

Jeff T. Sheng

CONTACT INFORMATION

The University of Michigan
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RESEARCH INTERESTS

Information Science: Computational social science, social media, internet/technology studies.
Sociology: Social movements, culture, economic sociology, gender/sexualities, social psychology, organizations, qualitative methods, visual sociology.

APPOINTMENTS

University of Michigan, Ann Arbor, Michigan (current).
Assistant Professor, School of Information.
Faculty Affiliate, Department of Sociology.
Postdoctoral Fellow in the Michigan Society of Fellows (2021-2024).

EDUCATION

Stanford University, Stanford, California.
Ph.D., Sociology, with Ph.D. Minor in Computer Science, 2021.
Certificate in Computational Social Science, Institute for Research in the Social Sciences.
Dissertation: How the Internet and Online Interaction Strengthen Social Movements.
Committee: Shelley J. Correll (Advisor/committee chair),
Mark S. Granovetter, Sarah A. Soule, Tomás Jiménez,
Michael S. Bernstein (out-of-department referee).
M.S., Computer Science, 2020.
Dual-Depth Specialization in Artificial Intelligence and Human Computer Interaction.
M.A., Sociology, 2015.

University of California, Irvine, California.
M.F.A., Studio Art, Graduate Emphasis in Asian American Studies.

Harvard University, Cambridge, Massachusetts.
A.B., Visual and Environmental Studies, Magna cum Laude with Highest Honors.

CURRENT BOOK PROJECT

“Secrecy in Protest: The Power and Precarity of Digital Technologies in Underground Social Movements.” (Academic Press TBD, in submission process)

Theories of social movements have traditionally treated visibility and invisibility of social movements as static, not considering how secrecy and anonymity *can vary within* social movements and why such social psychological factors are important in our theories of collective behavior. In *Secrecy in Protest*, I contend that this variation of visibility is a key trait of certain movements that I call “underground social movements” and show how contemporary digital technologies can facilitate the creation and maintenance of such movements today. The research draws from two significant cases: the first examines LGBT social movements for inclusion in the United States military from 2009-2019, using observations and photography of over 150 service members and 60 in-depth interviews; the second focuses on the aftermath of the 2019-2020 Hong Kong protests through recent interviews and fieldwork in Taiwan, Hong Kong, the United Kingdom, the United States, Canada, and Australia of political exiles forced to leave Hong Kong or go into hiding due to their activism. These two cases show opposing ways underground movements can take shape and the ways protest visibility shifts dramatically within each movement; where mobilization, suppression, secrecy, and anonymity, are all significantly influenced by new digital technologies.

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| PEER-REVIEWED PUBLICATIONS | <p>Sheng, Jeff T. and Sanjay Kairam 2020. “From Virtual Strangers to IRL Friends: Relationship Development in Livestreaming Communities on Twitch” <i>Proceedings of the ACM: Computer Supported Cooperative Work and Social Computing (CSCW 2020, Article 94)</i>.</p> <p>Sheng, Jeff T. 2020. “Ethnographic Uncovering: Hidden Communities” <i>Contexts, Spring 2020, 19(2):46-53</i>. Photograph from article used for issue cover.</p> |
| PAPERS UNDER REVIEW | <p>Sheng, Jeff T. “Secrets and Ties: The Invisible Power of Secrecy in Underground Social Movements.”</p> <p>Bhagwager, Somya, Kristen Barta, Nazanin Andalibi, and Jeff T. Sheng** . “Are More Stories Always Better? Using Social Media for Bystander Support in Online Social Movements.”</p> <p>Nichols, Bethany J., David S. Pedulla, and Jeff T. Sheng. “More Than a Match: ‘Fit’ as a Strategy for Justification in Hiring Decisions.”</p> <p>Sheng, Jeff T. “From Virtual Strangers to a Network of Activists: Online Tie Formation in Contemporary Social Movements.”</p> |
| WORKING PAPERS | <p>Sheng, Jeff T., David S. Pedulla, and Bethany J. Nichols. “The Usage of Video Interviewing in a Multiple Methods Approach to Research.”</p> <p>Sheng, Jeff T. “Understanding Photographic Style with Deep Learning.”</p> <p>** indicates advisor or co-advisor role for the research paper</p> |
| OTHER PUBLICATIONS | <p>Sheng, Jeff T. 2014. “Don’t Ask, Don’t Tell.” In <i>Asian American Society</i>, edited by M.Y. Danico and A.C. Ocampo. Sage Publications.</p> |
| CURRENT TEACHING | <p>The University of Michigan, Ann Arbor, Michigan, 2021-current. <i>Assistant Professor, School of Information:</i> <i>SI 311, Social Movements and the Internet. Spring Semester, 2021, 2022.</i> <i>SI 699, Big Data Analytics (M.S. in Data Science Required Course). Spring Semester, 2022.</i> Nominated for an Advising Council at UM teaching/advising award, 2023</p> |
| CURRENT GRADUATE STUDENTS | <p>John Rudnik, Ph.D. (2026), <i>Pre-Candidacy Committee Member</i>. Jared Katzman, Ph.D. (2026), <i>Pre-Candidacy Committee Member</i>. Ella Li, M.S.I. (2023), <i>Co-Advisor with Cliff Lampe, MTOP Thesis</i>. Somya Bhagwagar, M.S.I. (2022), <i>Co-Advisor for Article Publication, Revision of M.S.I. Thesis</i>.</p> |
| INVITED CONFERENCES & WORKSHOPS | <p>2023 CSST Summer Research Institute. (Consortium for the Science of Sociotechnical Systems). Estes Park, CO <i>June 26 - June 30, 2023</i>.</p> <p>2023 Young Scholars in Social Movements Conference. Notre Dame University, <i>April 21, 2023</i>.</p> |

