

Yunkang Yang (Oct. 2024)

Texas A&M University

Department of Communication

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in Yunkang Yang

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Academic Appointments

- 2022 – Present
 - **Assistant Professor**
Department of Communication & Journalism
Texas A&M University
- 2020 – 2022
 - **Post-doctoral Research Scientist**
Institute for Data, Democracy & Politics
George Washington University

Education

- 2013 – 2020
 - **Ph.D., Communication, University of Washington**
Dissertation title: *The Political Logic of Radical Right Media in the United States.*
Dissertation committee: Lance Bennett, Matthew Powers, Kirsten Foot, Adrienne Russell, Steven Livingston, and Emma Spiro.
- 2011 – 2013
 - **M.A., Communication, Tsinghua University**
- 2007 – 2011
 - **B.A., English, Nanjing Normal University**


Research

Book

- 1 **Y. Yang**, *Weapons of Mass Deception: How Right-wing Media Wage Information Warfare and Undermine American Democracy*. New York: Oxford University Press, 2025.

Peer-Reviewed Articles

- 1 J. Lukito, J. Greenfield, **Y. Yang**, et al., “Audio-as-data tools: Replicating computational data processing,” *Media and Communication*, vol. 12, 2024, ISSN: 2183-2439. [DOI: 10.17645/mac.7851](https://doi.org/10.17645/mac.7851).
- 2 **Y. Yang**, S. McCabe, and M. Hindman, “Does Russian propaganda lead or follow? Topic coverage, user engagement, and RT and Sputnik’s agenda influence on US media,” *The International Journal of Press/Politics*, p. 19 401 612 241 271 074, 2024. [DOI: 10.1177/19401612241271074](https://doi.org/10.1177/19401612241271074). eprint: <https://doi.org/10.1177/19401612241271074>.

- 3 J. Lukito, J. Gursky, J. Foley, **Y. Yang**, K. Joseff, and P. Borah, “ “No reason [.]t/should/happen here” : Analyzing flynn’ s retroactive doublespeak during a QAnon event,” *Political Communication*, vol. 40, no. 5, pp. 576–595, 2023.  DOI: 10.1080/10584609.2023.2185332. eprint: <https://doi.org/10.1080/10584609.2023.2185332>.
- 4 **Y. Yang**, T. Davis, and M. Hindman, “Visual misinformation on Facebook,” *Journal of Communication*, vol. 73, no. 4, pp. 316–328, Feb. 2023, ISSN: 0021-9916.  DOI: 10.1093/joc/jqac051. eprint: <https://academic.oup.com/joc/article-pdf/73/4/316/50973350/jqac051.pdf>.
- 5 W. Zou, J. Li, **Y. Yang**, and L. Tang, “Exploring the early adoption of Open AI among laypeople and technical professionals: An analysis of Twitter conversations on# ChatGPT and# GPT3,” *International Journal of Human–Computer Interaction*, pp. 1–12, 2023.  DOI: 10.1080/10447318.2023.2295725. eprint: <https://doi.org/10.1080/10447318.2023.2295725>.
- 6 W. L. Bennett, A. Segerberg, and **Y. Yang**, “The strength of peripheral networks: Negotiating attention and meaning in complex media ecologies,” *Journal of Communication*, vol. 68, no. 4, pp. 659–684, Jul. 2018, ISSN: 0021-9916.  DOI: 10.1093/joc/jqy032. eprint: <https://academic.oup.com/joc/article-pdf/68/4/659/25410452/jqy032.pdf>.
- 7 Y. Hsiao and **Y. Yang**, “Commitment in the cloud? Social media participation in the Sunflower Movement,” *Information, Communication & Society*, vol. 21, no. 7, pp. 996–1013, 2018.  DOI: 10.1080/1369118X.2018.1450434. eprint: <https://doi.org/10.1080/1369118X.2018.1450434>.
- 8 Y. Zhou and **Y. Yang**, “Mapping contentious discourse in China: Activists’ discursive strategies and their coordination with media,” *Asian Journal of Communication*, vol. 28, no. 4, pp. 416–433, 2018.  DOI: 10.1080/01292986.2018.1434803. eprint: <https://doi.org/10.1080/01292986.2018.1434803>.
- 9 A. Shi and **Y. Yang**, “后真相时代政治传播的理论重建和路径重构,” *国际新闻界*, vol. 9, 2017.
- 10 Y. Zhou and **Y. Yang**, “中国社会抗争的媒介策略: 基于环保与征地事件的综合比较分析,” *传播与社会*, vol. 40, 2017.
- 11 **Y. Yang**, “How large-scale protests succeed in china: The story of issue opportunity structure, social media, and violence,” *International Journal of Communication*, vol. 10, no. 0, 2016, ISSN: 1932-8036.  URL: <https://ijoc.org/index.php/ijoc/article/view/4897>.

