

# Todd J. Lu

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## **Contact**

Email: toddjlu@live.unc.edu

[LinkedIn](#)

[Github](#)

[Google Scholar](#)

## **Substantive Academic Fields**

Social movements & collective behavior; labor unions and labor movements; environmental sociology; race & ethnicity; mass media and communications

## **Technical Research Skills**

Proficient in R and Python programming languages. Causal inference; web scraping / screen scraping; image processing and OCR; data management; data visualization / grammar of graphics; text mining.

## **Management Skills**

Effective group facilitator, efficient communicator, and program manager. Leads popular education and skill-building workshops and teaches university-level courses.

## **Education**

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| 2024<br>(expected) | Ph.D., Sociology, University of North Carolina at Chapel Hill<br><i>Dissertation:</i> At the Crossroads of Climate, Jobs, & Justice: Green Jobs Coalitions in NC<br><i>Committee:</i> Neal Caren (Chair), Kenneth (Andy) Andrews, Scott Duxbury, Alexandra Ravenelle, and Erik Gellman<br><i>Awards:</i> American Sociological Association's <i>Doctoral Dissertation Research Improvement Grant</i> ; Labor Research Action Network's <i>New Scholars Grant</i> |
| 2020               | M.A., Sociology, University of North Carolina at Chapel Hill<br><i>Thesis:</i> When Black Movements Matter: Effects of the Black Lives Matter Movement on Newspaper Coverage of Black Victims of Lethal Policing<br><i>Committee:</i> Neal Caren (Chair), Kenneth (Andy) Andrews, Mosi Ifatunji, and Deen Freelon  |
| 2017               | B.A. Sociology, University of California, Los Angeles, Summa Cum Laude   |

## **Peer-Reviewed Publications**

### ***Journal Articles***

Caren, Neal, Kenneth T. Andrews, and **Todd Lu**. 2020. "Contemporary Social Movements in a Hybrid Media Environment." *Annual Review of Sociology* 46(1). doi: [10.1146/annurev-soc-121919-054627](https://doi.org/10.1146/annurev-soc-121919-054627).

### ***Book Chapters***

Andrews, Kenneth, Neal Caren, and **Todd Lu**. 2020. "Racial, Ethnic, and Immigration Protest During Year One of the Trump Presidency." in *Racialized Resistance and the State: Protest and Repression in a Divided U.S.*, edited by Hank Johnston and Pamela Oliver. London: Routledge.

### **Manuscripts Under Review and Working Papers (Available Upon Request)**

**Lu, Todd**. "When Black Movements Matter: Controlling Images and Black Lives Matter Protests in Media Attention to Police Killings"

**Lu, Todd**. "The Economy Versus the Environment: Assessing Cross-Industry Sector, Green Jobs Opportunities and Regulatory Threats, and Union Membership Differences in Environmental Attitudes."

### **Skill Workshops and Selected Research Presentations**

- 2022 **Research Presentation**. "When Black Movements Matter: Racialized Moral Boundaries and Protests in Newspaper Attention to Police Killings" for *Mobilization 2022 Conference – Paper Submission Panel: Racial Justice and Black Lives Matter*
- 2022 **Research Presentation** "At the Crossroads of Climate, Jobs, and Justice: Labor and Green Jobs Advocacy in North Carolina" for *Labor Research Action Network 2022 Conference – New Scholar Grant Awardee Presentations*
- 2022 **Skills Workshops**. "Using Optical Character Recognition Software and Image-Editing in R for Collecting and Cleaning Data" for *Computational Social Science Workshop at UNC Chapel Hill, hosted by the Department of Sociology*
- 2021 **Research Presentation**. Lu, Todd. "When Black Movements Matter: Respectability Politics and Media Coverage of Police Killings" for *American Sociological Association 2021 Conference – Paper Submission Panel: Activism in Today's World: New Agendas for Persistent Challenges*
- 2021 **Skills Workshop**. "Introduction to Text Analysis for Social Theory: Dictionary and Unsupervised Machine Learning Modules" for *Computational Social Science Workshop at UNC Chapel Hill, hosted by the Department of Sociology*.
- 2021 **Skills Workshop**. "Introduction to Web-Scraping Workshop" for *Scholars Strategy Network Oregon Chapter*
- 2020 **Skills Workshop**. "Web Scraping Workshop Series" *Computational Social Science Workshop at UNC Chapel Hill, hosted by the Department of Sociology* Access: [https://github.com/Todd-Lu/unc\\_webscraping](https://github.com/Todd-Lu/unc_webscraping)

### **Teaching Experience**

2020-present Teaching Fellow (Instructor of Record) at UNC Chapel Hill Sociology  
-SOCI 101: Introduction to Sociological Perspectives

- SOCI 122: Introduction to Race and Ethnicity
- SOCI 411: Social Movements and Collective Behavior

2017-2020 Teaching Assistant at UNC Chapel Hill Sociology

- SOCI 427: The US Labor Force
- SOCI 709: Linear and Nonlinear Regression Models for Social Scientists
- SOCI 172: Introduction to Population Health in US
- SOCI 251: Research Methods

### **Fellowships, Awards, and Grants**

2022 American Sociological Association Doctoral Dissertation Research Improvement Grant, \$16,000  
Project Title: At the Crossroads of Climate, Jobs, and Justice: Local Climate-Labor Partnerships in North Carolina

2021 Labor Research and Action Network's New Scholar Research Grant, \$3,000  
Project Title: At the Crossroads of Climate, Jobs, and Justice: Local Climate-Labor Partnerships in North Carolina

