Subhayan Mukerjee

CONTACT

National University of Singapore
College of Humanities and Sciences
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ACADEMIC EMPLOYMENT

National University of Singapore, Singapore   2020−present
  Assistant Professor at the Department of Communications and New Media
  Principal Investigator at the Centre for Trusted Internet & Community
  Researcher at Centre for Computational Social Science and Humanities

University of Pennsylvania, Philadelphia, PA, USA   2015−20
  Research Fellow at the Annenberg School for Communication

University of Oxford, Oxford, UK   2019
  Research Assistant at Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA   2016
  Research Intern at Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA   2020
  Ph.D. in Communication
  M.A. in Communication

Birla Institute of Technology and Science, Pilani, Rajasthan, India   2014
  M.Sc. (with Honours) in Mathematics
  B.E. (with Honours) in Computer Science

JOURNAL PUBLICATIONS

15. 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 *forthcoming in Journal of Communication*

14. **Mukerjee, S.** & Shen, C.(2025). The Antecedents and Manifestations of Political Polarization in Visual Media: Key Questions and Future Directions. *Political Communication.* 42(1), 208-214.

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.* 30(3), 797–818

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.

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.** (2022) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press /Politics*, 28(4), 862-883.

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.

SOFTWARE

2. Ouyang, R. & **Mukerjee, S.** {FSynth}: An R package for faster synthetic control. https://github.com/reycn/FSynth

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

OTHER PUBLICATIONS

3. Ouyang, R., Jaidka, K., **Mukerjee, S.**, & Cui, G. (2025). Hateful Meme Detection through Context-Sensitive Prompting and Fine-Grained Labeling (Student Abstract). In Proceedings of the AAAI Conference on Artificial Intelligence (Vol. 39, No. 28, pp. 29459-29461).

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

10. **Mukerjee, S.**, Ouyang, R., & Yang, T. Metrics on X: A Replication Study *(under review)*

9. **Mukerjee, S.**, Ouyang, R., Yang, T. & Peng, Y. Deplatforming reduced news coverage of Trump on social media, in some outlets but not others. *(under review)*

8. Vedam, N., **Mukerjee, S.** & Bhattacharya, P. Polarization without Echoes? An Agent-Based Framework for Modeling Affective Polarization via Sharing of Negative Messages *(under review)*

7. Lin, X., & **Mukerjee, S.**. Faces in the Feed: Visual Cues, Media Trust and Affective Polarization *(under review)*

6. Singh, S., Ouyang, R., **Mukerjee, S.**, & Jaidka, K. Labels or Input? Rethinking Augmentation in Multimodal Hate Detection *(under review)*

5. Vedam, N.,**Mukerjee, S.**. & Bhattacharya, P. Sanctioning elites, not ordinary people curbs polarization on social media. *(in preparation)*

4. **Mukerjee, S.**, & Yang, T. Problematizing the fragmented scholarship on audience fragmentation: an expanded two-dimensional model *(in preparation)*

3. **Mukerjee, S.**, Haque, M. A., & Neyazi, T. A. Fragmentation in news consumption: comparative evidence from three Asian countries *(in preparation)*

2. **Mukerjee, S.**, Yang, T., & Peng, Y. How engagement with toxic posts drives toxicity on online social media platforms. *(in progress)*

1. Jaidka, K.,**Mukerjee, S.**, & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in preparation)*

GRANTS

Research Grants as Principal Investigator

2. **LLMs and Online News** (SGD 233,650)   2025−28
Ministry of Education
National University of Singapore

1. **Multimodal Methods and Media Effects** (SGD 75,000)   2021−25
Start-up Research Grant, National University of Singapore

Research Grants as Co-Principal Investigator

2. **Trust in Online Information** (SGD 300,000)   2023−26
   Centre for Trusted Internet & Community, National University of Singapore

1. **AI, Disinformation and the Public Good** (SGD 502,623)   2021−23
   Defence Science and Technology Agency, Singapore

Teaching and Service Grants

2. **Statistics Teaching Community** (SGD 5,800)   2024−25
   Teaching Enhancement Grant, National University of Singapore