Book Chapters

- 1 J. Lukito, **Y. Yang**, and S. Kim, “How QAnon developed from a fringe group to a digital surrogate for the GOP,” in *Connective Action and the Rise of the Far-Right: Platforms, Politics, and the Crisis of Democracy*, S. Livingston and M. Miller, Eds., Oxford University Press, 2025.
- 2 **Y. Yang**, “Rethinking right-wing media in the wake of an attempted coup,” in *Media and January 6*, K. White, D. Kreiss, S. McGregor, and R. Tromble, Eds., Oxford University Press, 2024, pp. 163–172.
- 3 **Y. Yang** and L. Bennett, “Interactive propaganda: How Fox news and Donald Trump co-produced false narratives about the COVID-19 crisis,” in *Political communication in the time of coronavirus*, P. V. Aelst and J. Blumler, Eds., Routledge, 2021, pp. 83–100.

Works in Progress

- Lead author
- Y. Yang, R. Paudel, J. McShan, M. Hindman, H. Huang and D. Broniatowski, Coordinated sharing on Facebook, R&R at *Scientific Reports*.
 - R. Dahlke, Y. Yang, J. Lukito, J. Greenfield, B. Chen, M. Brown, R. Lewis, Linguistic and auditory styles on the Alex Jones show predicts Infowars sales: A multi-modal analysis of a media empire, R&R at *Information, Communication & Society*.
 - Y. Yang and Y. Hsiao, Participatory propaganda: How it operates through superusers, Under Review.
- Co-author
- S. Kim, J. Foley, Y. Yang, J. Lukito and P. Borah, Contentious publicness of QAnon counter-public discourses: Cross-platform URL analysis on Twitter and Parler, R&R at *Political Communication*.
 - C. Knüpfer, Y. Yang and M. Cowburn, Connective factions: How hyper partisan media and highly networked elites radicalize party platform.
 - J. Lukito, M. Macdonald, B. Chen, S. Prochaska, Y. Yang, M. Brown, J. Greenfield, J. Suk, W. Zhong, R. Dahlke and P. Borah, Candidates be posting: Multi-platform strategies and partisan preferences in the 2022 U.S. midterm elections, Under Review.
 - J. Suk, W. Zhong, Y. Zhang, M. Pruden, Y. Yang, D. DiFranzo and C. Mao, Unveiling Engagement and Platform Algorithmic Biases in Social Media Data Collection and Analysis: An Experimental Study, Under Review.

Grants, Fellowships and Awards

- 2023
- **Fellowship**, The Weizenbaum Institute.
- 2021
- **Grant**, PI, \$52000, Institute for Data, Democracy & Politics, George Washington University.
- 2020
- **Award**, Best PhD Dissertation Award, Communication Department, University of Washington.
- 2017
- **Grant**, \$7500, Fritz Fellowship for International Research and Study, University of Washington.
- 2016
- **Grant**, \$3000, Peter Clark & Susan Evans Research Fund, University of Washington.
 - **Grant**, \$2000, Short-term Research Travel, Association for Asian Studies & Chiang Ching-Kuo Foundation.

Teaching

Texa A&M University (Assitant Professor)

- 2024
- **Undergraduate**, COMM 303: Communication Data Applications.
- 2023
- **Undergraduate**, COMM 303: Communication Data Applications.

Teaching (continued)

- **Undergraduate**, COMM 304: Digital Communication Analytics & Metrics.
- 2022
- **Graduate**, COMM 616: Computational Methods.
 - **Undergraduate**, COMM 303: Communication Data Applications.
 - **Undergraduate**, COMM 304: Digital Communication Analytics & Metrics.

