

# Jun-yu Jiang

 junyuj.com

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## EDUCATION

### • University of California, San Diego

Jun. 2025 - Jul. 2026 (Expected)

*M.S. in Computational Social Science*

- **Relevant Coursework:** Text as Data, Advanced Statistical Methods for CSS, Machine Learning for Social Sciences, Network Analysis

### • Communication University of China

Sep. 2021 – Jun. 2025

*B.A. in Communication (Honors), joint program with University of Missouri-Columbia*

- **GPA: 3.9/4.0**
- **Relevant Coursework:** Political Communication (95/100), Political Economy of Communication(90/100), Global Communication(92/100)

### • University of Missouri-Columbia

Sep. 2021 – Jun. 2025

*B.A. Non-Degree Joint Program in Journalism, Missouri School of Journalism*

- **Relevant Coursework:** Quantitative Research Methods (96/100), AI's Application to Journalism and Communication (95/100)

## UNDERGRADUATE THESIS

### • An Analysis of Discourse Frames in Gaokao News Reports—Based on Natural Language Processing Models

*University-level Best Undergraduate Thesis Award, Communication University of China, 2025*

- **Proposed the "Frame-Emotion Dual-Track Interaction Model,"** a novel computational framework that demonstrates how media frames and emotional appeals co-evolve to shape public perception of long-term policy issues.
- **Executed a large-scale analysis using LLMs for frame annotation (DeepSeek)** and a CARER model for emotion detection, revealing how media ownership and regional differences systematically shape Gaokao discourse.
- **Constructed a unique 48-year longitudinal corpus of news reports,** including the manual digitization of pre-2008 print and microfiche newspaper archives to enable the study.

## PEER-REVIEWED PUBLICATIONS & CONFERENCE PAPERS

### • Pseudo-Sacred Illusions in the Age of Generative AI: A Discourse and Computational Analysis of Ask\_Jesus

*AI & Society (Under Review)*

Jiang,J.\* & Liu, Z



- **Identified three key mechanisms** (e.g., authoritative rhetoric, emotional framing) by which generative AI constructs "pseudo-sacred authority," proposing a model to quantify how these strategies build user trust despite frequent knowledge hallucinations.
- **Executed a novel mixed-methods analysis** combining critical discourse theory with advanced NLP, including DeepSeek-based dual-frame annotation to systematically map rhetorical strategies and hallucination detection to assess factual accuracy.

### • Framing the Nation: Discourse of National Identity Construction in the Taiwan Region An Analysis of 2024 Electoral Campaign Texts

*IPSA 2025*

Jiang,J.\* & Li,Z



- **Demonstrated how the discursive construction of "national subjectivity" versus "the other"** functions as a key indicator of political tendencies towards independence, proposing the DPM framework as a model for this analysis.
  - **Quantified these discursive patterns** by applying advanced NLP (BERT, Few-shot Learning) to electoral texts, providing robust, data-driven evidence of how different parties strategically construct subjectivity.
- **How regional stereotypes are narrated: LDA analysis based on Douyin** IAMCR 2024  
*Jiang,J.\* & Xu, J* [🌐]
- **Theoretically framed** online regional stereotypes as a form of symbolic violence and **empirically identified four narrative frameworks** (e.g., irony, symbolism) through which they are constructed.
  - **Executed a full computational text analysis pipeline:** collected and manually screened 9,570 comments to a final corpus of 4,953; processed text using Python (Jieba); and implemented, tuned, and validated an LDA topic model to ensure robustness.
- **Aging as a mythological construction: Analysis of elderly self-identity** AMIC 2024  
*Jiang,J.\* & Li,S.,Li,J.* [🌐]
- **Expanded Heider's Balance Theory** by **empirically identifying a 'resistance to attitude adjustment' pathway**, revealing that many elderly individuals actively maintain cognitive imbalance when confronted with aging myths—a direct challenge to traditional models of attitude transformation.
  - **Developed a novel 'aging myth' framework using Glaserian grounded theory**, systematically coding a 150,000+ words corpus from in-depth interviews (NVivo) to provide a new qualitative lens for gerontological studies.