1. **CODAT: Collaborative Data Trust** (SGD 111,500)   2022−25
   Centre for Trusted Internet & Community, National University of Singapore
   Faculty of Arts & Social Science, National University of Singapore

Research Grants as Graduate Student

4. **Dean's Summer Fellowship** (4 × USD 4,000)   2016−19
   Annenberg School for Communication, University of Pennsylvania

3. **Student Research Grant** (USD 700)   2019
   Graduate and Professional Student Assembly, University of Pennsylvania

2. **Dissertation Grant** (USD 1,700)   2019−20
   Annenberg School for Communication, University of Pennsylvania

1. **Seed Research Funding** (USD 1,300)   2019−20
   Summer Institute of Computational Social Science (SICSS), Chicago

AWARDS AND
FELLOWSHIPS

National University of Singapore

5. **Top Paper Award**   2025
   Computational Methods Division, International Communication Association

4. **Top Faculty Paper Award**   2025
   Political Communication Division, International Communication Association

3. **FASS Writing Fellowship**   2025
   Faculty of Arts and Social Sciences, National University of Singapore

2. **Top Faculty Paper Award**   2024
   Political Communication Division, International Communication Association

1. **Best Senior Program Committee Member Award**   2023
   The International AAAI Conference on Web Science and Social Media (ICWSM)

University of Pennsylvania

5. **Dissertation Research Fellowship** (USD 31,000)   2019−20
   Annenberg School for Communication, University of Pennsylvania

4. **Dean's Summer Fellowship** (4× USD 4,000)   2015−19
   Annenberg School for Communication, University of Pennsylvania

3. **Travel Scholarship**   2018−19
   National Science Foundation

2. **Travel Scholarship**   2018
   Northwestern University

1. **Doctoral Fellowship**   2015−20
   University of Pennsylvania

SELECTED
INVITED
LECTURES

Temasek Foundation-Institute of Policy Studies, Singapore

Masterclass, NUS School of Continuing and Lifelong Education, Singapore

Centre for Computational Social Sciences and Humanities, NUS, Singapore

Institute of Sociology, Academia Sinica, Taipei City, Taiwan

Agency for Science, Technology and Research (A* STAR), Singapore

The Centre for Trusted Internet & Community, NUS, Singapore

Mizuho India Japan Study Centre, Indian Institute of Management - Bangalore, India

#SmartNationTogether, Government of Singapore, Singapore

Department of Communication, Vrije Universiteit, Amsterdam, the Netherlands

Reuters Institute for the Study of Journalism, University of Oxford, UK

NUS Lifelong Learning Festival, School of Continuing and Lifelong Education, Singapore

Summer Institute of Computational Social Science-Beijing 2021, China

DiMeNet Research Group, University of Pennsylvania, USA

Human Cooperation Lab, Massachusetts Institute of Technology, USA

School of Journalism and Mass Communication, University of Wisconsin-Madison, USA

Microsoft Research New York, USA

Center for Social Media and Politics, New York University, USA

CONFERENCE
TALKS

(LAST 3 YEARS)

14. **Mukerjee, S.**, Yang, T., & Peng, Y. (2025) Imitation and Differentiation in News Production among American Media Outlets on Facebook *The 10th International Conference Computational Social Science Conference*, Norrkoping, Sweden

13. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. (2025) Limiting Exposure to Elites and Political Content on Social Media Can Reduce Polarization and Susceptibility to Misinformation *The 10th International Conference Computational Social Science Conference*, Norrkoping, Sweden

12. 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.

11. **Mukerjee, S.**, Rongxin, O., Yang, T. & Peng, Y. (2024) The Causal Effects of Deplatforming Trump: An Enhanced Synthetic Control Approach *The 75th Annual Conference of the International Communication Association*, Denver, CO, USA.

10. **Mukerjee, S.**, Yang, T., & Peng, Y. (2025) The Ideological Antecedents of Inter-Media Influence in the Production of News on Facebook *The 75th Annual Conference of the International Communication Association*, Denver, CO, USA.

9. Jaidka, K., Qi, P., Aneja, H., Mujtahid, I., **Mukerjee, S.**, Hsu, W., Lee, M. Using LLM-powered Chatbots for Fact-checking Training. *The 75th Annual Conference of the International Communication Association*, Denver, CO, USA.

