Prof. Dr. **Adrian Rauchfleisch**

✉ adrian.rauchfleisch@gmail.com

Academic Appointments

Professor   *Taipei, Taiwan*

GRADUATE INSTITUTE OF JOURNALISM, NATIONAL TAIWAN UNIVERSITY   *Aug. 2025 - now*

Associate professor   *Taipei, Taiwan*

GRADUATE INSTITUTE OF JOURNALISM, NATIONAL TAIWAN UNIVERSITY   *Aug. 2021 - Jul. 2025*

Deputy Director-General   *Taipei, Taiwan*

EU CENTRE IN TAIWAN, NATIONAL TAIWAN UNIVERSITY   *Jan. 2022 - Mar. 2025*

Associate Dean of International Affairs   *Taipei, Taiwan*

COLLEGE OF SOCIAL SCIENCES, NATIONAL TAIWAN UNIVERSITY   *Aug. 2022 - July 2023*

Assistant professor   *Taipei, Taiwan*

GRADUATE INSTITUTE OF JOURNALISM, NATIONAL TAIWAN UNIVERSITY   *Feb. 2018 - Jul. 2021*

Senior research and teaching associate   *Zurich, Switzerland*

INSTITUTE OF MASS COMMUNICATION AND MEDIA RESEARCH, UNIVERSITY OF ZURICH   *Mar. 2017 - Jan. 2018*

Research and teaching associate   *Zurich, Switzerland*

INSTITUTE OF MASS COMMUNICATION AND MEDIA RESEARCH, UNIVERSITY OF ZURICH   *Jul. 2013 - Feb. 2017*

Research and teaching assistant (part-time)   *Zurich, Switzerland*

INSTITUTE OF MASS COMMUNICATION AND MEDIA RESEARCH, UNIVERSITY OF ZURICH   *Sep. 2008 - Sep. 2012*

- Teaching assistant in multiple seminars.
- Research assistant in different research groups.

Education

University of Zurich   *Zurich, Switzerland*

DOCTORATE (PHD) IN MEDIA STUDIES AND COMMUNICATION SCIENCE   *Jul. 2013 - Jun. 2017*

- Cumulative dissertation: "Funktionen von Onlineöffentlichkeit: Eine globale Perspektive"
- Supervised by Mike S. Schäfer and Frank Esser

University of Zurich   *Zurich, Switzerland*

MASTER OF ARTS IN COMMUNICATION MANAGEMENT AND RESEARCH   *Sep. 2009 - Jan. 2012*

- Minor: Art History

University of Zurich   *Zurich, Switzerland*

BACHELOR OF ARTS IN MEDIA AND COMMUNICATION SCIENCE   *Sep. 2006 - Aug. 2009*

- Minors: Art History, Popular Cultures

Publications

Citation numbers (March 2026)

Metric	Google Scholar	Google Scholar since 2021	Web of Science
Citations	3391	2758	1281
h-index	29	28	19
i10-index	45	43	27

Articles in Peer-Reviewed Journals

*equal contribution

2026 Jungherr, A.*, **Rauchfleisch, A.***, Wuttke, A.*, Artificial Intelligence in Election Campaigns: Perceptions, Penalties, and Implications. *Political Communication*.

2025 Jungherr, A.*, **Rauchfleisch, A.***, Artificial Intelligence in deliberation: The AI penalty and the emergence of a new deliberative divide. *Government Information Quarterly*, 42(4), 102079. doi:10.1016/j.giq.2025.102079

2025 **Rauchfleisch, A.,** Suarez, J.P., Sales, N.M., Jungherr, A., Winning and losing with Artificial Intelligence: What public discourse about ChatGPT tells us about how societies make sense of technological change. *Telematics and Informatics*, 103, 102344. doi:10.1016/j.tele.2025.102344

2025 Jungherr, A., **Rauchfleisch, A.,** What do people expect from Artificial Intelligence? Public opinion on alignment in AI moderation from Germany and the United States. *Social Media + Society*, 11(4). doi:10.1177/20563051251405069

2025 **Rauchfleisch, A.,** Jungherr, A., Wuttke, A., Explaining Public Preferences for Regulating Artificial Intelligence in Election Campaigns: Evidence from the U.S. and Taiwan. *Telecommunications Policy*, 49(10), 103072. doi:10.1016/j.telpol.2025.103072

2025 Vogler, D., **Rauchfleisch, A.,** de Seta, G., Support for Deepfake Regulation: The Role of Third-Person Perception, Trust, and Risk. *Studies in Communication and Media*, 14(4), 570–593. doi:10.5771/2192-4007-2025-4-570

2025 Suarez, J.P., Sales, N.M., **Rauchfleisch, A.,** Soft disempowerment dynamics in the 2022 FIFA World Cup. *Humanities and Social Sciences Communications*, 12, 1772. doi:10.1057/s41599-025-06062-6

2025 **Rauchfleisch, A.,** Vogler, D., de Seta, G., Deepfakes or Synthetic Media? The Effect of Euphemisms for Labeling Technology on Risk and Benefit Perceptions. *Social Media + Society*, 11 (3), 20563051251350975. doi:10.1177/20563051251350975

2025 Mede, N.G., Cologna, V., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E.W., Mihelj, S., Oreskes, N., Schäfer, M.S., Van Der Linden, S., Abdul Aziz, N.I., Abdulsalam, S., Abu Shamsi, N., Aczel, B., Adinugroho, I., Alabrese, E., Aldoh, A., Alfano, M., ···, **Rauchfleisch, A.,** ··· TISP Consortium, Public Communication about Science in 68 Countries: Global Evidence on How People Encounter and Engage with Information about Science. *Science Communication*, doi:10.1177/10755470251376615

2025 Weston, M., Vogler, D., **Rauchfleisch, A.,** Jürgens, P., Eisenegger, M. , Days, Schedules, and Attention: How Time Affects Mobile News Consumption Among Young Swiss People. *Mobile Media & Communication*, 20501579251376418. doi:10.1177/20501579251376418

2025 Vogler, D., **Rauchfleisch, A.,** de Seta, G., The Short-Term Impact of an On-Site Literacy Intervention on Discerning Deepfake Videos Based on Visual Features. *Journalism & Mass Communication Quarterly*, 102(4), 1135–1156. doi:10.1177/10776990251373088.

2025 Weston, M., Vogler, D., Jürgens, P., **Rauchfleisch, A.,** Eisenegger, M., Tracking the Roots of Low News Usage on Smartphones – Do Individual Interests, Political Attitudes, and Media Consumption Habits Affect the Mobile News Use of Young Adults? *Journal of Broadcasting & Electronic Media*, 69(5), 529–548. doi:10.1080/08838151.2025.2535389

2025 Cologna, V., Mede, N.G., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E. W., Mihelj, S., Oreskes, N., Schäfer, M.S., Van Der Linden, S., Abdul Aziz, N.I., Abdulsalam, S., Shamsi, N. A., Aczel, B., Adinugroho, I., Alabrese, E., Aldoh, A., Alfano, M., ··· **Rauchfleisch, A.,** ···Zwaan, R. A., Trust in Scientists and Their Role in Society Across 68 Countries. *Nature Human Behaviour*. doi:10.1038/s41562-024-02090-5

2025 Mede, N.G., Cologna, V., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E. W., Mihelj, S., Oreskes, N., Schäfer, M.S., Van Der Linden, S., Abdul Aziz, N. I., Abdulsalam, S., Shamsi, N. A., Aczel, B., Adinugroho, I., Alabrese, E., Aldoh, A., Alfano, M., ··· **Rauchfleisch, A.** , ···Zwaan, R. A., Perceptions of Science, Science Communication, and Climate Change Attitudes in 68 Countries – The TISP Dataset. *Scientific Data*, 12(1), 114. doi:10.1038/s41597-024-04100-7

2024   **Rauchfleisch, A.,** Kaiser, J., The Impact of Deplatforming the Far Right: An Analysis of YouTube and BitChute. *Information, Communication & Society*, 27(7), 1478–1496. doi:10.1080/1369118X.2024.2346524

2024   **Rauchfleisch, A.,** Jungherr, A., Blame and obligation: The importance of libertarianism and political orientation in the public assessment of disinformation in the United States. *Policy & Internet*, 16(4), 801–817. doi:10.1002/poi3.407

2024   Jungherr, A**., Rauchfleisch, A.,** Negative Downstream Effects of Alarmist Disinformation Discourse: Evidence from the United States. *Political Behavior*, 46(4), 2123–2143. doi:10.1007/s11109-024-09911-3

2024   Mede, N**., Rauchfleisch, A.,** Metag, J., Schäfer, M.S., The Interplay of Knowledge Overestimation, Social Media Use, and Populist Ideas: Cross-Sectional and Experimental Evidence From Germany and Taiwan. *Communication Research*, 00936502241230203. doi:10.1177/00936502241230203

2024   Vogler, D**., Rauchfleisch, A.,** Schwaiger, L., The System Is Corrupted, and the Mainstream Media Is Lying to us! Exploring the Relation Between Affinity Toward Conspiracy Myths and Alternative News Media Usage. *International Journal of Public Opinion Research*, 36(1), edad044. doi:10.1093/ijpor/edad044

2023   **Rauchfleisch, A.,** Kao, J.J., Tseng, T.H., Ho, C.T., Li, L.Y., Maximizing Science Outreach on Facebook: An Analysis of Scientists᾽ Communication Strategies in Taiwan. *Media and Communication*, 11(1), 228–239. doi:10.17645/mac.v11i1.6080

2023   Chan, C.-H**., Rauchfleisch, A.,** Bayesian Multilevel Modeling and Its Application in Comparative Journalism Studies. *International Journal of Communication*, 17, 3700–3721.

