

YUKUN YANG (HE/THEY)

Boston, MA • contact@yukunyang.info • yukunyang.info

RESEARCH SUMMARY

I study the collective and communicative practices on social media and how these acts uphold or challenge the dominant narratives, power hierarchies, and hegemonic ideologies, with a specific focus on race and ethnicity.

Keywords: Online Communication, Race and Technology, Critical Digital Studies, Critical Cultural Studies, Computational Social Science, Social Media, Marginalization

EDUCATION

Northeastern University *Boston, MA, U.S.A.*

Ph.D. in Interdisciplinary Design and Media *Sept. 2024—May 2028*

Ph.D. in Network Science *Sept. 2023—Aug. 2024*

Dissertation: From Cyber-race to Cyber-genetic Race: On the Digital and Biological Symbiosis of Racial Formation on Social Media

Committee: Dr. Brooke Foucault Welles (chair), Dr. Patricia Davis, Dr. Meredith D. Clark, Dr. Charnell Peters

University of North Carolina at Chapel Hill *Chapel Hill, NC, U.S.A.*

Master of Science in Information Science *Aug. 2018—May 2020*

Master's Paper: Friends or Foes: Understanding Communication and Interaction Patterns of Homogeneous and Cross-Cutting Spaces in Online Activism. <https://doi.org/10.17615/efhv-bf11>.

Northwest University *Xi'an, China*

Bachelor of Management in Library Science *Sept. 2014—July 2018*

PUBLICATIONS

Peer-Reviewed Journal Papers (* for co-first authorship)

- [J1] Yang, Y., Dong, H., Welles, B. F. (2026). Refugee, Tourist, or Colonizer: Scrutinizing the Dramaturgical Performance of “TikTok Refugee” on RedNote. *Information, Communication & Society*. <https://doi.org/10.1080/1369118X.2025.2609777>.
- [J2] Yang, Y., & Welles, B. F. (2026). Subversive Humor and Platformed Asianness: How Asians Use Neologisms to Define Themselves and Others Online. *The Communication Review*, <https://doi.org/10.1080/10714421.2026.2616143>.
- [J3] Yang, Y., & Clark, M. D. “Turns out my paternal grandmother has 16% Native blood”: Racialized DNA, Race Destabilization, and Digital Race-(re)making on Social Media. Under Revision.
- [J4] Yang, Y. (2025). r/23andMe and my pictures: Platform Racial Spectacles as Collective Racial

Identity Formation. *New Media & Society*, <https://doi.org/10.1177/14614448251344291>.

- [J5] Yang, Y., Lange, R., Zhang, Y., & Walther, J. B. (2025). How Social Responses to Online Hate Messages Affect Hatefulness. *New Media & Society*. <https://doi.org/10.1177/14614448251396951>.
- [J6] Smith, A. H., Kumar, S., Yang, Y., & Goel, P. (2025). Locating the Asymmetry in Information Flow between Local and National Media on Transgender Discourses. *Bulletin of Applied Transgender Studies*, 4(1-3), 77-119. <https://doi.org/10.57814/5578-rs39>.
- [J7] Kang, M., Cho, A., Yang, Y. (2025). My “kind” of food: how ethnic food categories were changed in Local mainstream media from the case study of Boston Magazine. *Food, Culture & Society*, 28(5), 1396–1421. <https://doi.org/10.1080/15528014.2025.2460315>.
- [J8] Holtzman, G. S., Yang, Y., Louis, P., West, S. G., & Kandaswamy, P. (2024). Racial disparities in Phase 1 COVID-19 vaccine shipments to Neighborhood sites in Pennsylvania by the Federal Retail Pharmacy Program. *Scientific Reports*, 14(1), <https://doi.org/10.1038/s41598-024-73116-1>.
- [J9] Yang, Y.*, Cho, A.*, Nguyen, Q., & Nsoesie, E. O. (2023). Association of Neighborhood Racial and Ethnic Composition and Historical Redlining With Built Environment Indicators Derived From Street View Images in the US. *JAMA Network Open*, 6(1), e2251201. <https://doi.org/10.1001/jamanetworkopen.2022.51201>.
- [J10] Taniguchi, T., Vovak, H., Cordner, G., Amendola, K., Yang, Y., Hoogesteyn, K., & Bartness, M. (2022). The Impact of Active Bystander Training on Officer Confidence and Ability to Address Ethical Challenges. *Policing: A Journal of Policy and Practice*, 16(3), 508-522.

