

Wei(Rocio) Zhong

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| CONTACT INFORMATION | Center for Social Media and Politics New York University | wz490@nyu.edu https://csmapnyu.org/people/wei-rocio-zhong |
| ACADEMIC APPOINTMENTS | New York University , New York, NY Center for Social Media and Politics Postdoctoral Research Scientist, Sep 2023 - Present George Washington University , Washington, DC School of Engineering and Applied Science, Institute for Data, Democracy & Politics Postdoctoral Research Scientist, Feb 2021 - Aug 2023 | |
| EDUCATION | University of Illinois at Urbana-Champaign , Urbana, IL Ph.D., Political Science, Aug 2021 Dissertation: “Candidates, the Economy and Voting Behavior” M.S., Statistics, May 2018 New York University , New York, NY M.A., Politics, May 2014 University of International Business and Economics , Beijing, China B.A., Spanish, Jun 2009 | |
| RESEARCH INTEREST | Comparative Political Behavior Online Hate and Extremism, Polarization, Social Media, Computational Methods | |
| PUBLICATIONS | Zhong, W. , & Broniatowski, D.A. (2023). Economic risk framing increases intention to vaccinate among Republican COVID-19 vaccine refusers. <i>Social Science & Medicine</i> , 317, 115594. Bailard, C., Tromble, R., Zhong, W. , Bianchi, F., Hosseini, P., & Broniatowski, D.A. (2024). “Keep Your Heads Held High Boys!”: Examining the Relationship between the Proud Boys’ Online Discourse and Offline Activities. <i>American Political Science Review</i> , 1–18. Zhong, W. , Bailard, C., Broniatowski, D., & Tromble, R. (2024). Proud Boys on Telegram. <i>Journal of Quantitative Description: Digital Media</i> , 4, 1–47. | |
| SELECTED WORKS IN PROGRESS | Zhong, W. , Zhang, M., Chen, S., & Peng, Z. Fragmentation Dynamics in Electoral Assessments: Evolving Voter Criteria in U.S. Presidential Elections, 1984-2020. (<i>Under Review</i>) Zhong, W. , Zhang, M. Subdued but Unbroken: Examining the Cohesion of Far-Right Extremist Followers After Twitter Deplatforming. (<i>Under Review</i>) Zhong, W. , Chen, B., Liang, F. & Zhang, M. Picturing Protest: A Deep Dive into the Visual Representation of Protests in Authoritarian Countries’ Media on Twitter. (<i>Extended Abstract Accepted, Under Review at Digital Journalism</i>) Suk, J.*, Zhong, W.* , Zhang, Y., Pruden M., Yang, Y., Mao, C., & DiFranzo D. Unveiling Engagement and Platform Algorithmic Biases in Social Media Data Collection and Analysis: An Experimental Study. (<i>Extended Abstract Accepted, Under Review at Communication Methods and Measures</i>) [*co-first author] Sanderson, Z.*, Zhong, W.* , & Tucker, J.A. The Effect of AI Content Labels on Perceptions of Political Images [*co-first author] Broniatowski, D., Zhong, W. , Dredze, M., Simons, J., & Abroms, L. Twitter’s Architecture Undermined Medical Misinformation Removal Policies. | |

Zhong, W., & Nagler J. Opinion Change and Learning in the 2020 U.S. Presidential Election.

Zhong, W., Tan, H., Wang, B., & Zhang, K. Navigating the Tides: Understanding the Role of Media Negativity in U.S.-China Relations.

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| SELECTED PROFESSIONAL EXPERIENCE | US 2020 Presidential Election Researcher | Dec 2021 - Sep 2023 |
| | META (formerly Facebook) | |
| | Menlo Park, CA | |
| | Data Science Research Intern | May 2019 - Aug 2019 |
| | DiDi AI LABS | |
| | Beijing, China | |
| | Translator and Interpreter in Spanish | May 2009 - May 2010 |
| | SINOTRANS & CSC | |
| | Beijing, China | |
| TEACHING EXPERIENCE | PS 385 Online, Politics of the European Union, Instructor | Spring 2020 |
| | PS 241 Online, Comparative Politics in Developing Nations, Instructor | Fall 2019, Spring 2018 |
| | Quantitative Analysis I, II, III (Graduate), Teaching Assistant | Fall 2018, Spring 2019 |
| | Introduction to Political Research, Teaching Assistant | Spring 2017 |
| | Introduction to International Relations, Teaching Assistant | Spring 2016 |
| LANGUAGES | English(fluent), Chinese(native), Spanish(proficient) | |
| SOFTWARE | Python, R, SQL, LATEX, Git, ArcGIS | |
| SERVICES | Manuscript Referee | |
| | American Political Science Review, Political Behavior, Political Communication, Journal of Experimental Political Science, PNAS Nexus | |
| | Guest Editors | |
| | Special Issue on Multi-Platform Research in Political Communication | |
| REFERENCES | Brian Gaines | |
| | Professor of Political Science | |
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