2023   Vogler, D., Weston, M., Ryffel, Q., **Rauchfleisch, A.,** Jürgens, P., Eisenegger, M., Schwaiger, L., Christen, U., Mobile news consumption and its relation to young adults᾽ knowledge about and participation in referendums. *Media and Communication*, 11(1), 6–18. doi:10.17645/mac.v11i1.6029

2022   **Rauchfleisch, A.,** Tseng, T.-H., Kao, J.-J., Liu, Y.-T., Taiwan᾽s Public Discourse About Disinformation: The Role of Journalism, Academia, and Politics. *Journalism Practice*, 17(10), 2197–2217. doi:10.1080/17512786.2022.2110928

2022   Nachman, L**., Rauchfleisch, A.,** Hioe, B., How China Divides the Left: Competing Transnational Left-Wing Alternative Media on Twitter. *Media and Communication*, 10(3), 50-63. doi:10.17645/mac.v10i3.5345

2022   Schwaiger, L., Schneider, J**., Rauchfleisch, A.,** Eisenegger, M., Mindsets of conspiracy: A typology of affinities towards conspiracy myths in digital environments. *Convergence*, 28(4), 1007–1029. doi:10.1177/13548565221106427

2021   **Rauchfleisch, A.,** Siegen, D., Vogler, D., How COVID-19 displaced climate change: mediated climate change activism and issue attention in the Swiss media and online sphere. *Environmental Communication*, 17(3), 313–321. doi:10.1080/17524032.2021.1990978

2021   **Rauchfleisch, A.,** Siegen, D., Schäfer, M.S., Beyond the ivory tower: Measuring and explaining academic engagement with journalists, politicians and industry representatives among Swiss professors. *PLOS ONE*, 16(5), e0251051. doi:10.1371/journal.pone.0251051

2021   **Rauchfleisch, A.,** Vogler, D., Eisenegger, M., Public Sphere in crisis mode: How the COVID-19 pandemic influenced public discourse and user behaviour in the Swiss Twitter-sphere. *Javnost - The Public*, 28(2), 129-148. doi:10.1080/13183222.2021.1923622

2021   Weston, M**., Rauchfleisch, A.,** Close to Beijing: Geographic Biases in People᾽s Daily. *Media and Communication*, 9(3), 59-73. doi:10.17645/mac.v9i3.3966

2021   Kaiser, J**., Rauchfleisch, A.,** Córdova, Y., Fighting Zika with Honey: An Analysis of YouTube᾽s Video Recommendations on Brazilian YouTube. *International Journal of Communication*, 15, 1244–1262.

2020   Kaiser, K**., Rauchfleisch, A.,** Birds of a feather get recommended together: Algorithmic homophily in YouTube᾽s channel recommendations in the United States and Germany. *Social Media + Society*, 6(4), 2056305120969914. doi:10.1177/2056305120969914

2020   **Rauchfleisch, A.,** Vogler, D., Eisenegger, M., Transnational news sharing on social media: Measuring and analysing Twitter news media repertoires of domestic and foreign audience communities. *Digital Journalism*, 8(9), 1206-1230. doi:10.1080/21670811.2020.1835511

2020   **Rauchfleisch, A.,** Kaiser, J., The false positive problem of automatic bot detection in social science research. *PLOS ONE*, 15(10), e0241045. doi:10.1371/journal.pone.0241045

2020   **Rauchfleisch, A.,** Chi, J.-y., Untangling Taiwan᾽s Hybridity With Structural Dysfunctions. *Social Media + Society*, July-September,6(3), 2056305120947658. doi:10.1177/2056305120947658

2020   **Rauchfleisch, A.,** Kaiser, J., The German Far-right on YouTube: An Analysis of User Overlap and User Comments. *Journal of Broadcasting & Electronic Media*, 64(3), 373-396 . doi:10.1080/08838151.2020.1799690

2020   Kaiser, J., **Rauchfleisch, A.,** Bourassa, N., Connecting the (Far-)Right Dots: A Topic Modeling and Hyperlink Analysis of (Far-)Right Media Coverage during the US Elections 2016. *Digital Journalism*, 8(3), 422-441. doi:10.1080/21670811.2019.1682629

2020   **Rauchfleisch, A.,** Metag, J., Beyond normalization and equalization on Twitter. Politicians᾽ Twitter use during non-election times and influences of media attention. *Journal of Applied Journalism & Media Studies*, 9(2), 169-189. doi:10.1386/ajms_00021_1

2019   Kaiser, J.[*], **Rauchfleisch, A.**[*], Integrating Concepts of Counterpublics into Generalized Public Sphere Frameworks: Contemporary Transformations in Radical Forms. *Javnost - The Public*, 26(3), 241-257. doi:10.1080/13183222.2018.1558676

2019   Kargar, S., **Rauchfleisch, A.,** State-aligned trolling in Iran and the double-edged affordances of Instagram. *New Media & Society*, 21(7), 1506–1527. doi:10.1177/1461444818825133

2018   Kovic, M., **Rauchfleisch, A.,** Sele, M., Caspar, C., Digital astroturfing in politics: Definition, typology, and countermeasures. *Studies in Communication Science*, 18(1), 69-85. doi:10.24434/j.scoms.2018.01.005

2018   Arlt, D., **Rauchfleisch, A.,** Schäfer, M.S., Like-minded or challenging interactions? Exploring the properties, activities and interactions/connections within and across Twitter-based online communities. *Environmental Communication*, 13(4), 440–456. doi:10.1080/17524032.2018.1430600

2018   **Rauchfleisch, A.,** Schäfer, M.S., Structure and development of science communication research: co-citation analysis of a developing field. *Journal of Science Communication*, 17(3), A07. doi:10.22323/2.17030207

2018   **Rauchfleisch, A.,** Schäfer, M.S., Climate change Politics and the Role of China: A Window of Opportunity to Gain Soft Power? *International Communication of Chinese Culture*, 5(1-2), 39-59. doi:10.1007/s40636-018-0114-9

2018   Schäfer, M.S., Füchslin, T., Metag, J., Kristiansen, S., **Rauchfleisch, A.,** The different audiences of science communication: A segmentation analysis of the Swiss population᾽s perceptions of science and their information and media use patterns. *Public Understanding of Science*, 27(7), 836–856. doi:10.1177/0963662517752886

2017   Kovic, M., **Rauchfleisch, A.,** Metag, J., Caspar, C., Szenogrady, J., Brute force effects of mass media presence and social media activity on electoral outcome. *Journal of Information Technology & Politics*, 14(4), 348-371. doi:10.1080/19331681.2017.1374228

2017   **Rauchfleisch, A.,** Artho, X.[‡], Metag, J., Post, S., Schäfer, M.S., How journalists verify user-generated content during terrorist crises. Analyzing Twitter communication during the Brussels attacks. *Social Media + Society*, 3(3), 2056305117717888. doi:10.1177/2056305117717888

2017   **Rauchfleisch, A.,** The public sphere as an essentially contested concept: A co-citation analysis of the last 20 years of public sphere research. *Communication and the Public*, 1(5), 1–16. doi:10.1177/2057047317691054

2016   Metag, J., **Rauchfleisch, A.,** Journalists᾽ Use of Political Tweets. *Digital Journalism*, 5(9), 1155–1172. doi:10.1080/21670811.2016.1248989

2016   **Rauchfleisch, A.,** Kovic, M., The Internet and Generalized Functions of the Public Sphere: Transformative Potentials From a Comparative Perspective. *Social Media + Society*, 2(2). doi:10.1177/2056305116646393

2016   **Rauchfleisch, A.,** Metag, J., The special case of Switzerland: Swiss politicians on Twitter. *New Media & Society*, 18(10), 2413-2431.