The Summer Institutes in Computational Social Science (SICSS), 2020.
Bay Area, June 15 - July 3, 2020.

CONFERENCE
PRESENTATIONS

Sheng, Jeff T. 2023. "Picturing Hidden Populations: Using Visual Methodologies to See the Unseen." *Inhabiting Uncertainty. A Forum on Qualitative, Quantitative and Visual Methods. European Sociological Association's research networks Qualitative Methods and Quantitative Methods*, Sapienza University of Rome, Italy.

Sheng, Jeff T. 2023. "Modeling Culture with AI: Understanding Photographic Style with Deep Learning." 9th International Conference on Computational Social Science, *IC2S2*, Copenhagen, Denmark.

Sheng, Jeff T. 2023. "From Virtual Strangers to a Network of Activists: Online Tie Formation in Contemporary Social Movements." Social Movements Open Session, ASA Annual Conference, *American Sociological Association*, Philadelphia, PA.

Sheng, Jeff T. 2022. "The Invisible Power of Underground Social Movements." ASA Annual Conference, *American Sociological Association*, Los Angeles, CA.

Sheng, Jeff T. 2020. "Unseen and then Seen: Visualizing LGBT Inclusion through the United States Military." General Conference Session, *International Visual Sociology Association*, Dublin, Ireland (conference postponed until 2021).

Sheng, Jeff T. 2020. "Ethnographic Uncovering: Using Visual Methodologies to See and Understand Hidden Communities." Conference Session, *22nd Annual Chicago Ethnography Conference*, Chicago (conference cancelled/postponed).

Sheng, Jeff T. 2020. "Online Identities, Community, and Activism: How the Internet Changed the LGBT Rights Movement." *Sociologists for Women in Society Winter Conference*, San Diego.

Sheng, Jeff T. 2019. "Secrets and Ties: The Power of Collective Resistance in Hidden Distinctiveness and Selective Invisibility." ASA Annual Conference, *American Sociological Association*, New York City.

Nichols, Bethany J., David S. Pedulla, and **Jeff T. Sheng**. "'It's All About Fit': The Forms of Fit in Hiring Processes Across the Labor Market" ASA Annual Conference, *American Sociological Association*, New York City.

Sheng, Jeff T. 2018. "How Hidden Distinctiveness Increases Group Homophily" ASA Annual Conference, *American Sociological Association*, Philadelphia.

Sheng, Jeff T. 2014. "Trust, Representation, and the Attention to Process in Visual Sociology." General Conference Session, *International Visual Sociology Association*, Pittsburgh.

ACADEMIC
RESEARCH
EXPERIENCE

Center for the Study of Advanced Behavioral Sciences, Stanford, California, 2020.

Research Assistant for Professor Margaret Levi

Research Project on AI and Governance, Funding from the Rockefeller Center. *Summer, 2020.*

Department of Sociology, Stanford University.

