

Yunkang Yang

Texas A&M University
Department of Communication
Bolton Hall, 4234 TAMU
College Station, TX 77843



✉ yangyunkang@gmail.com ✕ @yangyunkang in Yunkang Yang
🌐 <http://yangyunkang.com/>

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

Books

- [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

- [11] 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.  URL: <https://www.cogitatiopress.com/mediaandcommunication/article/view/7851>.

- [10] **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. eprint: <https://doi.org/10.1177/19401612241271074>.  URL: <https://doi.org/10.1177/19401612241271074>.
- [9] 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>.  URL: <https://doi.org/10.1080/10584609.2023.2185332>.
- [8] **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>.  URL: <https://doi.org/10.1093/joc/jqac051>.
- [7] 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>.  URL: <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>.  URL: <https://doi.org/10.1093/joc/jqy032>.
- [5] 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>.  URL: <https://doi.org/10.1080/1369118X.2018.1450434>. *co-first author
- [4] 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>.  URL: <https://doi.org/10.1080/01292986.2018.1434803>.
- [3] 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.
- [2] 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.
- [1] **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

- [3] 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.
- [1] **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.

Grants, Fellowships and Awards (continued)

- 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.
 - **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*.

Service (continued)

- 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.
- 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.

Invited Talks (continued)

- **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**.

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**.

Conferences

- 2024 Curd Knüpfer, Yunkang Yang & Mike Cowburn, "The logic of connective factions: How hyper partisan media and highly networked elites radicalize politics through the lens of Critical Race Theory," International Journal of Press/Politics conference, Edinburgh, UK, October 2024.
- Josephine Lukito, Yunkang Yang & Sang Kim, "The Crisis of liberal democracy: Connective action & the rise of the far-right," American Political Science Association Convention, September 2024.
- Bin Chen, Josephine Lukito, Maggie Macdonald, Wei Zhong, Jiyoun Suk, Porismita Borah, Yunkang Yang, Megan Brown, Stephen Prochaska, Ross Dahlke & Jason Greenfield, "Candidate be posting: Multi-platform strategies and partisan preferences in the 2022 U.S. midterm election," International Communication Association Convention, June 2024.
- Wei Zhong, Ross Dahlke, Josephine Lukito, Maggie Macdonald, Megan Brown, Bin Chen, Jiyoun Suk, Primita Borah, Jason Greenfield, Yunkang Yang & Stephen Prochaska, "Digital battlegrounds: Multi-platform strategies and partisan preferences in the 2022 US midterm elections," Midwest Political Science Association Conference, April 2024.
- Curd Knüpfer, Yunkang Yang & Mike Cowburn, "Blasting the elephant: Reconceptualizing right-wing alternative news as Republican digital surrogates," Midwest Political Science Association Conference, April 2024.
- 2023 Yunkang Yang, Stefan McCabe & Matthew Hindman, "Russian propaganda on Facebook: Topic coverage and user engagement with RT and Sputnik over six years," International Journal of Press/Politics conference, Edinburgh, UK, October 2023.
- Yunkang Yang, Stefan McCabe & Matthew Hindman, "Russian propaganda on Facebook: Topic coverage and user engagement with RT and Sputnik over six years," Politics and Computational Social Science pre-conference, American Political Science Association, Los Angeles, August 2023.
- Curd Knüpfer, Yunkang Yang & Mike Cowburn, "A media centric approach to elite radicalization: Reconceptualizing alternative media as digital surrogates," European Communication Research and Education Association Political Communication Section Conference, Berlin, Germany, September 2023.
- Yunkang Yang, Tang Lu & Ruihong Huang, "Conservative talk radio and misinformation," American Political Science Association, Los Angeles, August 2023.
- Sang Jung Kim, Yunkang Yang, Josephine Lukito, Porismita Borah & Jordan Foley, "Network of the fringe and the fore: Cross-platform link sharing on QAnon," American Political Science Association, Los Angeles, August 2023.
- Yunkang Yang, Yini Zhang, Josephine Lukito, Sang Jung Kim, Jiyoun Suk, Jordan Foley & Porismita Borah, "A cross-platform analysis of survivors of de-platforming after January 6," American Political Science Association, Los Angeles, August 2023.