2015   **Rauchfleisch, A.,** Schäfer, M.S., Multiple public spheres of Weibo: a typology of forms and potentials of online public spheres in China. *Information, Communication & Society*, 18(2), 139–155. doi:10.1080/1369118X.2014.940364

2013   Matthes, J., **Rauchfleisch, A.** , The Swiss "Tina Fey Effect": The Content of Late-Night Political Humor and the Negative Effects of Political Parody on the Evaluation of Politicians. *Communication Quarterly*, 61(5), 596-614. doi:10.1080/01463373.2013.822405

Book Chapters

in press   Hioe, B., **Rauchfleisch, A.,** The Alternative Media Landscape in Taiwan. J. Rauch & S. Cushion (Eds.), *Routledge Handbook on Alternative and Participatory Journalism*. Routledge.

2025   Kovic, M., **Rauchfleisch, A.,** Astroturfing. A. Nai, M. Grömping & D. Wirz (Eds.), *Elgar Encyclopedia of Political Communication* (pp. 92–96). Edward Elgar Publishing.

2024   Vogler, D., **Rauchfleisch, A.,** Deepfakes: Medienberichterstattung und Wahrnehmung in der Schweizer Bevölkerung. In fög –Forschungszentrum Öffentlichkeit und Gesellschaft / Universität Zürich (Ed.), *Qualität der Medien. Schweiz - Suisse - Svizzera. Jahrbuch 2024* (pp. 63-72). Basel: Schwabe.

2022   Vogler, D., Weston, M., Ryffel, Q., **Rauchfleisch, A.,** Jürgens, P., Eisenegger, M., Schwaiger, L., Christen, U., Mobile Mediennutzung und politisches Wissen von jungen Erwachsenen. In fög –Forschungszentrum Öffentlichkeit und Gesellschaft / Universität Zürich (Ed.), *Qualität der Medien. Schweiz - Suisse - Svizzera. Jahrbuch 2022*. Basel: Schwabe.

2021   Vogler, D., Schwaiger, L**., Rauchfleisch, A.,** Marschlich, S., Siegen, D., Udris, L., Eisenegger, M., Schneider, J., Wahrnehmung von Desinformation in der Schweiz. In fög –Forschungszentrum Öffentlichkeit und Gesellschaft / Universität Zürich (Ed.), Qualität der Medien. Schweiz - Suisse - Svizzera. Jahrbuch 2021 (pp. 25-36). Basel: Schwabe.

2020   **Rauchfleisch, A.,** Vogler, D., Eisenegger, M., Wie das Coronavirus die Schweizer Twitter-Communitys infizierte. In fög –Forschungszentrum Öffentlichkeit und Gesellschaft / Universität Zürich (Ed.), Qualität der Medien. Schweiz - Suisse - Svizzera. Jahrbuch 2020 (pp. 61–75). Basel: Schwabe.

2019   Vogler, D**., Rauchfleisch, A.,** Eisenegger, M., Schwaiger, L., Agenda-Setting auf Twitter –Welche Rolle spielen Informationsmedien in der Schweizer Twitter-Sphäre? In: fög –Forschungszentrum Öffentlichkeit und Gesellschaft / Universität Zürich (Ed.): Qualität der Medien. Schweiz - Suisse - Svizzera. Jahrbuch 2019. (pp. 47–57). Basel: Schwabe.

2018   **Rauchfleisch, A.,** Schäfer, M.S., Wird die "Science of Science Communication" eine Disziplin? Bibliometrische Analyse des Status Quo und der Entwicklung eines wachsenden Forschungsfeldes. L. Hagen, C. Lüthje, F. Ohser & C. Seifert (Eds.), Die Wissenschaftskommunikation. Rolle der Disziplinen (pp. 29-54). Baden-Baden: Nomos. doi:10.5771/9783845276427-29

2017   **Rauchfleisch, A.,** Schäfer, M.S., Katz-und-Maus-Spiele im chinesischen Internet. A. Fichter (Ed.), Smartphone-Demokratie: Fake News, Facebook, Bots, Populismus, Weibo, Civic Tech (pp. 171–195). Zürich: NZZ Libro.

2017   **Rauchfleisch, A.,** Wissenschaft auf Twitter. P. Weingart, H. Wormer, A. Wenninger & R.F. Hüttl (Eds.) (Eds.), Perspektiven der Wissenschaftskommunikation im digitalen Zeitalter (pp.291-294).Weilerwist: Velbrück Wissenschaft.

2017   **Rauchfleisch, A.,** Zitationsanalysen in der Kommunikationswissenschaft: Ein Vergleich zwischen der Öffentlichkeits- und der Agenda-Setting-Theorie. M. Beiler & B. Bigl (Eds.), Schriftenreihe der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft. 100 Jahre Kommunikationswissenschaft in Deutschland. Von einem Spezialfach zur Integrationsdisziplin (1st ed., pp. 199–213). München: UVK.

2016   **Rauchfleisch, A.,** Two weeks on Twitter: COP21, smoking heads and tweets from outer space. In Brüggemann, M. (Ed.). Media Representations of Climate Change Politics at COP21: The End of the Beginning. (pp. 102-127).

2016   Metag, J., **Rauchfleisch, A.,** Agenda-Building durch Twitter? Eine Analyse der Nutzung politischer Tweets durch Schweizer Journalistinnen und Journalisten. In G. Vowe, P. Henn & D. Friess (Eds.). Politische Online-Kommunikation. Berlin.

2015   **Rauchfleisch, A.,** Deutschsprachige Kommunikationswissenschaftler auf Twitter: Reputationsnetzwerke der Wissenschaftskommunikation. In M.S. Schäfer, S. Kristiansen & H. Bonfadelli (Eds.). Wissenschaftskommunikation im Wandel (pp. 102-127). Herbert von Halem.

2015   **Rauchfleisch, A.,** Mayoraz, J.-F., Die Rolle von Sina Weibo im "Kampf um die öffentliche Meinung" in China [Sina Weibo's role in the "Struggle for Public Opinion" in China]. In M. Emmer & C. Strippel (Hrsg.), Kommunikationspolitik für die digitale Gesellschaft (pp. 121-148). doi: 10.17174/dcr.v1.7.

2015   Schäfer, M.S**., Rauchfleisch, A.,** Neue Öffentlichkeiten in autoritären Gesellschaften? [New public spheres in authoritarian countries?]. In Empirische Kultursoziologie (pp. 323-352). Springer Fachmedien Wiesbaden.

Other Publications (selected)

2023 Kovic, M., **Rauchfleisch, A.**, The ethics of fighting disinformation. *Swiss Federal Office of Communications*

2020 Kaiser, J., **Rauchfleisch, A.**, How YouTube helps form homogeneous online communities. *Brookings Tech Stream* **Link**

2018 Kaiser, J., **Rauchfleisch, A.**, The far-right and its vicious cycle of extremism. *Berkman Klein Center - Harvard University* **Link**

2018 Kaiser, J., **Rauchfleisch, A.**, Filling the void Alex Jones left behind. *Berkman Klein Center - Harvard University* **Link**

2018 Kaiser, J., **Rauchfleisch, A.**, Unite the Right? How YouTube᾽s Recommendation Algorithm Connects The U.S. Far-Right. *Data & Society* **Link**

2018 **Rauchfleisch, A.**, Schäfer, M.S., Welche Forschenden erscheinen in den Medien? Befunde aus der Schweiz. *wissenschaftskommunikation.de* **Link**

2018 **Rauchfleisch, A.,** Vogler, D., #NoBillag auf Twitter: Grabenkämpfe zwischen Gegnern und Befürwortern. *fög –Forschungsinstitut Öffentlichkeit und Gesellschaft / Universität Zürich* **Link**

2017 **Rauchfleisch, A.,** Vogler, D., Eisenegger, M., Auf zu neuen Märkten: Der Einfluss Schweizer Medien auf Twitter. *fög –Forschungsinstitut Öffentlichkeit und Gesellschaft / Universität Zürich* **Link**

