

# YEQING KONG

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## RESEARCH & TEACHING INTERESTS

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Professional and technical communication; Environmental and health risk communication; Health and medical rhetorics; Rhetoric of science and technology; Medical and scientific writing; Science, technology, and society; Artificial intelligence, workplace communication, and ethics; Digital and visual rhetorics; Cross-cultural communication; Social justice

## EDUCATION

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**Ph.D. in Communication, Rhetoric, & Digital Media** 2017-2021 (expected)  
*North Carolina State University, U.S.*

- Dissertation: “Water is a Human Right”: A Multidimensional Examination of Risk Communication in Flint Water Crisis
- Committee: Huiling Ding (chair), Jason Swarts, Jean Goodwin, Douglas Walls

**M.A. in Language & Linguistics** 2014-2015  
*Lancaster University, U.K.*

**B.A. in English** 2010-2014  
*Hunan University, P.R. China*

## PUBLICATIONS

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### Published

- **Kong, Y.**, Ranade, N., Chen, J., & Hannah, M. (2020). A critical look at computational methods in corpus analysis. *Proceedings of the 38th ACM International Conference on the Design of Communication*. ACM Digital Library. (40% contribution)
- **Kong, Y.** (2020). What to expect when you are learning data visualization: A textual analysis of course syllabi. *2020 IEEE International Professional Communication Conference (ProComm)*.
- Ranade, N., & **Kong, Y.** (2020). Custom or off-the-shelf software: Making the right choice for corpus analysis. *2020 IEEE International Professional Communication Conference (ProComm)*. (50% contribution)
- **Kong, Y.** (2019). Artificial intelligence in news photographs: A cross-cultural visual content analysis. *Proceedings of the 37th ACM International Conference on the Design of Communication*. ACM Digital Library.
- Ding, H., & **Kong, Y.** (2019). Constructing artificial intelligence in the U.S. and China: A cross-cultural, corpus-assisted study. *China Media Research*, 15(1), 93-105. (45% contribution)
- **Kong, Y.** (2018). Constructing artificial intelligence in newspaper: A cross-cultural analysis in the U.S. and China. *Proceedings of the 36th ACM International Conference on the Design of Communication*. ACM Digital Library.

### Under Revision

- **Kong, Y.** & Ding, H. (Revised and resubmitted September 2020). Artificial intelligence as a national or global enterprise? Corpus-assisted analysis of the U.S. and Chinese AI discourses. *Connexions in International Professional Communication & Design (i.p.c.d.)*. (50% contribution)
- **Kong, Y.**, Xie, C., & Ding, H. (Revising manuscript; submission anticipated January 2021). Analysis of technical and professional communication academic job market: A corpus-assisted study of job advertisements. *Journal of Technical Writing and Communication*. (40% contribution)
- Ding, H., & **Kong, Y.** (Revising manuscript; submission anticipated February 2021). Artificial intelligence and global flows: Theorizing knowledgescape as a transnational mediating force. *Global Media and Communication*. (35% contribution)

### Under Development

- Cheng, Y., & **Kong, Y.** (Drafting manuscript; submission anticipated January 2021). The state of social-mediated crisis communication research through the lens of global scholars: An updated assessment. Planned for submission to *Social Media + Society*.
- **Kong, Y.**, & Ding, H. (Drafting manuscript; submission anticipated March 2021). Taxonomy, challenges, and opportunities of social profiling: How to survive in the era of AI-assisted recruiting technologies. Planned for submission to *Journal of Business and Technical Communication*.
- **Kong, Y.** (Drafting manuscript; submission anticipated April 2021). A computational text analysis of COVID-19 vaccine on Twitter. Planned for submission to *Rhetoric of Health and Medicine*.

