

# Y. Jasmine Wu

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## EMPLOYMENT

2023 Postdoctoral Researcher, The Wharton School of the University of Pennsylvania  
Wharton People Analytics. Faculty mentor: Matthew Bidwell

## EDUCATION

Ph.D. Media, Technology, and Society, Northwestern University, 2023  
Dissertation Committee: Noshir Contractor (Chair), Leslie DeChurch, Yu Xu, Paul Leonardi

M.S. Statistics, Northwestern University, 2023

M.A. Media, Technology, and Society, Northwestern University, 2021  
Committee: Noshir Contractor (Chair), Leslie DeChurch, Sameer Srivastava

B.S. Information Science, Communication, *magna cum laude*, Cornell University, 2019

## RESEARCH AREAS

Organization science: People analytics, network churn, technology management, teams, remote and hybrid work

Social network analysis: Exponential Random Graph Models, Stochastic Actor-Oriented Models

Computational social science methods: Natural language processing, neural networks

## PUBLICATIONS

### Journal Articles

- 2023 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. Information sharing in a hybrid workplace: understanding the role of ease-of-use perceptions of communication technologies in advice-seeking relationship maintenance. *Journal of Computer-Mediated Communication*, 28(4). doi:10.1093/jcmc/zmado25.
- 2022 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Diversity, networks, and innovation: A text analytic approach to measuring expertise diversity. *Network Science*, 1-29. doi:10.1017/nws.2022.34.
- 2021 **Wu, Y. J.**, Antone, B., Srinivas, A., DeChurch, L. A., & Contractor, N. S. Teamwork in the time of COVID-19: Creating, dissolving, and reactivating network ties in response to a crisis. *Journal of Applied Psychology*, 106, (10), 1483–1492. doi:10.1037/apl0000969.

## CONFERENCE ACTIVITY

### Sessions Organized

- 2022 “WiNS & Diversity NetSci 2022 Satellite” NetSci Conference. Virtual. July 13-14th.
- 2022 “The Next Normal for Work: Reconfiguring Hybrid Work and Teams at Workplace.” Society for Industrial and Organizational Psychology. Seattle, U.S. April 29th.
- 2021 “Near Future of Work 2021: Supporting Digital and Remote Collaboration”. Companion workshop of the 13th ACM Web Science Conference. Virtual. June 22nd.

### Conference Presentations<sup>1</sup>

- 2023 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. Misalignment in technology perception predicts advice tie dissolution. *Presented at the annual conference of Academy of Management (AoM)*, Boston, MA.
- 2022 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. How does hybrid work work? Effects of perceptions of technology on advice tie dissolution in the transition to hybrid work. *Presented at the 8th International Conference of Computational Social Science (IC2S2)*, Chicago, IL.
- 2022 **Wu, Y. J.**, Gao, B., DeChurch, L. A., & Contractor, N. S. What fosters trust? Effect of perceived proximity and serendipitous encounters on trust network during hybrid work. *Presented at the Sunbelt Conference of the International Network for Social Network Analysis (INSNA)*, Cairns, Australia.
- 2022 Zhu, M., **Wu, Y. J.**, Lin, L., DeChurch, L. A., & Contractor, N. S. Reimagining relational inertia: The dynamics of communication patterns in response to an exogenous crisis. *Presented at the 72nd Annual Conference of the International Communication Association (ICA)*, Paris, France.
- 2022 **Wu, Y. J.**, Agur, C., Rabindra, R., Sundar, S. S., Ang, P. H., Jone, S., Ellison, N., & Contractor, N. S. (2022, May). One association, many networks: ICA, membership, and identity in the field of communication. *Presented at the 72nd Annual Conference of the International Communication Association (ICA)*, Paris, France.
- 2021 **Wu, Y. J.**, Zhu, M., DeChurch, L. A., & Contractor, N. S. Stepping into the next normal: Network broadening and deepening in an organization during a crisis *Presented at the 34th Annual Organizational Communication Mini Conference (OCMC)*.
- 2021 **Wu, Y. J.**, Srinivas, A.\*, Antone, B., DeChurch, L. A., & Contractor, N. S. Social network churn within and between teams in times of COVID-19. *Presented at the Third North American Social Networks Conference (NASN)*.
- 2020 Antone, B., **Wu, Y. J.**, Chan, C., Li, H., Xu, Y., Lane, J. N., DeChurch, L. A., Leonardi, P. M., & Contractor, N. S. Teaming in the time of Covid: Reconfiguration of workplace communication networks. *Presented at the Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting*.
- 2020 **Wu, Y. J.**, Antone, B., Chan, C., DeChurch, L. A., & Contractor, N. S. Status difference and network mobilization in organizations in times of COVID-19. *Poster presented at the Organizational Communication Mini-Conference (OCMC)*.

