Chau Tong, Ph.D.

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School of Journalism
University of Missouri
Columbia MO

Academic Appointments

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

Education

Training

2014 – 2021   **PhD in Mass Communications**, University of Wisconsin-Madison, USA.
Minor in Educational Psychology

2011 – 2013   **M.A. in Communication**, Ewha Womans University, South Korea.

2005 – 2009   **B.A. in English**, Hanoi College of Foreign Language, Vietnam.

Certifications

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

External Funding & Research Activities

2024 –   "Vaccine Providers' Perceptions and Adoption of Generative Artificial Intelligence In Tailoring Vaccine Promotion Materials".
PI/co-PIs: Bautista, R., Luisi, M., **Tong, C**.
Funder: Clinical and Translational Research Funding Program. *Washington University in St. Louis.*
Award status: Submitted.
Roles: Co-Investigator.

2023 –   "Search Engines and Technological Implications in Deeply Polarized Political Contexts".
PI: **Tong, C**.
Funder: MU Research Council Grants Program. *University of Missouri.*
Award status: Submitted (Unfunded).
Roles: Primary Investigator.

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: Collaborator, Postdoctoral fellow.

2021 – 2023   "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

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

Manuscripts Under Review/Work-In-Progress

Under Review

- Navigating the "search space": Digital algorithmic knowledge gaps and the use of online search engines for political information. *Journal of Applied Communication Research.*

- Exploring the relationship between political ideology and confirmation bias in Web Search: A study of partisan information seeking tendencies. *Communication and The Public.*
- Unite or divide? Biased search queries and Google Search results in polarized politics. *ACM Web Sciences 2025 Conference.*

Work-In-Progress

- Political information supply in low-quality pink slime media networks in the US from 2021-2023: The prominence of national vs. local politicians.
- Health communication and AI in Nursing: Comparative analysis of Generative AI tool perceptions among Nursing faculty, practitioners, and students.
- Searching for BLM: Search behavior and Google results during the 2020 Black Lives Matter protests.

Publications

Peer-reviewed Papers

2025   **Tong, C**., Margolin, D., Niederdeppe, J., Chunara, R., Liu, J., Jih-Vieira, L., & King, A (forthcoming). Colorectal Cancer Racial Equity Post Volume, Content, and Exposure: An Observational Study Using Twitter (now X) Data. *Journal of Medical Internet Research.* doi:10.2196/63864.

2024   Shea, A., Bazarova, N., Hui, Winice., Margolin, D., Omapang, A., Cho, J.Y., Ginsparg, M., Kizilcec, R., **Tong, C**.. Beyond Ad hominem Attacks: A Typology of the Discursive Tactics Used When Objecting to News Commentary on Social Media. Revise & Resubmit. *PlosOne.*

2024   Liu, J., Niederdeppe, J., **Tong, C**., Margolin, D., Chunara, R., Smith, T., & King, A. Associations between News Coverage, Social Media Discussions, and Search Trends about Celebrity Deaths, Screening, and Other Colorectal Cancer-related Events. *Preventive Medicine.* doi:10.1016/j.ypmed.2024.108022.

2023   King, A, Dunbar, N., Margolin, D., Chunara, R., **Tong, C**., Jih-Vieira, L., Matsen, C. B., & Niederdeppe, J. Global Prevalence and Content of Information about Alcohol Use as a Cancer Risk Factor on Twitter. *Preventive Medicine.* doi:10.1016/j.ypmed.2023.107728.

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.

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.

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.

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.

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.

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.

Editorially Reviewed Letters

2023　　King, A., 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*. doi:10.1016/j.jacr.2023.06.045. 37838186.

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

2024　　King, A., Chen, T., Wicke, R., Tong, C., Margolin, D., Chunara, R., Kanrar, R., Nettleton, R., and Niederdeppe, J. Understanding colorectal cancer screening message preferences of black Americans: Results from a crowdsourced Wiki survey. *Paper accepted to present at the American Public Health Association Annual Meeting 2024, Minneapolis.*

2024　　Massey, Z., Tong, C., Zhang, T., Wexell, K., Kumar, T.M.R., Li, Y. Reactions to cannabis health warnings as outcomes and predictors: Mixed method results from a national experiment with people who use cannabis. *Paper accepted to present at the American Public Health Association Annual Meeting 2024, Minneapolis.*

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 ColorectalCancer 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.*

Invited Talks & Presentations

2024   Kiesow, D., Yves, J., Haithcoat, T., Shyu, C.R., **Tong, C**., Jenkins, J., Mathews, N., Khanom, A., Babel, A., Pitcht, R. Computational Methods in Mapping Critical Information Needs. *Local Journalism Researchers Workshop in Durham NC*. March 24-26, 2024

2024   **Tong, C**. Using Data Science Skills for Social Impact: Computational Social Science. *Data Science & Analytics Executive Week MU Institute for Data Science & Informatics.* March 20 2024.

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

Graduate

Spring 2024 – Fall 2024 **Introduction to Natural Language Processing with Generative AI: Exploring ChatGPT and LLM**
Instructor
MU Institute for Data Science & Informatics

Fall 2023 –
Fall 2024
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

Academic & Professional Services

University Services

- Undergraduate Program Outcomes Assessment Committee (Missouri School of Journalism) (from Fall 2023)
- Education Committee (MU IDSI Ph.D. in Informatics) (from Fall 2024)

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