

COMPUTATIONAL STRATEGIC COMMUNICATION: QUESTIONS AND DESIGNS LEAD TO DATA, NOT THE OTHER WAY AROUND!



SPEAKER
ALVIN ZHOU, PHD

MODERATOR
MARKOS MPADANES

**THURSDAY,
30TH NOVEMBER
16:00-17:00 CET**

The **EUNES Research Talks** are a newly developed online event format based on the expressed interests in the member survey earlier this year. At the premiere, the focus lies on computational social science methods and their application in our field. Therefore, we are delighted to have secured Prof. Alvin Zhou as the keynote speaker and Q&A respondent, one of the world's most up-and-coming researchers and prominent advocates of innovative and responsible use of computational methods in strategic communication. He is the initiator and guest co-editor of the forthcoming Special Issue of Public Relations Review on "Computational Strategic Communication Research in a Data-Driven World".

Alvin Zhou, Ph.D., is an Assistant Professor at the Hubbard School of Journalism and Mass Communication at the University of Minnesota. His research centers around computational social science and strategic communication. Specifically, he studies advertising, public relations, audience analytics, and the various ways digital technologies (e.g., artificial intelligence, platform design, mobile access, behavioral trace) are changing their industry practices and social implications. (<https://www.alvinyxz.com>)

Before earning his Ph.D. in Communication from UPenn Annenberg, Alvin Zhou obtained a data-intensive and methods-focused M.A. in Statistics and Data Science from the prestigious Wharton School of Business, as well as a second, theory- and practice-focused M.A. in Strategic Public Relations from the renowned USC Annenberg. As a graduate of this unique combination, he looks forward to answering our questions about the triad of Theory-Advancing, Research Practices, Potentials and Pitfalls, and Big Data Methods for Data Collection and Analysis after his keynote!