

Li Xinchun

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EDUCATION

Sun Yat-sen University

Master of Arts (M.A.) — Big Data Communication

Guangzhou, Guangdong, China

Sep. 2024 – Jun. 2026 (Expected)

Henan University of Technology

Bachelor of Engineering (B.Eng.) — Food Science and Engineering

Zhengzhou, Henan, China

Sep. 2019 – Jun. 2023

SELECTED PROJECTS

The Golden 48 Hours of Public Opinion: Opinion Influence Prediction and Governance Based on COT-LLM

Apr. 2024 – Aug. 2024

- Developed an LLM-powered solution for public opinion influence prediction using Chain-of-Thought and Emotional Prompt techniques (86% accuracy).
- Analyzed emotion's impact on opinion dynamics, identifying anger as most influential, with visual analyses across event types.
- *Participated in The 6th Communication Data Mining Competition jointly organized by ZJUT and Institute of WRD.*

Interaction Between Emotion and Agenda: Temporal Analysis of Multi-actor Public Opinion on Weibo During the “Zhengzhou Students Night Ride to Kaifeng” Incident

Nov. 2024 – Apr. 2025

- Analyzed multi-actor public opinion and emotion on Weibo using LLMs, LDA, BERT, social network analysis, and Granger causality.
- Revealed a three-stage opinion shift and complex topic-emotion interactions, demonstrating unidirectional and bidirectional predictive influences.
- *Presented at: BeCOMM Beyond: Boundaries and Imagination of Next-Generation Communication organized by CUHK, Hongkong, 2025(Expected)*

Rational Empathy Without “Mansplaining”: Analysis of Interactions and Emotional Contagion in Xiaohongshu Community’s Male “Non-Stereotypical” Discourses

Dec. 2024- Mar. 2025

- Investigated male non-stereotypical discourses on Xiaohongshu using computational methods (Word2Vec, networks, sentiment analysis).
- Identified patterns of “progressive male” identity, network dissemination, and emotional dynamics fostered by opinion leaders.
- *Presented at: SJTU-IAMCR Emerging Media Forum, Shanghai, 2025*

The Evolution of Public Figures’ Death Discourse in the Confucian Context: Cultural Reconstruction of Technology, Symbols, and Emotions

Dec. 2024 – Mar. 2025

- Explored the transition of traditional mourning to digital spaces (Douyin case) examining technical logic, symbolism, and emotional mobilization.
- Revealed the formation of “digital emotional communities” merging traditional values with modern digital mourning rituals.
- *Presented at: AEJMC 2025 Conference, San Francisco, 2025*

“Same” in the Cloud: Sustained Connection of Fans’ Parasocial Relationships and Collective Memory Construction in Celebrity Digital Mourning

Mar. 2025 – Apr. 2025

- Investigated fan parasocial relationships and collective memory in celebrity digital mourning (Khalil Fong case) via text mining and interviews.
- Identified mechanisms of sustained connection, transformation of individual grief to public commemoration, and the evolution of fan-idol dynamics.
- *Presented at: The 9th Guangdong Provincial Forum for Graduate Students in Journalism and Communication, Guangzhou, 2025*

AWARDS AND HONORS

Third Prize, China's 1st AIGC and Computational Communication Innovation Competition (Data Analysis Track) *Mar. 2025*

- Associated Project: Configuration Influence and Public Opinion Governance of Non-Human Actors in Network Public Events—Based on Critic-Weighted Grey Relational Analysis

Third Prize, 1st Guangdong-Hong Kong-Macao Greater Bay Area University Student International Communication Works Competition (Data Journalism) *May 2025*

- Associated Project: Guangdong-Hong Kong-Macao Greater Bay Area at Five: Why we converged, how much has been achieved?
- Project Link: <https://enoch0618.github.io/theGBADataNews.github.io/>

SKILLS

Programming Languages: Python, R

Deep Learning LLMs: PyTorch; fine-tuning, and deployment

Data Science Analytics: Web Scraping, API Integration, Data Cleaning Preprocessing; Statistical Analysis Software (SPSS, Stata, RStudio); Data Science Libraries (Python: Pandas, NumPy, Scikit-learn, NLTK, spaCy; R: Tidyverse, dplyr, ggplot2); SQL (Basic)

Computational Methods: Computational Text Analysis (text mining, sentiment analysis, topic modeling, text classification), Social Network Analysis, Content Analysis

Data Visualization: Matplotlib, Seaborn, Tableau, Power BI

Development & Collaboration Tools: Git, GitHub, Jekyll, HTML, CSS