

YEQING KONG

Ricks Hall Annex, Raleigh, NC 27695
(+1)919-345-0173 ♦ ykong2@ncsu.edu
www.yeqingkong.com

RESEARCH & TEACHING INTERESTS

Technical and professional communication, risk and crisis communication, digital rhetoric, visual rhetoric, cross-cultural communication, comparative rhetoric, health communication, rhetoric of science and technology, social justice, artificial intelligence, and corpus-assisted discourse analysis

EDUCATION

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

- Dissertation: Water Right is Human Right: An Interdisciplinary Exploration of Flint Water Crisis
- Committee: Huiling Ding (chair), Jason Swarts, Douglas Walls, Jean Goodwin

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

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*. ACM Digital Library.
- **Kong, Y.** (2020). What to expect when you are learning data visualization: A textual analysis of course syllabi. *Proceedings of IEEE ProComm 2020*.
- Ranade, N., & **Kong, Y.** (2020). Custom or Off-the-shelf software: Making the right choice for corpus analysis. *Proceedings of IEEE ProComm 2020*.
- **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* (p. 48). 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).
- **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* (p. 26). ACM Digital Library.

Under Revision

- Ding, H., & **Kong, Y.** (Revised and resubmitted September 2020). Artificial intelligence as a national or global enterprise? Corpus-assisted analysis of U.S. and Chinese AI discourses. *connexions in international professional communication and design*.
- **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 knowledgescape as a transnational mediating force. *Global Media and Communication*.

Under Preparation

- 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 December 2020). Taxonomy, challenges, and opportunities of social profiling: How to survive in the era of AI-assisted recruiting technologies. Planned for submission to *Technical Communication Quarterly*.
- **Kong, Y.**, Wang, J., & Ding, H. (Drafting manuscript; submission anticipated January 2021). Artificial Intelligence in recruitment: A complete guide to video interview. Planned for submission to *Journal of Business and Technical Communication*.
- **Kong, Y.** (Drafting manuscript; submission anticipated March 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
- SIGDOC Microsoft Student Research Competition Travel Reimbursement 2019
\$500
- SIGDOC Microsoft Student Research Competition 2nd Place Winner (Graduate Category) 2019
\$300
- SIGDOC Microsoft Student Research Competition Travel Reimbursement 2018
\$500
- SIGDOC Microsoft Student Research Competition 3rd Place Winner (Graduate Category) 2018
\$250

Internal Sources (NC State University)

- Graduate Teaching Assistantship Summer 2020
\$8,099
- Graduate Research Assistantship Spring 2020
\$20,667

- CRDM Program Travel Stipend 2019-2020
\$1,000
- CRDM Program Travel Stipend 2018-2019
\$408
- Graduate Teaching Assistantship 2018-2019
\$21,490
- Provost's Doctoral Fellowship 2017-2018
\$20,000
- University Graduate Fellowship 2017-2018
\$4,000

PROFESSIONAL EXPERIENCE

Graduate Teaching Assistant

Summer 2020

College of Engineering, NC State University

- Assisted CE 590: Professional Engineering Communication, offered for Master's students from across the College of Engineering
- Responsibilities: graded online homework assignments, helped assess unit projects, hosted virtual office hours, and answered questions from students

Graduate Research Assistant

2020-2021

Department of English, NC State University

- Project title: Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommenders for Jobs and Retraining
- Funded by NSF Convergence Accelerator (NSF C-Accel) Pilot (Track B1: AI and Future Jobs), \$985,485
- Principal Investigator: Dr. Huiling Ding
- Responsibilities: assisted with data collection and data analysis related to comparable and transferable job responsibilities, hard skills, and soft skills; coordinated interdisciplinary collaboration; assisted with grant proposal writing

Graduate Instructor

Fall 2018, 2019, 2020

Department of English, NC State University

- Taught undergraduate courses in Interdisciplinary Studies Program & Professional Writing Program
- Taught in computer classrooms or online environment, responsible for the entire course: syllabus design, assignments, website design and delivery, and grading

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).
- **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

- 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

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 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. This course focuses primarily on writing and speaking activities whose success depends on persuasively meeting scientific needs, audience expectations, and communication standards of professional organizations.

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, providing feedback, and more.

ENG 331 Communication for Engineering & Technology

Summer 2021

Professional Writing Program, NC State University

- This course is designed for engineers and students in related technical fields. Students will discuss and practice communication tasks that they can expect to perform in the workplace. Students will consider how to write and speak for various professional audiences, how to adapt their communication organization and style to those needs, and how to enrich their written communication with oral reports and visual aids through the consideration of the rhetorical situation.

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 <i>WritersUA East Conference for Content Pros. Raleigh, NC</i>	2018
Peer Mentor <i>CRDM Program, NC State University</i>	2018-present
Volunteer <i>Society for Technical Communication (STC) Carolina Chapter</i>	2018
Digital Media Specialist Intern <i>NetEase Youdao Information Technology (Beijing) Co.,Ltd., Canton Branch, P.R. China</i>	2016
Conference Assistant <i>The 8th international Corpus Linguistics Conference. Lancaster University, U.K.</i>	2015
Voluntary Chinese Teacher <i>Lancaster University Confucius Institute, U.K.</i>	2014-2015
Web Editor Intern <i>The Official Website of the People's Government of Hunan Province, P.R. China</i>	2013

LICENSES & CERTIFICATIONS

Python Essential Training <i>LinkedIn Learning</i>	2020
Design Thinking: Understanding the Process <i>LinkedIn Learning</i>	2020
Learning to Teach Online <i>LinkedIn Learning</i>	2020
Design Thinking: Understanding the Process <i>LinkedIn Learning</i>	2020
UX Foundations: Accessibility <i>LinkedIn Learning</i>	2020
UX Foundations: Research <i>LinkedIn Learning</i>	2020
Teaching and Communication Certificate <i>NC State Graduate School</i>	2019

PROFESSIONAL DEVELOPMENT

Conversations about the Current Health Crisis and Community Marginalization.	October 2020
The Secondary Risk Society: Risk & Decision-Making in the 21st Century. <i>NC State.</i>	August 2020
Science Communication in the Time of Coronavirus. <i>Duke University.</i>	April 2020
AI, Ethics, & the Future of Work. <i>Leadership in Technology.</i>	February 2020
The Interplay of UX & Technical Communication. <i>TC Dojo.</i>	February 2020

Global Advantage: Career Prep for Globally Engaged Students. <i>NC State OIS</i> .	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 & Rhetoric
- Director of M.S. in Technical Communication

- hding@ncsu.edu

Jason Swarts

NC State University

- Professor of Technical & Professional Communication
- Head of Undergraduate Studies
- jason_swarts@ncsu.edu

Jean Goodwin

NC State University

- SAS Institute Distinguished Professor of Rhetoric & Technical Communication
- jegoodwi@ncsu.edu