Subhayan Mukerjee

CONTACT

Department of Communications & New Media
College of Humanities and Sciences
Faculty of Arts and Social Sciences
Block AS6, #03-19, 11 Computing Drive
Singapore 117416

📞 +65-6601-6594
✉ mukerjee@nus.edu.sg
🌐 https://www.subhayan.com
🐦 @wrahool
⯁ wrahool

ACADEMIC
EMPLOYMENT

National University of Singapore, Singapore   Oct 2020 − present
Assistant Professor, Computational Communication
Department of Communications and New Media
Principal Investigator
Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK   May 2019 − Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA   Jun 2016 − Aug 2016
Research Assistant
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India   Aug 2009 − May 2014
M.Sc. Mathematics
B.E. Computer Science

JOURNAL
PUBLICATIONS

11. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** Political Campaign Ads on Facebook: Investigating the Effects of Incivility in Videos and User Comments on Affective Polarization and Mobilization *forthcoming in International Journal of Communication*

10. **Mukerjee, S.**, Yang, T., & Peng, Y. (2023) Metrics in Action: How Social Metrics Determine Media Agenda on Facebook *Journal of Communication.* 73(3), 260–272 (Special Issue on Social Media: the Good, the Bad and the Ugly)

9. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. (2023) Silenced on social media: The gatekeeping effects of shadowbans in the American Twitterverse. *Journal of Communication.* 73(2), 163–178.

8. Zhang, W., **Mukerjee, S.**, Qin, H. (2022) Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination. *Cyberpsychology, Behavior, and Social Networking.* 25(9), 552–560.

7. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. (2022) The Political Landscape of the U.S. Twitterverse. *Political Communication*, 39(5). 565–588.

6. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (2022) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News. *Social Networks*, 68, 386–393

5. **Mukerjee, S.** (2021) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press / Politics*, 19401612211072700

4. **Mukerjee, S.** (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Nature Scientific Reports*, 11, 15218

3. **Mukerjee, S.**, & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222–240

2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26–50.

1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–361.

BOOK
CHAPTER

1. **Mukerjee. S.** & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

POPULAR
PRESS

4. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*

3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post.*

2. **Mukerjee, S**. & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog.*

1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

MEDIA
COVERAGE

3. What is Nostr, the Jack Dorsey-backed social network? *Bigthink* (2023, Feb 6)

2. Twitter, Plateforme Politique? (2022, May 10) *La Presse* (in French)

1. Online readers didn't polarise during Lok Sabha polls: Study (2019, June 26) *The Indian Express*

SOFTWARE

1. **Mukerjee, S.** {coexposuRe}: An R package for modeling audience networks. https://www.github.com/wrahool/coexposuRe

OTHER
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*

1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. (2018) Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING PAPERS	9. **Mukerjee, S.** Online News in India: A Quantitative Appraisal of the Digital News Consumption Landscape in the World's Largest Democracy (2014-2018) *(revise & resubmit)*
	8. Neyazi, T. A., Kuru, O., & **Mukerjee, S.**. The (de)mobilizing power of incivility and sexism: experimental evidence from political WhatsApp groups in India *(under review)*
	7. Vedam, N., & **Mukerjee, S.** Polarization without Echoes? An Agent-Based Framework for Modeling Affective Polarization under Exposure to Diverse Content *(in preparation)*
	6. **Mukerjee, S.**, & Yang, T. Problematizing the fragmented scholarship on audience fragmentation: an expanded two-dimensional model *(in preparation)*
	5. **Mukerjee, S.**, Haque, M. A., & Neyazi, T. A. Fragmentation in news consumption: comparative evidence from three Asian countries *(in preparation)*
	4. **Mukerjee, S.**, Yang, T., & Peng, Y. How engagement with toxic posts drives toxicity on online social media platforms. *(in progress)*
	3. **Mukerjee, S.** Online News Consumption: An updated review *(in preparation)*
	2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in progress)*
	1. **Mukerjee, S.** An agent-based model of multidimensional audience fragmentation in co-exposure networks *(in progress)*

GRANTS AND FELLOWSHIPS	**Collaborative Data Trust** (co-PI) (SGD 111,500) Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, National University of Singapore	2021−2023
	AI, Disinformation, and the Public Good (co-PI) (SGD 450,000) Defence, Science and Technology Agency (DSTA), Singapore.	2021−2023
	Start-up Research Grant (PI) (SGD 75,000) Faculty of Arts & Social Sciences, National University of Singapore	2021−2024
	Seed Research Funding (USD 1,300) Summer Institute of Computational Social Science (SICSS), Chicago	2019−2020
	Student Research Grant Graduate and Professional Student Assembly, University of Pennsylvania	2019
	Dissertation Research Fellowship (USD 31,000) Annenberg School for Communication, University of Pennsylvania	2019−2020
	Dissertation Grant (USD 1,700) Annenberg School for Communication, University of Pennsylvania	2019−2020
	Dean's Summer Fellowship (4× USD 4,000) Annenberg School for Communication, University of Pennsylvania	2015−2019
	Travel Scholarship National Science Foundation	2018−2019
	Travel Scholarship Northwestern University	2018
	Doctoral Fellowship University of Pennsylvania	2015−2020

