



## **LUO Yijun (Nikki)**

### **Research interest**

Popular culture and fandom

Political communication

Gender communication

### **Presentations**

Luo, Y. & Huang, L. V. (2021, July). Idolizing the country, entertaining patriotism: Appropriating online fandom for state-level propaganda in China. Paper presented at the International Association for Mass Communication Research Annual Conference (IAMCR) 2021 Online Conference.

Luo, Y. & Huang, L. V. (2021, May). Social resistance in participatory culture: Female fan activism in Chinese online ACG communities. Paper presented at the International Communication Association (ICA) 2021 Virtual Conference.