Research Assistant for Professor David Pedulla

Qualitative Interviews for David Pedulla's Book Publication "Making the Cut," 2015- 2020.

- INDUSTRY RESEARCH EXPERIENCE**
- Twitch/Amazon**, San Francisco, California, 2019.
Researcher, Central Data Science
Data Scientist and Academic Researcher. *Summer, Fall 2019.*
- D.E. Shaw**, New York City, New York, 2018.
Summer Research Intern, Office of the COO and Risk
- ACADEMIC TEACHING EXPERIENCE AS INSTRUCTOR OF RECORD**
- Harvard University**, Cambridge, Massachusetts, 2011.
Visiting Lecturer/Instructor of Record, Visual and Environmental Studies Department: VES 40a, Introduction to Still Photography and Visual Studies. *Fall Semester.*
- University of California**, Santa Barbara, California, 2007 - 2012.
Lecturer/Instructor of Record, Asian American Studies Department and Studio Art Department: Studio Art 19, Introduction to Photography. *Spring 2008 and 2009, Winter 2008, Fall 2007. Studio Art 120*, Intermediate Photography. *Fall, Winter, and Spring 2007-2009. Asian Am 135*, Asian American LGBTQ Issues. *Winter and Summer 2008-2012. Asian Am 134*, Asian American Masculinities and Men's Issues. *Winter 2008-2012.*
- SELECTED ADDITIONAL ACADEMIC TEACHING EXPERIENCE**
- Stanford University**, Stanford, California, 2014-2020.
Teaching/Course Assistant:
CS 182, Ethics, Public Policy, and Technological Change. Computer Science. *Winter 2020. CS 278*, Social Computing. Computer Science. *Spring 2019, 2020. StraMgt 205/207*, Strategy. Stanford Business School. *Fall 2017, Winter 2020. Soc 383*, Qualitative Methods. Sociology. *Spring 2014, Winter 2015.*
- United States Military**, US Naval Undersea Warfare Center, Newport, Rhode Island, 2019.
"The Importance of the U.S. Military in LGBT Inclusion." *Invited Lecture, June 21, 2019.*
- Williams College**, Williamstown, Massachusetts, 2019.
Guest Course Lecture and Campus Talk, Department of Anthropology and Sociology:
"Using Photography to See Hidden Communities." *April 29, 2019.*
- University of Texas**, Austin, Texas, 2015.
Guest Course Lecture, Department of Sociology:
"Visual Sociology," Invitation by Professor Becky Pettit. *November 12, 2015.*
- SELECTED GRANTS, HONORS, AND AWARDS**
- Dissertation Fellow, Institute for Research in the Social Sciences (IRiSS)*, 2020-2021. (\$11,000)
Diversifying Academia, Recruiting Excellence (DARE) Fellowship. Office of the Vice Provost for Graduate Education, Stanford University, 2018-2020. (\$120,000)
Stanford Interdisciplinary Graduate Fellowship (SIGF). Office of the Vice Provost for Graduate Education, Stanford University, 2015-2018. (\$250,000)
Point Fellowship. Point Foundation, Los Angeles, 2012-2017. (\$25,000)
Research Grant, Palm Center, San Francisco, 2015. (\$15,000)
Paul and Daisy Soros Fellowship for New Americans, New York City, 2005-2007. (\$90,000)
Mortimer Hays-Brandeis Traveling Fellowship, Brandeis University, Massachusetts, 2004. (\$15,000)
Harvard-Yenching Fellowship, Peking University, Beijing, China, 2003. (\$25,000)
- PROFESSIONAL SERVICE**
- *ASA Pre-Conference Organizer*: Collective Behavior and Social Movements Section, American Sociological Association, 2023.
 - *Book Award Showcase Organizer*: Economic Sociology Section, American Sociological Association, 2023.
 - *Newsletter Editor*: Sexualities Section, American Sociological Association, 2019-present.

- *Graduate Admissions Committee*: Graduate Student Representative, Sociology Department, Stanford University, 2014 and 2018.

JOURNAL
REVIEWER

- *CSCW (Computer-Supported Cooperative Work and Social Computing)*, ACM.
- *Mobilization: An International Quarterly*.
- *Social Problems*.
- *Contemporary Sociology*.

