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School of Journalism

University of Missouri

Columbia MO

## Appointments

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- August 2023 – now **Assistant Professor**  
School of Journalism  
MU Institute for Data Science & Informatics  
University of Missouri-Columbia, USA
- 2021 – 2023 **Postdoctoral Associate**  
Department of Communication  
Cornell University, USA
- 2009 – 2010 **Reporter**  
Vietnam Financial Review Magazine, Vietnam

## Education

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### Formal Training

- 2014 – 2021 **PhD Major in Mass Communications**, University of Wisconsin-Madison, USA.  
**Minor in Educational Psychology**  
*Dissertation:* "The Political Implications of Search Engines: Usage and Partisan Personalization in Google Search"  
*Committee:* Hernando Rojas (Chair), Barry Burden, Nick Diakopoulos (External), David Kaplan, Douglas McLeod, Michael W. Wagner
- 2011 – 2013 **M.A. in Communication**, Ewha Womans University, South Korea.
- 2005 – 2009 **B.A. in English**, Hanoi University, Vietnam.

### Certifications

- 2018 **The Data Science of Government and Political Science**  
LinkedIn Learning

## External Funding & Research Activities

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- 2021 – now "Using natural language processing and crowd-sourcing to monitor and evaluate public information and communication disparities about colon cancer screening".  
 PI/co-PIs: King, A., Niederdeppe, J., Margolin, D., Chunara, R..  
 Funder: National Cancer Institute. *National Institutes of Health*.  
 Award: [R37CA259156](#).  
**Roles: Postdoctoral fellow.**
- 2021 – now "HCC: Medium: Deterring objectionable behavior and fostering emergent norms in social media conversations".  
 PI/co-PIs: Margolin, D., Bazarova, N., Bohns, V., Kizilcec R., DiFranzo, D.  
 Funder: *NSF*.  
 Award: [2106476](#).  
**Roles: Collaborator.**
- 2014 – 2018 University of Wisconsin-Madison
- Social Media and Democracy  
 PI/co-PIs: Shah, D.
  - Mass Communication Research Center  
 PI/co-PIs: McLeod, D. & Shah, D.
  - International Research Group  
 PI/co-PIs: Rojas, H.
  - Computational Methods  
 Student-led Research Group
  - Online Russian Propaganda Activities in the 2016 US Presidential Election  
 Student-led Research Group
  - Project DATA: Algorithm and Political Marketing in the Digital Age  
 PI/co-PIs: Kim, Y.M.
  - Physiology and Communication Effects  
 PI/co-PIs: Wagner, M.
- Roles: Member of 7 Research Groups (23 Projects).**
- 2011 – 2013 Ewha Womans University, South Korea  
**Roles: Research Assistant (5 Projects).**

## Awards & Honors

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- 2023 Cornell University, Bronfenbrenner Center for Translational Research  
**CTRSI Scholarship Award**
- 2020 University of Wisconsin-Madison, School of Journalism and Mass Communication  
**Dissertation Research Grant, \$2,000**
- 2020 University of Wisconsin-Madison, The Graduate School  
**Graduate Student Research Grant Competition, \$1,500**
- 2020 Communication and Technology Division, ICA  
**Conference Travel Grant**

- 2019 University of Wisconsin-Madison, The Graduate School  
**Louise Elizabeth George Scholarship (Dissertation Fellowship)**, \$1,000
- 2019 University of Wisconsin-Madison, The Elections Research Center  
**Travel Awards**, \$750
- 2019 Political Communication Interest Group, AEJMC  
**Top Student-led Paper**  
*Donatenow!: A computer-assisted analysis of musician's political engagement on Twitter*  
with Lukito, J., Loya, L., Davalos, C., Li, J., & McLeod, D.
- 2018 Ethnicity & Race Division, ICA  
**Second-Top Student Paper**  
*White Elitism, Passive Empathy and the Modern Ideological Discourse on the Suffering of the Other*
- 2018 American Association of Public Opinion Research  
**Conference Travel Award**  
*Job Insecurity and Vote Choice in the 2016 Primaries Election*
- 2016 Health Communication Division, ICA  
**Top 4 Paper Award**  
*The Interplay between Verbal Frames and Images in Influencing News Readers' Perceptions of the Social Determinants of Obesity*  
with Liu, J., Kornfield, R., Chen, Y.
- 2011 – 2013 Ewha Womans University, South Korea  
**Korean Government Cultural Exchange Scholarship**
- 2006 Hanoi University, Vietnam  
**Top Prize** in English Speaking Contest
- 2006 Institute of International Education, Vietnam  
**Top Prize** in Essay Writing Contest on Environmental Theme

