

# Yuyang Liang

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## Education

**Michigan State University**                      **Ph.D., Information and Media**

East Lansing, MI

**University of Michigan**                      **M.S., Survey Methodology**

Ann Arbor, MI

**Peking University**                      **B.A., Advertising & B.S., Statistics**

Beijing, China

## Research and Work Experience

**2021.1 –**                                      **Postdoctoral Fellow**

HEC Montréal

Focus: Computer-supported knowledge sharing and collaboration, enterprise social media, computational social science, statistical modeling, and network analysis

**2015.7 – 2020.12**                              **Research Assistant**

Michigan State University

**2019.6 – 2019.9**                              **Intern**

Airbnb

**2011.9 – 2015.4**                              **Research Assistant**

University of Michigan

**2012.5 – 2012.8**                              **Intern**

Altarum Institute

## Publications

- 2021** Wietske van Osch, Leticia Cherchiglia, Elisavet Averkiadi, **Yuyang Liang**. “**Enterprise Social Media Use in Classroom Team Projects: a Mixed-Methods Exploration of the Effects of Affordances on Team Productivity and Use**”. In Proceedings of the 23<sup>rd</sup> HCI International Conference (HCII).
- 2020** **Yuyang Liang**. “**Toward a Sustainable Online Q&A Community via Design Decisions Based on Individuals’ Expertise: Evidence from Simulations**”. Dissertation.
- Elisavet Averkiadi, Wietske van Osch, **Yuyang Liang**. “**Investigating Linguistic Indicators of Generative Content in Enterprise Social Media**”. In Proceedings of the 22<sup>nd</sup> HCI International Conference (HCII).
- Young Anna Argyris, Aziz Muqaddam, **Yuyang Liang**. “**The Role of Flow in Dissemination of Recommendations for Hedonic Products in User-Generated Review Websites**”. International Journal of Human–Computer Interaction, 36(3), 271-284.
- 2019** **Yuyang Liang**, Josh Introne. “**Social Roles, Interactions and Community Sustainability: A Resource-based Perspective**”. In Proceedings of the 52<sup>nd</sup> Hawaii International Conference on System Sciences (HICSS).
- 2018** **Yuyang Liang**, Young Lee-Argyris, Aziz Muqaddam. “**Changing Brand Attitudes through Influencer Marketing**”. In Proceedings of the 24<sup>th</sup> Americas Conference on Information Systems (ACMIS).
- 2017** **Yuyang Liang**. “**Knowledge Sharing in Online Discussion Threads: What Predicts the Ratings?**”. In Proceedings of the 20<sup>th</sup> ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).

## Fellowships and Awards

<b>2019.01</b>	<b>Dissertation Completion Fellowship</b> College of Communication Arts and Sciences Michigan State University
<b>2018.04</b>	<b>Summer Research Fellowship</b> College of Communication Arts and Sciences Michigan State University
<b>2018.06</b>	<b>Travel Fellowship</b> Department of Media and Information
<b>2016.12</b>	Michigan State University
<b>2016.11</b>	<b>Best Junior Doctoral Student Research</b> 2016 Information and Media Annual PhD Research Symposium Michigan State University

## Teaching and Community Services

<b>Teaching Assistant</b>	ADV 342: Account Planning & Research (Spring 2019) Michigan State University ADV 350: Media Planning (Fall 2018, Fall 2019) MI 250: Introduction to Applied Programming (Fall 2017) MI 201: Introduction to Media & Information Technology (Spring 2016, Fall 2017)
<b>Reviewer</b>	The European Conference on Information Systems (ECIS) 2018, 2019, 2020 The Americas Conference on Information Systems (ACIS) 2018 The International Conference on Information Systems (ICIS) 2018

## Technical Skills

Data Analysis: R, SAS, SPSS  
Language: Python, SQL, C++, HTML, CSS, LaTeX  
Graphics & Design: Adobe Creative Suite  
Platform: Windows, Linux

## References

**Wietske van Osch,**  
**Ph.D.**

Associate Professor

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