

# JOYCE YANRU JIANG

Department of Communication  
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## EDUCATION

### University of California, Los Angeles

Ph.D. in Communication; Advisor: Dr. Jungseock Joo & Dr. Rick Dale 2021-2026  
M.S. in Statistics 2023-2025

### University of Southern California

Master of Communication Management 2017-2019  
B.S. in Business Administration (concentration: Cinematic Arts) 2014-2018

## GRANTS, HONORS AND AWARDS

Meta PhD Fellowship Finalist (110 of 3200) 2023-2024  
UCLA ISH Research Innovation Fund Finalist (\$100,000) 2023-2024  
UCLA Graduate Council Diversity Fellowship (\$66,000) 2023-2024  
UCLA Graduate Student Research Mentorship Program 2022  
UCLA Canadian Studies Graduate Student Research Award 2022  
UCLA Summer Mentored Research Fellowship 2023  
USC Center for International Studies Research Assistantship 2021  
APSA Annual Conference Travel Grant 2021  
ICA Conference Regional Hub Grant 2021  
HKBU Department of Education Research Assistantship 2020

## PEER-REVIEWED PUBLICATIONS

1. **Jiang, Y.**, Dale, R., & Lu, H. (2023). Transformability, Generalizability, but Limited Diffusibility: Comparing Global vs. Task-Specific Language Representations in Deep Neural Networks. *Cognitive Systems Research*, 101184. doi.org/10.1016/j.cogsys.2023.101184.
2. Akcikir, G., Jiang, Y., Luo, J., & Noh, S. (2023). Validating a Mixed-Method Approach for Multilingual News Framing Analysis: A case study of COVID-19. *Computational Communication Research*, 5(2). doi.org/10.5117/CCR2023.2.11.AKCA

3. **Jiang, Y.** (2023). The impact of political ideology, knowledge and participation on electoral conspiracy endorsement. *Front. Polit. Sci.* 5:1069468. doi: 10.3389/fpos.2023.1069468
4. Shea, C. S., **Jiang, Y.**, & Leung, W. L. (2022). David vs. Goliath: transnational grassroots outreach and empirical evidence from the #HongKongProtests Twitter network. *Review of Communication*, 22(3), 193-212. 10.1080/15358593.2022.2106793
5. Xie, L., Li, Z., Ye, X., & **Jiang, Y.** (2021). Environmental regulation and energy investment structure. *Technological Forecasting and Social Change*, 167, 120690. doi: 10.1016/j.techfore.2021.120690

## CONFERENCE AND WORKSHOP PROCEEDINGS

1. **Jiang, Y.** (2023). Automated Nonverbal Cue Detection in Political-Debate Videos: An Optimized RNN-LSTM Approach. *Communications in Computer and Information Science*. Springer, doi.org/10.1007/978-3-031-49212-9\_5
2. Lai, S., **Jiang, Y.**, Lei, G., Betke, M., Ishwar, P., & Wijaya, D. (2022). An Unsupervised Approach to Discover Media Frames. *Proceedings of The LREC 2022 workshop on NLP for Political Sciences*. par.nsf.gov/biblio/10347514
3. **Jiang, Y.**, Jin, X. & Deng, Q. (2022). Short Video Uprising: How #BlackLivesMatter content on TikTok challenges the protest paradigm. *Workshop Proceedings of the 16th ICWSM Conference on Images in Online Political Communication (PhoMemes)*. doi: 10.36190/2022.42
4. **Jiang, Y.**, Jin, X. (2022). Using k-Means Clustering to Classify Protest Songs Based on Conceptual and Descriptive Audio Features. In: Rauterberg, M. (eds) *Culture and Computing*, vol 13324. Springer, Cham. doi.org/10.1007/978-3-031-05434-1\_19
5. Chen, Y., Shi, Y., Luo, J., **Jiang, Y.** et al. (2022). How Is Vaping Framed on Online Knowledge Dissemination Platforms?. In: Thomson, R., Dancy, C., Pyke, A. (eds) *Social, Cultural, and Behavioral Modeling*. SBP-BRiMS 2022, vol 13558. Springer, Cham. doi.org/10.1007/978-3-031-17114-7\_7

