

# 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

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 perceptions of AI

## PEER-REVIEWED PUBLICATIONS

- **Peng, Y., & Yang, T.** (Forthcoming). Anatomy of audience duplication networks: How individual characteristics differentially contribute to a fragmentation in news consumption and trust. *New Media & Society*.
- **Peng, Y.** (2020). What makes politicians' Instagram posts popular? Analyzing social media strategies of candidates and office holders with computer vision. *International Journal of Press/Politics*, 26, 143–166.

Media coverage: [EurekAlert!](#), [WUGA](#), [PsychNewsDaily](#), [Phys.org](#), [UGA Today](#)

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

Top Student Paper Award, National Communication Association

- **Murashka, V., Liu, J., & Peng, Y.** (2020). Fitspiration on Instagram: Identifying topic clusters in user comments to posts with objectification features. *Health Communication*. Online advance publication.

- **Peng, Y.** (2018). Same candidates, different faces: Uncovering media bias in visual portrayals of presidential candidates with computer vision. *Journal of Communication*, 68, 920–941.
- **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](#)

- **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.
- 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, 976–991.

#### BOOK

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

#### 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

- AsianPolmeth VIII & ASQPS IX, 2021
- International Conference on Computational Social Science, 2020, 2016
- American Political Science Association Conference, 2020
- International Communication Association Conference, 2020, 2019, 2018, 2017, 2016, 2015
- American Council on Consumer Interests Annual Conference, 2020
- Midwest Political Science Association Conference, 2020
- American Academy of Advertising Annual Conference, 2020
- National Communication Association Annual Conference, 2018
- World Association for Public Opinion Research Conference, 2018
- Association for Education in Journalism and Mass Communication Conference, 2014

### TEACHING EXPERIENCE

#### University of Georgia

- 4000/6000 Consumer Analytics: Evidence-based Strategy. Fall 2019/Spring 2020/Fall 2020
- 4900/6900 Strategic Storytelling. Spring 2020/Spring 2021
- 4051/6051 Social Impact Communication. Fall 2020

### INVITED SEMINARS

- University of Georgia College of Agricultural and Environmental Sciences, Graduate seminar, 2021.
- 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
  - *New Media & Society*
  - *Communication Research*
  - *The Journal of Politics*
  - *Public Understanding of Science*
  - *The International Journal of Press/Politics*
  - *The International Journal of Communication*
  - *Communication Methods & Measures*
  - *Journal of Information Technology & Politics*
  - *Computers in Human Behaviors*
  - ICA, CHI
- Advisory board, 2020 Computational Social Science Workshop (Atlanta, cancelled due to COVID)
- 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.