## Research & Teaching Interests









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- Communication Technologies and Politics
- Public Opinion
- Race and Media
- International Communication
- News Media and Journalism Theories
- Strategic Communication (Digital Marketing, Social Influence)
- Research Methods
- Social Media Analytics
- Computational Media and Data Science

## Publications

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### Peer-reviewed Papers

- 2022 **Tong, C.**, Margolin, D., Chunara, R., Niederdeppe, J., Taylor, T., Dunbar, N. & King, A. Search Term Identification Methods for Computational Health Communication: A Word Embedding and Network Approach for Health Content on YouTube. *JMIR Medical Informatics*. doi:[10.2196/37862](https://doi.org/10.2196/37862). 
- 2022 Suk, J., Lukito J., Su, M., Kim, S.J., **Tong, C.**, Sun, Z., & Sarma, P. Do I sound American? How message attributes of foreign disinformation relate to Twitter engagement. *Computational Communication Research*.  
- 2021 **Tong, C.**, Winckler, H., & Rojas, H. The Connection Between Perceptions of Media Bias and Influence and Affective Polarization - An Examination in Brazil and Mexico and the United States. *Revista de Comunicación Política (Political Communication Magazine)*. doi:[10.29105/rcp3-1](https://doi.org/10.29105/rcp3-1). 
- 2021 Lukito, J., Loya, L., Davalos, C., Li, J., **Tong, C.**, McLeod, D. Chiming in: A computer-assisted analysis of popular musicians' political engagement on Twitter. *Social Media and Society*. doi:[10.1177/20563051211019013](https://doi.org/10.1177/20563051211019013). 
- 2020 **Tong, C.**, Gill, H., Li, J., Valenzuela, S., Rojas, H. "Fake News is Anything They Say!" – Conceptualization and Weaponization of Fake News among the American Public. *Mass Communication and Society*. doi:[10.1080/15205436.2020.1789661](https://doi.org/10.1080/15205436.2020.1789661). 
- 2020 Ghosh, S., Su, M., Abhishek, A., Suk, J., **Tong, C.**, Kamath, K., Hills, O., Correa, T., Garlough, C., Borah, P. and Shah, D. Covering MeToo Across the News Spectrum: Political Accusation and Public Events as Drivers of Press Attention. *International Journal of Press and Politics*. doi:[10.1177/1940161220968081](https://doi.org/10.1177/1940161220968081). 
- 2019 Xia, Y., Lukito, J., Zhang, Y., Wells, C., Kim, S. J., **Tong, C.** Disinformation performed: Self-presentation of a Russian IRA account on Twitter. *Information, Communication and Society*. doi:[10.1080/1369118X.2019.1621921](https://doi.org/10.1080/1369118X.2019.1621921). 

### Editorially reviewed Letters

- In press King, A.J., Margolin, D., **Tong, C.**, Chunara, R. & Niederdeppe, J. Making Sense of Social Media Data about Colorectal Cancer Screening. *Journal of the American College of Radiology*.

### Book Chapters

- 2020 **Tong, C.**, Gill, H., Li, J., Valenzuela, S., Rojas, H. "Fake News is Anything They Say!" Conceptualization and Weaponization of Fake News among the American Public. *What IS "news"?*. Donnalyn Pompper and Lindsay Hoffman (Eds.), Routledge, London.