University of Washington (Instructor of Record)

- 2019
- **Undergraduate**, COM 200: Introduction to Communication.
 - **Workshop**, CSSCR: Graphics in R.
- 2018
- **Undergraduate**, COM 382: Social Scientific Approaches to Communication Research.
- 2017
- **Undergraduate**, COM 202: Introduction to Communication II.
 - **Workshop**, CSSCR: Introduction to R.
- 2016
- **Undergraduate**, COM 300: Key concepts of New Media.

Service

Service to the field

- Editorial board
- *Political Communication*.
- Special issue editor
- *Political Communication*.
- Article reviewer
- *Nature, Communication Research, Perspectives on Politics, Journal of Computer Mediated Communication, The International Journal of Press/Politics, New Media & Society, Political Communication, Information Communication & Society, Journal of Information Technology & Politics, International Journal of Communication, The Information Society, Communication & Society, Communication Quarterly, Media and Communication, Journalism, Social Media + Society, Mass Communication & Society, Communication Monographs, and Journal of Quantitative Description: Digital Media.*
- Book reviewer
- *The MIT Press*.
- Committee
- **Lynda Lee Kaid Award Committee**, AEJMC Political Communication Division.
 - **Student Committee of the Association for Chinese Communication Studies**, National Communication Association.

Service to Texas A&M University

- PhD Committee
- **Bradley Madsen**. Department of Political Science. The Bush School of Government & Public Service.

Service (continued)

- Other Committees
- **Search Committee.** Department of Communication & Journalism from 2022 to 2025.
 - **Graduate Instruction Committee.** Department of Communication & Journalism from 2023 to 2024.
 - **Undergraduate Instruction Committee.** Department of Communication & Journalism from 2024 to 2025.
 - **Colloquium Committee.** Department of Communication & Journalism from 2022 to 2023.

Invited Talks

- 2024
- **Visual misinformation on Facebook**, Moody College of Communication, University of Texas at Austin.
 - **Visual misinformation on Facebook**, Department of Communication, University of Washington.
 - **Rethinking right-wing media in the wake of an attempted coup**, Center for Information, Technology, and Public Life, University of North Carolina at Chapel Hill.
- 2023
- **Visual misinformation on Facebook**, Department of Communication, University of Oklahoma.
- 2022
- **Participatory propaganda**, International College of Innovation, National Chengchi University.
 - **Using Audience Engagement Data in Computational Textual Analysis**, Center for Survey Research of Academia Sinica & Taiwan Institute for Governance and Communication Research.
 - **Disinformation, Media & Democracy**, Watson Institute for International and Public Affairs, Brown University.
- 2019
- **The political logic of radical right media in the US**, Annenberg School for Communication and Journalism, University of Southern California.

Media Appearances

Op-eds

- 2023
- Yunkang Yang, Matthew Hindman and Trevor Davis**, Visual misinformation is widespread on Facebook and often under-counted by researchers, **The Conversation**.
- 2022
- Yunkang Yang**, Alex Jones' lawsuits loses are not enough, **NBC News**.

Media Appearances (continued)

Quoted

- 2024 Poll finds widespread distrust of social media in US election cycle, **Technology Policy Press**.
Right-wing media reckoning: Some outlets pay a price after spreading 2020 election misinformation, **NBC News**.
- 2023 How Tucker Carlson, George Soros shaped Gov. Greg Abbott pardon in Austin murder conviction, **Austin American-Statesman**.
Un quart des images politiques postées sur Facebook sont trompeuses, **Sciences Avenir**.
On Facebook, Visual Misinfo Widespread, Highly Asymmetric Across Party Line, **Technology Policy Press**.
- 2022 The hammer has fallen on one of America's biggest conspiracy theorists, **Politiken**.
How Alex Jones helped mainstream conspiracy theories become part of American life, **NPR**.
Ontario government staffer out of a job after \$100 donation to Ottawa blockade, others under scrutiny, **CTV News**.
After fueling Capitol riot, disinformation still rampant in US politics, **AFP**.
- 2021 How Ivermectin Became the New Focus of the Anti-Vaccine Movement, **NPR**.
Ivermectin disinformation leads to new kinds of chaos, **The Hill**.
Dan Bongino and the big business of returning Trump to power, **The New Yorker**.