

Kei Ichikawa

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Education

2024-

PhD. Engineering

School of Environment and Society,
Department of Innovation Science,
Institute of Science Tokyo
(Former Tokyo Institute of Technology)

Adviser:

Prof Kazutoshi Sasahara ([google scholar](#))

2022-2024

M.S. Management of Technology

School of Environment and Society,
Department of Management of Technology,
Tokyo Institute of Technology

Master thesis :

Deepfake Sharing Behaviour with a Focus on Emotional
Valence and Cognitive Biases

Adviser:

Prof Kazutoshi Sasahara ([google scholar](#))

2023-2023

Exchange program (one semester)

Wee Kim Wee School of communication and information,
Nanyang Technological University(NTU), Singapore

Research project :

how people's trust in the media changes when they are
exposed to deepfakes.

Adviser:

Prof Saifuddin Ahmed ([google scholar](#))

2018-2020

B.S. Data Science

School of Informatics,
Department of Natural Informatics,
Nagoya University

Bachelor thesis:

The advancement of three-axis tactile sensors for
robots using deep learning methods.

Adviser:

Prof Masahiro Ohka ([google scholar](#))

Skills

PROGRAMMING AND ALGORITHMS

Python, R, LaTeX, HTML , CSS, Javascript, SQL, Machine &
Deep learning,

DATA ANALYSIS AND VISUALIZATION

Rstudio, Excel, matplotlib, Python(tensorflow,NumPy,
Pandas,Scikit-learn, Keras), statistical analysis

WEB ENGINEERING

Django, AWS, GCP,

Research Interest

Social Media Analysis,Disinformation and Political
Behaviour, Polarization, Computational social science

Work Experience

2024-

Full-time employee as Data Scientist, software developer
Dentsu Digital Inc,

2022-2023

Intern as Corporate Planning Analyst
Startbahn, Inc.

2022-2023

Intern as data scientist
Accenture PLC.

Languages

English (Fluent) IELTS 7.0(2024/10)

Japanese (Native)

Research Experience

2022-2024 (master thesis's research at Tokyo Tech,2 years)

Deepfake Sharing Behaviour with a Focus on Emotional Valence and Cognitive Biases,

examined how emotional valence in AI-generated content
(deepfakes) influences their sharing intentions, exploring the
impact of altering emotional valence on users' willingness to
share.

2023 (research intern at NTU singapore, 1 semester)

A study on how deepfakes are perceived in Asian countries.

I am researching how people's trust in the media changes
when they are exposed to deepfakes in seven Asian
countries (Singapore, Vietnam, Indonesia, Malaysia,
Thailand, China, and the Philippines). My primary focus is on
generating deepfakes and discussing research design.

Academic Honours & Awards

2024 Master Thesis Excellence Presentation Award

Tokyo Institute of Technology

2024 Tech Direction Awards, Bronze, R&D / Prototype categories

Technical Directors Association

2024 CAMPUS Asia Plus: A Joint Educational Program of four universities in Japan, China, South Korea, and Singapore, Scholarship, of ¥100K(JPY) per month(4 month).

Tokyo Institute of Technology

Presentation at a conference

International conferences(peer-reviewed)

[1]Ichikawa,K & Chen,J & Sasahara,K(2024,July). The Emotional Levers of AI-generated Content. Paper presented at the annual meeting of the International Conference on Computational Social Science (IC2S2).Philadelphia,USA.

Invited talk

[1] Ichikawa,K & Chen,J & Sasahara,K(2025,Jan). How Emotion Shapes the Sharing of AI-Generated Images: Findings from an Online Experiment. at 47th Hawaii International Conference on System Sciences (HICSS-58), 7-10 January 2014, Hilton Waikoloa, Big Island.USA

Journal paper(peer-reviewed)

[1]Ahmed,S & Masood,M & Bee,A & Ichikawa,K(2025). False Failures, Real Distrust: The Impact of an Infrastructure Failure Deepfake on Government Trust. Frontiers in Psychology

[2]Under review: Ichikawa,K & Chen,J & Sasahara,K (2025) Domain-specific emotional effects of deepfakes on news-sharing behaviour.