

EDUCATION

National University of Singapore, Singapore Aug. 2023 - Jul. 27
PhD student in Communications and New Media (expected)
Interest: *political and societal implications of technologies; using computational and causal methods* GPA 5.0/5.0
Advisor: *Subhayan Mukerjee, Assistant Professor, digital media and online human behaviour*
Committee: *TBD*

Peking University, China Sept. 2018 - Jul. 21
MA in Journalism & Communication, minor in Finance GPA 3.4/4.0
Dissertation: *Ascribed Inequality and the 'Disadvantaged Chance' in Online Social Capital: The Case of GitHub in China*
Advisor: *Weiming Ye, Associate Professor, platform labor, ICTs & society*
Committee: *Changjiang Yu (Chair), Shubin Yu, Jing Meng*

China University of Political Science and Law, China Sept. 2014 - Jul. 18
BA in Journalism, also studied Law GPA 4.4/6.5
Advisor: *Kai Cui, Associate Professor, methodology, social impacts of media*

RESEARCH

Working (selected)

- **Ouyang, R.**, Yu, J., Cui, K., Ye, W., & Mukerjee, S. (2024). Decreased Innovations by Censorship.
- Mukerjee, S., **Ouyang, R.**, Yang, T., & Peng, Y. (2024). Deplatforming Trump Reduced Media Coverage and Audience Engagement on Social Media.
- **Ouyang, R.**, Jaidka, K., Mukerjee, S. & Cui, G. (2024). Visual Narratives in the Digital Age: Enhancing Online Content Analysis Through Automatic Image Captioning.

Journal

- Ouyang, R. (2024). Laine Nooney, *The Apple II Age: How the Computer Became Personal*. *International Journal of Communication*, 18, 3. (SJR-Q1, book review)
- Ye, W. & **Ouyang, R.** (2020). Restructuring Time and Space: Research on Algorithm Mediated Online Labor. *Zhejiang Academic Journal*, 2, 167-176. (CSSCI)
- Reprinted by *Theoretical Economics of Replicated Journals of Renmin University of China* (CSSCI-equivalent)

Conference

- **Ouyang, R.**, Jaidka, K., Mukerjee, S. & Cui, G. (2024). Visual Narratives in the Digital Age: Enhancing Online Content Analysis Through Automatic Image Captioning. *Tenth International Conference on Computational Social Science*. Philadelphia, United States. (oral)
- Mukerjee, S., **Ouyang, R.**, Yang, T., & Peng, Y. (2024). The Effect of Deplatforming Donald Trump on Media Coverage and Audience Engagement. *Tenth International Conference on Computational Social Science*. Philadelphia, United States. (poster)
- **Ouyang, R.**, Jaidka, K., Mukerjee, S. & Cui, G. (2024). Visual Narratives in the Digital Age: Enhancing Online Content Analysis Through Automatic Image Captioning. *Seventy-fourth annual conference of the International Communication Association*. Gold Coast, Australia. (oral, session chair)
- Zhang, T., Tong, Y., Zhan, J., & **Ouyang, R.** (2024). Illusion of Knowing in Colorectal Cancer Prevention: From Media Attention to Efficacy Perception and Screening Intention. *Seventy-fourth 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. *Seventy-fourth annual conference of the International Communication Association*. Gold Coast, Australia. (oral)
- **Ouyang, R.** & Yu, J. (2023). Large Language Models Outperforms Humans in Content Analysis. *the 40th annual meeting of the Society for Political Methodology*. California, United States. (poster)
- **Ouyang, R.** & Ye, W. (2020). Inequality of Online Social Capital: Evidence from GitHub in China. *the annual conference of the International Association for Media and Communication Research*. Beijing, China. (oral)

- Ye, W. & **Ouyang, R.** (2019). Learning to Take Orders: Time and Space Research on Algorithm Mediated Online Labor. *Fifth Forum on Internet Anthropology*. Guangzhou, China. (oral)
- **Ouyang, R.** (2019). Decentralization? Large-scale SNA on an Open Source Community. *the 2019 Annual Conference of China Computational Communication Research Association*. Guangzhou, China. (oral)

HONOR

Grants

- **ICA Registration Fee Waiver**, Australia 2024
- **NSF Conference Travel Grant**, United States 2023
- **PHBS Conference Travel Grant**, China 2019, 20

Awards & Honors

- **Qihao Academic Research Award**, China 2020
- **Honors Graduates**, China 2018, 21
- **Merit Student**, China 2017, 19

Scholarships

- **NUS Research Scholarship**, Singapore 2023 - 27
- **Graduate Student Scholarship**, China 2018, 19, 20
- **The First Prize Scholarship**, China 2017
- **National Scholarship**, China 2017
- **National Encouragement Scholarship**, China 2015, 16

SERVICE

Peer-review

- **New Media & Society**
SSCI-Q1, SJR-Q1, IF 5.0 Oct. 2023, Feb. 24
Platform Economy, Societal Relationships
- **Humanities and Social Sciences Communications**
SSCI-Q1, SJR-Q1, IF 3.5 Jun. 2024
Machine Learning, Computational Social Science, Marketing

Talk

- **Decreased Innovations by Censorship**, United States Apr. 2024
School of Journalism and Mass Communication, University of Wisconsin-Madison
- **Automated Content Analysis**, Norway Oct. 2023
Department of Communication and Culture, BI Norwegian Business School
- **Practical Web Scraping**, Singapore Sept. 2023
Faculty of Law, National University of Singapore

Conference and Activities

- **Summer Institute in Computational Social Science**, Organizer Jun. 2024
- **International Communication Association Pre-Conference 2024**, Volunteer Jun. 2024
- **The annual conference of the International Communication Association**, Session Chair Jun. 2024

PROFESSION

Product Designer, **OPPO**, China Jul. 2021 - Jul. 22

- Duty: *game distribution, data infrastructure, and governance*
- Led: *ML-driven recommendation system, non-parameter estimation for UI improvements, and privacy governance*

Product Designer (*intern*), **Kuaishou**, China Oct. 2020 - Jan. 21

- Duty: *video editor, data-driven strategies, and a major user survey*
- Led: *video stabilization and survey implementation; supported subtitle editing*

SKILL

- **Programming:** Python, R, Vue.js
- **Computational Methods:** SNA, NMF, TF-IDF, GBDT, O/PLS
- **Software:** Pandas, Polars, SPSS, SmartPLS, lavaan, ggplot2, PROCESS, netX, Gephi, sklearn, Gensim
- **Language:** English: proficient (TOEFL 104, IELTS 7, GRE 320); Chinese: native

(Updated: Jun. 2024)