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RESEARCH INTERESTS

Critical political economy of AI; Critical platform and app studies; AI discourse; Critical social theory; Digital feminism

EDUCATION

05/2025 - Ongoing **University of Amsterdam**, PhD in Media Studies, Amsterdam School for Cultural Analysis

Thesis "Reconceptualising AI agents: Reconfiguring Power Dynamics in Global AI Platform Ecosystems between the U.S. and China"

Supervisors: Prof. Dr. Thomas Poell & Dr. Fernando van der Vlist

09/2021 – 06/2024 **Fudan University**, MA in Broadcasting Theory, School of Journalism

Thesis "How Technology and Gender Mutually Shape Each Other on Xiaohongshu: A Dynamic Platformised Gender System"

09/2017 – 06/2021 **Fudan University**, BA in Broadcasting & TV, School of Journalism

02/2023 – 06/2023 **Vrije Universiteit Amsterdam**, International Student Exchange Program

CAREER & AFFILIATION

01/2025 - Ongoing **Junior Researcher** (prae doc), Junior Research Group
"Digitalization and Social Transformation", Institute for Advanced Studies (IHS) Vienna

09/2025 - Ongoing **Membership**, international App Studies Initiative (ASI)

PUBLICATIONS

Research Reports

Wiesböck, Laura / Wang, Nuoyi / Reitzer, Pauline / Bănoiu, Irina (2026): **ADDICT**: Addictive Design in Digital Consumer Technologies. Vienna: Institute for Advanced Studies. 42 p.
<https://doi.org/10.60739/IHS-7369/>

Wiesböck, Laura / Wang, Nuoyi / Reitzer, Pauline / Bănoiu, Irina (2026): **ADDICT**: Bewertungsansätze für das Risikomanagement suchtfördernder Designs und Praktiken digitaler Plattformen. Vienna: Institute for Advanced Studies. 46 p.
<https://doi.org/10.60739/IHS-7368/>

CONFERENCES / TALKS

Conference Presentation

Wang, Nuoyi (2026): **Vibe Agent**: The Interface Politics of “Democratized” Agent Building. International PhD Conference “Platformization of Society: Power, Participation, and Social Transformation”, September 17-18, 2026, Vienna, Austria.

Wang, Nuoyi (2026): **The Discursive Politics of "AI agents"**: How Alibaba, Amazon, ByteDance, and OpenAI Frame Agent-related Offerings towards AI Controversies. 17th European Sociological Association Conference 2026 “Strengthening Democracies: Social Action, Solidarity, and Sustainable Futures”, August 25-28, 2026, Warsaw, Poland.

Wiesböck, Laura / Wang, Nuoyi / Reitzer, Pauline / Bănoiu, Irina (2026): **Dependification**: Towards the Conceptualization of Attention-Exploiting Digital Platforms. 17th European Sociological Association Conference 2026 “Strengthening Democracies: Social Action, Solidarity, and Sustainable Futures”, August 25-28, 2026, Warsaw, Poland.

Wang, Nuoyi (2025): **Discursive Politics of “AI Agents”**: Examining how OpenAI, Amazon, ByteDance, and Alibaba Discursively Position Agent-related Offerings. Conference “Gen AI & Creative Practices: Past, Present, and Future”, December 18, 2025, University of Amsterdam, the Netherlands.

Wang, Nuoyi (2025): **AI Agents as Infrastructures**: Mediating Power Dynamics in Global AI Platform Ecosystems between the US and China. Conference/Autumn School “Synthetic Imaginaries: The Cultural Politics of Generative AI”, September 8, 2025, University of Siegen, Germany.

Conference workshop

Wang, Nuoyi / Reitzer, Pauline (2026): **Dependent by Design**: A Socio-Technical Therapy Session. re:publica Vienna 2026, October 2-3, Vienna, Austria.

Academic Conference Organization

Organizing committee of the International PhD Conference “Platformization of Society: Power, Participation and Social Transformation”, September 17–18, 2026, Vienna, Austria.

SUMMER SCHOOL PROJECTS

Project **“AI Historiography – Mapping AI Agent Architecture”**. Summer School “Digital Methods Summer School 2026: Visual AI for internet research. On and beyond slop”, June 29 – July 3, 2026, The Digital Methods Initiative, University of Amsterdam, the Netherlands.

Project **“Dis-assembling Synthetic Agents”**. Autumn School “Synthetic Imaginaries: The Cultural Politics of Generative AI”, September 8-12, 2025, Special Collaborative Research Centre (CRC) 1187 “Media of Cooperation”, University of Siegen, Germany.

Project **“What if LLMs Are Our New (Re)search Engines?”**. Summer School “Digital Methods Summer School 2025: Social media at a crossroads, and the sensitivity of AI platforms”, July 7-11, 2025, The Digital Methods Initiative, University of Amsterdam, the Netherlands.

Project **“Generative AI as Normative Infrastructure in Private Life: A Comparative Study of ChatGPT and DeepSeek”**. Summer School “Digital Methods Summer School 2025: Social media at a crossroads, and the sensitivity of AI platforms”, June 30 – July 4, 2025, The Digital Methods Initiative, University of Amsterdam, the Netherlands.

THIRD MISSION

Instagram @DigiTransLab: **Educational content on Digital Platform Power and Society**
<https://www.instagram.com/digitranslab/>