TECHNICAL
SKILLS

Programming: Proficiency in Python, C++, C, SQL, Java, R, HTML.
Libraries/Software: Numpy, Pandas, PyCharm, Tensorflow, STATA.

For ten years, prior to enrolling in a doctoral program in Sociology in 2012, I worked as a professional artist and photographer, where my creative work was published in dozens of media outlets and I did editorial photoshoots for clients including *the New York Times Magazine*, *Conde Nast Publications*, and *OUT Magazine/the Advocate*. I published three books on my photography work and my art is in the permanent collection of the Los Angeles County Museum of Art (LACMA) and the Sir Elton John Foundation Collection, among other private art collections. I was also a guest diversity speaker at multiple corporate headquarters including Nike, ESPN, McDonalds, and Goldman Sachs. The following sections list some of the work done in this capacity.

- SELECTED PHOTOGRAPHY PUBLICATIONS AND CREATIVE EDITORIAL WORK
- The Smithsonian Magazine*: “The Faces Behind Transgender Troops’ Struggle for Acceptance,” Feature, January, 2019.
 FEARLESS: Portraits of LGBT Student Athletes, New York City: Isometric Studio, 2015.
 Don’t Ask, Don’t Tell: Volumes 1 and 2, Los Angeles: A&I Books, 2010.
Newsweek Magazine: “Do Ask, Do Tell,” Features segment, p 33, October 4, 2010.
Newsweek Magazine: “Don’t Ask, Don’t Tell,” p 32, June 14, 2010.
TIME Magazine: “Brief History: Gays in the Military,” p 19, February 15, 2010.
The New York Times Magazine: “Toward a More Perfect Union,” pp 52-57, May 9, 2004.
- SELECTED PRESS
- ABC News*: “Transgender Military Members,” June 30, 2016.
CNN: “Photos of gay service members make statement about policy,” Chuck Conder, November 15, 2010.
NPR: “Don’t Ask, Don’t Tell exhibit captures the lives of gay soldiers,” Alex Cohen, KPCC, October 15, 2010.
BBC World Service: “Don’t Ask, Don’t Tell,” The Strand, Arts Culture, September 28, 2010.
The CBS Evening News with Katie Couric: “Don’t Ask, Don’t Tell,” September 21, 2010.
ABC World News Tonight with Diane Sawyer: “The Camera in the Closet,” Mary Burke, May 25, 2010.
The New York Times: “He Asked, They Told,” Laurie Winer, March 17, 2010.
The Los Angeles Times: “Don’t Ask, Don’t Tell,” David Ng, February 2, 2010.
The Los Angeles Times: “LA photographer documents U.S. Military’s ‘Don’t Ask, Don’t Tell’ policy,” David Ng, November 23, 2009.
ABC World News Tonight with Charles Gibson: “Fearless: Gay Athletes,” June 20, 2008.
- SELECTED CORPORATE SPEAKING PRESENTATIONS
- TEDx Stanford: The Human Race*, Stanford University, April 11, 2016.
Nike World Headquarters, Sports Summit Keynote, Beaverton, Oregon, October 5, 2015.
McDonalds Corporation, Allies and Friends Speaker, Oak Brook, Illinois, June 17, 2013.
99U Conference, Lincoln Center, New York, New York, May 3, 2013.
Goldman, Sachs & Co., New York, New York, LGBT Diversity Keynote, June 6, 2012.
ESPN Headquarters, LGBT History Month Speaker, Bristol, Connecticut, October 23, 2008.

DISSERTATION
ADVISOR

Shelley J. Correll

Michelle Mercer and Bruce Golden Family Professor of Women's Leadership
Director, Stanford VMware Women's Leadership Innovation Lab
Professor of Sociology, Stanford University
Professor of Organizational Behavior, by courtesy, Stanford Graduate School of Business
scorrell@stanford.edu

COMMITTEE
REFERENCES

Mark S. Granovetter

Joan Butler Ford
Professor of Sociology
Stanford University
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Tomás R. Jiménez

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Stanford University
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Sarah A. Soule

The Morgridge Professor
of Organizational Behavior
Senior Associate Dean
Stanford Business School
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ADDITIONAL
REFERENCES

Michael S. Bernstein

(M.S., C.S. Advisor)
Associate Professor
Human-Computer Interaction
Computer Science Department
Stanford University
msb@cs.stanford.edu

David S. Pedulla

Professor of Sociology
Harvard University
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