

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

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

MANUSCRIPTS IN PROGRESS Not available due to double-blinded review. Please contact me for an updated list of manuscripts under review or in progress.

- 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
PRESENTATIONS**

Panel

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

Presentation

- 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)certainty when media cover contested science. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.

TEACHING EXPERIENCE

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

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*
 - *The Journal of Politics*
 - *The International Journal of Press/Politics*
 - *The International Journal of Communication*
 - *Communication Methods & Measures*
 - *Journal of Information Technology & Politics*.
 - 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.

- AFFILIATIONS**
- International Association of Communication
 - Chinese Communication Association
 - Chinese Science Writers Association
 - Songshuhui Association of Science Communicators