Peer-Reviewed Conference Publications[†]

- [C1] Yang, Y., Tagore, P., & Welles, B. F. (2025). “I’m so sick and tired of this”: Understanding the Roles and Scenarios in Self-Disclosure of Everyday Experiences of Racism on Social Media. *Proceedings of the ACM on Human-Computer Interaction Computer-Supported Cooperative Work and Social Computing (CSCW)*, 9(7), 1-35. <https://doi.org/10.1145/3757412>
- [C2] Yang, Y. (2020). “Musicalization of the Culture”: Is Music Becoming Louder, More Repetitive, Monotonous, and Simpler? In *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*, 14(1), 750-761. <https://doi.org/10.1609/icwsml.v14i1.7340>.
- [C3] Yang, Y. (2019). When Power Goes Wild Online: How Did a Voluntary Moderator's Abuse of Power Affect an Online Community? In *Proceedings of the Association for Information Science and Technology (ASIS&T)*, 56: 504-508. <https://doi.org/10.1002/pa2.55>.
- [C4] Yang, Y., & Huang, Y. (2019). Dumping the Closet Skeletons Online: Exploring the Guilty Information Disclosure Behavior on Social Media. In *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*, 13(01), 663-666. <https://doi.org/10.1609/icwsml.v13i01.3267>.

[†] In fields such as Computer Science/Information Science, archival conference papers are competitive, peer-reviewed publications, holding the equal weight as journal articles.

Reports

- [R1] Amendola, K. L., Valdovinos Olson, M., Carlson, C., Gronlund, S., Mickes, L., Gao, J., & Yang, Y. (2025). Confidence, Latency, and Accuracy in Eyewitness Identifications Made from Showups: Nationwide Survey of Policies and Practices in Eyewitness Identification, Final Report by the National Policing Institute to the National Institute of Justice, Office of Justice Programs, U.S. Department of Justice.
- [R2] National Police Foundation. (2021). A crisis of trust: A National Police Foundation report to the Los Angeles Board of Police Commissioners on the Los Angeles Police Department's response to First Amendment assemblies and protests occurring May 27 – June 7, 2020.
- [R3] Vovak, H., Riddle, T., Taniguchi, T., Hoogesteyn, K., & Yang, Y. (2021). Strategies for Policing Innovation (SPI) in Wilmington, Delaware: Targeting Violent Crime.

Public Writing

- [P1] Yang Y., & McKnight, J. (2023, Apr 28). Students of Color are Disproportionately Bullied and Harassed at School. Public Health Post. Retrieved from <https://www.publichealthpost.org/databyte/students-of-color-are-disproportionately-bullied-and-harassed-at-school>.
- [P2] Yang Y., & Vu, C. (2023, Jan 25). The Persisting Racial Inequities in Food Insecurity. Public Health Post. Retrieved from <https://www.publichealthpost.org/databyte/the-persisting-racial-inequities-in-food-insecurity>.
- [P3] Nsoesie, E. O., & Yang Y. (2022, November 22). The high suicide rates among indigenous populations. Public Health Post. Retrieved from <https://www.publichealthpost.org/databyte/suicide-rates-indigenous>.
- [P4] Yang Y., & Nsoesie, E. O. (2022, October 25). Are racial differences in flu vaccination rates widening? Public Health Post. Retrieved from <https://www.publichealthpost.org/databyte/race-flu-vaccination-rates>.

PRESENTATIONS & TALKS

Conference Presentations (* as presenter)

- [T1] Yang, Y., Chen, Y., Lu, X. (2026, July 28-31). *Beyond Left vs Right: Profiling User Activity Patterns with Two-Dimensional Political Compass Self-Reports on Reddit* [Poster session]. 12th International Conference on Computational Social Science (IC²S²), Burlington, VT, United States.
- [T2] Stoltenberg, D., Yang, Y., Baran, Z., Welles, B. F., Pfetsch, B., & Waldherr, A. (2026, June 6-8). *Who Builds a Translocal Movement? The Sociality and Geography of Structural Roles in Connective Action Networks* [Paper session], 76th Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.
- [T3] Yang, Y.*, Dong, H., Welles, B. F. Refugee (2025, November 20-23). *Tourist, Refugee, or Colonizer: Scrutinizing the Dramaturgical Performance of “TikTok Refugee” on RedNote* [Paper

session], 111th National Communication Association's Annual Convention (NCA), Denver, CO, United States.