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<sup>1</sup>Presenting author *italicized* if other than first author. \* indicates supervised mentee.

- 2020 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Text and network: Mapping changes in the expertise diversity of patent teams. *Presented at the Virtual Sunbelt Conference of the International Network for Social Network Analysis (INSNA)*.
- 2020 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Mapping changes in the expertise diversity of patent teams over the past four decades. *Presented at the 11th Annual International Science of Team Science (SciTS) Virtual Conference*.
- 2020 **Wu, Y. J.** Leveraging co-authorship network to understand research performance in Communication. *Paper presented at the 70th Annual Conference of the International Communication Association (ICA)*, virtual. **Top Student Paper Award**, Communication and Technology Division.
- 2019 **Wu, Y. J.**, Chan, C., Jin, C., McLeod, P., & Williams, M. Effects of avatar gender on negotiation in an immersive virtual environment. *Paper presented at the 105th Annual Conference of the National Communication Association (NCA)*, Baltimore, MD. **Top Student Paper Award**, Group Communication Division.
- 2018 **Wu, Y. J.**, Chan, C., Jin, C., McLeod, P., & Williams, M. Extended Abstract: Effects of avatar gender on negotiation strategy and outcomes in an immersive virtual environment. *Presented at the 68th Annual Conference of the International Communication Association (ICA)*, Prague, Czech Republic.

## INVITED TALKS

- 2023 Northwestern Institute on Complex Systems (NICO), lightning talk session
- 2023 Rutgers University, Department of Communication, Social Networks Seminar
- 2022 University of Illinois Urbana-Champaign, Department of Communication
- 2022 Chinese University of Hong Kong Business School, Department of Management
- 2022 Chinese University of Hong Kong (Shenzhen), School of Management and Economics
- 2022 University of Pennsylvania, Digital Media, Networks, and Political Communication Group (DimeNet)

## GRANTS AND AWARDS

### Awards and Honors

- 2022 INSNA Student Travel Award
- 2022 SIOP Student Travel Award
- 2020 Top Student Paper Award, Communication and Technology Division, International Communication Association
- 2019 Top Student Paper Award, Group Communication Division, National Communication Association
- 2019 Anson H. Rowe Award, Cornell University

### Grants and Fellowships

- 2023 Wallace R. Bornhoeft Graduate Fellowship

- 2019, 22 MTS Conference Travel Grant
- 2019, 22 Northwestern University The Graduate School Travel Grant
- 2019, 22 Department of Communication Studies Travel Grant
- 2018 Undergraduate Summer Research Grant
- 2018 Ann S. and Robert R. Morley Student Research Fund

## **OTHER RESEARCH EXPERIENCES**

- 2016-19 Group and Interpersonal Communication Lab, Cornell University. PI: Poppy McLeod
- 2017-19 Virtual Embodiment Lab, Cornell University. PI: Andrea Won
- 2018 Social Dynamics Lab, Cornell University. PI: Michael Macy
- 2018 Virtual Human Interaction Lab, Stanford University. PI: Jeremy Bailenson

## **TEACHING<sup>2</sup>**

### **Northwestern University**

COMM\_ST 295: Social Capital and Networks. Spring 2022.

COMM\_ST 159: Computing Everywhere. Winter 2022.

