

Weicong Fang (He/Him)

RENMIN UNIVERSITY OF CHINA

SCHOOL OF JOURNALISM AND COMMUNICATION

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Master's Advisor: Prof. Wenjing Pan (wenjingpan@ruc.edu.cn)

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EDUCATION

Renmin University of China (Communication ranked No. 1 nationally)

Beijing, China

M.A. in Communication, School of Journalism and Communication

2024–2027 (expected)

- GPA: 3.97/4.00 (Ranking: 3/60)
- Exchange Program at **Tampere University**, Finland, Fall 2025

Renmin University of China

Beijing, China

B.A. in Communication, School of Journalism and Communication

2020–2024

- GPA: 3.85/4.00 (Ranking: 1/30)
- Exchange Program at **University of California, Davis**, Fall 2022

RESEARCH INTERESTS

Human–AI communication; health communication; misinformation correction and fact-checking; persuasion and message effects; interpersonal communication; social support; computational communication; media psychology

PUBLICATIONS

1. Zhang, Y., **Fang, W.**, & Pan, W. (2026). Fact-checking misinformation in the age of AI: Audience responses to human, AI, and hybrid sources. *International Journal of Human–Computer Interaction*. <https://doi.org/10.1080/10447318.2026.2674830>
2. Pan, W., Zhang, Y., & **Fang, W.** (2025). Human or AI: Who is more effective at correcting health misinformation? A comparative study based on an online experiment [Article in Chinese]. *News and Writing*, 2025(10), 46–57. [Available online](#).

CONFERENCE PAPERS & PRESENTATIONS

1. **Fang, W.**, Zhang, Y., & Pan, W. (2026, June 28–July 2). *Why is it wrong or what is wrong? How fact-checking method and reasoning order shape the corrective effects of fact-checking articles*. Conference presentation at the International Association for Media and Communication Research (IAMCR) 2026, Galway, Ireland. [under review].
2. **Fang, W.**, Zhang, Y., & Pan, W. (2025, November 28–29). *Sequencing truth: Cognitive effects of fact-checking methods, reasoning order, and topics*. Conference presentation at the 14th International Conference on Chinese-Language Media and Huaxia Civilisations, Singapore. [under review].
3. **Fang, W.** (2024, October 20). *Examining the effectiveness and mechanisms of large language models in correcting COVID-19 misinformation: A case study of ChatGPT*. Conference poster presentation at the 2024 Annual Conference of the Health Communication Committee, Chinese Association for History of Journalism and Communication, Beijing, China.

OTHER RESEARCH EXPERIENCES

Social Media Data Collection Project

2024

The New Era International Communication Research Institute

Student Team Lead

- Led the X (Twitter) data collection team in developing reproducible Python-based workflows for a cross-platform project on international communication and global public opinion.
- Coordinated the collection, cleaning, and SQL-based storage of X data, standardizing data structures for integration with parallel Facebook and think tank datasets in downstream computational communication analysis.

Contemporary Chinese Internet Nationalism from the Perspective of Mediatized Olympics

2022

Innovation Cup: RUC Student Extracurricular Academic and Scientific Work Competition

First Author; First Prize

- Conducted a mixed-methods study of Chinese online nationalism during the 2022 Beijing Winter Olympics, using Python-based scraping tools to collect 18,575 comments from Weibo about Eileen Gu and Nathan Chen.
- Combined TF-IDF keyword extraction, sentiment analysis, and content analysis to compare topic salience, emotional tone, and nationalist discourse across the two athlete cases, finding that nationality, cultural identity, and perceived personal conduct jointly shaped nationalist affect and boundary-making in online discourse.

RELEVANT COURSES

Methods	Quantitative Research Methods in Media Studies (97) Methods of Communication Research in Journalism (92)
Data	Social Data Analysis Workshop (94); Measuring Communication Effectiveness Workshop (100)
Applied	Health Communication (95); Introduction to Artificial Intelligence (96)

INTERNSHIP EXPERIENCES

Xinhua News Agency, China Internet Rumor-Refuting Platform

Beijing, China

June 2026–Aug. 2026

Intern Editor

- Supported the editorial and communication operations of China’s national rumor-refuting platform, with responsibilities spanning topic curation, content scheduling, article publication, and platform maintenance.
- Drafted and edited public-facing articles based on official rumor-refutation materials, authoritative releases, and previously verified information.
- Assisted in adapting institutional fact-checking outputs into accessible platform content, strengthening my understanding of how corrective information is framed and disseminated to the public.
- Monitored dissemination metrics and audience engagement to inform platform communication strategies and improve the reach of rumor-refutation content.

Kingsoft Cloud Technology

Beijing, China

Jan. 2024–Apr. 2024

Public Relations Intern

- Supported corporate communication and media relations, including financial report dissemination, public affairs communication, and crisis communication materials.

Kuaishou Technology

Beijing, China

Feb. 2023–June 2023

Employer Branding Intern

- Managed recruitment-oriented communication channels and produced interview-based articles and short-form video content for employer branding campaigns.

AWARDS

Yanbao Scholarship (one of two recipients in the school; ¥10,000)	2026
Academic Master’s Program Graduate Student Merit Scholarship (top 30% in the school; ¥14,000)	2025
Outstanding Graduate Scholarship, Top Award (one of two recipients in the school; ¥8,000)	2025
University President’s Scholarship (exchange travel grant; ¥40,000)	2025
Outstanding Undergraduate Thesis, First Prize (one of three recipients in the school)	2024

METHODS & SKILLS

Methods	Experiment; survey; computational text analysis; social network analysis; sentiment analysis; thematic analysis; social media data collection
Softwares	Python; R; SPSS; UCINET; Gephi
Languages	Mandarin Chinese (native); Cantonese (native); English (IELTS: 8.0)