2020 Departmental Skill Development Funding for Qualitative Research, UNC \$570

2018 Carolina Summer Research Fellowship, \$5,000

2017 UCLA Sociology Distinguished Senior Thesis Award  
Thesis title: *Protest Mobilization in the 'Black Lives Matter' Movement: Which Victims Receive Protest and Why?*

2016-17 Thurgood Marshall College Fund | American Federation of State, County, Municipal Employees (AFSCME) Union Scholarship, \$6,300

2016 UCLA College of Letters and Sciences Outstanding Research Poster Award at Undergraduate Research Week Showcase

2016-17 UCLA Sociology Departmental Honors Program

2016 Undergraduate Interdisciplinary Research Scholarship, \$1,660  
Project: *Changing Employment Conditions of California Public Higher Education: A Renewed Past or a New Normal?*

2013-17 UCLA Honors College Program

2013-17 UCLA Dean's Honors List

### **Public Sociology: Essays, Blog Posts, other Opinion Pieces**

Lu, Todd. 2020. "Recent Anti-Police Brutality Protests Since George Floyd's Death are Far Larger than Previous Black Lives Matter Protest Waves." *Race, Politics, and Justice Blog* (also submitted in *Scatterplot*). Available on:  
<https://www.ssc.wisc.edu/soc/racepoliticsjustice/2020/06/17/recent-anti-police-brutality-protests-since-george-floyds-death-are-far-larger-than-previous-black-lives-matter-protest-waves/>

### **Research/Professional Experience**

2021-present Statewide Coordinator, NC Climate and Jobs Roundtable

- Collaborated with NC AFL CIO, NC Building Trades Council, and NC League of Conservation Voters to create research briefs and advocate for project labor agreements, prevailing wages, and equity goals in clean energy

sectors like offshore wind development, vehicle electrification, and EV charging infrastructure

- Co-created educational materials and co-facilitated two climate and jobs workshops in collaboration with NC AFL CIO and the Labor Network for Sustainability to 50 participants including union members, environmental staff, and community organizers

2020

Part-Time Data Analyst for *COVID-19 Prison Project*

PI's: Lauren Brinkley-Rubinstein UNC-CH, Department of Social Medicine  
Kathryn M. Nowotny, University of Miami, Department of Sociology

- Built web-scraping infrastructure in Python and OCR software to collect, clean, and archive COVID-19 infection rate data on incarcerated populations from state corrections webpages

2018-19

Research Assistant to Professor Neal Caren, UNC-CH, Department of Sociology  
NSF Project: *Collaborative Research: Further Strengthening Qualitative Research Through Methodological Innovation and Integration: Media Coverage of Social Movements*

- Built web-scraping infrastructure to collect media coverage of hundreds of 20<sup>th</sup> century political and social movement organizations in major US newspapers

2017

Research Assistant to Professor Tobias Higbie UCLA, Department of History  
Project: *Networked Labor: Recovering Networks of Economic Justice*

- Employed Python to parse texts of historical backgrounds of thousands of 20<sup>th</sup> century labor union leaders in AFL and CIO from *Who's Who in American Labor* (1946)

2016

Intern Organizer for AFSCME DC 37 through AFSCME Union Scholar Program

- Organized four union meetings and five field site visits at City University of New York locations to communicate benefits and mobilize workers to ratify 2016 tentative contract agreement covering 12,000 university workers
- Assisted in coordinating three external organizing meetings with dozens of care workers in correctional facilities and dozens of security guards from NYC cultural museums

2016

Independent Research Project (under guidance of Lecturer Goetz Wolff)  
Project: *Changing Employment Conditions of California Public Higher Education: A Renewed Past or a New Normal?*

- Web scrape, compile, and analyze academic and student employment in the University of California from 1964 to 2015
- Website: <https://osf.io/bczq4/>

2015

Research/Organizing Internship to University Council - American Federation of Teachers (UC-AFT - AFT local 1990 at UCLA)

Project: *UC Lecturers: An Overview of Employment Conditions*

- Researched and wrote a comprehensive report and communicated findings to union leaders during contract negotiations on employment conditions of 30,000 University of California adjunct faculty by analyzing public salary records and internal union membership data
- Increased data accessibility by collaborating with union leaders to compile, analyze and archive historical academic employment, budgetary, and student enrollment data since 1964
- Conducted one-on-one meetings with 25 new adjunct faculty in UCLA to inform them of contract negotiations and mobilize them to become more involved in their union

### **Service to Profession, Department, University**

2023	Conference Planning Committee, <i>United Association of Labor Educators</i> 2023 Conference in Lowell, MA
2022	New Scholars Research Grant Advisory Committee, <i>Labor Research Action Network</i>
2022-present	Higher Education Representative of Executive Board, <i>United Association of Labor Educators</i>
2021-present	Chair of Membership Committee, <i>United Association of Labor Educators</i>
2019-2022	Workshop Organizer for <i>Computational Social Science Workshop</i> , Dept. of Sociology, UNC Chapel Hill
2018-2022	Graduate Tech Liaison for Dept. of Sociology, UNC Chapel Hill
2017-18	Assistant Editor, <i>Mobilization: An International Quarterly</i>
Ad hoc Reviewer:	<i>Mobilization: An International Quarterly</i> , <i>American Sociological Review</i> , <i>International Journal of Comparative Sociology</i>

### **Professional Memberships**

Labor Research Action Network	2022-present
United Association of Labor Educators	2021-present
American Sociological Association Sections: Labor and Labor Movements; Environmental Sociology; Collective Behavior and Social Movements; Political Sociology; Racial and Ethnic Minorities	2017-present