- [T4] **Yang, Y.***, Tagore, P., & Welles, B. F. (2025, October 10-12). *"I'm so sick and tired of this": Understanding the Roles and Scenarios in Self-Disclosure of Everyday Experiences of Racism on Social Media* [Paper session], 28th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), Remote.
- [T5] **Yang, Y.*** (2025, June 12-16). *r/23andMe and my pictures: Platformed Racial Spectacle as Collective Racial Identity Formation* [Paper session]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- [T6] **Yang, Y.***, Welles, B. F. (2025, June 12-16). *Mapping Real-World Migration Flow Using Context-Rich Social Media Data* [Research escalator]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- [T7] **Yang, Y.***, Lange, R., & Walther, J. B. (2025, June 12-16). *How Social Responses to Online Hate Messages Affect Hatredfulness* [Paper session], 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- [T8] **Yang, Y.***, & Welles, B. F. (2024, November 21-24). *Subversive Humor and Platformed Asianness: Resisting West Homogenization and Asian Ultrationalism on Social Media through Satirical Neologism* [Paper session]. 110th National Communication Association's Annual Convention (NCA), New Orleans, LA, United States.
- [T9] Kumar, S, Smith, A. H., **Yang, Y.**, Goel, P. (2024, Oct 25-27). *An Annotated Dataset of U.S. Transgender News For Determining Agenda-Setting & Information Flows* [Paper Session]. 2024 Computation + Journalism Symposium, Boston, MA, United States.
- [T10] Smith, A. H., Goel, P., Kumar, S., & **Yang, Y.** (2024, July 18-20). *Locating the Asymmetry in Information Flow between Local and National Media on Transgender Discourses* [Paper Session]. 10th International Conference on Computational Social Science (IC²S²), Philadelphia, PA, United States.
- [T11] **Yang, Y.***, Welles, B. F. (2024, July 18-20). *Mapping Real-World Migration Flow Network Using Context-Rich Social Media Data* [Poster session]. 10th International Conference on Computational Social Science (IC²S²), Philadelphia, PA, United States.
- [T12] Smith, A. H., Kumar, S., **Yang, Y.***, & Goel, P. (2024, March 24-25). *Locating the Asymmetry in Information Flow between Local and National Media on Transgender Discourses* [Paper Session]. Local Journalism Researchers Workshop, Durham, NC, United States.
- [T13] **Yang, Y.***. (2020, June 8-11). *"Musicalization of the Culture": Is Music Becoming Louder, More Repetitive, Monotonous, and Simpler?* [Paper Session]. the 14th International AAAI Conference on Web and Social Media (ICWSM), Remote.
- [T14] **Yang, Y.*** (2019, October 19-23). *When Power Goes Wild Online: How Did a Voluntary Moderator's Abuse of Power Affect an Online Community?* [Paper Session]. The 82nd Annual Meeting of

Association for Information Science and Technology (ASIS&T), Melbourne, Australia.

[T15] **Yang, Y.***, & Huang, Y. (2019, June 11-14). *Dumping the Closet Skeletons Online: Exploring the Guilty Information Disclosure Behavior on Social Media* [Poster Session]. The 13th International AAAI Conference on Web and Social Media (ICWSM), Munich, Germany.

Invited Talks/Guest Lectures

[T1] *Race as/and/after Technology* (2025, November). Guest Lecture for COMM 2301: Communication, Technology & Society. Northeastern University, Boston MA, United States.

[T2] *Communicating Race On (Digital) Media* (2025, January). Guest Lecture for COMM 6304: Communication & Inclusion. Northeastern University, Boston MA, United States.

[T3] *Using Google Street View Images to Examine Systematic Racism in Built Environment* (2023, March). Invited Talk for the Strategic Directions Workshop: Cities and Health, Boston University, Boston, MA, United States.

WORK EXPERIENCE

Northeastern University	<i>Boston, MA, U.S.A.</i>
<i>Research Assistant</i>	<i>Sept 2023—Now</i>

- **Biomedical Pattern Network Analysis:** Conducted network analysis with USPTO patents data to construct patent-inventor network
- **Curriculum Network Analysis:** Constructed course progression network using administrative data and visualized the salient course enrollment and transition patterns among students.