Conferences (continued)

- Yunkang Yang, Bailey Scott & Matthew Hindman, "Russian propaganda on Facebook: Topic coverage and user engagement with RT and Sputnik over four years," International Communication Association Conference, Toronto, May 2023.
- Yunkang Yang & Yuan Hsiao, "Participatory propaganda: The role of super commenters on Breitbart," International Communication Association Conference, Toronto, May 2023.
- Ross Dahlke, Yunkang Yang, Jason Greenfield, Josephine Lukito, Bin Chen, Megan Brown, Rebecca Lewis, Porismita Borah & Jordan Foley, "The secret sauce of the US right-wing media economy: A multimodal case study of Alex Jones and Infowars," International Communication Association Conference, Toronto, May 2023.
- Yunkang Yang & Yuan Hsiao, "Participatory propaganda: The role of super commenters on Breitbart," Midwest Political Science Association Conference, Chicago, April 2023.
- 2022 Yunkang Yang, Yini Zhang, Josephine Lukito, Sang Jung Kim, Jordan Foley & Jiyouon Suk, "The chilling effect of de-platforming? Evidence from Trump supporters who survived Twitter's deplatforming post Jan. 6," Association for Education in Journalism and Mass Communication Conference, Detroit, August 2022.
- Yunkang Yang, "Content moderation: Deplatforming right-wing users and the emergence of right-wing media," Association for Education in Journalism and Mass Communication Conference, Detroit, August 2022.
- Yunkang Yang & Yuan Hsiao, "Participatory propaganda: The role of super commenters in producing propaganda on Breitbart News," the 2022 International Conference on Social Media and Society (#SMSociety), July 2022.
- Yunkang Yang, Yini Zhang, Josephine Lukito, Jiyouon Suk, Porismita Borah & Sang J. Kim, "Platform migration among Trump supporters," Center for Social Media and Politics, New York University, April 2022.
- Josephine Lukito, Yunkang Yang & Sang J. Kim, "How QAnon developed from a fringe conspiracy theory group to a digital surrogate for the GOP," Social Science Research Council workshop: The Conservative Dilemma, Washington DC, March 2022.
- Sang Jun Kim, Yunkang Yang, Josephine Lukito, Porismita Borah & Jordan Foley, "Network of the fringe and the fore: Link sharing patterns across Parler and Facebook on QAnon discourses," International Communication Association Convention, May 2022.
- Yunkang Yang, Ramesh Paudel, Jordan McShann, Matthew Hindman, Howie Huang & David Broniatowski, "Coordinated link sharing on Facebook," International Communication Association Convention, May 2022.
- Yunkang Yang & Matthew Hindman, "Algorithmic gatekeeping: User engagement with news on Facebook," International Communication Association Convention, May 2022.

Conferences (continued)