## UNDER REVIEW

1. **Jiang, Y.** (2023). Unlocking the Complexity of Deep Learning in Neuroimaging: Insights into Within- and Cross-Modality Representational Similarities of fMRI-Autoencoders. *Brain Research Bulletin*. (under review)

## WORKING PAPERS

1. **Jiang, Y.**, Emotions in Presidential Debates: A Deep-Learning Approach for Detecting Multimodal Affect. Proposal accepted by *Exploring the C-SPAN Archives (2023): Advancing the Research Agenda*.
2. **Jiang, Y.**, Lai, S., Lei, G., Betke, M., Ishwar, P., & Wijaya, D. Community Detection of the Framing Element Network: Proposing and assessing a new computational framing analysis approach. Preparing the manuscript for submission to *Computational Communication Research*

3. **Jiang, Y.**, The Persistence of Political Extremism: An Agent-Based Explanation. Preparing the manuscript for submission to *Advances in Complex Systems*.
4. **Jiang, Y.**, & Dale, R. Functional Integration of Visual and Auditory Signals in Multimodal Information Processing: A Connectionist-Based Exploration. Preparing the manuscript for submission to *Data in Brief*.

## CONFERENCE PRESENTATIONS

1. **Jiang, Y.**, & Dale, R. (2023) Functional Integration of Visual and Auditory Signals in Multimodal Information Processing: A Connectionist-Based Exploration. Oral presented at the 73rd Annual International Communication Association Conference (ICA), Communication Science and Biology Division, Toronto, Canada
2. **Jiang, Y.** (2023) Emotions in Presidential Debates: A Deep-Learning Approach for Detecting Multimodal Affect. Oral presented at the 73rd Annual International Communication Association Conference (ICA). Computational Communication Division, Toronto, Canada
3. **Jiang, Y.** (Sep, 2022). The Persistence of Political Extremism: An Agent-Based Explanation. 104th AEJMC Annual Conference. Political Communication Division, Detroit, MI, **First Place Student Paper\*\***
4. **Jiang, Y.**, Lai, S., Lei, G., Betke, M., Ishwar, P., & Wijaya, D. (August, 2022). Community Detection of the Framing Element Network: Proposing and Assessing a New Computational Framing Analysis Approach. 104th AEJMC Annual Conference. Communication Theory and Methodology Division, Detroit, MI, **Top Method Paper \*\***
5. **Jiang, Y.** (Sep, 2021). Effects of ideology and participation on electoral conspiracy endorsement. 2021 APSA Annual Meeting. Ideas and Knowledge as Causal Variables Division, Seattle, WA, USA
6. **Jiang, Y.** (Aug, 2021). Understanding Triggers of Problematic Internet Uses in Casual Mobile Game Designs. Submitted to the 103rd AEJMC Annual Conference. Graduate Student Interest Group, New Orleans, LA, USA. **Master's Award Paper\***
7. **Jiang, Y.** (Aug, 2021). Conspiracy Mentality, Motivated Reasoning, Conspiracy Adoption: Effects of Ideology and Participation on Electoral Conspiracy Endorsement. Submitted to the 103rd AEJMC Annual Conference. Political Communication Division, New Orleans, LA, USA. **Third Place Student paper\***
8. Shea, C., **Jiang, Y.**, & Leung, W. (Aug, 2021). Asking the enemy of my enemy for help: Transnational grassroots outreach on Twitter in the #HongKongProtests. Submitted to the 103rd AEJMC Annual Conference. Political Communication Division, New Orleans, LA, USA
9. **Jiang, Y.** (Aug, 2021). Understanding Triggers of Problematic Internet Uses in Casual Mobile Game Designs. Submitted to the 103rd AEJMC Annual Conference. Graduate Student Interest Group, New Orleans, LA, USA. **Master's Award Paper\***
10. Jin, X., An, Z., & **Jiang, Y.** (2021) Effects of Hong Kong Local Identity on the Intention to Use Health Code during COVID-19. Oral presented at the 2021 Association for Education in Journalism and Mass Communication Annual Conference (AEJMC). New Orleans, United States