8. 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.

7. 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.

6. **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.

5. 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)

4. **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.

3. 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.

2. **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.

1. **Mukerjee, S.**, Yang, T., Peng, Y. & (2023) How social media metrics shape news production on Facebook. *The 73rd Annual Conference of the International Communication Association*, Toronto, ON, Canada.

SERVICE TO DISCIPLINE	Guest Editor	
	Computational Communication Research	2024−25
	(Special Issue on Generative AI)	
	Organizer	
	Summer Institute in Computational Social Science (SICSS) - Singapore	2022−25
	Conference Chair	
	A Computational Turn in Journalism	2024
	(Preconference of the International Communication Association)	
	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	
	AAAI Conf. on Artificial Intelligence (AAAI)	2025
	Intl. Conf. on Computational Social Science (IC2S2)	2023−24
	Intl. Conf. on Knowledge Engineering and Knowledge Management (EKAW)	2024
	Conf. on Complex Systems (CCS)	2024
	IEEE Intl. Conf. on Data Science and Advanced Analytics (DSAA)	2022
	Committee Member	
	Best Dissertation Award for the ICA Computational Methods Division	2023

Ad-hoc Journal Reviewer

PNAS Nexus; Journal of Communication; Political Communication; Journal of Computer-Mediated Communication; New Media and Society; Digital Journalism; Social Science Computer Review; Communication Theory; EPJ Data Science; Communication Research; Human Communication Research; International Journal of Press/Politics; Health Communication; Information, Communication & Society; PLOS One; Public Opinion Quarterly; Journalism Studies; Journalism; International Journal of Communication; Democratization; Journal of Computational Social Science; Mass Communication and Society; Social Media and Society; Social Network Analysis & Mining; Cyberpsychology, Behavior and Social Networking; International Communication Gazette; Journal of Medical Internet Research

SERVICE TO
DEPARTMEMT

National University of Singapore

Area Coordinator, Foundation Coursework, CNM	2025−26
Area Coordinator, Computational Communication, CNM	2023−24
Committee Member, Research Seminar Committee, CNM	2021−23
Committee Member, Hiring Committee, CNM	2021−23
Committee Member, Graduate Admissions Committee, CNM	2021−23

University of Pennsylvania

Coordinator, DiMeNet research group	2016−18
Committee Member, Annenberg Graduate Student Symposium Committee	2017−18
Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop	2017

TEACHING
EXPERIENCE

National University of Singapore

Explain This: Why Are Complex Ideas Hard to Explain? (Undergraduate Lecture)

Visualising Data (Masters Seminar)

Coding for Communicators (Masters Seminar)

Quantitative Research Methods (Undergraduate Lecture and 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)

SUPERVISION
AND
MENTORSHIP

(* INDICATES
CURRENT)

Postdoctoral Fellows

Narayani Vedam (postdoc mentor)	2023−25

Graduate Students

Ouyang Rongxin* (Ph.D. supervisor; Communications & New Media)	2023−27
Purnima Kamath (Ph.D. thesis committee; Communications & New Media)	2021−24
Jiyaing Wu (Ph.D. thesis examiner; Computer Science)	2024
Yifei Wang (M.A. thesis examiner; Communications & New Media)	2024
Chen Zhuo (Ph.D. thesis examiner; Communications & New Media)	2022

Undergraduate Students

Tan Jia Xin (honours thesis supervisor; Communications & New Media)   2022

Jeremiah Yee (co-supervisor; Communications & New Media)   2021

Visiting Students

Xu Dong* (Ph.D. student from Renmin University, China)   2025−26

Sarthak Ingle* (undergraduate student from BITS Pilani, India)   2025

Xuejiao Lin (Ph.D. student from Renmin University, China)   2023−24

INDUSTRY EMPLOYMENT

Abzooba Inc. Kolkata, India   2014−15

Data Scientist

Bravo Lucy As. Hyderabad, India   2013−14

Software Engineering Intern

Ericsson Global Kolkata, India   2012

Software Engineering Intern

PROFESSIONAL MEMBERSHIP

International Communication Association

REFERENCES

Available upon request.