## FELLOWSHIPS, GRANTS, & AWARDS

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### External Sources

- Humanities, Arts, Science, & Technology Alliance & Collaboratory (HASTAC) Scholars 2019-2021  
\$600
- ACM Student Research Competition Travel Award 2019  
\$500
- ACM Student Research Competition Second Place Winner (Graduate Category) 2019  
\$300
- ACM Student Research Competition Travel Award 2018  
\$500
- ACM Student Research Competition Third Place Winner (Graduate Category) 2018  
\$250

### Internal Sources (NC State University)

- CRDM Program Travel Award 2019-2020  
\$1,000
- CRDM Program Travel Award 2018-2019  
\$408
- Provost's Doctoral Fellowship 2017-2018  
\$20,000

- University Graduate Fellowship  
\$4,000

2017-2018

## ACADEMIC APPOINTMENTS

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### Graduate Research Assistant

2019-present

*Department of English, NC State University*

- Project title: Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommenders for Jobs and Retraining
- Sponsor: [NSF Convergence Accelerator \(C-Accel\) Pilot](#) (Track B1: AI and Future Jobs), \$985,485
- Principal Investigator: Professor Huiling Ding
- Attended weekly team meetings using agile project management approach
- Worked on data collection, data cleaning, and data clustering about job descriptions and resumes
- Led a team of 5 RAs to use random samples from over 125,000 job descriptions and over 120,000 resumes to examine possible issues in resume-job ad matching
- Worked closely with 4 Co-PIs from Computer Science and Industrial Engineering
- Helped host a summit to facilitate discussions of 25 multi-sector stakeholders
- Coordinated multidisciplinary collaboration with 3 sub-award teams in drafting Phase II grant proposal
- Helped develop slide decks, fliers, and educational materials for Phase I & II pitch competitions
- Produced video tutorials on various topics related to AI-assisted recruiting technologies
- Designed and managed a [project website](#) to compile materials and share events, updates, and research

### Graduate Teaching Assistant

Summer 2020

*College of Engineering, NC State University*

- Assisted with CE 590: Professional Engineering Communication
- Worked with Master's students from across the College of Engineering
- Graded online homework assignments and helped assess unit projects
- Hosted virtual office hours to answer students' questions

### Graduate Instructor

2018-2019

*Department of English, NC State University*

- Taught undergraduate courses in Professional Writing Program & Interdisciplinary Studies Program
- Took charge of the entire course, including syllabus and website design, lecturing, grading, and conferencing

## CONFERENCE PRESENTATIONS

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### International Presentations

- **Kong, Y.** (2020, October 27-31). *A picture is worth a thousand words: Exploring visual communication of risk in Flint Water Crisis*. Association for Business Communication (ABC) 85th Annual International Conference, virtually.
- **Kong, Y.**, Ranade, N., Chen, J., & Hannah, M. (2020, October 5-9). *A critical look at computational methods in corpus analysis*. The 38th ACM International Conference on the Design of Communication (SIGDOC), Denton, TX, United States.

- **Kong, Y.** (2019, October 4-6). *Artificial intelligence in American and Chinese online news: A cross-cultural visual content analysis*. The 37th ACM International Conference on the Design of Communication (SIGDOC), Portland, OR, United States.
- **Kong, Y.** (2018, August 3-5). *Constructing artificial intelligence in newspaper: A cross-cultural analysis in the U.S. and China*. The 36th ACM International Conference on the Design of Communication (SIGDOC), Milwaukee, WI, United States.
- **Kong, Y.** (2016, May 19-21). *A corpus-based critical discourse analysis of the representation of Chinese women in Chinese and UK press*. The 9th International Gender and Language Association Conference (IGALA9), Hong Kong, P.R. China.