### Peer-reviewed Conference Presentations

- 2023 Bazarova, N., Shea, A., Hui, Winice., Margolin, D., **Tong, C.**, Omapang, A., Cho, J.Y., Ginsparg, M., Kizilcec, R. Discursive objection strategies used in online comments: Developing a classification schema and validating its training. *Paper accepted to present at the 73rd Annual International Communication Association Conference, Toronto, Canada.*
- 2022 **Tong, C.**, Margolin, D., King, A., Niederdeppe, J. and Chunara, R. Who Endorses and How? Application of Automated Linguistic Analysis and Supervised Machine Learning to Detect Persuasion Strategies in Colorectal Cancer Screening Messages for Whites and Black Americans on Twitter. *Paper accepted to present at the Health Communication Division, Annual NCA Conference in New Orleans, Louisiana.*
- 2022 King, A., **Tong, C.**, Margolin, D., Niederdeppe, J., Chunara, R. and Kwanho, K. Prevalence and Content of Messages in the Public Communication Environment about Alcohol Use as a Modifiable Risk Factor. *Paper accepted to present at the Society for Risk Analysis Annual Conference in Tampa, Florida.*
- 2022 **Tong, C.**, Nguyen, N., Ha, H., Do, H., Vu, H. Dealing with Misinformation on COVID-19: Comparing the Use of Transparency and Accessibility in Fact-Checking Practices across 74 Countries. *Symposium on Misinformation and Global Communication.* 
- 2022 **Tong, C.**, Margolin, D., Chunara, R., Niederdeppe, J., Taylor, T., Dunbar, N. and King, A. Search Term Identification Methods for Computational Health Communication: A Similarity-Based Approach for Health Content on YouTube *Paper presented at the Health Communication Division, ICA Conference.* <https://youtu.be/KKCRbFgK-ok>. 
- 2022 **Tong, C.** Exploring the Relationship between Political Ideology and Confirmation Bias in Web Search *Paper presented at the Political Communication Division, ICA Conference.*  
- 2021 **Tong, C.** Examining The Mediating Role of Search Efficacy, Algorithmic Knowledge, and Perceived Accuracy on the Use of Online Search for Political Information: A Structural Equation Modeling Approach. *Paper presented at the Human Communication and Technology Division, NCA Conference.*
- 2021 **Tong, C.** & Diakopoulos, N. Searching for BLM: Search behavior and Google results during the 2020 Black Lives Matter protests. *Paper presented at the Communication and Technology division, ICA Virtual Conference.*  
- 2020 **Tong, C.** Who Prefers Algorithmic filtering of Political News? Examining Individual and Partisan Susceptibility to News Personalization. *Poster presentation at the Political Communication Division, AEJMC Conference.*  
- 2020 **Tong, C.** Partisan Personalization in Google Search Results. *Paper accepted to the Communication and Technology Division Doctoral Consortium, ICA Conference.*

- 2020 **Tong, C.** The Political Use of Search Engines: Differences in the Information Seeking Habits between Right-leaning and Left-leaning Users. *Paper presented at the AEJMC Midwinter Conference, Oklahoma, USA.*
- 2019 **Tong, C.** & Wang, S. "Tumblrpocalypse": Patterns of User and Community Migration Across Social Media Platforms. *International Communication Association Post-Conference on Creator Governance: Platforms, Policy, Rights, and Regulation, Washington DC.* 
- 2019 Lukito, J., Loya, L., Davalos, C., Li, J., **Tong, C.**, McLeod, D. Donatenow!: A computer-assisted analysis of musician's political engagement on Twitter. *Paper presented at the Political Communication Interest Group, AEJMC Conference. Top Student-Led Paper.* 
- 2018 **Tong, C.** & Rojas, H. Authoritarian Orientation and Political Participation Revisited: The 2016 U.S. Presidential Primaries. *Paper presented at the Mass Communication Division, 2018 International Conference Annual Conference in Prague, Czech Republic.* 
- 2018 **Tong, C.** White Elitism, Passive Empathy and the Modern Ideological Discourse on the Suffering of "the Other". *Paper presented at the Ethnicity and Race in Communication Division, 2018 International Conference Annual Conference in Prague, Czech Republic. Second-Top Student Paper.* 
- 2018 **Tong, C.** Job Insecurity and Vote Choice in the 2016 Primaries Election. *Paper presented at the American Association of Public Opinion Research Conference in Denver, USA.* 
- 2017 **Tong, C.** The medium is the motivator? Perceptions of Facebook influence and Political Interactions on Facebook as Antecedents of Online Political Expression. *Paper submitted to the Communication and Technology Division, ICA Conference.* 
- 2016 Liu, J., Kornfield, R., Chen, Y. **Tong, C.** The Interplay between Verbal Frames and Images in Influencing News Readers' Perceptions of the Social Determinants of Obesity. *Paper presented at the Health Communication Division, ICA Conference. Top 4 Paper Award.*
- 2016 **Tong, C.** Perceived Group Deprivation, Intergroup Emotion, Identity and Vote Choice in the 2016 Presidential Election. *Paper submitted to the Association for Education in Journalism and Mass Communication Conference.* 
- 2016 **Tong, C.** & Wagner, M. The Interplay of News Frames on Information Processing: Probing Processing Styles and Deeply-held Attitudes through Physiological Measures. *Poster presented at the Information Systems Division, 2016 International Communication Association Conference in Fukuoka, Japan.* 

