

# Subhayan Mukerjee

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## CONTACT

Department of Communications & New Media  
College of Humanities and Sciences  
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## 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

13. Neyazi, T. A., Kuru, O., & Mukerjee, S. (2024) [The influence of sexism and incivility in WhatsApp political discussions on affective polarization: Evidence from a 2022 multi-party election in India](#) *The International Journal Press/Politics*. Advance Online Publication.
12. Mukerjee, S. (2024) Online News in India: A Quantitative [Appraisal of the Digital News Consumption Landscape in the World's Largest Democracy \(2014-2018\)](#) *Information, Communication & Society*. 27(8), 1650–1670.
11. Neyazi, T. A., Kuru, O., & Mukerjee, S. (2023) [Political Campaign Ads on Facebook: Investigating the Effects of Incivility in Videos and User Comments on Affective Polarization and Mobilization](#) *International Journal of Communication*. 17(2023), 5503–5526
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.

	<ol style="list-style-type: none"> <li>8. Zhang, W., Mukerjee, S., Qin, H. (2022) <a href="#">Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination</a>. <i>Cyberpsychology, Behavior, and Social Networking</i>. 25(9), 552–560.</li> <li>7. Mukerjee, S., Jaidka, L., &amp; Lelkes, Y. (2022) <a href="#">The Political Landscape of the U.S. Twitterverse</a>. <i>Political Communication</i>, 39(5). 565–588.</li> <li>6. Mukerjee, S., Yang, T., Stadler, G. &amp; González-Bailón, S. (2022) <a href="#">What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News</a>. <i>Social Networks</i>, 68, 386–393</li> <li>5. Mukerjee, S. (2022) <a href="#">Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study</a>. <i>The International Journal of Press/Politics</i>, 28(4), 862–883.</li> <li>4. Mukerjee, S. (2021) <a href="#">A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks</a>. <i>Nature Scientific Reports</i>, 11, 15218</li> <li>3. Mukerjee, S., &amp; Yang, T. (2021). <a href="#">Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media</a>. <i>Political Communication</i>, 38(3), 222–240</li> <li>2. Mukerjee, S., Majó-Vázquez, S., &amp; González-Bailón, S. (2018). <a href="#">Networks of Audience Overlap in the Consumption of Digital News</a>. <i>Journal of Communication</i>, 68(1), 26–50.</li> <li>1. Mukerjee, S. (2016). <a href="#">Net neutrality, Facebook, and India's battle to #SaveTheInternet</a>. <i>Communication and the Public</i>, 1(3), 356–361.</li> </ol>
BOOK CHAPTER	<ol style="list-style-type: none"> <li>1. Mukerjee, S. &amp; González-Bailón, S., (2020) <a href="#">Social Media Data: Quantitative Analysis</a>. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, &amp; R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i></li> </ol>
POPULAR PRESS	<ol style="list-style-type: none"> <li>4. Neyazi, T. A., Kuru, O., &amp; Mukerjee, S. (2021, April 28) <a href="#">In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata</a> <i>The Print</i></li> <li>3. Mukerjee, S., Jaidka K. &amp; Lelkes, Y. (2020, July 9) <a href="#">Our study found little evidence that Twitter is biased against conservative opinion leaders</a>. <i>The Washington Post</i>.</li> <li>2. Mukerjee, S. &amp; Majó-Vázquez, S. (2019, June 28) <a href="#">During the Indian election, news audiences consumed a wide and diverse range of sources</a>. <i>Nieman Journalism Blog</i>.</li> <li>1. Mukerjee, S. (2012, June) An Open World. <i>Linux For You</i> (print magazine) 10(4) pp. 24-26</li> </ol>
MEDIA COVERAGE	<ol style="list-style-type: none"> <li>3. <a href="#">What is Nostr, the Jack Dorsey-backed social network?</a> <i>Bigthink</i> (2023, Feb 6)</li> <li>2. <a href="#">Twitter, Plateforme Politique?</a> (2022, May 10) <i>La Presse</i> (in French)</li> <li>1. <a href="#">Online readers didn't polarise during Lok Sabha polls: Study</a> (2019, June 26) <i>The Indian Express</i></li> </ol>
SOFTWARE	<ol style="list-style-type: none"> <li>1. Mukerjee, S. {coexposuRe}: An R package for modeling audience networks. <a href="https://www.github.com/wrahoool/coexposuRe">https://www.github.com/wrahoool/coexposuRe</a></li> </ol>
OTHER PUBLICATIONS	<ol style="list-style-type: none"> <li>2. Majó-Vázquez, S., Mukerjee, S., Neyazi T. A., &amp; Nielsen, R. K. (2019) <a href="#">Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections</a>. <i>Reuters Institute for the Study of Journalism Factsheet</i>.</li> <li>1. Mukerjee, S., Majo-Vazquez, S., &amp; Gonzalez-Bailon, S. (2018) <a href="#">Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news</a> <i>Journal of Communication</i>, 68(3), E15-E18.</li> </ol>

