

# RUOMENG LIU

Beijing, CHINA | T: (86)18161009853 | E: [claymeng6@gmail.com](mailto:claymeng6@gmail.com) | W: <https://liuruomeng.github.io>

## EDUCATION

---

### UNIVERSITY OF CHINESE ACADEMY OF SOCIAL SCIENCES

B.A. Journalism

Minor in Economics

Cumulative GPA: 3.81

Advisor: Prof. Fen XIANG, Institute of Journalism and Communication, CASS

Major Coursework: Communication Theory, Digital Media Tech., Research Methods

Minor Coursework: Econometrics, Calculus, Linear Algebra

Beijing, CN

Sep 2020 - Jun 2024

### UNIVERSITY OF CALIFORNIA, DAVIS

Global Study Program

GPA: 3.53

Coursework: Political Communication(PhD seminar), Intermediate Social Statistics, Academic Writing Workshop

Davis, US

Sep 2022 - Dec 2022

## RESEARCH INTEREST

---

**Fields** political communication, media cognition

**Methods** computational social science(NLP, complex network analysis, agent-based model), causal inference

## SELECTED RESEARCH EXPERIENCE

---

\* For a full set of research see: <https://liuruomeng.github.io>

### Actor network analysis of COVID-19 discussion on Weibo | Thesis project

Independent Research

Supervisor: Fen Xiang

Dec 2023 - Mar 2024

- **Summary:** employed complex network analysis and NLP to analyze the large dataset Weibo-COV. Techniques include graph laplace matrix, network analysis, LDA topic modeling, granger causality test.
- **Abstract:** Based on **ANT** and the literature on **hybrid media systems** driven by the attention economy, this study analyzes the **network amplification** of multiple actors behind the information flows during the COVID-19.
  - First, the paper identifies **4 clusters of actors** based on complex network analysis: official media, unofficial media, politicized SMI, and non-politicized SMI. The results of the granger causality test show that the unofficial media's attention to the pandemic is influenced by the other three types of actors.
  - Second, LDA topic modeling for a 10% random sample showed that there are some differences in amplification of different topics by actors. **Official media amplified the theme of anti-pandemic propaganda**, indicating its focus on public health information promotion; **politicized social media influencers** amplified the topic of **cross-countries policies comparison**, which is highly related to the conspiracy and misinformation; meanwhile, there was some consistency within media and opinion leaders in ranking the importance of the topics.
- **Paper title:** Whose Voice in the COVID-19? A network actor analysis based on Weibo-COV(2019-2020) corpus.

### Organizational communication during COVID-19 lockdown

Research Assistant

Supervisor: Wang Liao

Sep 2022 - Nov 2022

- **Data analysis:** programmed R script for data cleaning, parameter tests, and EFA, CFA.
- **Survey design & visualization:** assisted in qualtrics questionnaire design; generated SEM charts, correlation coefficient heatmap etc.
- **Techniques include:** R programming(tidyverse, reg expressions), collaboration: Git, google drawing

\* **Relevant Publication:** Cho, Hichang, et al. The bright and dark sides of social media use during COVID-19 lockdown:

Contrasting social media effects through social liability vs. social support. *Computers in Human Behavior* 146 (2023): 107795. doi: [10.1016/j.chb.2023.107795](https://doi.org/10.1016/j.chb.2023.107795)

## Party media preference in China

Student PI

Supervisor: Ping Sun

Jun 2022 - May 2023

- **Abstract: Relational trust** refers to the trust based on the relationship with the party media in this research. By theorizing the concept of media trust, this paper fixed the shortcomings of the existing research on party media preference. This paper uses a mediation model based on affective perception to study how relational trust influences the preferential use of party media. This research collected data through questionnaires to build models (N=1428), and found that **relational trust has direct and indirect effects on party media preferential use**, the latter is mediated by **positive affective perception**; while negative affective perception even functioned as a certain disturbing role. Strong relational trust plays a more significant role in this process. The interpretation and theoretical implications of the findings were also discussed.
  - **Coordination:** managed the research group of 5 including project schedule and research activities.
  - **Research contribution:** paper writing, research design, model formulation, survey design and data collection, data analysis
- \* **Manuscript:** Examining the impact of relational trust on preferential use of party media in China: based on a mediating effect model of affective perception.