2017 Vogler, D., **Rauchfleisch, A.**, Twitter-Netzwerkanalyse #ES2050 [Twitter network analysis of the #ES2050]. *fög –Forschungsinstitut Öffentlichkeit und Gesellschaft / Universität Zürich* **Link**

2017 **Rauchfleisch, A.**, Die Angst vor der Datenkrake im Wahlkampf. *Zukunftsinstitut* **Link**

Articles in the media

2020 **Rauchfleisch, A.**, Youtube als Sprungbrett für Politiker. Die Volkswirtschaft. 21.10.2020. **Link** *Die Volkswirtschaft*

2018 Kovic, M., **Rauchfleisch, A.**, The invisible hand of the science market. Junge Akademie Magazin. 29.10.2018. **Link** *Junge Akademie Magazin*

2018 Kovic, M., **Rauchfleisch, A.**, Die Devise «Publizieren oder untergehen» verführt Forscher, möglichst PR-trächtige Ergebnisse herzustellen. Neue Zürcher Zeitung. 28.04.2018. **Link** *NZZ*

2018 **Rauchfleisch, A.,** Vogler, D., No-Billag-Fans provozieren die Gegner und dominieren die Debatte auf Twitter. watson.ch. 21.02.2018. **Link** *watson.ch*

2017 **Rauchfleisch, A.,** Vogler, D., Schweizer Medien als neues «Westfernsehen»: Wie NZZ und Co. im Ausland vertwittert werden. watson.ch. 20.12.2017. **Link** *watson.ch*

2017 Kaiser, J., **Rauchfleisch, A.**, YouTubes Algorithmen sorgen dafür, dass AfD-Fans unter sich bleiben. Motherboard Vice. 22.09.2017. **Link** *Motherboard Vice*

2017 Vogler, D., **Rauchfleisch, A.**, Debatte zur #ES2050 auf Twitter: Linke und Rechte «schlagen» den Mainstream. watson.ch. 23.05.2017. **Link** *watson.ch*

2017 Vogler, D., **Rauchfleisch, A.**, Gülsha, Giacobbo und Co: Diese Tweets sorgten im Abstimmungskampf zur #ES2050 für Furore. 19.05.2017. **Link** *watson.ch*

2017 Kovic, M., **Rauchfleisch, A.**, Das treibt Trumpisten an. 19.05.2017. **Link** *Politblog*

2016 **Rauchfleisch, A.**, Tweets in News-Medien. Schneller, als die Ethik erlaubt. Neue Zürcher Zeitung. 02.04.2016. **Link** *NZZ*

2015 **Rauchfleisch, A.,** Metag, J., Politiker auf Twitter. Sag es kurz und prägnant. Neue Zürcher Zeitung. 26.09.2015. **Link** *NZZ*

2014 Schäfer, M.S., **Rauchfleisch, A.**, Katz-und-Maus-Spiel mit dem Zensor. Neue Zürcher Zeitung. 7.10.2014. **Link** *NZZ*

My research featured in the media (selected)

July 2025 **New Scientist**, How government use of AI could hurt democracy **Link**

May 2022 **The Wall Street Journal**, Elon Musk's Twitter Bot Problem Is Fake News **Link**

May 2022 **Deutschlandfunk Kultur**, Algorithmen als Sündenböcke **Link**

Feb. 2022 **Vox**, Does banning extremists online work? It depends **Link**

Jan. 2022 **Rolling Stone**, Will Marjorie Taylor Greene's Twitter Suspension Matter? **Link**

Jun. 2021 **New Scientist**, Banning extreme views on YouTube really does help stop their spread **Link**

Jun. 2021 **Times Higher Education**, Small fraction of professors 'dominate contact with media' **Link**

Jan. 2021 **Deutsche Welle**, Hass auf Twitter: Hilft Konten sperren weiter? **Link**

Jan. 2021 **Zeit Online**, Wichtig, richtig, viel zu spät **Link**

Oct. 2020 **DER SPIEGEL**, Angst vor den Bullshit-Bots **Link**

Aug. 2020 **Netzpolitik.org**, Immer dichtere Vernetzung bei YouTube-Accounts am rechten Rand **Link**

Aug. 2020 **Neue Zürcher Zeitung**, Radikalisiert uns Youtube? Ein Selbstversuch **Link**

Jun. 2020 **Tagesschau.de**, Das Problem mit den Social Bots **Link**

Jun. 2020 **Deutschlandfunk Kultur**, Bot or not? **Link**

Jun. 2020 **The New York Times**, On Social Media, Who's a Bot? Who's Not? **Link**

Apr. 2020 **Deutschlandfunk Kultur**, Von rechter Fiktion zu echtem Terror **Link**

Sep. 2019 **MIT Technology Review**, YouTube is experimenting with ways to make its algorithm even more addictive **Link**

Aug. 2019 **The New York Times**, How YouTube Misinformation Resolved a WhatsApp Mystery in Brazil **Link**

Aug. 2019 **The Weekly**, The Rabbit Hole **Link**

Aug. 2019 **The New York Times**, How YouTube Radicalized Brazil **Link**

Jun. 2019 **Washington Post**, The Technology 202: Apple may not be able to escape political peril in Washington anymore **Link**

Jun. 2019 **Berlingske**, Er YouTube en legeplads for pædofile? Algoritme finder uskyldige hjemmevideoer af børn **Link**

Jun. 2019 **O Globo**, Pesquisa de Harvard acusa algoritmo do YouTube de alimentar pedofilia **Link**

Jun. 2019 **The Wall Street Journal**, YouTube, Under Fire, Considers Major Changes to Kids' Content **Link**

Jun. 2019 **Süddeutsche Zeitung**, Youtube wird Softcore-Pädophilie nicht los **Link**

Jun. 2019 **MIT Technology Review**, YouTube's algorithm makes it easy for pedophiles to find more videos of children **Link**

Jun. 2019 **The Verge**, YouTube won't stop recommending videos with children , despite pedophilia problem **Link**

Jun. 2019 **Spiegel Online**, YouTube hat ein Pädophilie-Problem **Link**

Jun. 2019 **NBC News**, YouTube bans videos glorifying Nazis and denying violent events **Link**

Jun. 2019 **Slate**, YouTube Keeps Having to Make Changes to Make Itself Safe for Kids **Link**

Jun. 2019 **El Mundo**, Escándalo en YouTube: recomienda vídeos de niños semidesnudos después de ver contenido sexual **Link**

Jun. 2019 **La Stampa**, YouTube ha un nuovo problema con la pedofilia **Link**

Jun. 2019 **CBS News**, Report: YouTube's algorithm pushes "sexualized" children for clicks **Link**

Jun. 2019 **The Hill**, Lawmakers attack YouTube over platform's 'sexualization of children' **Link**

Jun. 2019 **Wired**, YouTube Has Kid Troubles Because Kids Are a Core Audience **Link**

Jun. 2019 **The New York Times**, On YouTube's Digital Playground, an Open Gate for Pedophiles **Link**

May 2019 **Spiegel Online**, Wo wenige Nutzer viel Meinung machen **Link**

Jan. 2019 **Tiānxià**, PTT yuánshǐ zīliào quán jiēlù! Hán liú'zěnme zào chūlái de?[The PTT data is fully exposed! How was the "Han-Wave" created?] **Link**

Oct. 2018 **NZZ**, Immer dieselben Wissenschafter am Mikrofon. **Link**

Aug. 2018 **The Guardian**, Alex Jones claims he's being silenced as bans push him to alternative platforms. **Link**

Jun. 2018 **Columbia Journalism Review**, The faith filter: How conservatives parse the news. **Link**

Apr. 2018 **NBC News**, As algorithms take over, YouTube's recommendations highlight a human problem **Link**

Apr. 2018 **Washington Post**, The Daily 202: Trump 'Scooter' Libby pardon sends a message to witnesses in Mueller probe **Link**

Apr. 2018 **BuzzFeed News**, How YouTube's Channel Recommendations Push Users To The Fringe. **Link**

Nov. 2017 **Weser Kurier**, Wie Youtube eine Filterblase für Rechte schafft **Link**

Oct. 2017 **Süddeutsche Zeitung**, Youtube schottet rechte Nutzer von anderen Meinungen ab. **Link**

Oct. 2016 **Tages-Anzeiger**, Wie Ihre Meinung manipuliert wird. **Link**

Oct. 2015 **Financial Times**, Low-key politicians shun Twitter as Switzerland prepares to vote. **Link**

Presentations with peer-review (selected)