WORKING  
PAPERS

9. 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*)
8. Yang, T., Yang, X., Peng, Y. & **Mukerjee, S.**. Partisan, Unreliable, Digital-Born, and Mass-Oriented Media are More Likely to Thrive on Social Media: A Comparison between Twitter, Facebook, YouTube, and the Web (*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*)

AWARDS,  
GRANTS, AND  
FELLOWSHIPS

<b>Top Paper Award</b>	2024
International Communication Association (Political Communication Division)	
<b>Writing Fellowship</b>	2025
Faculty of Arts and Social Sciences National University of Singapore	
<b>Antecedents of Trust in Information</b> (co-PI) (SGD 300,000)	2023–2026
Centre for Trusted Internet & Community National University of Singapore	
<b>Collaborative Data Trust</b> (co-PI) (SGD 111,500)	2021–2024
Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, National University of Singapore	
<b>AI, Disinformation, and the Public Good</b> (co-PI) (SGD 450,000)	2021–2023
Defence, Science and Technology Agency (DSTA), Singapore.	
<b>Start-up Research Grant</b> (PI) (SGD 75,000)	2021–2024
Faculty of Arts & Social Sciences, National University of Singapore	
<b>Seed Research Funding</b> (USD 1,300)	2019–2020
Summer Institute of Computational Social Science (SICSS), Chicago	
<b>Student Research Grant</b>	2019
Graduate and Professional Student Assembly, University of Pennsylvania	
<b>Dissertation Research Fellowship</b> (USD 31,000)	2019–2020
Annenberg School for Communication, University of Pennsylvania	
<b>Dissertation Grant</b> (USD 1,700)	2019–2020
Annenberg School for Communication, University of Pennsylvania	
<b>Dean's Summer Fellowship</b> (4× USD 4,000)	2015–2019
Annenberg School for Communication, University of Pennsylvania	

<b>Travel Scholarship</b> National Science Foundation	2018–2019
<b>Travel Scholarship</b> Northwestern University	2018
<b>Doctoral Fellowship</b> University of Pennsylvania	2015–2020

SELECTED  
INVITED  
LECTURES

Academia Sinica, Taipei City, Taiwan  
Agency for Science, Technology and Research (A\* STAR), Singapore  
The Centre for Trusted Internet & Community, National University of Singapore  
Mizuho India Japan Study Centre, Indian Institute of Management - Bangalore, India  
#SmartNationTogether, Government of Singapore, Singapore  
SICSS-Singapore 2023 Opening Keynote, Singapore  
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)

17. Ouyang, R., Jaidka, K., **Mukerjee, S.** (2024) Visual narratives in the digital age: Enhancing online content analysis through automatic visual captioning. *The 10th International Conference Computational Social Science Conference*, Philadelphia, PA, USA.
16. **Mukerjee, S.**, Ouyang, R., Yang, T., Peng, Y. (2024) The Effect of Deplatforming Donald Trump on Media Coverage and Audience Engagement *The 10th International Conference Computational Social Science Conference*, Philadelphia, PA, USA.
15. Vedam, N., **Mukerjee, S.**, Bhattacharya, P. (2024) Polarization beyond echo-chambers: Exploring cascading neighbourhood effects in networked online groups through an agent-based framework *The 74th Annual Conference of the International Communication Association*, Gold Coast, Australia.
14. Yang, T., Yang, X., Peng, Y., **Mukerjee, S.** (2024) Partisan, unreliable, digital-born and mass-oriented media are more likely to thrive on social media: A comparison between Twitter, Facebook, YouTube, and the Web. *The 74th Annual Conference of the International Communication Association*, Gold Coast, Australia.