## SELECTED GRANTED PROJECTS

---

\* CSIEP = College Student Innovation and Entrepreneurship Program

### Comparative study of internet addiction among urban-rural adolescent

Supervisor: Prof. Feng Tian, Research Fellow, Institute of Sociology, CASS

Research member

National CSIEP

May 2022 - Dec 2022

- **Fieldwork:** semi-structured interview with over 5 adolescents and processed the files.
- **Data analysis & report:** compiled a report on internet addiction using 2021 national survey data(student N=21733, parents N = 19804), statistical tests and multiple regression found that rural adolescents got statistically higher internet addiction scores, healthy parenthood and offline social support are key prevent factors.
- Item No. 202214596001, CNY 20,000

### Why do people like reading party media?

#### Investigating relational trust, affective perception and preference of young generation

Supervisor: Prof. Ping Sun, Associate Research Fellow, Institute of Journalism and Communication, CASS

Student PI

Beijing CSIEP

May 2023 - Nov 2023

- **Design & Collection:** survey data (N=1424) and interviewed with 13 (avg. time = 30min)
- **Data analysis:** build Structural Equation Model and test mediating effect; compare positive/negative affective perception and strong/weak relational trust impact path. The indirect effect percentage for strong relational trust-positive affective perception-preference and weak~ takes 34.790%and 18.608% respectively.
- Item No. s202314596009, CNY6,000

## PEER-REVIEWED CONFERENCE PAPERS

---

[6] **Liu, R., Li, S.** Using agent-based modeling to explore the myth of media multitasking. In 74th International Communication Association annual conference(ICA), Jun 2024, Gold Coast, Australia

[5] **Liu, R., Li, S.** Exploitation-Exploration model of media multitasking (EEMMM). In Mobile Studies Congress(MSC), Dec 2023, Hangzhou, China

[4] **Liu, R., Yang Q., Wang, W., Yang, X.** Resurgence of party media in China from the perspective of relational trust theory. In 73rd International Communication Association media sociology post conference(ICA post conference), May 2023, Toronto, Canada

[3] **Liu, R., Yang Q., Wang, W., Yang, X.** Relational trust and affective perception: an empirical study of party media preference in China. In International Association of Media and Communication Research(IAMCR), Jul 2023, Virtual

[2] **Liu, R.** (under review) Whose voice matters? a network approach to understanding the COVID-19 discussion during 2019-2020. In International Conference on Computational Social Science(IC<sup>2</sup>S<sup>2</sup>), Jul 2024, Philadelphia, US

[1] **Liu, R.**, Zeng, X., Zhou, Y. (under review) Insulting China in indiscrimination? a conceptual review and mechanistic explanation based agent based modeling. In Association for Education in Journalism and Mass Communication annual conference(AEJMC), Jul 2024, Philadelphia, US

## WORKS IN PROGRESS

---

[2] **Ruomeng Liu**, Xizhu Zeng and Yizhuo Zhou. “Indiscriminate insults towards China? controversies, anger and politics of identity, 2018-2022”. *manuscript in preparation*

[1] **Ruomeng Liu** and Senqi Li. “Quantum choice model and agent-based modeling: the myth of media multitasking”. *manuscript in preparation*

## HONORS & AWARDS

---

### Research and Tech Products Contests for College Students in Beijing

Grand Prize, 2023

Beijing Challenge Cup Committee

### Humanities Light Academic Competition

the 1<sup>st</sup> Prize , 2022

UCASS Challenge Cup Committee

### University-based Scholarship

the 3<sup>rd</sup> class, 2021, 2023

UCASS

### Study Abroad Program Scholarship

the 1<sup>st</sup> prize, 2021; 2<sup>nd</sup> prize, 2022

International Office, UCASS

## CERTIFICATION & TRAINING

---

### Causal Inference and big data seminar

CSS and State governance Lab, Tsinghua University

Oct 2023 - Jan 2024

- Econometrics: macro panel data, DID/RD, survival analysis, multilevel linear regression
- Big data analysis: social network analysis, topic modeling, supervised machine learning, social media data
- other topics: text analysis, spatial analysis, ABM