2024   J.P., Suarez, Sales, N.M., **Rauchfleisch, A.,** Global Sporting Events as Arenas of Soft Power and Soft Disempowerment: Insights from the 2022 FIFA World Cup Twitter Discourse. Paper presentation at the 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia, 20-24 June. *ICA*

2023   **Rauchfleisch, A.,** J., Kaiser, Global Content Moderation on YouTube: A Large- Scale Comparative Analysis of Channel Removals Across Countries, Time, and Categories. Paper presentation at the 76th Annual Conference of the Association of Internet Researchers (AoIR), Philadelphia, USA, 8-21 October. *AoIR*

2023   A., Jungherr, **Rauchfleisch, A.,** Blame and Obligation: The Importance of Libertarianism and Partisanship in the Public Assessment of Disinformation in the U.S. Paper presentation at the 76th Annual Conference of the World Association for Public Opinion Research (WAPOR), Salzburg, Austria, 19-22 September. *WAPOR*

2023   A., Jungherr, **Rauchfleisch, A.,** Negative Downstream Effects of Disinformation Discourse: Evidence From the US. Paper presentation at the 73rd Annual Conference of the International Communication Association (ICA), Toronto, 25.-29. May. *ICA*

2023   **Rauchfleisch, A.,** J.-J., Kao, Deconstructing Taiwan's Political Talk Shows on YouTube: An In-depth Analysis of Representation and Bias. Paper presentation at the 73rd Annual Conference of the International Communication Association (ICA) Preconference - "Digital Asia: Authenticity in Communication and Engaged Citizenry", Toronto, 25.-29. May. *ICA*

2022   Mede, N., Schäfer, M.S., Metag, J., **Rauchfleisch, A.,** Populist demands toward science and their implications for science communication: Analyzing science-related populism across countries and contexts. Paper presentation at the ECREA᾽s Science and Environment Communication Section᾽s pre-conference Virtual Conference, 17. Oct. *ECREA*

2022   **Rauchfleisch, A.,** Nachman, L., Sie, L.-Y., Region Versus Region Versus Discipline: The Case of Taiwan Studies. Paper presentation at the 4th World Congress of Taiwan Studies in Seattle, US, 27.-29. June. *WCTS*

2022   Mede, N., **Rauchfleisch, A.,** Metag, J., Schäfer, M.S., Social Media Use and Engagement, Knowledge Overestimation, and Populism Fuel Each Other during the COVID-19 Pandemic: Correlational and Experimental Evidence from Germany and Taiwan. Paper presentation at the 72nd Annual Conference of the International Communication Association (ICA) Paris, France, 26.-30. May. *ICA*

2022   Chan, C.-h., **Rauchfleisch, A.,** Bayesian (Comparative) Journalism Studies. Paper presentation at the 72nd Annual Conference of the International Communication Association (ICA) Paris, France, 26.-30. May. *ICA*

2022   Kaiser, J., **Rauchfleisch, A.,** Benkler, Y., "The Big Lie" on YouTube: The Impact of Election Disinformation on User Movement on YouTube between the U.S. Presidential Election and the Failed Insurrection on January 6th. Paper presentation at the 72nd Annual Conference of the International Communication Association (ICA) Paris, France, 26.-30. May. *ICA*

2022   **Rauchfleisch, A.,** Weston, M., Sie, L.-Y., Engagement and Changes in Taiwan᾽s Diverse Fact-Checking Operations. Paper presentation at the 72nd Annual Conference of the International Communication Association (ICA) Paris, France, 26.-30. May. *ICA*

2021   Mede, N., **Rauchfleisch, A.,** Metag, J., Schäfer, M.S., How knowledge overestimation, science-related populism, and digital media use fuel each other during the COVID-19 pandemic: Representative survey evidence from Germany and Taiwan. Paper presentation at the WAPOR 69th Annual Conference Virtual Conference, 2.-6. Nov. *WAPOR*

2021   Chan, C.-h., **Rauchfleisch, A.,** Wessler, H., Müller, P., Ludwig, K., Estimation of Differential Implicit Media Bias. Paper presentation at the 71st Annual Conference of the International Communication Association (ICA) Virtual Conference, 27.-31. May. *ICA*

2021   Kargar, S., **Rauchfleisch, A.,** The Iranian State, the Diaspora, and the Struggle for Influence on Twitter and Instagram. Paper presentation at the 71st Annual Conference of the International Communication Association (ICA) Virtual Conference, 27.-31. May. *ICA*

2021   **Rauchfleisch, A.,** Kaiser, J., The Effects of Deplatforming the Far-Right: An Analysis of YouTube and BitChute. Paper presentation at the 71st Annual Conference of the International Communication Association (ICA) Virtual Conference, 27.-31. May. *ICA*

2020   **Rauchfleisch, A.,** Vogler, D., Eisenegger, M., On to New Markets! How Swiss News Media Outlets Reach Audiences in Foreign Markets With Twitter. Paper presentation at the 70th Annual Conference of the International Communication Association (ICA) Virtual Conference, 21.-26. May. *ICA*

2020   **Rauchfleisch, A.,** Kaiser, J., The False Positive Problem of Automatic Bot Detection in Social Science Research. Paper presentation at the 70th Annual Conference of the International Communication Association (ICA) Virtual Conference, 21.-26. May. *ICA*

2019	**Rauchfleisch, A.,** Tung, H., Knowing the Red Line: Social Media Access and Political Articulation in China. Paper presentation at the 69th Annual Conference of the International Communication Association (ICA) Preconference - "Digital Asia: Social Change, Engagement, and Communication Beyond Boundaries" in Washington DC (USA), 24.-28. May.	*ICA*
2019	Kaiser, J., **Rauchfleisch, A.,** The road to hell is paved with good algorithms: Filter bubbles on YouTube in the United States and in Germany. Paper presentation at the 69th Annual Conference of the International Communication Association (ICA) in Washington DC (USA), 24.-28. May.	*ICA*
2019	**Rauchfleisch, A.,** Schäfer, M.S., Siegen, D., Scholars᾽ Contacts with Journalists, Politicians and Industry Representatives in the Age of Postnormal Science. Paper presentation at the 69th Annual Conference of the International Communication Association (ICA) in Washington DC (USA), 24.-28. May.	*ICA*
2018	**Rauchfleisch, A.,** Vogler, D., Eisenegger, M., From integrated to emergent media repertoires –measurement of media use on the level of single media articles. Paper presented at the 7th European Communication Conference (ECC). Lugano, Switzerland, 31. October- 03. November 2018.	*ECREA*
2018	Porlezza, C., **Rauchfleisch, A.,** Data journalism networks around the world. Between central benchmarks and peripheral communities. Paper presentation at the 7th European Communication Conference (ECC). Lugano, Switzerland, 31. October- 03. November 2018.	*ECREA*
2018	Kargar, S., **Rauchfleisch, A.,** The Newest Face of Inofwar: Weaponized Communication in Iranian Online Public Spheres. Paper presentation at the 19th Annual Conference of the Association of Internet Researchers (AoIR). Montreal, Canada, 10-13 October 2018.	*AoIR*
2018	**Rauchfleisch, A.,** Kaiser, J., The right-wing᾽s creation and YouTube᾽s contribution: The German right-wing counterpublic in the filter bubble. Paper presentation at the annual International Communication Association (ICA) Preconference - Data and Publics: A New Structural Transformation of the Public Sphere?, Prague, Czech Republic, 24-28 May 2018.	*ICA*
2018	Kasier, J., **Rauchfleisch, A.,** Bourassa, N., Building Bridges With Breitbart: The Role of Counterpublic Media in the US Elections 2016. Poster presentation at the annual International Communication Association (ICA) Conference, Prague, Czech Republic, 24-28 May 2018.	*ICA*
2018	Arlt, D., **Rauchfleisch, A.,** Schäfer, M.S., Between Fragmentation and Dialogue. Twitter Communities and Political Debate about the Swiss ᾽Nuclear Withdrawal Initiative᾽. Paper presentation at the annual International Communication Association (ICA) Conference, Prague, Czech Republic, 24-28 May 2018.	*ICA*
2018	**Rauchfleisch, A.,** Kaiser, J., Three Shades of Awful: The German Right-Wing Counterpublic on YouTube. Paper presentation at the annual International Communication Association (ICA) Conference, Prague, Czech Republic, 24-28 May 2018.	*ICA*
2018	Kargar, S., **Rauchfleisch, A.,** The Newest Face of Info War: State-Affiliated Trolling. Paper presentation at the annual International Communication Association (ICA) Conference, Prague, Czech Republic, 24-28 May 2018.	*ICA*
2018	Füchslin, T., **Rauchfleisch, A.,** Keller, T., Schäfer, M.S., The March for Science on Twitter: When Science Meets Partisan Politics. Presentation at the second annual meeting of Science Communication group of the DGPuK. Friedrichshafen, Germany, 01-03. February 2018.	*DGPuK*
2017	Kasier, J., **Rauchfleisch, A.,** Bourassa, N., The dark side of the public sphere: Right-wing counterpublics in the US elections. Paper presentation at ECREA᾽s Political Communication Section Interim Conference, Zuirch, Switzerland, 22-23 November 2017.	*ECREA*
2017	Kovic, M., Caspar, C., **Rauchfleisch, A.,** Sele, M., Motivated Cognition, Conspiratorial Epistemology, and Bullshit: A Model of Post-Factual Political Discourse. Paper presentation at ECREA᾽s Political Communication Section Interim Conference, Zuirch, Switzerland, 22-23 November 2017.	*ECREA*
2017	**Rauchfleisch, A.,** Artho, X., Metag, J., Post, S., Schäfer, M. S., How journalists verify online sources during terrorist crisis. Analyzing Twitter communication during the Brussels attacks. Paper presentation at the 18th Annual Conference of the Association of Internet Researchers (AoIR). Tartu, Estonia, 19-21 October 2017.	*AoIR*
2017	Kasier, J., **Rauchfleisch, A.,** The dark side of the public sphere. Right-wing counterpublics in the US elections. Paper presentation at the 18th Annual Conference of the Association of Internet Researchers (AoIR). Tartu, Estonia, 19-21 October 2017.	*AoIR*
2017	**Rauchfleisch, A.,** Artho, X., Metag, J., Post, S., Schäfer, M. S., How journalists verify online sources during terrorist crisis. Analyzing Twitter communication during the Brussels attacks. Paper presentation at the Annual Conference of the International Communication Association (ICA). San Diego, USA, 25.-29. May 2017.	*ICA*
2017	Schäfer, M., Füchslin, T., Metag, J., Kristiansen, S., **Rauchfleisch, A.,** Audiences of Science Communication in Switzerland - An Audience Segmentation Analysis. Paper presentation at Annual Conference of the International Communication Association (ICA). San Diego, USA, 25.-29. May 2017.	*ICA*