## WORKING PAPERS & RESEARCH IN PROGRESS

- **Cyber Nationalism as Commodification: Witch-Hunt Discourse and Platform Economy in the Case of Mingmo** ICA 2026(submitted)  
*Jiang,J.\**
- **Conceptualizes cyber nationalism as a commodified spectacle**, arguing that online "witch-hunts" function as performative rituals that are industrialized for platform monetization. **Preliminary findings identify replicable, three-stage templates** (exposure, denunciation, judgment) for this process.
  - **Developing a novel mixed-methods approach to extract these "witch-hunt templates,"** combining advanced NLP (RoBERTa, SBERT, Few-shot Learning) for pattern recognition with a custom-built nationalism frame lexicon for critical discourse analysis.
- **Question Mark Bullet Screens and Political Distrust in Social Events Videos** Working Paper  
*Jiang,J.\**
- **Proposes that "?" bullet screens are a novel digital indicator of everyday political distrust.** Preliminary analysis shows they function as a form of micro-resistance and "reverse encoding," clustering ironically on positive official narratives about politics and the economy.
  - **Developing a computational framework to analyze this phenomenon at scale,** using NLP to map the correlation between specific official keywords (e.g., "economic development," "Communist Party") and the frequency of "?" bullet screens on Bilibili.

## RESEARCH EXPERIENCE

- **The Symbiotic Development of Digital Nomads and Rural Communities** Mar. 2024-July. 2024  
*PI: Pro.Rui Wang* Research Assistant


- **Modeled the interpersonal communication networks of digital nomads** by conducting and analyzing 20 in-depth interviews, identifying key pathways for virtual identity formation and their integration into rural communities.
- **Big Data Project On Global Opinions** Jan. 2024 - Jan. 2026(exp)  
*PI: Pro.Ting Zhou* Research Assistant
  - **Executed sentiment analysis on 500+ Western media articles** regarding China's "Two Sessions" to identify and report on shifts in international discourse.
  - **Monitored and assessed credibility risks** for foreign social media accounts on behalf of China's National News Agency, producing weekly analytical briefings.
  - **Mapped agenda-setting strategies** by analyzing 73 Reuters articles, identifying key discursive patterns in foreign media coverage of China.
- **Desire to Remain Young: An Investigation of Elderly Matchmaking in China** Mar. 2023 - June. 2023  
 Research Project Developer

*2024 Paper Data Content Annual Case Collection Award*

  - **Collected and coded a qualitative dataset** from in-depth interviews with 22 elderly individuals to analyze identity and desire in matchmaking contexts.
  - **Designed and developed an award-winning interactive data story website** to present the findings, implementing a full-stack solution from front-end visualization to back-end data access for dynamic user profile comparison.

## SELECTED WORK EXPERIENCE

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- **China Telecom** Jan. 2022 - Mar. 2022  
*Event Operations Intern*
  - **Analyzed real-time social media data (Weibo, WeChat) to model user engagement patterns** and public opinion trends, providing data-driven reports to inform campaign strategy.
  - **Performed large-scale comment and user profile analysis** to identify key audience demographics and public sentiment, directly guiding content development.
- **iFeng** Sep. 2023 - Dec. 2023  
*News Editing Intern* 
  - **Authored and published multiple press releases** on emerging technology for iFeng.com, covering major industry events (e.g., Apple product launches).
  - **Developed and wrote video scripts for the ifengTech column**, translating complex technical topics into accessible public narratives.
  - **Conducted daily public opinion monitoring and sentiment analysis** across social media platforms, providing analytical briefings to the editorial team on audience reception.

## ACADEMIC SERVICE

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- **Peer Reviewer** International Communication Association (ICA) Nov. 2024
- **Peer Reviewer** International Political Science Association (IPSA) Nov. 2024

## COMMUNITY AND VOLUNTEER ENGAGEMENT

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- **Outstanding Volunteer** The Third Belt and Road Forum for Int'l Cooperation Oct. 2023
- **Outstanding Volunteer** China International Fair For Trade in Service (CIFTIS) Sep. 2023
- **Volunteer Teacher** Guanhua Foundation Voluntary Teaching Programme June. 2023

SELECTED AWARDS AND HONORS

• Outstanding Undergraduate Thesis Award (University-Level)	May. 2025
• Paper Data Content Annual Case Collection Award	Jun. 2024
• Second-Class Scholarship (University-Level)	Nov. 2024
• Meritorious Student (University-Level)	Sep. 2022 - Sep. 2024
• Practical Scholarship (University-Level)	Oct. 2023

SKILLS

Programming	Python (Pandas, Scikit-learn, PyTorch, NLTK, spaCy, etc.), R, Web (HTML, CSS, JavaScript)
Analytical Tools	SPSS, NVivo, Tableau, ECharts
NLP/ML Models	Experience with BERT, SBERT, LDA, and other transformer-based architectures
Production Tools	LaTeX, Microsoft Office Suite, Adobe Creative Suite (Premiere, Photoshop)