### Summer school in advanced applied social research methods

CASER, NYU Shanghai

Jul 2023

- Introduction to Computational Social Sciences: theory, text-as-data, image-as-data, video-as-data/ deep learning methods in social science/ R & PYTHON programming LAB
- Structural Equation Modeling: the algebra of expectations, path analysis, confirmatory factor analysis, general SEM, mean structure and growth curve models

### Research Methods Bootcamp

School of Journalism and Communication, UCASS

Sep 2022 - Dec 2022

- Training: Experiment design, social network analysis and modeling, causal inference in observational research, text mining
- Lecture: computational communication research design, big data and public opinion, science communication research

### Oxford Prospects Online Programme

Regent's Park College, Oxford

Jan 2022

- Politics-Economics-Philosophy-Law module
- Proposed topics: modern british politics and government, globalization trend in the COVID-19, climate journalism etc.

## WORKING EXPERIENCE

---

### LUOHAN ACADEMY

Research Intern

Remote

Apr 2024 - present

## THE PAPER.CN

Data Intern, Data News Division(839 studio/meishuke)  
Freelancer

- Data news article author: materials compilation, storytelling, visualization
- Social investigation report: public survey design(e.g. public vaccine behavior survey)
- Invited talks: when computational social science meet data journalists, Sep 2023

Shanghai, CHINA

Jul 2023 - Sep 2023

Oct 2023 - present

## CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

Marcom Intern, Marketing & Communication Department

- Assisted in PR affairs; CKGSB new media (WeChat official account, official site) post writing

Beijing, CHINA

Mar 2023 - May 2023

## THE SPRING NEWS (CAMPUS MEDIA OUTLET)

Journalist  
Editor-in-charge

- Interview and news article writing
- Topics include: campus noise problem, Beijing first snow, legal case investigation

Beijing, CHINA

Oct 2020 - Feb 2021

Mar 2021 - Mar 2022

## SERVICE

---

### SCHOOL STUDENT UNION

President, Academic Department

University of Chinese Academy of Social Sciences

Dec 2022 - Dec 2023

### INSTITUTE OF JOURNALISM & COMMUNICATION

Investigator, Adolescent media use project

Chinese Academy of Social Sciences

Dec 2021 - Mar 2022

### PROJECT NOUS MIANYANG CAMP

Instructor, Oral history and journalistic nostalgia curriculum

Project Nous

Jun 2022 - Jul 2022

## SKILLS SUMMARY

---

**Technical Skills:** Advanced in SQL, R[data science], Javascript, HTML/CSS, LATEX, Markdown[markup language]; Proficient in MPLUS, Python, SPSS [data science]

**Languages:** Proficiency in English; Native in Mandarin; Intermediate in Japanese

**Tools:** MS Office, Chat GPT, Git[code management], Qualtrics[survey design], MTurk[online experiment]

## ADDITIONAL

---

**Areas of Interests:** Decision Science (processes, methods and motivations behind decision-making and how it contributes to the final outcome(individual and societal level)/ disciplines: decision neuroscience, decision-making & management science, decision model & tools and human behavior & game theory) Specifically, its interplay with digital media and politics.(eg. media selection, collective action on social media etc.)

## ACADEMIC REFERENCE

---

**Fen Xiang** (B.A. advisor), Research Fellow/ Professor, affiliation: Institute of Journalism and Communication, Chinese Academy of Social Sciences

**Ping Sun** (supervisor), Associate Research Fellow/ Associate Professor, affiliation: Institute of Journalism and Communication, Chinese Academy of Social Sciences

**Wang Liao** (supervisor), Assistant Professor, affiliation: Department of Communication, University of Washington

last updated: Apr 18th, 2024