

Yuhan Li

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Education	University of Michigan , Ann Arbor, MI Ph.D. in Communication and Media Dissertation Committee: Hang Lu (Advisor), Sol Hart, Yanna Krupnikov, Andras Molnar	2023 - present
	Tsinghua University , Beijing, China M.A. with Distinction, Communication Certificate in Big Data Analytics	2020 - 2023
	Wuhan University , Wuhan, China B.A. with Distinction, Journalism and Communication	2016 - 2020
Peer-reviewed Publications	Li, Y. , Lu, H. (2026) Perceived legitimacy matters: Building public trust and acceptance of AI-generated news images through strategic AI disclosure. <i>Journalism & Mass Communication Quarterly</i> . • Top Student Paper Award in Risk Communication Specialty Group at Society for Risk Analysis Annual Conference 2025 [Link]	
	Li, Y. , Zhang, A., Lu, H. (2026) Stitching, dueting, and playing with science on TikTok: An AI-powered multimodal framework to capture and analyze interactive science videos and audience engagement. <i>Computational Communication Research</i> , 8(4), 1-29. [Replication]	
	Li, Y. , Lu, H., Yu, C. (2026) Navigating intersectional expectations: A computational multimodal analysis of the effects of identities and communication styles on public engagement with science on social media. <i>Information, Communication & Society</i> , online first. [Appendix]	
	Guo, Y., Lin, C., Li, Y. (2026) Does Trending across Platforms Popularize Political Topics? A Cross-Platform Spillover Framework of Public Attention. <i>Information, Communication & Society</i> , online first. [Appendix]	
	Guo, Y., Li, Y. , Yang, T. (2025). Civilizing social media: The effect of geolocation on the incivility of news comments. <i>New Media & Society</i> , 27(5), 2996-3016. [Replication]	
	Li, Y. , Yu, B., Dai, J. (2024). “Climate change” or “global warming”? The (un)politicization of climate in Chinese social media platform. <i>Environmental</i>	

Communication, 18(7), 927-944. [\[Appendix\]](#)

- **Top Student Paper** in Environmental Communication Division at ICA 2022 Annual Conference

Research Grants	Chair's Graduate Student Research Grant \$2400	2025
	Science & Environmental Communication Research Grant \$1250	2025
	Rackham Student Research Pre-Candidate Grant \$1500	2024
	Winthrop B. Chamberlain Scholarship for Graduate Research \$3000	2024

Awards & Honors	• Society for Risk Analysis Annual Conference, Risk Communication Specialty Group, Top Student Paper Award (first-authored) (\$500)	2025
	• Society for Risk Analysis, Student Merit Travel Award (\$450)	2025
	• University of Michigan, ISR-Rackham Summer Training Award	2025
	• Top Student Paper Award (first-authored), ICA Environmental Communication Division	2022
	• Tsinghua University, Outstanding Graduate Student	2023
	• Tsinghua University, The Honor Thesis of Master's Student	2023
	• Tsinghua University, Big Data Research RONG Scholarship	2023
	• Tsinghua University, Excellent Academic Scholarship	2021-22
	• Wuhan University, Outstanding Undergraduate Student	2020
	• Wuhan University, The Honor Thesis of Undergraduate	2020
	• Wuhan University, Academic Excellence Scholarship	2017-19

Teaching Experiences	Graduate Student Instructor	
	COMM 341: Fashion and Media (75 students)	
	Course Instructor: Dr. Jimmy Draper	Fall 2026
	COMM 343: Public Relations (75 students)	
	Course Instructor: Dr. Henry Seeger	Winter 2026
	COMM 230: Principles of Advertising (75 students)	
	Course Instructor: Dr. Henry Seeger	Fall 2025
	COMM 345: Communicating Science, Health, & Environment	
	Course Instructor: Dr. Hang Lu	Winter 2025, Summer 2026
	COMM 102: Media Processes and Effects (75 students)	
	Course Instructor: Prof. Sol Hart	Fall 2024

**Selected
Conference
Presentation**

Li, Y., Lu, H. (2025). Using AI-generated images to communicate risks: Building public trust and acceptance of AI in journalism through strategic AI disclosure. Presented at *the 2025 Society for Risk Analysis Annual Meeting*, Washington D.C., USA.

- **Top Student Paper Award**, Risk Communication Specialty Group

Li, Y., Lu, H., Yu, C. (2025). When the science communicator is a woman of color: A computational multimodal analysis of the effects of identities and communication styles on public engagement with science on TikTok. Presented at *International Communication Association's (ICA) 75th Annual Conference*, Denver, Colorado, USA.

Li, Y., Wang, Y. (2024). The spiral of political incivility: Mapping interplay between incivility and user engagement on TikTok. Presented at *International Communication Association's (ICA) 74th Annual Conference*, Gold Coast, Australia.

Guo, Y., **Li, Y.** (2024). Topic resonance between platforms: The cross-platform effect on the visibility of social media trending topics. Presented at *International Communication Association's (ICA) 74th Annual Conference*, Gold Coast, Australia.

Guo, Y., **Li, Y.**, Yang, T. (2024). Civilizing social media on the Chinese Internet: The effect of geolocation on the incivility of news comments. Presented at *International Communication Association's (ICA) 74th Annual Conference*, Gold Coast, Australia.

Li, Y. (2022). "Talking to themselves": How the politicization of climate change leads to polarized and disconnected individuals in post-video discussions. Presented at *8th International Conference on Computational Social Science (IC²S²)*, Chicago, IL

Li, Y., Yu, B. (2022). How the Chinese government politicizing climate discussions by using "climate change" rather than "global warming". Presented at *International Communication Association's (ICA) 72nd Annual Conference*, Paris, France.

- **Top Student Paper** in Environmental Communication Division

**Academic
Service**

Reviewers for Peer-reviewed Journals

Information, Communication & Society, 2026

Computational Communication Research, 2026

Digital Journalism, 2026

Journal of Environmental Studies and Sciences, 2025

New Media & Society, 2024

Coordinating the Political Communication Working Group at U-M
University of Michigan, Sep 2024 - Apr 2027

Academic Training	Inter-university Consortium for Political and Social Research (ICPSR)	
	University of Michigan, Ann Arbor, MI	2022, 2025
	Course Training: Structural Equation Models with Latent Variables, Panel Data and Longitudinal Analysis, Bayesian Modeling, Causal Inference for Social Sciences, Social Networks.	
Research Experience	Politics and the Internet	2022
	Research Assistant to Data and Governance Research Center, Tsinghua University	
	Media Literacy in the Discussions of Climate Change	2021
	Research Assistant to Prof. Jia Dai, Tsinghua University	
Working Experience	Microsoft Research Asia	Beijing, China
	Communication and Marketing Intern	Jan-Jun, 2019
	Phoenix New Media Ltd. - ifeng.com	Wuhan, China
	Info-graphic Design Intern	Jan-Jul, 2018
Skills	• <i>Programming Languages:</i> Python, R, Stata. • <i>Research Methods:</i> Natural Language Processing, Machine Learning, Web Scrapping, Social Network Analysis. • <i>Software & Packages:</i> SPSS, Gephi, L^AT_EX. • <i>Language:</i> Mandarin Chinese (native), English (Fluent).	