- Josephine Lukito, Jacob Gursky, Jordan Foley, Yunkang Yang, Porismita Borah & Katie Joseff, "No reason[.] it should happen here: Understanding Flynn's retroactive doublespeak during a QAnon event," International Communication Association Convention, May 2022.
- Yunkang Yang, Lorcan Neill, Steve Livingston, Josephine Lukito & Paul Lockaby, "After de-platforming: A comparative study of cross-platform migration of extremist groups," International Communication Association Convention, May 2022.
- 2021 Yunkang Yang, Lorcan Neill, Steve Livingston & Paul Lockaby, "Understanding elite level Republican support for insurrection at the Capitol," American Political Science Association Convention, September 2021.
- Yunkang Yang, Josephine Lukito, Sang Jung Kim, Porismita Borah & Jordan Foley, "Studying QAnon as a multi-platform conspiracy theory community," Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), Oxford Internet Institute, September 2021.
- Yunkang Yang, Matt Hindman, & Trevor Davis, "Visual misinformation on Facebook," Center for Informed Democracy and Social-cybersecurity Conference, July 2021.
- Yunkang Yang & Ryan Skorupski, "Automatic detection of sources and quote in news articles," 7th International Conference on Computational Social Science, July 2021.
- Yunkang Yang, Matt Hindman, & Trevor Davis, "Visual misinformation and polarization on Facebook," International Communication Association Convention, May 2021.
- Josephine Lukito, Sang Jung Kim, & Yunkang Yang, "Studying a conspiratorial surrogate community: QAnon across multiple platforms," Social Science Research Council workshop: The Conservative Dilemma, May 2021.
- 2020 Yunkang Yang, "Beyond partisan media: Radical right media and organizational hybridity," International Communication Association Convention, Gold Coast, Australia, May 2020.
- 2019 Yunkang Yang, "Radical right media as hybrid organizations," Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2019.
- 2018 Yunkang Yang, "Partisan media or political organizations? Rethinking right-wing media in the age of fake news," American Political Science Association Annual Meeting, Boston, USA, August 2018.
- Yuqiong Zhou & Yunkang Yang, "Mapping contentious discourse in China: Activist' discursive strategies and their coordination with media," International Communication Association Convention, Prague, Czech Republic, May 2018.

Conferences (continued)

- 2017 Yunkang Yang & Tan Zhao, "Can migrant peasants workers help China achieve democracy?" National Communication Association Convention, Dallas, USA, November 2017.
- Yunkang Yang & Yuan Hsiao, "Commitment in the cloud? Social media participation in the Sunflower Movement," International Communication Association Convention, San Diego, USA, May 2017.
- Yunkang Yang, "Social media and political campaigns: Do populist candidates recognize their supporters?" International Communication Association Convention, San Diego, USA, May 2017.
- Lance W. Bennett, Alexandra Segerberg & Yunkang Yang, "The strength of peripheral networks: The flow of ideas from crowds into society," International Communication Association Convention, San Diego, USA, May 2017.
- 2016 Yunkang Yang, "How large-scale protests succeed in China: The story of issue opportunity structure, social media, and violence," National Communication Association Convention, Philadelphia, USA, November 2016.
- Yuqiong Zhou & Yunkang Yang, "Becoming collective action experts: Parsing activists' media and discourse strategies in China," Association for Education in Journalism and Mass Communication Annual Convention, Minneapolis, USA, August 2016.
- Lance W. Bennett, Alexandra Segerberg & Yunkang Yang, "Voice, technology, and impact" workshop, University of Washington, Seattle, USA, May 2016.
- Yunkang Yang, "Local publics in the making: How different publics emerge in the Seattle city council meetings," Western State Communication Association Annual Conference, San Diego, USA, February 2016.
- Yuqiong Zhou & Yunkang Yang, "Media and discourse strategies in China's social contentions: A comparative study on land requisition and environmental collective actions in the digital age," The 9th Visiting Scholar's Workshop on "Communication Technologies and New Media Events", School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong, January 2016.
- 2015 Yunkang Yang, "Unveiling the Backstage Pas De Deux: How do ENGOs and Protesters in China Empower Each Other," Association for Chinese Communication Studies; National Communication Association 101th Annual Conference, Las Vegas, USA, November 2015.
- Yunkang Yang, "Neoliberalism and Cultural Discourse: What Is Missing in Neo-liberalization in China?" Intercultural Division, International Communication Association 65th Convention, Puerto Rico, USA, May 2015.
- 2014 Yunkang Yang, "The Story of Environment, Social Media and Violence: How Large Protests Succeed in China," Association for Chinese Communication Studies, National Communication Association 100th Annual Conference, Chicago, USA, November 2014.