2017	**Rauchfleisch, A.,** Artho, X., Metag, J., Post, S., Schäfer, M. S., Vernetzter Journalismus: Quellensuche und Verifikation auf Twitter während der Anschläge in Brüssel. Paper presented at the SGKM Annual Conference, Chur, 27.-28.04.2017.	*SGKM*
2016	**Rauchfleisch, A.,** Metag, J., Rupp, N., Bütikofer, M., Me-Too and (Social) Media Stars: Swiss Politicians on Twitter. Paper presentation at the 6th European Communication Conference of the European Communication Research and Education Association (ECREA). Prague, Czech Republic, 09-12 November 2016	*ECREA*
2016	Kovic, M., **Rauchfleisch, A.,** Sele, M., A Typology of Digital Astroturfing. Paper presentation at the 17th Annual Conference of the Association of Internet Researchers (AoIR). Berlin, Germany, 05-08 October 2016.	*AoIR*
2016	Metag, J., **Rauchfleisch, A.,** Agenda-building and journalists' use of political tweets: From information subsidies to perceived influences. Paper Presentation at the Annual Conference of the International Communication Association (ICA), Fukuoka, Japan, 09-13 June 2016.	*ICA*
2016	Kovic, M., **Rauchfleisch, A.,** Metag, J., Caspar, C., Szenogrady, J., Brute force effects of mass media presence and social media activity on electoral outcome. Paper presented at the WAPOR 69th Annual Conference, Austin, USA, May 10-12.	*WAPOR*
2016	Kovic, M., **Rauchfleisch, A.,** Sele, M., Digital Astroturfing: Definition, Typology, and Countermeasures. Paper presented at the WAPOR 69th Annual Conference, Austin, USA, May 10-12.	*WAPOR*
2016	**Rauchfleisch, A.** , Zitationsanalysen in der Kommunikationswissenschaft. Paper presented at SGKM Annual Conference, Fribourg, 07.-09.04.2016.	*SGKM*
2016	**Rauchfleisch, A.,** Schäfer, M.S., Fragmentierung von Klimawandel-Kommunikation auf Twitter? Ausmaß, Strukturierungslogik und Phasenunterschiede. Paper presented at the DGPuK Annual Conference, Leipzig, 30.03-01.04.2016.	*DGPuK*
2016	**Rauchfleisch, A.,** Zitationsanalysen in der Kommunikationswissenschaft: Ein Vergleich zwischen der Öffentlichkeits- und Agenda-Setting-Theorie. Paper presented at the DGPuK Annual Conference, Leipzig, 30.03-01.04.2016.	*DGPuK*
2015	**Rauchfleisch, A.,** Kovic, M., Social media and generalized functions of the public sphere: Transformative potentials from a comparative perspective. Paper presented at the Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico, May 21-25.	*ICA*
2015	**Rauchfleisch, A.,** Metag, J., Swiss politicians on Twitter: Switzerland as a most different system. Paper presented at the Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico, May 21-25.	*ICA*
2015	Kovic, M., **Rauchfleisch, A.,** The Internet and generalized functions of the public sphere: Transformative potentials from a comparative perspective. Paper presented at the WAPOR 68th Annual Conference, Buenos Aires, Argentina, June 16-19.	*WAPOR*
2015	Metag, J., **Rauchfleisch, A.,** Why do Swiss journalists use Twitter? An analysis of the functions of Twitter and the role of professional variables for journalistic Twitter use. Presentation at the Re-Inventing Journalism Conference (ECREA & DGPuK), Winterthur, Switzerland, 5-6 February 2015.	*ECREA*
2014	**Rauchfleisch, A.,** Metag, J., The Special Case of Switzerland: Swiss Politicians on Twitter. Paper presented at the WAPOR 67th Annual Conference, Nice, France, 4.09-6.09.2014.	*WAPOR*
2014	**Rauchfleisch, A.,** Schäfer, M.S., The Multiple Public Spheres of Weibo. Paper presented at the 12th Chinese Internet Research Conference (CIRC), 19.-21.06.2014, Hong Kong.	*CIRC*
2014	**Rauchfleisch, A.,** Mayoraz, J., Liao, M.Y., Chinese social media companies between user interests and government regulations. Paper presented at the 12th Chinese Internet Research Conference (CIRC), 19.-21.06.2014, Hong Kong.	*CIRC*
2014	**Rauchfleisch, A.,** Schäfer, M.S., The Multiple Public Spheres of Weibo. On the Forms and Potentials of Online Public Spheres in China. Paper presented at the Annual Conference of the International Communication Association (ICA), May 22-26 2014, Seattle.	*ICA*
2014	**Rauchfleisch, A.,** Schäfer, M.S., The Multiple Public Spheres of Weibo: On the Forms and Potentials of Online Public Spheres in China. Paper presented at the SGKM Annual Conference, Zurich, 11.-12.04.2014.	*SGKM*
2014	**Rauchfleisch, A.,** Metag, J., Schweizer Politiker auf Twitter: Neue Chancen für den Journalismus. Paper presented at the SGKM Annual Conference, Zurich, 11.-12.04.2014.	*SGKM*
2011	Matthes, J., **Rauchfleisch, A.,** Kohler, F., Getting the Joke. The Negative Effects of Late-Night Political Parody on the Evaluation of Politicians. Paper presented at the WAPOR 64th Annual Conference, Amsterdam, Netherlands.	*WAPOR*

Teaching experience

I am the sole creator and instructor for all the courses and workshops listed - none are co-taught.

