

MAGGIE MENGQING ZHANG

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WORK EXPERIENCE	McIntire School of Commerce, University of Virginia <i>Postdoctoral Research Associate</i> Information Technology and Innovation Area	Charlottesville, VA Apr 2025 - Now
EDUCATION	University of Illinois at Urbana-Champaign <i>Ph.D. in Communication</i> <i>Minor in Statistics</i>	Champaign, IL Mar 2025
	University of Illinois at Urbana-Champaign <i>Master in Computer Science</i>	Champaign, IL Aug 2024
	Chinese University of Hong Kong <i>M.Phil. in Communication</i>	Hong Kong Jul 2020
	Tsinghua University <i>B.A. in Journalism</i>	Beijing, China Jul 2018
RESEARCH INTEREST	Focus: Social Media, Online Platforms, AI Methodology: Econometrics, Machine Learning, Text Mining, Experiments	
SELECTED PUBLICATIONS	<ol style="list-style-type: none">Yang Gao, Maggie Zhang, and Mikhail Lysyakov (2025). Does Social Bot Help Socialize? Evidence from a Microblogging Platform. <i>Information Systems Research</i>. Available online. (UTD24, FT50)<ul style="list-style-type: none">Media Mention: INFORMS News Releases; EurekAlert!; TechXploreYang Gao, Maggie Zhang, and Huaxia Rui (2025). Can Crowdchecking Curb Misinformation? Evidence from Community Notes. <i>Information Systems Research</i>. Available online. (UTD24, FT50)<ul style="list-style-type: none">Media Mention: The Atlantic; America Magazine; The Conversation; MSN; MIT Technology Review; Al Jazeera; Crusoe; El Tiempo Latino	
PAPERS UNDER REVIEW	<ol style="list-style-type: none">Maggie Zhang, Yang Gao, Jingjing Li, and Steven L. Johnson. When Influencers Delegate Replies: How Social AI Agents Shape User Engagement. Under Review. Conditionally Accepted at <i>Information Systems Research</i>. Available on SSRN (UTD24)	
CONFERENCES	Does Social Bot Help Socialize? Evidence from a Microblogging Platform – Presented at 2025 Artificial Intelligence in Management (AIM) Conference When Influencers Delegate Replies: How Social AI Agents Shape User Engagement 🏆 Finalist for Best Presentation Competition (Junior Scholars) Award at 2025 OSU Fisher AI in Business Conference – Presented at 3rd Annual Business & Generative AI Conference at Wharton	
TEACHING	University of Illinois at Urbana-Champaign Independent Instructor for <i>Social Media Analytics</i> (Undergraduate & Graduate) Spring 2023	
	University of Illinois at Urbana-Champaign Teaching Assistant for <i>Data Storytelling</i> (Undergraduate)	Fall 2021, Spring 2022
	Chinese University of Hong Kong Teaching Assistant for <i>Digital Research</i> (Graduate)	Spring 2020

INVITED TALK	<ul style="list-style-type: none"> • Can Crowdchecking Curb Misinformation? Evidence from Community Notes Research Seminar, University of Texas at Austin, Online Feb 2026 • When Influencers Delegate Replies: How Social AI Agents Shape User Engagement Research Seminar, Technical University of Munich, Online May 2026
AWARDS	<ul style="list-style-type: none"> • Lynne Blanton Travel Scholarship, University of Illinois Urbana-Champaign 2024 • Top Paper Award, AEJMC, Communication Technology Division 2024 • Lynne Blanton Travel Fund Award, University of Illinois Urbana-Champaign 2023 • James Webb Young Travel Fund Award, University of Illinois Urbana-Champaign 2023 • Top Student Paper Award, ICA, Mass Communication Division 2019 • Thesis Award with Excellence, Tsinghua University 2018 • Sino Group Innovation Contribution Award, Tsinghua University 2018 • Renmin Scholarship, Tsinghua University 2017 • Undergraduate Academic Training Fellowship, Tsinghua University 2017 • Undergraduate Research Advance Fellowship, Tsinghua University 2016
GRANTS	<ul style="list-style-type: none"> • TYDE Small Grants for UVA Researchers, Co-PI, \$30,000 2025 • OpenAI Research Access Credits, PI, \$10,000 2024 • Direct Grant by The Chinese University of Hong Kong, Co-PI, \$6,260 2024 • Grant from Summer Institute in Computational Social Science, \$3,496 2021
SKILLS	<p>Programming & Scripting Language: Python</p> <p>Statistical Software: R, SQL, STATA, SPSS</p>
ACADEMIC SERVICES	<p>Journal Reviewer: <i>Information Systems Research</i></p> <p>Conference Service: <i>PACIS Reviewer 2025, HICSS Reviewer 2025</i></p> <p>Session Chair: <i>INFORMS Social Media Analytics</i></p>