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Research Interests:

- Gender studies
- Fandom and fan culture
- Digital labor and platform studies

Conference Paper Presentation:

Luo, Y. & Huang, L. V. (2024, June 20-24). *Reducing work autonomy and increasing burnout: An empirical study of the impact of workplace bullshit in organizations* [Paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

Luo, Y. (2023, May). *False anime appearance, real people inside: Performance and emotional labor of Virtual YouTubers* [Paper presentation]. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Luo, Y. & Huang, L. V. (2023, May). *Exploring the Internet employee departure: An integrated model of workload, autonomy, workplace bullshit, burnout, job satisfaction, and turnover* [Paper presentation]. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

Wang, Y., **Luo, Y.** & Chen, B. (2022, Jun). *Using Celebrities in the Non-profit Activity in China* [Paper presentation]. 20th International Conference on Research in Advertising (ICORIA 2022), Prague, Czech Republic.

Luo, Y. & Huang, L. V. (2022, May). *New iSlavery and Employee Utopianism: Confessions from Ex-employees of Chinese Internet Companies in the Wave of Resignation* [Paper presentation]. 72nd Annual Conference of the International Communication Association (ICA), Virtual Conference.

Huang, L. V., Xiong, Z., **Luo, Y.**, Wu, Y., Wang, Y., & Yan, K. (2022, May). *A systematic and thematic review of Chinese internet studies in SSCI communication journals, 2010-2021* [Paper presentation]. 19th Chinese Internet Research Conference (CIRC 2022), Hong Kong, China.

Luo, Y. & Huang, L. V. (2021, Jul). *Idolizing the Country, Entertaining Patriotism: Appropriating Online Fandom for State-Level Propaganda in China* [Paper presentation]. International Association for Media and Communication Research (IAMCR) 2021, Nairobi, Kenya.

Luo, Y. & Huang, L. V. (2021, May). *Social Resistance in Participatory Culture: Female Fan Activism in Chinese Online ACG Communities* [Paper presentation]. 71st International Communication Association (ICA), Virtual Conference.