13. **Mukerjee, S.**, Haque, M. A., Neyazi, T. N. (2024) The varied impact of the Covid-19 pandemic on news media diets: Evidence from longitudinal analysis of web traffic data in three Asian countries. *The 74th Annual Conference of the International Communication Association*, Gold Coast, Australia.
12. Yang, T., Peng, Y., **Mukerjee, S.** (2024) Computational Communication Research in the Global South: Unpacking theoretical, methodological, and professional challenges for an inclusive and globally informed future. *The 74th Annual Conference of the International Communication Association*, Gold Coast, Australia. (Panel)
11. **Mukerjee, S.**, Yang, T., Peng, Y. (2023) Metrics at Work: How Social Media Metrics Shape News Production on Facebook. *The 9th International Conference on Computational Social Science*, Copenhagen, Denmark.
10. Peng, Y., Yang, T., **Mukerjee, S.**, (2023) Outrage by design: How social media metrics make our news more toxic and uncivil *The 9th International Conference on Computational Social Science*, Copenhagen, Denmark.
9. **Mukerjee, S.**, Haque, M. A., Neyazi, T. N., (2023) The Effect of the Covid-19 Pandemic on News Consumption: An Interrupted Time Series Analysis spanning Three Asian Countries *The 9th International Conference on Computational Social Science*, Copenhagen, Denmark.
8. Vedam, N. **Mukerjee, S.**, (2023) Polarization without Echoes? An Agent-Based Framework for Modeling Affective Polarization under Exposure to Diverse Content *The 9th International Conference on Computational Social Science*, Copenhagen, Denmark. (poster)
7. **Mukerjee, S.**, Yang, T., Peng, Y. (2023) Modeling Time: Computational Approaches for the Analysis of Longitudinal, Temporal, and Time-Dynamic Data. *The 73rd Annual Conference of the International Communication Association*, Toronto, ON, Canada. (Panel)
6. **Mukerjee, S.**, (2023) Online News in India: A quantitative appraisal of the digital news consumption landscape in the world's largest democracy (2014-2018) *The 73rd Annual Conference of the International Communication Association*, Toronto, ON, Canada. (poster)
5. **Mukerjee, S.**, Yang, T., Peng, Y. (2023) Metrics in action: How social media metrics shape news production on Facebook. *The 73rd Annual Conference of the International Communication Association*, Toronto, ON, Canada.
4. **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 Conference*, Chicago, IL, USA.
3. 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 Conference*, Chicago, IL, USA.
2. 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
1. 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

SERVICE TO  
DISCIPLINE

Conference Chair

*ICA Pre-Conference - "A Computational Turn in Journalism"*

2024

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)* 2021-24  
(Best Senior Program Committee Member Award, 2023)

Program Committee Member

*The 9<sup>th</sup> International Conference on Computational Social Science (IC2S2)* 2023-24  
*The 20<sup>th</sup> Conference on Complex Systems (CCS2024)* 2024  
*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

*PNAS Nexus; Journal of Communication; Journal of Computer-Mediated Communication; New Media & Society; Digital Journalism; Communication Theory; 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  
DEPARTMENT

Area Coordinator, Computational Communication, NUS 2023-24  
Committee Member, *Research Seminar Committee, NUS* 2021-23  
Committee Member, *Hiring Committee, NUS* 2021-23  
Committee Member, *Graduate Admissions Committee, NUS* 2021-23  
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

**National University of Singapore**

Visualising Data (Masters Seminar)  
Coding for Communicators (Masters Seminar)  
Quantitative Research Methods (Undergraduate Lecture, Undergraduate Tutorial)  
Quantitative Research Methods (Ph.D. Seminar)  
Theories of Communications and New Media (Undergraduate Tutorial)

**University of Pennsylvania**

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

STUDENT SUPERVISION	<p><b>Graduate level:</b> Ouyang Rongxin (Ph.D. supervisor - Communications and New Media), Jiyaing Wu (Ph.D. thesis examiner, Computer Science), Chen Zhuo (Ph.D. thesis examiner - Communications and New Media), Purnima Kamath (Ph.D. thesis committee - Communications and New Media), Yifei Wang (M.A. thesis examiner - Communications and New Media)</p> <p><b>Undergraduate level:</b> Jeremy Yee (co-supervisor), Tan Jia Xin (thesis supervisor)</p>	
SKILLSET	<p><b>Quantitative Methods:</b> Network analysis, statistical inference, machine learning, experimental design, natural language processing, agent-based modeling</p> <p><b>Programming/Scripting:</b> R, Python, SQL, Java, C++, C, <math>\text{\LaTeX}</math>, Markdown, Git, JavaScript (basic).</p>	
ADDITIONAL TRAINING	<p><b>Summer Institute in Computational Social Science (SICSS)-Chicago</b> Jun 2019 Northwestern University</p> <p><b>Mediterranean School of Complex Networks</b> Sep 2017 Universitat Rovira i Virgili, Italy</p> <p><b>Annenberg Summer Institute in Methods &amp; Statistics</b> Jun 2017 University of Southern California</p> <p>Scale Construction Critical Studies of Networked Infrastructure</p>	
INDUSTRY EMPLOYMENT	<p><b>Abzooba Inc.</b> Kolkata, India Jun 2014 – Jul 2015 Data Scientist</p> <p><b>Bravo Lucy As.</b> Hyderabad, India Jun 2013 – Jun 2014 Software Engineering Intern</p> <p><b>Ericsson Global</b> Kolkata, India Jun 2012 – Jul 2012 Software Engineering Intern</p>	
PROFESSIONAL MEMBERSHIP	International Communication Association	
REFERENCES	<i>Available upon request.</i>	