

XUZHEN YANG

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Address: Communication Arts and Sciences Building, Michigan State University, East Lansing, MI 48824

EDUCATION

Michigan State University, US	Ph.D. Communication	Current
Hong Kong Baptist University, Hong Kong	M.Sc. AI and Digital Media	2022
Central South University of Forestry and Technology, China	B.Sc. Biology	2019

RESEARCH AREAS

Computational Social Science; Large Language Model; AI
Digital Platformization; Media Ecology; Political Communication
Dynamic Human Communication; Media Effect; Persuasion

CONFERENCE

Yang, T. & **Yang, X.** (2025). *A Synergy Between Platform and Mobile News Traffic? Evidence from Four Societies*. Paper will be presented at 75th Annual ICA Conference, Colorado (ICA, 2025), USA. Journalism Study Division.

Yang, T., **Yang, X.**, Peng, Y. & Mukerjee, S., (2024). *Partisan, Unreliable, Digital-Born, and Mass-Oriented Media are More Likely to Thrive on Social Media: A Comparison between Twitter, Facebook, YouTube, and the Web*. Paper presented at 10th International Conference on Computational Social Science (IC2S2, 2024), Philadelphia, USA.

Yang, T., **Yang, X.**, Peng, Y. & Mukerjee, S., (2024). *Partisan, Unreliable, Digital-Born, and Mass-Oriented Media are More Likely to Thrive on Social Media: A Comparison between Twitter, Facebook, YouTube, and the Web*. Paper presented at 74th Annual ICA Conference (ICA, 2024), Gold Coast, Australia. Political Communication Division.

Yang, X. (2023, July) *The objectifying fitspiration on YouTube: an analysis of audience duplication networks and audience comments*. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR, 2023), Lyon, Paris (Virtual). Analysing Audiences, Algorithms and Artificial Intelligence Division.

Yang, X. (2022, November) *The Objectified Fitspiration: Evidence from the Content and Audience Duplication Networks of Fitspiration Channels on YouTube*. Paper presented at the Computational Communication Research Association 2022 Annual Conference, Nanjing, China. Social and Semantic Network Division.

AWARDS AND HONORS

2025	Michael Haley Travel Grant for the 75th Annual ICA Conference
2024	Top Paper Award, Political Communication Division, ICA
2022	Third Prize of Student Paper, Computational Communication Research Association 2022 Annual Conference, China
2021	Merit-Based Scholarship (First) of Master of Science in AI and Digital Media, Hong Kong Baptist University

MANUESCRIPT IN REVIEW

Yang, T., **Yang, X.**, Peng, Y. & Mukerjee, S.,. (2nd R&R, Journal of Communication).
Yang, T. & **Yang, X.**,(Under Review)

ONGOING PROJECTS

Estimate the Influence of ChatGPT on Audience Flow PI: Yu Xu (Northwestern University), Taiquan Peng (Michigan State University)	Major participator
Large Language Models for experimental studies in social science (review) PI: Taiquan Peng (Michigan State University)	Major participator
The Responsiveness of alternative news media in clickbait techniques utilization PI: Tian Yang (The Chinese University of Hong Kong)	Major participator
Norm Framing PI: Dustin Carnahan (Michigan State University), Daniel Bergan (Michigan State University), Dan-Hiaeshutter Rice (Michigan State University)	Participator

PEER-REVIEWED ACTIVITY

Participant
[The Summer Institutes in Computational Social Science \(SICSS\) at National University of Singapore](#) 2024

WORK EXPERIENCES

Aug. 2024 –	Graduate Teaching Assistant COMM 100 Human Communication Instructed by Dr. Dustin Carnahan, Department of Communication, Michigan State University
Jan. 2023 – July 2024	Research Assistant Supervised by Dr. Tian Yang. School of Communication and Journalism, The Chinese University of Hong Kong
Nov. 2022 – Dec. 2022	Analyst, Public Opinion China Review News Agency, Hong Kong
Jul. 2022 – Sep. 2022	Data Journalist (Internship) The Beijing News, Beijing, China
2021 - 2022	Data Product Assistant Shenzhen Quantum Cloud Technology Co., Ltd., Shenzhen, China

SERVICE

Conference Reviewing:
ICA (2025)

SKILLS

Language: Native Mandarin (Mother tongue), Proficient English, Elementary Japanese
Research Pipeline: Multi-platform research, Social network methods, Large Language Model, Automatic content analysis
Programing: Python knowledge
Statistical Software: R Studio, SPSS, Stata
Database: MySQL, MongoDB
Statistical Knowledge: Linear regression, Logistic regression, Multilevel regression, Bayesian inference, Causal inference, SEM