SELECTED INVITED LECTURES	Mizuho India Japan Study Centre, Indian Institute of Management - Bangalore (accepted)
	#SmartNationTogether, Government of Singapore, Singapore
	SICSS-Singapore 2023 Opening Keynote
	Political Communication Seminar, Vrije Universiteit Amsterdam
	Reuters Institute for the Study of Journalism, University of Oxford, UK
	KDI School of Public Policy and Management, South Korea (accepted, delayed)
	NUS Lifelong Learning Festival, School of Continuing and Lifelong Education, Singapore
	CNM Research Seminar, NUS, Singapore
	SICSS-Beijing, 2021, China
	DiMeNet Research Group, University of Pennsylvania, USA
	Human Cooperation Lab, Massachusetts Institute of Technology, USA
	University of Wisconsin-Madison, USA
	Digital Propaganda and Public Opinion (Undergraduate Seminar), NUS, Singapore
	Microsoft Research Seminar, Microsoft Research New York, USA
	Center for Social Media and Politics, New York University, USA

CONFERENCE TALKS

(LAST 3 YEARS)

15. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Do engagement metrics predict news production? Evidence from Facebook (2015-2019) *The 8th International Conference Computational Social Science*, Chicago, IL.

14. Zhang, W., **Mukerjee, S.**, Qin, H. (2022) Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination *The 8th International Conference Computational Social Science*, Chicago, IL.

13. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Metrics at work? How social media metrics shape news production on Facebook *The 72nd Annual Conference of the International Conference Association*, Paris, France

12. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. (2022) Betrayed by the shadows: An audit of Twitter's shadowban sanctions in the United States *The 72nd Annual Conference of the International Conference Association*, Paris, France

11. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2022) (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *The 72nd Annual Conference of the International Conference Association*, Paris, France

10. Jaidka, K., **Mukerjee, S.**, Lelkes, (2021) Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

9. **Mukerjee, S.** (2021) Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

8. **Mukerjee, S.** (2021) A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*

7. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.

6. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.

5. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

4. **Mukerjee, S.** (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

3. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

1. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)

SERVICE TO DISCIPLINE

Organizer

Summer Institute in Computational Social Science (SICSS) - Singapore　　2022-23

Senior Program Committee Member

The International AAAI Conference on Web and Social Media (ICWSM)　2021-23
(Best Senior Program Committee Member Award, 2023)

Program Committee Member

The 9th International Conference on Computational Social Science (IC2S2)　2023
The IEEE Intl Conference on Data Science and Adv Analytics (IEEE DSAA) 2022

Committee Member

Best Dissertation Award for the ICA Computational Methods Division　　2023

Ad-hoc Journal Reviewer

Journal of Communication; *Journal of Computer-Mediated Communication*; *New Media & Society*; *Digital Journalism*; *EPJ Data Science*; *Communication Research*; *International Journal of Press/Politics*; *Information, Communication & Society*; *PLOS One*; *Public Opinion Quarterly*; *Journalism Studies*; *International Journal of Communication*; *Journal of Computational Social Science*; *Social Network Analysis & Mining*; *Cyberpsychology, Behavior and Social Networking*; *International Communication Gazette*

Ad-hoc Conference Reviewer

The Annual International Communication Association (ICA) Conference; *The International AAAI Conference on Web and Social Media (ICWSM)*; *The International Conference on Computational Social Science (IC2S2)*

SERVICE TO DEPARTMEMT	Area Coordinator, Interactive Media Design and Computational Communication, NUS 2023-
	Committee Member, *CNM Seminar Committee, NUS* 2021-23
	Committee Member, *Hiring Committee, NUS* 2021-23
	Committee Member, *Graduate Admissions Committee, NUS* 2021-22
	Coordinator, *DiMeNet research group, Penn* 2016-18
	Committee Member, *Annenberg Graduate Student Symposium Committee, Penn* 2017-18
	Organizing Member, *Penn-Rutgers-Princeton Social Epistemology Workshop* 2017

TEACHING EXPERIENCE

(TEACHING SCORES IN PARENTHESIS)

National University of Singapore
  Visualising Data (Masters Seminar, 4.6/5)
  Coding for Communicators (Masters Seminar, 4.9/5)
  Quantitative Research Methods (Undergraduate Lecture, 4/5 and Tutorial, 4.4/5)
  Quantitative Research Methods (Ph.D. Seminar, 4.4/5)
  Theories of Communications and New Media (Undergraduate Tutorial, 4.1/5)

University of Pennsylvania
  Understanding Social Networks (Lab Assistant)
  Media Industries and Society (Teaching Fellow)

STUDENT SUPERVISION

Graduate level: Chen Zhuo (Ph.D. thesis examiner), Purnima Kamath (Ph.D. thesis committee), Yifei Wang (M.A. thesis examiner)

Undergraduate level: Jeremy Yee (co-supervisor), Tan Jia Xin (thesis supervisor)

SKILLSET

Quantitative Methods: Network analysis, statistical inference, machine learning, experimental design, natural language processing, agent-based modeling

Programming/Scripting: R, Python, SQL, Java, C++, C, LaTeX, Markdown, Git, JavaScript (basic).

ADDITIONAL TRAINING

Summer Institute in Computational Social Science (SICSS)-Chicago Jun 2019
Northwestern University

Mediterranean School of Complex Networks Sep 2017
Universitat Rovira i Virgili, Italy

Annenberg Summer Institute in Methods & Statistics Jun 2017
University of Southern California
  Scale Construction
  Critical Studies of Networked Infrastructure

INDUSTRY EMPLOYMENT

Abzooba Inc. Kolkata, India Jun 2014 − Jul 2015
  Data Scientist

Bravo Lucy As. Hyderabad, India Jun 2013 − Jun 2014
  Software Engineering Intern

Ericsson Global Kolkata, India Jun 2012 − Jul 2012
  Software Engineering Intern

PROFESSIONAL MEMBERSHIP

International Communication Association

REFERENCES

Available upon request.