

Li Xinchun

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EDUCATION

Sun Yat-sen University 985 Sep 2024 - Jun 2026
Big Data Communication Master at the School of Journalism and Communication
Guangzhou
Average grade: 90.66/100
Major courses: New Media and Big Data Communication; Computational Communication; Web Crawling and Databases; Information Visualization; Data Statistics and Analysis; New Media and Consumer Behavior Research.

RESEARCH EXPERIENCE

The Golden 48 Hours of Public Opinion: Opinion Influence Prediction and Governance Based on COT-LLM Apr 2024 - Aug 2024

Project Description: Employed large language models (LLMs) to classify and analyze public-opinion sentiments, optimizing prompts via Chain-of-Thought (CoT) and Emotional Prompt techniques to achieve 86% classification accuracy. Integrated sentiment outputs with social-platform interaction metrics, and applied XGBoost combined with a genetic algorithm to predict the influence of different opinion trends.
Findings: Identified anger as the emotion exerting the greatest impact on opinion dynamics and provided visual analyses across various event types. Assessed the feasibility and uncertainty of LLM-based sentiment analysis, and proposed emotion-driven strategies for opinion governance.

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 - Jan 2025

Project Description: Using large language models and data analysis techniques, this project analyzed public opinion agendas and emotional expressions in the “Zhengzhou Students Night Ride to Kaifeng” incident. Python was used for data processing, with LDA topic modeling and BERT-wwm-ext for sentiment analysis, combined with social network analysis and Granger causality.
Findings: Public opinion showed a typical “three-stage” change. There was a negative correlation between the agendas of institutional and ordinary users, with limited influence from official agendas. Ordinary users expressed emotions autonomously, and interactions were found between topics and emotions, with some topics predicting emotional changes. The project demonstrated practical skills in applying BERT, prompt optimization, sentiment analysis, and data processing.

"Rational Empathy Without 'Fatherly Flavor': Analysis of Interactions and Emotional Contagion in Xiaohongshu Community's Male 'Non-Stereotypical' Discourses" Dec 2024 - Mar 2025

Project Description: This study examines the unique space for gender discussions on the Xiaohongshu platform, focusing on male users' non-stereotypical reviews of the feminist film Good Things. Using computational methods, the study analyzes 3,655 high-interaction comments from November 26 to December 16, 2024. Techniques like Word2Vec, user interaction networks, and sentiment analysis (SnowNLP, BERT-wwm-ext) are applied to explore how these reviews challenge traditional masculine portrayals and assess the emotional contagion of opinion leaders.
Findings: The study finds three key patterns in the heated discussion of "non-stereotypical" male discourses: First, users highlight traits like "humor" and "open-mindedness," deconstructing the "fatherly flavor" stereotype and promoting a "progressive male" identity. Second, strong-tie networks spread information within small groups, while weak-tie networks enable broader dissemination. Finally, the overall sentiment is positive, with opinion leaders fostering emotional solidarity, while controversial emotions deepen group divisions. The research integrates gender performativity and emotional contagion theories to reveal how gender roles and emotional contagion interact in online discourse.

The Evolution of Public Figures' Death Discourse in the Confucian Context: Cultural Reconstruction of Technology, Symbols, and Emotions Dec 2024 - Apr 2025

Project Description: This study explores how traditional mourning, empowered by social media, is transitioning to digital spaces, blending public and personalized elements. Focusing on Confucian culture and Chinese public figures, it examines the technical logic, symbolism, and emotional mobilization in digital mourning. Using a mixed-method approach (in-depth interviews, text analysis, and network analysis) on a Douyin case, the study aims to uncover how digital platforms reshape traditional mourning rituals.
Findings: The study reveals that digital mourning continues and extends Confucian ethics, forming a "digital emotional community." This practice merges traditional values with modern, individualized, and public mourning rituals, allowing for a more personalized yet collective expression of grief in the digital age.

MISCELLANEOUS

- Skills:** Microsoft Office; Data analysis; Python; PyTorch; Gephi; R; MySQL; SPSS; Text analysis
- Languages:** Mandarin (native); English (CET-6, CET-4)