### National/Regional Presentations

- **Kong, Y.** (2021, February 22-23). *Impacts of social profiling on job search and social media use*. The 10th Annual Symposium on Communicating Complex Information (SCCI).
- Ranade, N., & **Kong, Y.** (2020, July 20-21). *Custom or Off-the-shelf software: Making the right choice for corpus analysis*. International Professional Communication Conference (ProComm), Kennesaw, GA, United States.
- **Kong, Y.** (2020, July 20-21). *What to expect when you are learning data visualization: A textual analysis of course syllabi*. International Professional Communication Conference (ProComm), Kennesaw, GA, United States.
- Ding, H., **Kong, Y.**, Wang, J., Xie, C., Jones, H., & Ray, K. (2020, February 24-25). *AI-assisted recruiting and screening: Tools, processes, and strategies*. The 9th Annual Symposium on Communicating Complex Information (SCCI), Norfolk, VA, United States.
- Xie, C. & **Kong, Y.** (2019, April 12-13). *Effects of hedging: A computational rhetorical analysis of HPV vaccine in news coverage*. Carolina Rhetoric Conference, Raleigh, NC, United States.
- **Kong, Y.**, Xie, C., & Ding, H. (2019, February 25-26). *A corpus-assisted analysis of academic job advertisements in technical and professional communication*. The 8th Annual Symposium on Communicating Complex Information (SCCI), Shreveport-Bossier City, LA, United States.
- **Kong, Y.** (2018, October 4-5). *Identity construction of online autism community*. Writers UA East Conference for Content Pros, Raleigh, NC, United States.
- Ding, H., & **Kong, Y.** (2018, February 26-27). *Cross-cultural narratives about artificial intelligence: Competing imaginaries and agendas of the U.S. and China*. The 7th Annual Symposium on Communicating Complex Information (SCCI), Greenville, NC, United States.

### Local/Departmental Presentations

- **Kong, Y.**, Xie, C., Jones, H., Wang, J., & Ray, K. (2020, April 18). *A strategic guide to succeeding in AI-assisted recruiting technologies*. Technical Communication Association SpeedCon, Raleigh, NC, United States.

- **Kong, Y.** (2019, April 19). *Introducing LancsBox: A new data visualization tool*. Technical Communication Association SpeedCon, Raleigh, NC, United States.
- **Kong, Y., & Xie, C.** (2019, March 20). *A rhetorical topoi analysis of the construction of HPV vaccine in news media*. The 14th Annual Graduate Student Research Symposium, Raleigh, NC, United States.
- **Kong, Y.** (2018, April 7). *Use card sorting to create information architecture*. Technical Communication Association SpeedCon, Raleigh, NC, United States.

## TEACHING EXPERIENCE

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### **CE 590 Professional Engineering Communication**

Summer 2020

*Engineering Online Program, NC State University*

- This course is designed for graduate students working in or seeking careers in industry. This course provides intensive instruction in effective engineering communication, clear writing style, writing effective reports and proposals, delivering strong presentations, planning and revising writing, and providing feedback.

### **ENG 333 Communication for Science & Research**

Fall 2019

*Professional Writing Program, NC State University*

- This course aims to develop students' writing and communication skills so that they will be able to successfully navigate careers in scientific and research environments. Sample assignments include professional email, literature review, research funding proposal, and conference proposal.

### **IDS 201 Environmental Ethics**

Fall 2018 & Spring 2019

*Interdisciplinary Studies Program, NC State University*

- This course examines environmental issues from ecological, ethical, political, and economic perspectives. Special emphasis is placed on the global dimension of ecological issues and the attempt to understand the value systems of different cultures.

### **ENG 101 Academic Writing and Research**

Fall 2017

*First-Year Writing Program, NC State University*

- Worked as a mentored classroom teacher for a first-semester writing course, observing all course sections, evaluating and conferencing with course students and instructor.

## GRANT PROJECT MANAGER EXPERIENCE

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### **NSF Science of Organizations (SoO) Grant**

2020

*\$600,000 (Pending)*

- Project title: ACT (Agile Cross-industry Transfer): Cultivating Career Agility for Individuals and Organizations through Transportable Skills and Lifelong Learning
- Principal Investigator: Professor Huiling Ding
- Developed literature review of learning agility, soft skills, and skill transfer
- Helped develop Data Management Plan, Facilities Description, and Budget Justification
- Coordinated communication with Co-PI from the University of Central Florida

**NSF Convergence Accelerator (C-Accel) Phase II Grant** 2020  
*\$5,000,000 (Pending)*

- Project title: WE-RISE: Workforce Empowerment and Retraining: Internet of Solutions for Employment
- Principal Investigator: Professor Huiling Ding
- Contributed to the writing of Public Executive Summary, Broadening Participation Plan, Contribution to Track Success, Postdoctoral Researcher Mentoring Plan, and Facilities Description
- Facilitated communication with the the Office of Research and Engagement at NCSU
- Helped prepare and review paperwork for 4 Co-PIs, 3 sub-award teams, and 7 senior personnel