Center for Antiracist Research, Boston University	<i>Boston, MA, U.S.A.</i>
<i>Data Scientist</i>	<i>Sept 2021—June 2023</i>

- Sourced, cleaned, designed, and implemented interactive visualizations on racial disparities
- Designed, performed, and supported quantitative data science research in the Racial Data Lab including COVID vaccine justice, built environment inequity, and voter representation
- Supported public scholarship with 4 public writings on racial justice
- Supervised and mentored 2 student interns in conducting data science tasks for research

National Police Foundation (National Policing Institute)	<i>Arlington, VA, U.S.A.</i>
<i>Research Data Scientist</i>	<i>Sept 2020—Sept 2021</i>

- Prepared ready-to-use datasets for peer researchers with data cleaning, geocoding, and API requesting
- Developed and deployed dashboards and web applications for scholarly communication, workflow improvement, and organizational business analytics, including independent work of
- Contributed to the report and proposal writing and served as a resource across other divisions

Digital Innovation Lab, University of North Carolina-Chapel Hill	<i>Chapel Hill, NC, U.S.A.</i>
<i>Social Media Data Analyst</i>	<i>Feb 2019—May 2020</i>

- **#SilentSam Tweets Analysis:** Analyzed the tweets of a campus activism event with visual and

- spatial analytics, topic modeling, and network analysis and delivered multiple dashboards
- **Pinterest for Digital Humanities:** Designed, developed, and deployed an online application for a graduate-level digital humanities class that allows scraping images from Pinterest and provides a descriptive analysis of the search results

ArcLight Analytics

Chapel Hill, NC, U.S.A.

Data Scientist

July 2020—June 2023

- Scraped and wrangled multiple large-scale datasets from public/private sectors, including Crunchbase, NSF, PPP loans FIOA, Federal Workforce, NCSL, BLS, etc.
- Performed data analysis with survey data, administrative data, and text data in Python
- Developed and deployed a static project website and two interactive data dashboards

GRANTS

- [G1] “Mapping Real-World Migration Flow Network Using Context-Rich Social Media Data”, NULab for Texts, Maps, and Networks Seeding Grant (\$1,725). Role: Principal Investigator. 2023-2024.
- [G2] “City Equity: Are We Making Progress On Racial Equity”, Boston University School of Public Health Investigator Innovation Award (\$20k). Role: Contributor. 2023-2024.

HONORS & AWARDS

Centering Race Consortium (CRC) Teaching Race Graduate Fellowship, Center for the Study of Race and Ethnicity in America (CSREA), Brown University	2025—2026
HASTAC Scholar	2024—2025
Best Paper Reviewer for ASIS&T 2023	2023
Burmeister Fellowship, UNC School of Information and Library Science (SILS)	August 2019
Best Project Award, 5th Annual UNC SILS Project Fair	April 2019
China National Scholarship (3 times), Chinese Ministries of Education	2014—2017

SKILLS

Quantitative Methods: LLM-Assisted Classification, Supervised/Unsupervised Machine Learning, Data Mining (Pattern, Time-series, Network), Statistical Modeling (Regressions, CFA/EFA, SEM), Data Visualization

Qualitative Methods: Critical Discourse Analysis, Grounded Theory, Thematic Analysis, Survey Testing & Administration

Tools/Languages: Python, R, Tableau, MS Office, Git, Arc/QGIS, AWS, Markdown, SQL, JavaScript, HTML/CSS, Gephi, Java, Qualtrics, Figma

ACADEMIC SERVICE

- **Ad-Hoc Journal Reviews:** *New Media & Society*, *Communication Research and Practice*
- **Ad-Hoc Conference Reviews:** The Annual Conference of International Communication

- Association (ICA), National Communication Association (NCA) Annual Convention, Association of Internet Researchers (AOIR), International AAAI Conference on Web and Social Media (ICWSM), ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW), The Annual Meeting of the Association for Information Science and Technology (ASIS&T), International Conference on Computational Social Science (IC²S²)
- **Student Mentorship:** Naiva Piatchou (Currently Biostatistician at Hospital for Special Surgery), Nhat Pham (Currently People Analytics Analyst at Vertex Pharmaceuticals)

LEADERSHIP

PhD Student Committee Member, College of Arts, Media and Design	2025—2026
President, Network Science Institute Graduate Student Association	2024—2025
Founder/Leader, Network Science Institute Social Science Club	2024—2025
Group Leader, Northeastern University LGBTQIA2S+ Intl. Student Affinity Group	2023—2025
Center for Transformative Media (CTM) Affiliate	2025—
Center for Information, Technology, and Public Life (CITAP) Affiliate	2023—
Master Student Representative, Diversity Committee, UNC SILS	2019—2020
Master Student Mentor, UNC SILS MENTOR Program	2019—2020