IEMS 441/MTS 525\*: Social Network Analysis. Instructor: Noshir Contractor. Fall 2021.

MSC 492\*. Understanding & Leveraging Organizational Social Networks. Instructor: Noshir Contractor. Spring 2020, 2021.

IEMS 341/COMM\_ST 352\*: Social Network Analysis. Instructor: Noshir Contractor. Spring 2021.

IEMS 341/COMM\_ST 352/COMP\_SCI 396\*: Social Network Analysis. Instructor: Noshir Contractor. Winter 2022.

### **Northwestern Kellogg School of Management**

Kellogg Foundations Program\*. "Leveraging and Learning from Networks." Instructor: Noshir Contractor. May 18, 2022.

### **Cornell University**

PSYCH 2580/HD 2580/ILRLR 2580/SOC 2580\*: Six Pretty Good Books: Explorations in Social Science. Instructors: Michael Macy & Stephen Ceci. Fall 2018.

COMM 2820\*: Research Methods in Communication. Instructor: Natalie Bazarova. Fall 2017.

ECOM 2040/SOC 2090/CS 2850/INFO SCI 2040\*: Networks. Instructors: Jon Kleinberg & David Easley. Fall 2017.

### **HEC Paris**

Executive MBA Shift Major Reinventing organizations in a "post"-covid world: Managing and Motivating remote, multicultural, diverse, and artificially augmented organizations\*. "Understanding and Enabling Teamwork Using People Analytics." Instructor: Noshir Contractor. Jan 25, 2022.

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<sup>2</sup> \* indicates teaching assistant.

## **University of Science and Technology of China**

COMM641IP\*: Social Network Analysis. Instructor: Noshir Contractor. Spring 2022.

## **MENTORING**

### **Master Students**

Yun Teng. Master of Science in Computer Science, Northwestern U. 2021-2022

Ziyue Xu. Master of Science in Analytics, Northwestern U. 2021

### **Undergraduate Students**

Xamantha Laos Cueva. Computer Science, Northwestern U. 2023

Julia Chu. Communication Studies & Computer Science, Northwestern U. 2023

Carli Kelley. Communication Studies & Statistics, Northwestern U. 2023

Jessica Cheng. Communication Studies & Computer Science & Economics, Northwestern U. 2022-2023

Derex Wangmang. Computer Science, Northwestern U. 2022

Yining Huang. Computer Science & Statistics, Northwestern University. 2021-2022

Bill Gao. Mathematical Methods in the Social Sciences & Economics, Northwestern U. 2021-2022

Rohil Bahl. Computer Science, Northwestern U. 2021

Ahan Sahu. Industrial Engineering and Management Science, Northwestern U. 2021

Arshya Srinivas. Industrial Engineering and Management Science, Northwestern U. 2020

### **High School Student**

Nikola Bilaver. Jones College Prep High School. 2020

## **SERVICE**

### **Service to Field**

Ad Hoc Reviewer for *(Computer-Supported Cooperative Work (CSCW))*, 2023

Ad Hoc Reviewer for *Management Communication Quarterly*, 2023

Ad Hoc Reviewer for *Journal of Social Computing*, 2023

Reviewer, Academy of Management, 2023

Reviewer, Society for Industrial and Organizational Psychology, 2023

Ad Hoc Reviewer for *Association for the Advancement of Artificial Intelligence (AAAI)*, 2022

Ad Hoc Reviewer for *Academy of Management Discoveries (AMD)*, 2022

Tech Squad Student Volunteer Team Coordinator, International Communication Association, 2022

Reviewer, International Communication Association, 2019–23

**Service to Department**

Strategic and Organizational Communication Module Fellow, Department of Communication Studies,  
Northwestern University, 2022

MTSB Recruitment weekend, student organizer, 2020

**MEMBERSHIPS**

Academy of Management (AoM)

International Network for Social Network Analysis (INSNA)

Society for Industrial and Organizational Psychology (SIOP)

International Communication Association (ICA)

National Communication Association (NCA)

Women in Network Science (WiNS)

Updated September 2023