

# Rong-Ching Chang

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## RESEARCH INTERESTS

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Human-AI (multi agent) Interaction, Large Language Models (Fine-tuning, RAG, Synthetic data generation, RL, automated prompt optimization)

## EDUCATION

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**Ph.D.** in Computer Science, University of California, Davis. U.S. Sep. 2021 – Sep. 2026  
Advisor: Prof. Hao-Chuan Wang GPA: 3.6/ 4.0  
Noyce Fellow

**M.Sc.** in Computer Science, Tunghai University, Taiwan Sep. 2019 – June 2021  
Advisor: Prof. Chu-Hsing Lin GPA: 4.0/ 4.0  
Honorary Member of Phi Tau Phi Scholastic Honor Society

**B.A.** in Finance, Chung Yuan Christian University, Taiwan June 2014 - June 2017  
Advisor: Prof. Yi-Pei Chen GPA: 3.9 / 4.0  
Academic Excellence Award, Excellent Professional Subjects Award

## WORKING PAPERS

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PersuaBridge: Coaching Global Negotiation Competence with Value-Embedded AI Agents  
**Rong-Ching Chang**, Hao-Chuan Wang  
Under submission

Affective Accommodation and Grounding in Human–AI Negotiation  
**Rong-Ching Chang**, Hao-Chuan Wang  
Under submission

When Does Adding One More AI Help? The Role of Customizability in Human–Multi-Agent Teams  
**Rong-Ching Chang**, Hao-Chuan Wang  
In progress

When Tool Use Becomes Composition: Detection of Emergent Capability in LLM Agents  
**Rong-Ching Chang**, Udari Madhushani Sehwag, ShayanShabihi  
In progress

Too Much, Too Little, or Just Right? Evaluating Personalization in Conversational LLMs  
**Rong-Ching Chang**, Udari Madhushani Sehwag  
In progress

## PROFESSIONAL EXPERIENCE

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**Scale AI** Remote  
Human Frontier Collective Specialist - GenAI, Jun. 2025 – Aug. 2026  
• Contributing to the next generation of frontier models

**Industrial Technology Research Institute** Remote  
Sponsored Research Collaborator, Jan. 2025 – Sep. 2025  
• Built emotional intelligent conversation agent

## **Experian**

Data Scientist,

California, USA  
Jun. 2024 – Sep. 2024

- Spearheaded the end-to-end design, development, and deployment of product prototypes using advanced multimodal models, built entirely from scratch. Presented to the company CEO, with the prototype serving as a foundation for a planned production release.

## **CreatorDB**

Data Scientist,

Taipei, Taiwan  
Jun. 2023 – Sep. 2023

- Built a recommendation system using LLMs
- Built a solution to identify whether a YouTube video is sponsored or not based on video description
- Streamlined the machine learning pipeline, consolidating 16 model executions into a single operation

## **University of Southern California**

Research Intern,

California, USA  
Jun. 2022 – Sep. 2022

- Built multilingual misogyny and sexism classifier, which has been downloaded on Hugging Face over 22,000 times
- Invented a novel method that enables causal inference study on comments in online forum

## **Industrial Technology Research Institute**

AI Research Intern, Computational Intelligence Technology

Hsinchu, Taiwan  
Jan. 2020 – Aug. 2020

- Researched and tested papers focused on AutoML frameworks

## **CONFERENCE PAPERS**

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From Unilateral Behavioral Tuning to Human–AI Co-Configuration

**Rong-Ching Chang**, Hao-Chuan Wang

Bidirectional Human–AI Alignment Workshop at the CHI conference on Human Factors in Computing Systems, 2026

Convergence, Reciprocity, and Asymmetry: Communication Accommodation Between Large Language Models and Users Across Cultures

**Rong-Ching Chang**, Hao-Chuan Wang

The 39th Annual AAI Conference on Artificial Intelligence (AAI), Student Abstract, 2025

47th Annual Meeting of the Cognitive Science Society (CogSci), 2025

Polarized Online Discourse on Abortion: Frames and Hostile Expressions among Liberals and Conservatives

Ashwin Rao, **Rong-Ching Chang**, Qiankun Zhong, Kristina Lerman, Magdalena Wojcieszak

The International AAI Conference on Web and Social Media (ICWSM), 2025

Feedback Loops and Complex Dynamics of Harmful Speech in Online Discussions

**Rong-Ching Chang**, Jonathan May, Kristina Lerman

16th International Conference on Social Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representation in Modeling and Simulation (SBP-BRiMS), 2023

#RoeOverturned: Twitter Dataset on the Abortion Rights Controversy

**Rong-Ching Chang**, Ashwin Rao, Qiankun Zhong, Magdalena Wojcieszak, Kristina Lerman

The International AAI Conference on Web and Social Media (ICWSM), 2023

Anger Breeds Controversy: Analyzing Controversy and Emotions on Reddit

Kai Chen, Zihao He, **Rong-Ching Chang**, Jonathan May, Kristina Lerman  
16th International Conference on Social Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representation in Modeling and Simulation (SBP-BRiMS), 2023

Dataset of Propaganda Techniques of the State-Sponsored Information Operation of the People's Republic of China

**Rong-Ching Chang**, Chun-Ming Lai, Kai-Lai Chang, Chu-Hsing Lin  
Misinformation and Misbehavior Mining on the Web with International Conference on Knowledge Discovery & Data Mining (KDD) 2021

Online Sentiment And Post Reactions On Facebook: Leading Indicator For State-Level Covid-19 Confirmed Cases

