

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.

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**

1. Peng, Y. (2020). The ideological divide in public perceptions of self-driving cars. *Public Understanding of Science*, 29, 436–451.
2. Peng, Y. (Conditional acceptance). What makes politicians' Instagram posts popular? Analyzing social media strategies with computer vision. *International Journal of Press/Politics*.
3. Yang, T., & Peng, Y. (Forthcoming). The importance of trending topics in the gatekeeping of social media news engagement: A natural experiment on Weibo. *Communication Research*.
4. Murashka, V., Liu, J., & Peng, Y. (Forthcoming). Fitspiration on Instagram: Identifying topic clusters in user comments to posts with objectification features. *Health Communication*.
5. 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.
6. 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.
7. 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.
8. 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** 1. 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**

Panel

- Peng, Y., & Zhang, H. (2019). Applying computer vision in

PRESENTATIONS

communication research. Panel organized at the International Communication Association Conference, Washington, DC.

Presentation

- **Peng, Y.**, & Yang, T. (2020) An anatomy of news consumption networks: How individual characteristics differentially contribute to audience fragmentation. Paper presented at the International Conference on Computational Social Science, virtual conference.
- Zhang, H., & **Peng, Y.** (2020). Unsupervised clustering of image data: Overview and assessment of performance. Paper presented at the American Political Science Association Conference, San Francisco, CA.
- **Peng, Y.** (2020). Visual LIWC: A computer vision analysis of emotional expressions on Instagram. Paper presented at the International Communication Association Conference, virtual conference.
- **Peng, Y.** (2020). What makes politicians' Instagram posts popular? Analyzing personalization strategies with computer vision. Paper presented at the International Communication Association Conference, virtual conference.
- **Peng, Y.** (2020). Economic and social aspects of ideology distinctly shape public reactions to conventional and emerging scientific issues. Paper presented at the International Communication Association Conference, virtual conference.
- Sharma, M. & **Peng, Y.** (2020). The dynamics between social approval and food image characteristics in Instagram food accounts. Paper 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 accepted at the Midwest Political Science Association Conference, Chicago, IL (cancelled due to COVID-19).
- 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.

TEACHING EXPERIENCE

University of Georgia

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

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
 - *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*
- ICA, CHI
- Advisory board, 2020 Computational Social Science Workshop (Atlanta)
- 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.