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Research Interests:

- Media and Cultural Studies
- Gender Performativity
- Feminist STS and Posthuman Perspectives
- Digital Intimacy

Journal Publications:

Luo, Y. & Ng, Y.-L. (2025). Exploring the Mediating Role of Online Social Capital in the Association Between Sharing Memes Using Four Humor Styles and Subjective Well-Being. *Social Media + Society*, 11(2).

Ku, K. Y. L., Li, J., **Luo, Y.**, & Song, Y. (2025). Correction Approaches and Hashtag Framing in Addressing Mpox Misinformation on Instagram. *Health Education Research*, 40(2).

Conference Paper Presentation:

Luo, Y. & Huang, J. (2026, August). *Diverse ties, quieter anxieties: bridging social capital as a buffer against achievement-oriented comparison in China's involution culture* [Paper Presentation]. The Association for Education in Journalism and Mass Communication (AEJMC) 109th Annual Conference, New Orleans, Louisiana, USA.

Mo, C. & **Luo, Y.** (2026, June). *SWim-ming against the mainstream: Chinese women's ambivalent shipping of national athletes in Boys' Love fandom* [Paper Presentation]. The 76th Annual International Communication Association (ICA) Conference, Cape Town, South Africa.