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Fall 2025*
- Teaching evaluation: 4.67/5, 3 hours per week

Graduate course   *National Taiwan University*
"Political Communication in the Internet Age"   *Fall 2025*
- Teaching evaluation: 4.68/5, 3 hours per week

ECR workshop   *ICA Polcom Division*
"Second Delhi School Workshop on Political Communication"   *Summer 2025*
- ECR workshop about methods in communication science.
- Two sessions for a total of 3 hours

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Spring 2025*
- Teaching evaluation: not enough respondents, 3 hours per week

Graduate course   *National Taiwan University*
"Communication Research Methods"   *Spring 2025*
- Mandatory course
- Teaching evaluation: 4.97/5, 3 hours per week

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Fall 2024*
- Teaching evaluation: 5.00/5, 3 hours per week

Graduate course   *National Taiwan University*
"Political Communication in the Internet Age"   *Fall 2024*
- Teaching evaluation: 4.40/5, 3 hours per week

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Spring 2024*
- Teaching evaluation: 5.00/5, 3 hours per week

Graduate course   *National Taiwan University*
"Communication Research Methods"   *Spring 2024*
- Mandatory course
- Teaching evaluation: 3.55/5, 3 hours per week

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Fall 2023*
- Teaching evaluation: 4.83/5, 3 hours per week

Graduate course   *National Taiwan University*
"Political Communication in the Internet Age"   *Fall 2023*
- Teaching evaluation: 4.92/5, 3 hours per week

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Spring 2023*
- Teaching evaluation: 5.00/5, 3 hours per week

Graduate course   *National Taiwan University*
"Communication Research Methods"   *Spring 2023*
- Mandatory course
- Teaching evaluation: 4.61/5, 3 hours per week

Graduate course   *National Taiwan University*
"Social Media and Social Network Analysis"   *Fall 2022*
- Teaching evaluation: 4.82/5, 3 hours per week

Graduate course   *National Taiwan University*
"Political Communication in the Internet Age"   *Fall 2022*
- Teaching evaluation: 4.44/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Spring 2022*

- Teaching evaluation: 4.67/5, 3 hours per week

Graduate course   *National Taiwan University*

"Communication Research Methods"   *Spring 2022*

- Mandatory course
- Teaching evaluation: 3.73/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Fall 2021*

- Teaching evaluation: 4.45/5, 3 hours per week

Graduate course   *National Taiwan University*

"Political Communication in the Internet Age"   *Fall 2021*

- Teaching evaluation: 4.20/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Spring 2021*

- Teaching evaluation: 4.44/5, 3 hours per week

Graduate course   *National Taiwan University*

"Communication Research Methods"   *Spring 2021*

- Mandatory course
- Teaching evaluation: 3.60/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Fall 2020*

- Teaching evaluation: 4.73/5, 3 hours per week

Graduate course   *National Taiwan University*

"Political Communication in the Internet Age"   *Fall 2020*

- Teaching evaluation: 5.00/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Spring 2020*

- Teaching evaluation: 5.00/5, 3 hours per week

Graduate course   *National Taiwan University*

"Communication Research Methods"   *Spring 2020*

- Mandatory course
- Teaching evaluation: 4.76/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Fall 2019*

- Teaching evaluation: 4.80/5, 3 hours per week

Graduate course   *National Taiwan University*

"Political Communication in the Internet Age"   *Fall 2019*

- Teaching evaluation: 4.35/5, 3 hours per week

Graduate course   *National Taiwan University*

"Communication Research Methods"   *Spring 2019*

- Mandatory course
- Teaching evaluation: 4.75/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Spring 2019*

- Teaching evaluation: 4.42/5, 3 hours per week

Practitioner workshop   *Civil Service Development Institute*

"Managing International Social Media"   *October 2018*

- Teaching evaluation: no evaluation
- Two-day workshop for civil servant advanced training program.
- Different Taiwanese senior civil servants from institutions such as the Executive Yuan,
  Ministry of Foreign Affairs, The National Palace Museum, Ministry of the Interior,
  Ministry of Economic Affairs, City Governments, etc.

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Fall 2018*

- Teaching evaluation: 4.50/5, 3 hours per week

Graduate course   *National Taiwan University*

"Political Communication in the Internet Age"   *Fall 2018*

- Teaching evaluation: 4.61/5, 3 hours per week

Graduate course   *National Taiwan University*

"Social Media and Social Network Analysis"   *Spring 2018*

- Teaching evaluation: 4.79/5, 3 hours per week

Graduate course   *National Taiwan University*

"Networked Journalism"   *Spring 2018*

- Teaching evaluation: 4.17/5, 3 hours per week

BA-Research Seminar   *University of Zurich*

"Online Kommunikation: Inhalte und Akteure"   *Fall 2016 - Spring 2017*

- Teaching evaluation: no evaluation, 2 hours per week

Workshop   *University of Hamburg*

"Social Media Datenanalyse in R"   *Spring 2016*

- Teaching evaluation: no evaluation
- Two-day workshop for the team of Michael Brüggemann

BA-Seminar   *University of Zurich*

"Social Media Datenanalyse für Kommunikationswissenschaftler in R"   *Spring 2016*

- Teaching evaluation: not enough respondents, 2 hours per week

BA-Research Seminar   *University of Zurich*

"Debatten auf Twitter"   *Fall 2015 - Spring 2016*

- Teaching evaluation: course 5.6/6, teacher 5.9/6, 2 hours per week

BA-Research Seminar   *University of Zurich*

"Debatten auf Twitter"   *Fall 2014 - Spring 2015*

- Teaching evaluation: course 5.6/6, teacher 5.7/6, 2 hours per week

BA-Seminar   *University of Zurich*

"Kampagnen-Kommunikation in Zeiten des Internets"   *Spring 2014*

- Teaching evaluation: course 5.4/6, teacher 5.5/6, 2 hours per week

Third-party funding

Only projects with PI-role are listed

National Science and Technology Council - 國際年輕傑出學者研究計畫   *Taiwan*

Global Perspectives on AI: Assessing Public Discourse, Opinion, and Big Tech's Role (III/III)   *2026-2027*

- 2,837,000 NTD (estimated), single PI.

National Science and Technology Council - 國際年輕傑出學者研究計畫   *Taiwan*

Global Perspectives on AI: Assessing Public Discourse, Opinion, and Big Tech's Role (II/III)   *2025-2026*

- 2,837,000 NTD, single PI.

National Science and Technology Council - 國際年輕傑出學者研究計畫   *Taiwan*

Global Perspectives on AI: Assessing Public Discourse, Opinion, and Big Tech's Role (I/III)   *2024-2025*

- 3,092,000 NTD, single PI.

National Science and Technology Council - 優秀年輕學者研究計畫   *Taiwan*

The Influence of Technology on the Coupling of Science, Media and Politics(III/III)   *2023-2024*

- 2,688,000 NTD, single PI.

National Science and Technology Council - 優秀年輕學者研究計畫   *Taiwan*

The Influence of Technology on the Coupling of Science, Media and Politics(II/III)   *2022-2023*

- 2,772,000 NTD, single PI.

National Science and Technology Council - 優秀年輕學者研究計畫   *Taiwan*

"The Influence of Technology on the Coupling of Science, Media and Politics(I/III)"   *2021-2022*

- 3,128,000 NTD, single PI.

Ministry of Science and Technology   *Taiwan*

"Mapping the different communication layers of social media platforms"   *2019-2021*

- 1,595,000 NTD, single PI.

Distinctions and Awards

Outstanding Research Award (傑出研究獎**)**   *Taiwan*

National Science and Technology Council   *2026*

- 1'500'000 NTD
- Premier national research award administered by the NSTC.
- Recognizes sustained outstanding performance in basic or applied research.

Distinguished Teaching Award   *Taiwan*

National Taiwan University   *2022*

- 300'000 NTD
- The highest university-wide teaching award, awarded to only 0.5% of professors at NTU.

Tenure Track Assistant Professor in Computational Social Science   *Taiwan*

City University of Hong Kong - Department of Media and Communication   *2018*

- Shortlisted (fly-in interview invitation; declined)

Tenure Track Assistant Professor in Political Communication and Journalism   *Taiwan*

University of Amsterdam - Amsterdam School of Communication Research   *2017*

- Received an offer - declined the offer.