- 2015 **Tong, C.** Comparative Media Discourse on LGBT Rights: A Cross-National Comparative Examination. *Paper presented at the Qualitative Research Group Meeting, School of Journalism and Mass Communication, University of Wisconsin-Madison.*
- 2012 **Tong, C. & Lee, G.** Analysis of Hallyu in Vietnamese Media: Objects and Frames of Korean Wave. *Paper presented at the International Conference on Understanding Korean Cultural Wave in Asia, Ho Chi Minh City, Vietnam.*




## Manuscripts in Progress

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- Tong, C.** Navigating the “search space”: Digital algorithmic knowledge gaps and the use of online search engines for political information.
- Tong, C.** Exploring the relationship between political ideology and confirmation bias in Web Search: A study of partisan information seeking tendencies.
- Tong, C.** Unite or divide? Biased search queries and Google Search results in polarized politics.
- Tong, C. & Diakopoulos, N.** Searching for BLM: Search behavior and Google results during the 2020 Black Lives Matter protests.
- Valenzuela, S., Ramirez, J., Pina, M, & **Tong, C.** Framing Effects on Intentions to Share News on Social Media: Studying Cognitive and Affective Explanations.

## Invited Talks & Presentations

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- 2022 **Tong, C.** Leveraging Big Data and Analytics for Data-driven Discovery and Audience Insights in Communication Research. *University of Missouri - School of Journalism. MU Institute for Data Science & Informatics.* November 2022.
- 2022 **Tong, C.** Dealing with Misinformation on COVID-19: Comparing the Use of Transparency and Accessibility in Fact-Checking Practices across 74 Countries. *Global Fact 9 Conference.* Online. <https://globalfact9.com/session/138270> 
- 2022 **Tong, C.** Who Prefers Algorithmic filtering of Political News? *Poster presentation at the Cornell Alumni Research Poster Open House.* 
- 2021 **Tong, C.** Bias by Design: Combining Old and New Methods to Contextualize Information Engagement, Exposure and Disparities in the Digital Media Environment. *Department of Communication, Cornell University.* Online. 

## Teaching

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Graduate

Spring 2024 **Introduction to Natural Language Processing with Generative AI: Exploring ChatGPT and LLM**

Instructor

*MU Institute for Data Science & Informatics*

Fall 2023 **Emerging Technologies** (Online Mode)

Instructor

*University of Missouri - School of Journalism*

## Undergraduate

2014 – 2018 **J201: Introduction to Mass Communication**

Teaching Assistant

*University of Wisconsin-Madison*



2016 – 2017 **J162: Mass Media in Multicultural America** (Online Mode)

