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Department of Communication

Cornell University

Ithaca NY

Appointments

- 2021 – now **Postdoctoral Associate**
Department of Communication
Cornell University, USA
- 2009 – 2010 **Reporter**
Vietnam Financial Review, Vietnam

Education

Formal Training

- 2014 – 2021 **PhD in Mass Communication**, University of Wisconsin-Madison, USA.
Minor in Educational Psychology, Quantitative Methodology
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 Women's 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

- 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](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7345156/).
Roles: Research leadership, Project manager.

- 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 Women’s University, South Korea
- Roles: Research Assistant (5 Projects).**

Awards & Honors

- 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 Women's 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

- 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


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). 





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 Proceedings

- 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

- 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

- 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

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

- 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

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

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 AAAI 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

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

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

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