONAL EXPERIENCE

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

PROFESSIONAL PUBLICATIONS

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

PROFESSIONAL AWARDS & EXHIBITIONS

- 2017 LOOK Smithsonian Exhibition, Shanghai Jing'an Sculpture Park Art Center, China
- 2015 American Aperture Awards, First Prize in Mobile Landscape Category
- 2015 Smithsonian Photo Contest, First Prize in Mobile Photography Category
- 2015 iPhone Photography Awards, Honorable Mention in Season Category
- 2015 Best 10 Mobile Photographers in China, Lofter
- 2014 iPhone Photography Awards, First Prize in Architecture Category
- 2014 Mobile Photography Awards, Honorable Mention in Food & Beverage Category
- 2014 PennClick Photo Contest, Winner
- 2014 UW-Madison International Student Photo Contest, Second Prize in People Category

SERVICE TO DISCIPLINE

Grant proposal reviewer

- National Science Foundation
- Trans-Atlantic Platform for Social Sciences and Humanities
- The Chinese University of Hong Kong (pre-submission review)

Book proposal reviewer

- Policy Press

Ad hoc journal reviewer

- Proceedings of the National Academy of Sciences
- Nature Human Behaviour
- Communication Research
- Human Communication Research
- Political Communication
- New Media & Society
- Journal of Computer-mediated Communication
- The Journal of Politics
- Health Communication
- Information, Communication, & Society
- The International Journal of Press/Politics
- Public Understanding of Science
- Communication Methods & Measures
- The International Journal of Communication
- Mass Communication and Society
- Digital Journalism
- Journalism Studies
- Social Media + Society
- Computational Communication Research
- Journal of Interactive Advertising
- Visual Communication Quarterly
- Journal of Information Technology & Politics
- Political Psychology
- Computers in Human Behaviors
- Social Science Computer Review
- BMC Public Health
- Scientific Reports
- Risk Analysis
- British Journal of Social Psychology
- Journal of Consumer Affairs
- The Review of Economics and Statistics
- Forest Policy and Economics

Conference reviewer

- 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

Committees and boards

- 2023–2024 Organizing committee, International Communication Association Pre-conference “A computational turn in journalism: Opportunities and challenges in a cross-disciplinary field” (with Subhayan Mukerjee, Wu Shangyuan, Tian Yang, Sílvia Majó-Vázquez, and Thorsten Quandt)
June 2024, Singapore
- 2023–2024 Organizing committee, International Communication Association Pre-conference “The future of computational message science: Theoretical advances, computational frontiers, and grand societal challenges” (with Kaiping Chen, Sijia Yang, and Yingdan Lu)
June 2024, Brisbane, Australia
- 2020 Advisory board, Computational Social Science Workshop
Atlanta, GA (cancelled due to Covid-19)

SERVICE TO UNIVERSITY & DEPARTMENT

University of Georgia

- 2023–2024 Search Committee for Lecturer in Financial Planning and Consumer Economics
- 2021–2022 Search Committee for Assistant Professorship in Consumer Analytics
- 2021–2022 Department Award Nomination Committee
- 2019–2020 Tenure Guideline Revision Committee

University of Pennsylvania

- 2018–2019 Graduate Student Professional Development Committee
- 2015–2016 Scholars Program Symposium Committee
- 2015 Annenberg School Graduate Student Symposium Committee