**Rong-Ching Chang**, Chun-Ming Lai, Chu-Hsing Lin, Kai-Chih Pai  
AI for Public Health workshop at the International Conference on Learning Representations (ICLR), 2021

Online Sentiment on Facebook: a Leading Indicator for State-Level Covid-19 Confirm Cases

**Rong-Ching Chang**, Chu-Hsing Lin, Chun-Ming Lai, Kai-Chih Pai  
International Conference on Information Technologies and Practices, 2021

Detecting Propaganda on the Sentence Level during the COVID-19 Pandemic

**Rong-Ching Chang**, Chu-Hsing Lin  
Cryptography and Information Security Conference (CISC), 2020.

Pandemic Response and Crisis Informatics: An Imperative for Public Health Messaging

Chun-Ming Lai, Yi-Chen Liu, **Rong-Ching Chang**, Jon W. Chapman, and Chu-Hsing Lin  
International Computer Symposium (ICS), 2020.

Leveraging Top Participants Networks Topology to Identify Suspiciously Manipulated Posts

Chun-Ming Lai, Huan-Chieh Tseng, **Rong-Ching Chang**, Tzer-Shyong Chen, Kai-Chih Pai  
National Conference on Science and Technology of National Defense. 2020.

An Attribute-based Encryption for Cloud Medical Data Sharing and Its Implementation

Chu-Hsing Lin, Chu-I Wu, Chia-Yuan Cheng, **Rong-Ching Chang**  
The Symposium on Digital Life Technologies 2020 (DLT 2020).

Unconnected searchable encryption and implementation for cloud medical record services

適合於雲端病歷服務的無連結性可搜尋加密與實作

Chu-Hsing Lin, Yuan-Xiang Chi, Xuan-Jie Wang, **Rong-Ching Chang**  
The Symposium on Digital Life Technologies 2020 (DLT 2020).

## **JOURNAL PAPERS**

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Political content and news are polarized but other content is not in YouTube watch histories

Magdalena Wojcieszak, **Rong-Ching Chang**, Ericka Menchen-Trevino  
Journal of Quantitative Description: Digital Media. 2023.

Entropy-Based Time Window Features Extraction for Machine Learning to Predict Acute Kidney Injury in ICU

Chun-Te Huang, **Rong-Ching Chang**, Yi-Lu Tsai, Kai-Chih Pai, Tsai-Jung Wang, Chia-Tien Hsu, Cheng-Hsu Chen, Chien-Chung Huang, Min-Shian Wang, Lun-Chi Chen, Ruey-Kai Sheu, Chieh-Liang Wu, Chun-Ming Lai  
Applied Sciences. 2021; 11(14):6364. <https://doi.org/10.3390/app11146364>

## **NON-ARCHIVAL PAPERS**

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CommunityKG-RAG: Leveraging Community Structures in Knowledge Graphs for Advanced Retrieval-Augmented Generation in Fact-Checking  
**Rong-Ching Chang**, Jiawei Zhang

Exposure to Congenial and Problematic Videos on YouTube: Algorithmic Recommendations or Off-Platform Factors?  
**Rong-Ching Chang**, Magdalena Wojcieszak

## **MEDIA MENTION**

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- “OpenAI Chatbot So Good It Can Fool Humans, Even When It’s Wrong.” Bloomberg (2022).
- “Good AI vs. Bad AI.” Engineering Progress, UC Davis (2022).

## **TALKS & Poster Presentations**

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- Cultural Dimensions and Communication Accommodation: How Large Language Model-Powered Agents Adapt Across Cultures

**Rong-Ching Chang**, Hao-Chuan Wang

Taiwanese Association of Computer Human Interaction (TAICHI) 2024

- Ideological Biases in Exposure to News, Political, and Non-Political Content on YouTube

**Rong-Ching Chang**, Ericka Menchen-Trevino, Zubair Shafiq, Magdalena Wojcieszak

Polarization Research Lab Annual Meeting 2023

- Exposure to Radical Content on YouTube Algorithmic Recommendations or Off-platform Factors?

**Rong-Ching Chang**, Zubair Shafiq, Magdalena Wojcieszak

Noyce Symposium, UC Davis 2022

Noyce Symposium, UC Santa Barbara 2022

Politics and Computational Social Science (PaCSS) conference 2022

Privacy and IoT Research Exploration Workshop by Proper Data 2022

Privacy and IoT Research Exploration Workshop by Proper Data 2021

- Is a Twitter user’s location correlated with their opinion on #COVID-19?

**Rong-Ching Chang**, Chun-Ming Lai

PyData Taipei. 2020.

## **CERTIFICATE**

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- Certificate of Appreciation for Exceptional Mentorship, Project Tyra Graduate School Application Program, Foundation for Scholarly Exchange (Fulbright Taiwan), 2023 and 2025
- ACM-W Chapter Winter School on Fairness in AI
- Nvidia: Combining Data Types through an Image Captioning Project
- Microsoft Certified: Azure AI Fundamentals

## **PROFESSIONAL DEVELOPMENTS**

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UCSD: Graph Algorithms, Data Structures Fundamentals, Algorithmic Design and Techniques, Graph Algorithms in Genome Sequencing

## **REVIEWER FOR JOURNALS & CONFERENCES**

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- ACM CHI Conference on Human Factors in Computing Systems (CHI), 2026
- ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2025
- ACM CHI Conference on Human Factors in Computing Systems (CHI), 2025
- International AAAI Conference on Web and Social Media (ICWSM), 2025
- ACL Rolling Review (ARR), 2024
- The IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining Marrakesh (ASONAM), 2024
- ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2024
- The IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining Marrakesh (ASONAM), 2023
- Scientific Report, Nature, 2021