

Rongxin Ouyang

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EDUCATION

National University of Singapore, Singapore 2023/08 - 2027-06 (*expected*)
PhD student in Computational Communication, Department of Communications and New Media GPA 4.9/5.0
Interest: *use causal and computational methods to investigate the political and social impact of technology*
Advisor: *Subhayan Mukerjee*, Assistant Professor; *digital media and online human behavior*
Committee: *Subhayan Mukerjee* (chair), *Kokil Jaidka*, *Renwen Zhang*

Peking University, China 2018/09 - 2021/06
M.A. in Journalism and Communication, minor in Finance GPA 3.4/4.0
Thesis: *Ascribed Inequality and the 'Disadvantaged Chanc' in Online Social Capital: The Case of GitHub in China*
Advisor: *Weiming Ye*, Associate Professor; *mew media and society, platform society, data visualization*
Committee: *Changjiang Yu* (chair), *Shubin Yu*, *Jing Meng*

China University of Political Science and Law, China 2014/09 - 2018/06
B.A. in Journalism, also studied Law GPA 4.4/6.5
Advisor: *Kai Cui*, Associate Professor; *Communication research methods, internet users and big data analysis, social impact of new media*

RESEARCH

Peer-reviewed article

- **Ouyang, R.**, Jaidka, K., Mukerjee, S., Cui, G.. (2025). *Hateful Meme Detection through Context-Sensitive Prompting and Fine-Grained Labeling*. In *Proceedings of the 39th AAAI Conference on Artificial Intelligence*. (*Upcoming*)
- **Ouyang, R.** (2024). Laine Nooney, *The Apple II Age: How the Computer Became Personal*. *International Journal of Communication*, 18, 3. (*SJR-Q1*)
- Ye, W., & **Ouyang, R.**.. (2020). *Reshaping Time and Space: Research on Online Engagement Labor of Algorithm Intermediary*. *Zhejiang Academic Journal*, 2, 167-176. (*CSSCI*)
- Reprinted by *Theoretical Economics*, *Renmin University Reproduction Journal Materials* (*CSSCI-equivalent*)

International Conference (selected)

- **Mukerjee, S.**, **Ouyang, R.**, Yang, T., Peng, Y.. (2025). *Deplatforming Donald Trump Reduced His Media Coverage But Not Audience Engagement*. In *the 75th annual conference of the International Communication Association*. Denver, United States. (*Equal contributions; Oral*)
- Li, Q., **Ouyang, R.**, Shi, W. (2025). *Tweeting Power: How Grassroots Influences Elite Narratives in David Hogg Debates*. In *the 2025 annual conference of International Association for Media and Communication Research*. Singapore, Singapore. (*Oral*)
- **Ouyang, R.**, Jaidka, K., Mukerjee, S. & Cui, G. (2024). *Visual Narratives in the Digital Age: Enhancing Online Content Analysis Through Automatic Image Captioning*. In *the 74th annual conference of the International Communication Association*. Gold Coast, Australia. (*Oral*)
- **Ouyang, R.**, & Yu, J. (2024). *Large Language Model Outperforms Human in Content Analysis: A Cross-Domain, Bilingual Experiment*. In *the 74th annual conference of the International Communication Association*. Gold Coast, Australia. (*Oral*)

GRANTS & AWARD

Grants & scholarship

- Conference Travel Grant, Singapore 2024, 2025
- Hardware resource support for artificial intelligence academic research (enterprise), United States 2025
- [International Communication Association Annual Conference Fee Waiver](#), Australia 2024
- NSF Travel Grant, United States 2023
- [Peking University HSBC Business School Conference Travel Grant](#), China 2019,2020
- PhD Research Scholarship (full), Singapore 2023 - 2027
- Peking University Graduate Scholarship, China 2018, 2019, 2020
- [National Scholarship](#) / [National Encouragement Scholarship](#) /[The first-class Scholarship](#), China 2015, 2016, 2017

Awards

- [Youth New Media Academic Research Qihao Award](#), China 2020
- [Outstanding graduates of Peking University](#), China 2021

SOCIAL CONTRIBUTION

Invited Talks

- [Does Censorship Reduce Innovations?](#), United States 2024/04
School of Journalism and Mass Communication, Wisconsin-Madison
- [Automated Content Analysis](#), Norway 2023/10
Department of Communication and Culture, Norwegian Business School
- [Practical Web Scraping](#), Singapore 2023/09
Faculty of Law, National University of Singapore

Peer-review

- [New Media & Society](#) 2023/10, 2024/02, 2025/04
SSCI-Q1, SJR-Q1, IF 5.0; *Platform economy, social relationships, digital data*
- [Humanities & Social Sciences Comm., Nature Group](#) 2024/06
SSCI-Q1, SJR-Q1, IF 3.5; *Machine learning, computational social science, marketing*
- [IC²S²](#) 2024, 2025
- [ICA](#) 2024, 2025
- [IAMCR](#) 2019

Organization

- [SICSS](#), Singapore, Organizer 2024/06, 2025/07
- [ICA](#), Australia, Session chair 2024/06
- [ICA Pre-conference](#), Singapore, Valunteer 2024/06

WORKING

Product Designer, [OPPO](#), China 2021/06-2022/06

- In charge: *Game distribution; compliance and privacy policy; developer infrastructure*
- Lead: *generative text recommendation system based on machine learning and fixed strategy, United Stateser behavior inference and interactive optimization based on parameter estimation*

SKILLS

- **Language:** TOEFL 104, IELTS 7, GRE 320
- **Open-source:** The core contributor to the first [PDF translation software that combines layout detection with an advanced language model](#)

(Last updated in April, 2025)