**NSF Convergence Accelerator (C-Accel) Phase I Grant** 2019  
*\$985,485 (Funded)*

- Project title: Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommenders for Jobs and Retraining
- Principal Investigator: Professor Huiling Ding
- Helped develop literature review of complementary skills, workplace skill transferability, and approaches to teaching soft skills
- Compiled reference list for the proposal

## PROFESSIONAL SERVICES

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**Manuscript Reviewer** 2020  
*The 38th ACM SIGDOC Conference Proceedings*

**Proposal Reviewer** 2020  
*The 38th ACM SIGDOC Conference*

**Conference Manager** 2020  
*NSF C-Accel Summit: Developing AI Technologies for Workforce Empowerment*

**Contributor** 2020  
*#ReframeCovid Initiative: Alternative Ways of Talking about COVID-19*

**Conference Manager** 2018  
*WritersUA East Conference for Content Pros. Raleigh, NC*

**Peer Mentor** 2018-present  
*CRDM Program, NC State University*

**Volunteer** 2018  
*Society for Technical Communication (STC) Carolina Chapter*

**Conference Assistant** 2015  
*The 8th International Corpus Linguistics Conference. Lancaster University, U.K.*

**Voluntary Chinese Teacher** 2014-2015  
*Lancaster University Confucius Institute, U.K.*

## INDUSTRY EXPERIENCE

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**Digital Media Specialist Intern** 2016  
*NetEase Youdao Information Technology (Beijing) Co.,Ltd., Canton Branch, P.R. China*

- Translated, authored, edited, and published digital content based on user research

### **Web Authoring and Design Intern**

2013

*Internet Information Service Research Center of Hunan University, P.R. China*

- Assisted with web design, documentation design and evaluation, and localization

## **LICENSES & CERTIFICATIONS**

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### **Python Essential Training**

2020

*LinkedIn Learning*

### **Learning to Teach Online**

2020

*LinkedIn Learning*

### **Design Thinking: Understanding the Process**

2020

*LinkedIn Learning*

### **UX Foundations: Accessibility**

2020

*LinkedIn Learning*

### **UX Foundations: Research**

2020

*LinkedIn Learning*

### **Teaching and Communication Certificate**

2019

*NC State Graduate School*

## **PROFESSIONAL AFFILIATIONS/MEMBERSHIPS**

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Association for Business Communication (ABC)

2020-present

IEEE Professional Communication Society (ProComm)

2020-present

National Center for Faculty Development & Diversity (NCFDD)

2019-present

Humanities, Arts, Science and Technology Alliance & Collaboratory (HASTAC)

2019-2021

ACM Special Interest Group on the Design of Communication (SIGDOC)

2018-present

Women in Technical Communication (#womeninTC)

2018-present

Triangle User Experience Professionals Association (UXPA)

2018-2019

International Gender and Language Association (IGALA)

2015-2016

## **TECHNOLOGICAL PROFICIENCY**

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### **Programming languages**

Python, R

### **Data visualization tools**

Google Analytics, Gephi, Tableau

### **Cloud document management**

Google Drive, OneDrive

### **Learning management systems**

Moodle, Canvas

### **Content management systems**

WordPress, Wix, GitHub

### **Multimedia design**

iMovie, Canva, InDesign

### **Project management systems**

Trello, Notion

## REFERENCES

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### **Huiling Ding**

*NC State University*

- Professor of Technical Communication and Rhetoric
- Tompkins Hall 131F
- Department of English
- Raleigh, NC 27695-8105
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### **Jason Swarts**

*NC State University*

- Professor of Technical and Professional Communication
- Tompkins Hall 243
- Department of English
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### **Jean Goodwin**

*NC State University*

- SAS Institute Distinguished Professor of Rhetoric and Technical Communication
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