Teaching Assistant

*University of Wisconsin-Madison*



2018 **CA345: Online Communication and Interpersonal Relationships**

Course grader

*University of Wisconsin-Madison*

## Graduate Workshops

2022 **Computational Text Analysis Fundamentals**

*Rtweets & Tidytext*

Guest lecturer, November 2022

*University of Missouri - School of Journalism*

*MU Institute for Data Science & Informatics*



2021 **COMM 6750: Research Methods for Social Networks and Social Media**

*A primer to the Twitter API v2 for Academic Research*

Guest lecturer

*Cornell University*



2021 *Topic Modelling and Word Embedding Analysis in R*

Guest lecturer

*Cornell University*



## Student supervision

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### Graduate RAs

2021 Teairah Taylor

*Cornell University*



2021 – now    Tianen Chen  
                   *Cornell University*

### Undergraduate RAs

2021 – now    Lea Jih-Vieira, Tamara Kamis, Sophia Matthews, Joy Pojim, Sravya Varanasi  
                   *Cornell University*

## Academic & Professional Services

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### Journal Reviewer & Panel Moderator

- International of Public Opinion Research
- Mass Communication and Society
- Harvard Misinformation Review
- International Communication Association Conferences
- Association for Education in Journalism and Mass Communication Conferences
- American Association of Public Opinion Research Conferences
- International AAI Conference on Web and Social Media (ICWSM)

### Conference Convener

- 2020 – 2021    **Session Moderator**  
                   *Open Data Science Conference*
- 2018            **Research Committee Co-Chair**  
                   *Communication Crossroads Conference*  
                   University of Wisconsin-Madison
- 2014 – 2018    **Organizing Committee**  
                   *Communication Crossroads Conference*  
                   University of Wisconsin-Madison
- 2015 – 2016    **Panel Organizer**  
                   *AccessNow - Digital Conference on Global Digital Rights*
- 2012            **Conference Organizer**  
                   *International Conference on Understanding Korean Cultural Wave in Asia*

### External & Community Roles

- 2022            **External Reviewer for the Research Grants Council (RGC) of Hong Kong**  
                   *RGC's Faculty Development Scheme*  
                   [University Grants Committee, Hong Kong](#)

- 2022 – now **Diversity, Equity and Inclusion Task Force Committee**  
*Computational Methods Division*  
*International Communication Association*
- 2019 – now **Working Member**  
*Data Science Hub*  
*University of Wisconsin-Madison*
- 2019 – 2021 **Annotator & Working Group Member**   
 Information Security Group  
 Media Literacy and Credibility Group  
*Credibility Coalition*
- 2017 **Volunteer**  
 Send-a-Speaker Diversity Outreach Program  
*American Association of Public Opinion Research*

## Professional Experiences & Membership

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### Professional Experiences

- 2009 – 2010 **Reporter**  
 Vietnam Financial Review, Vietnam
- 2010 – 2011 **Consular Office Staff**  
 Bangladesh Embassy in Hanoi, Vietnam
- 2010 – 2011 **Office Secretary**  
 SK Energy Corp. Representative Office in Hanoi, Vietnam

### Professional Society Membership

- 2021 – now Open Data Science Conference ODSC Global
- 2021 – now Association for the Advancement of Artificial Intelligence
- 2017 – now Association of Internet Researchers AOIR
- 2014 – now International Communication Association
- 2014 – now Association for Education in Journalism and Mass Communication
- 2014 – now National Communication Association
- 2014 – now America Association of Public Opinion Research
- 2014 – now World Association of Public Opinion Research

## Skills

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### Research

- Quantitative methods: Surveys, Experiments
- Qualitative methods: Discourse Analysis, Qualitative Textual Analysis
- Computational methods: Natural Language Processing, Machine Learning
- Digital methods: Web & Social Media Data, Platform Studies

### Software

- R Programming
- Python Programming
- Shell Scripting
- Cloud Computing
- Git (for version control)
- LaTeX
- SPSS Statistics
- HTML
- Adobe Photoshop
- Adobe Illustrator

### Languages

Vietnamese Native







Korean College-Level Proficiency

English Full Proficiency

## Glossary

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These are the meanings of the symbols used throughout this document:

-  Link to code samples or code repository on GitHub
-  Link to an open-access PDF, usually a preprint or postprint
-  Link to a video on YouTube
-  Link to a data archive
-  Link to presentation slides
-  Link to a poster