

YEQING KONG

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RESEARCH & TEACHING INTERESTS

Professional and technical communication, risk communication, digital rhetoric, visual rhetoric, cross-cultural communication, comparative rhetoric, health and medical communication, workplace studies, rhetoric of science and technology, social justice, artificial intelligence, and discourse analysis

EDUCATION

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

- Concentration: Technical and professional communication
- Dissertation: “Water Right is Human Right”: An Interdisciplinary Multimodal Exploration of Flint Water Crisis
- Committee: Huiling Ding (chair), Jason Swarts, Jean Goodwin, Douglas Walls

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

- Concentration: Corpus-based discourse analysis

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

PUBLICATIONS

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* (pp. 1-2). ACM Digital Library.
- **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)* (pp. 189-190).
- 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)* (pp. 180-181).
- **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* (pp. 1-3). 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.

- **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* (pp. 1-2). 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. *Connerions in International Professional Communication & Design (i.p.c.d.)*.
- **Kong, Y.**, Xie, C., & Ding, H. (Revised and resubmitted October 2020). Analysis of technical and professional communication academic job market: A corpus-assisted study of job advertisements. *Journal of Technical Writing and Communication*.

Under Review

- Ding, H., & **Kong, Y.** (Submitted for review April 2020). Artificial intelligence and global flows: Theorizing knowledscape as a transnational mediating force. *Global Media and Communication*.

Under Development

- Cheng, Y., & **Kong, Y.** (Drafting manuscript; submission anticipated November 2020). Social media and crisis communication in a global context: Evidence from updated literature. Planned for submission to *Social Media + Society*.
- **Kong, Y.**, & Ding, H. (Drafting manuscript; submission anticipated January 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*.
- Wang, J., **Kong, Y.**, & Ding, H. (Drafting manuscript; submission anticipated February 2021). Video interviews in automated candidate screening: Pitfalls and ethical concerns. Planned for submission to *Technical Communication Quarterly*.
- Xie, C., **Kong, Y.**, & Ding, H. (Drafting manuscript; submission anticipated March 2021). LinkedIn optimization in automated recruiting. Planned for submission to *IEEE Transactions on Professional Communication*.
- **Kong, Y.** (Drafting manuscript; submission anticipated April 2021). Visualizing risks: Exploring data visualizations used in Flint Water Crisis. Planned for submission to *Communication Design Quarterly*.

FELLOWSHIPS, GRANTS, & AWARDS

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 2017-2018
\$4,000

ACADEMIC APPOINTMENTS

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 and used the agile project management approach to report weekly progresses and challenges
- 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
- Participated in building multi-state connections in public and private sectors
- Helped develop slide decks, fliers, and educational materials for Phase I & II pitch competition
- 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

International Presentations

- **Kong, Y.** (2020, October 27-31). *A picture is worth a thousand words: Exploring visual communication of risk in Flint Water Crisis*. ABC 85th Annual International Conference, Virtually Everywhere.
- **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). (Proposal submitted).
- 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 LancesBox: 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.

COURSES TAUGHT

ENG 332 Communication for Business and Management

Summer 2021

Professional Writing Program, NC State University

- This course is designed for students in business and management or in related fields. Students will discuss and practice communication tasks that they can expect to perform in the workplace. Sample assignments include memo, career portfolio, proposal, evaluation, informal and formal report.

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 WRITER

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
- 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
- Helped draft 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 materials 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
- Developed literature review of complementary skills, workplace skill transferability, and approaches to teaching soft skills
- Helped revise proposal and compile references

PROFESSIONAL SERVICES

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
Lancaster University Confucius Institute, U.K.

2014-2015

INDUSTRY EXPERIENCE

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

The Official Website of the People's Government of Hunan Province, P.R. China

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

LICENSES & CERTIFICATIONS

Python Essential Training 2020

LinkedIn Learning

Design Thinking: Understanding the Process 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 DEVELOPMENT

DiversityEdu: Personal Skills for a Diverse Campus. *NC State.* October 2020

CPTSC Mentoring Session for International Students of Color. October 2020

Conversations about the Current Health Crisis and Community Marginalization. October 2020

The Secondary Risk Society: Risk & Decision-Making in the 21st Century. August 2020

Science Communication in the Time of Coronavirus. *Duke University.* April 2020

AI, Ethics, & the Future of Work. *Leadership in Technology.* February 2020

The Interplay of UX & Technical Communication. *TC Dojo.* February 2020

Global Advantage: Career Prep for Globally Engaged Students. *NC State OIS.* January 2020

CITI Responsible Conduct of Research. January 2020

How to Engage with Diverse Learning Styles.	September 2019
How to Use Learning Outcomes.	September 2019
Getting Started with Social Media Analytics on Crimson Hexagon.	February 2019
An Introduction to H5P (HTML 5 Package).	December 2018
World Usability Day: Design for Good or Evil.	November 2018
Cognition, Design, & Usability: A Primer for Technical Communicators. <i>TC Dojo</i> .	November 2018
Creating a Professional Portfolio.	October 2018
Colorizing Digital Media & Visualization: Using Mobile & Online Apps.	September 2017
Guiding Students through Difficult Conversations.	August 2017
Economic & Social Research Council (ESRC) Summer School in Corpus Approaches to Social Science. <i>Lancaster University</i> .	June 2015

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

Association for Business Communication (ABC)	2020-present
Association of Teachers of Technical Writing (ATTW)	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

Programming Language	Python, R
Cloud document management	Google Drive, OneDrive
Learning management systems	Moodle, Canvas
Content management systems	WordPress, Wix.com

REFERENCES

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
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Jean Goodwin

NC State University

- SAS Institute Distinguished Professor of Rhetoric and Technical Communication
- Winston Hall 229
- Department of Communication
- Raleigh, NC 27695-8105
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