

ALVIN ZHOU

Computational Social Science ∪ Strategic Communication

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Appointments

- 2022+ Assistant Professor (Tenure Track), [The Hubbard School, University of Minnesota](#)
Faculty Affiliate, [School of Statistics](#)
Lab Affiliate, [Minnesota Computational Advertising Lab \(MCAL\)](#)

Education

- 2022 Ph.D. in Communication, The Annenberg School, University of Pennsylvania
2020 M.A. in Statistics and Data Science, The Wharton School, University of Pennsylvania
2019 M.A. in Communication, The Annenberg School, University of Pennsylvania
2017 M.A. in Strategic Public Relations, The Annenberg School, University of Southern California
2015 B.Eng. in Mechanical Engineering, Tsinghua University
2015 B.A. in Journalism, Tsinghua University

Representative Publications

- [5] **Zhou, A.**, Liu, W., & Yang, A. (Under Review). Playing politics or straight talk of science?: Comparing politicization of COVID-19 vaccines by U.S. politicians, medical experts, and government agencies on social media. [\[preprint\]](#)
- [4] **Zhou, A.**, & Xu, S. (2021). Digital public relations through the lens of affordances: A conceptual expansion of the dialogic principles. *Journal of Public Relations Research*, 33(6), 445-463. [\[doi\]](#)
- [3] **Zhou, A.**, & Yang, A. (2021). The longitudinal dimension of social-mediated movements: Hidden brokerage and the unsung tales of movement spilloverers. *Social Media + Society*, 7(3), 205630512111047545. [\[doi\]](#)
- [2] **Zhou, A.** (2021). Communicating corporate LGBTQ advocacy: A computational comparison of the global CSR discourse. *Public Relations Review*, 47(4), 102061. [\[doi\]](#)
- [1] Jaidka, K., **Zhou, A.**, & Lelkes, Y. (2019). Brevity is the soul of Twitter: The constraint affordance and political discussion. *Journal of Communication*, 69(4), 345-372. [\[doi\]](#)

Selected Awards and Honors

- 2022 Top Faculty Paper Award, 1st Place, Public Relations Division, AEJMC
2020 PRIDE Article of the Year Award, Public Relations Division, NCA
2020 Page Legacy Scholar, The Arthur W. Page Center
2019 Robert Heath Award, Public Relations Division, ICA
2019 Top Faculty Paper Award, 1st Place, Public Relations Division, ICA
2017 Director's Award for Excellence, University of Southern California

Teaching

- 2022+ JOUR 3275, Digital Strategy in Strategic Communication, University of Minnesota
2021 COMM 125, Introduction to Communication Behavior, University of Pennsylvania
2020 COMM 313, Computational Text Analysis, University of Pennsylvania
2019 COMM 226, Intro to Political Communication, University of Pennsylvania
2019 COMM 407, Social Networks, University of Pennsylvania