Tenure Track Assistant Professor in Media and Communication Studies   *Taiwan*

University of Nottingham - School of International Communications   *2016*

- Shortlisted (fly-in interview invitation; declined)

Academic service

Reviewer

156 reviews for the following journals:

"Communication Research" ,"The Journal of Politics", "British Journal of Political Science", "International Journal of Public Opinion Research", "Journal of Information Technology & Politics", "International Journal of Press/Politics", "New Media & Society", "Journal of Communication", "Political Communication", "Political Studies", "Journal of Computer-Mediated Communication", "Emerging Infectious Diseases", "Public Understanding of Science", "Telecommunications Policy", "International Journal of Politics, Culture, and Society", "Journal-

ism Practice", "Journal of Broadcasting and Electronic Media", "Government and Opposition", "Social Media + Society", "Digital Journalism", "Information, Communication & Society", "Journalism", "HKS Misinformation Review", "Big Data & Society", "Communication Theory", "International Journal of Communication", "Social Science Computer Review", "Computers in Human Behavior", "Policy & Internet", "Chinese Journal of Communication", "Media and Communication", "Journal of Online Trust and Safety ", "Computational Communication Research", "PLOS One", "Theory, Culture and Society", "Convergence", "Public Opinion Quarterly", "International Communication Gazette", "Journal of Quantitative Description: Digital Media", "Journal of Environmental Studies and Sciences", "Global Media and China", "Environmental Communication", "Studies in Communication Science", "International Journal of Politics, Culture and Society", "Communication and the Public", "Asiascape: Digital Asia", "Journal of Computational Social Science", "Internet Histories", "Internet Research", "Journal of Media Business Studies", "European Policy Analysis", "Humanities and Social Sciences Communications", "EPJ Data Science", "BMC Health Services Research", "Scientific Reports", "Asian Journal of Communication", "Journal of Information Technology & politics".

Regular ad-hoc Reviewer for different national and international conferences: ICA, AoIR, ECREA, DGPuK, SGKM.

EXTERNAL SERVICE

EPJ Data Science
ASSOCIATE EDITOR   *Mar. 2026-now*

International Journal of Press/Politics
EDITORIAL BOARD MEMBER   *Aug. 2025-now*

New Media & Society
EDITORIAL BOARD MEMBER   *Apr. 2022-now*

Journal of Quantitative Description: Digital Media
EDITORIAL BOARD MEMBER   *Jun. 2021-now*

Communication Theory
EDITORIAL BOARD MEMBER   *Apr. 2020-now*

Science Barometer Switzerland   *Zurich, Switzerland*
MEMBER OF THE ADVISORY BOARD   *Dec. 2018 - now*

International Forum on Digital and Democracy - second edition   *Rome, Italy*
MEMBER PROGRAM COMMITTEE   *2022*

2021 計算傳播研討會 - Computational Communication Conference Taiwan   *Taipei, Taiwan*
CO-FOUNDER AND ORGANIZER   *2021*

National Center for Science and Engineering Statistics (NCSES)   *Alexandria, VA, US*
MEMBER OF THE EXPERT PANEL   *2021*

SGKM   *Switzerland*
EDITOR NEWSLETTER   *2015 - 2017*
- Responsible for the newsletter of the Swiss Association of Communication and Media Research (SGKM).

Internal Service

Deputy Director-General

EU Centre in Taiwan, National Taiwan University

Taipei, Taiwan

Jan. 2022 - Mar. 2025

Representative for the Institute in the College Council

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2024 - Jul. 2025

Member International Affairs Committee

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2023 - now

Member of the New Faculty Search Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

Sept. 2021 - now

Member Teaching Evaluation Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

Feb. 2022 - now

Member Entry Examination Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

2020 - now

Member Homeplus Digital(中嘉) Scholarship Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

Aug. 2022 - Jul. 2025

Associate Dean of International Affairs

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2022 - July 2023

Member Research Committee on American Studies

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Feb. 2022 - Sep. 2022

- Committee was created to set-up a joint graduate summer program with UCLA

Member International Affairs Committee

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2021 - Jul. 2022

Member 30 Year Institute Anniversary Event Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

2021

Member Entry Examination Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

2021

Member International Affairs Committee

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2019 - Jul. 2022

Representative for the Institute in the College Council

College of Social Sciences, National Taiwan University

Taipei, Taiwan

Aug. 2019 - Jul. 2020

Member Entry Examination Committee

Graduate Institute of Journalism, National Taiwan University

Taipei, Taiwan

2019

Member Research Committee - Information Division

National Taiwan University, Population and Gender Studies Center

Taipei, Taiwan

Aug. 2018 - Jul. 2019

Thesis Supervision

During my time in Zurich (2013-2017), I supervised 56 Bachelor's students in two-semester research seminars, in which students completed independent research projects using methods such as qualitative interviews, survey research, and computational approaches. Listed below are the Master's and Ph.D. students I supervised.

ongoing	**Morley Weston,** work in progress - Dynamic information repertoires. *University of Zurich*	*PhD*
2025	**Yu-Chuan Hsu [**許佑娟**],** 視而信之? 閱聽人對 AI 虛擬新聞主播與真人新聞主播可信度差異研究 [Seeing Is Believing？Study on Audience Perceptions of Credibility Differences Between AI Virtual News Anchors and Human News Anchors]. *National Taiwan University*	*Master*
2025	**Daolio Anatole,** From Threat to Routine? Civil Society, the State, and the Absorption of AI-Generated Disinformation in Taiwan. *National Taiwan University/ Sciences Po Bordeaux*	*Master*
2025	**Jing-wen Lo [**羅敬文**],** Beyond the bylines: collaboration between news collaborators (fixers) and foreign journalists in reporting on Taiwan. *National Taiwan University*	*Master*
2025	**Hsiao-Fu Chen [**陳曉芙**],** From Global to Local: How #MeToo Shaped Public Reactions on YouTube in Taiwan. *National Taiwan University*	*Master*
2024	**Yi-Ting Liu [**劉宜庭**],** A TikTok-based study to understand factcheck use and SNSs affordance. *National Taiwan University*	*Master*
2024	**Howard Chen [**陳浩瑋**],** Social media campaign communication during the local election 2022. *National Taiwan University*	*Master*
2024	**Audrey Champion,** Going beyond Art Vandalism: An Inquiry on Museum Incidents of Ecological Activism Since the Formation of the A22 Network. *National Taiwan University/ Sciences Po Bordeaux*	*Master*
2024	**Howard Tsai [**蔡明翰**],** Government in the Digital Age: Analyzing Facebook Posts and Memes from Four Taiwanese Institutions. *National Taiwan University*	*Master*
2024	**Li-Xin Qin [**秦李欣**],** New Climate Activism on YouTube. *National Taiwan University*	*Master*
2024	**Chiu Su-Tie [**邱舒恬**],** Exploring the Impact of Accuracy Prompt on the Evaluation and Sharing Discernment of Social Media News Headlines. *National Taiwan University*	*Master*
2023	**Hau Na [**那滈**],** 台灣媒體對中國大陸軍事新聞報導框架分析——以 2020 年 8 月解放軍軍演為例 [An analysis of the Taiwan media's reporting framework on the Mainland China's military news —Based on the PLA military exercise in August, 2020]. *National Taiwan University*	*Master*
2022	**Tzu-Hsuan Tseng [**曾子軒**],** Her bias is not his bias: A comparison of embedded gender bias between gender-targeted magazines. *National Taiwan University*	*Master*
2022	**Wen Chiang [**江玟**],** Populism and Political Communication on Facebook: 2020 Taiwan Presidential Election. *National Taiwan University*	*Master*
2021	**Liang-Yu Sie [**謝亮瑜**],** 城市儀表板設計元素之探索：資訊內容、視覺化圖表及網站易用性 [Exploring Design Elements in a City Dashboard: Content, Visualization, and Web Usability]. *National Taiwan University*	*Master*
2021	**Lisa Schwaiger,** Gegen die Öffentlichkeit. Alternative Nachrichtenmedien im deutschsprachigen Raum. *University of Zurich*	*PhD*
2020	**Jun-Xiang Lian [**連俊翔**],** 中國共產黨的宣傳策略與宣傳效果：基於共青團中央知乎內容的分析 [CCP Propaganda in online forums: Analysis of the Behaviors and Effects of the CYL on the social media platform Zhihu]. *National Taiwan University*	*Master*
2020	**Chi Jo-yao [**齊若堯**],** Media representation and bias against Southeast Asia: Analysis of Taiwan's media coverage of Filipinos. *National Taiwan University*	*Master*
2020	**Yueh-Chi Lu [**呂月琪**],** Analyzing Taiwanese Politicians' Social Media Adoption on Facebook, YouTube, And Instagram. *National Taiwan University*	*Master*
2019	**Zi-Xi Huang [**黃子晞**],** 從媒體微博之限制評論設置看中國網路輿論限縮 [Limiting Comments to Show on Weibo: An Observation of Constraints of Public Opinion on Chinese Cyberspace]. *National Taiwan University*	*Master*
2018	**Chieh Chen [**陳潔**],** 打或不打？社群網站討論如何形塑閱聽人意見一以 HPV 疫苗為例 [Health Topics Dissemination and Public Opinion across Nations and Media: A Case Study of HPV Vaccine]. *National Taiwan University*	*Master*