11. **Jiang, Y.,** Jin, X., & Deng, Q. (2021) TikTok Matters: How Short-form Video Platforms Challenge the Protest Paradigm in the #BlackLivesMatter Movement. Oral presented at the 71st Annual International Communication Association Conference (ICA). Political Communication Division, Denver, United States
12. **Jiang, Y.,** (Aug, 2020). Psychological Factors of Fandoms Engagement in East Asian 'Pop Idol Group' Culture: The Impact of Self-identity Construction and Social Capital Acquisition. Scholar-to-scholar paper session at the 103th AEJMC Annual Conference. Entertainment Studies Interest Group, San Fransisco, CA, USA
13. **Jiang, Y.,** (Apr, 2019). Understanding fandoms in East Asian "pop idol group" culture. Poster presentation at the Western Psychology Association 99th Annual Conference, Pasadena, CA, USA

## INVITED TALKS

1. Guest Lecture. (Nov, 2022). Deep Learning Demo in PyTorch and TensorFlow for Social Science Students. Communication Methods Graduate Class. Prof. Rick Dale
2. Chair. (May, 2023). Hybrid High Density: Advancing Computational Methods for Analysis. ICA Computational Communication Division
3. Chair. (Aug, 2022). Misinformation of Politics and Science. 104th AEJMC Conference. Political Communication Division
4. Panel Discussant. (Mar, 2021). AI Anchor, 5G, and Recommendation Algorithms: Interaction, Adoption, and the Impact of Emerging Communication Technology. AEJMC Midwinter Conference 2021. Communication Technology Division

## TEACHING EXPERIENCES

- Communication Methods 2022 Fall, 2023 Winter
- Film Persuasion 2023 Spring

## RESEARCH EXPERIENCES

<b>Computational Media Lab, UCLA</b> PI. Jungseock Joo	2022-Present
<b>Communicative Mind (Co-Mind) Lab, UCLA</b> PI. Rick Dale	2022-Present
<b>Artificial Intelligence and Emerging Media Lab, Boston University</b> PI. Lei Guo	2020-2022
<b>Education Department, HKBU</b> PI. Wai-Chi Chee	2020-2021
<b>Department of Political Science, USC</b> PI. Jackie S.H. Wong	2021

## PROFESSIONAL EXPERIENCES

<b>Beyond Limits</b> AI Engineer and Data Science Intern	Glendale, CA Jun – Aug, 2023
<b>Testin</b> NLP Research Intern	Remote Jun – Oct, 2022
<b>Siegel + Gale</b> Research + Insights Freelancer	Venice, CA Jun – Aug, 2022
<b>Cybernaut Zfounder Ventures</b> Financial Analyst Intern	Los Angeles, CA Jan – May, 2019
<b>IDG Capital</b> Financial Analyst Intern	Beijing, China Jun – Aug, 2018

## SKILLS

**Programming Languages:** Python (skit-learn, PyTorch, TensorFlow), R, Matlab, LaTeX

**Query Languages:** SQL, MongoDB, Firebase, Spark, REST

## REFERENCES

### **Jungseock Joo (Ph.D. Advisor)**

Associate Professor in Communication and Statistics  
Department of Communication, UCLA  
Principal Computer Vision and Machine Learning Engineer at Nvidia  
Artificial Intelligence; Deep Learning; Computer Vision  
Email: [jjoo@comm.ucla.edu](mailto:jjoo@comm.ucla.edu)

### **Rick Dale (Ph.D. Advisor)**

Professor in Communication  
Department of Communication, UCLA  
Computational Modeling; Cognitive Science  
Email: [rdale@ucla.edu](mailto:rdale@ucla.edu)