

YEQING KONG

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TEACHING & RESEARCH INTERESTS

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

ACADEMIC APPOINTMENTS

Assistant Professor 2021-present
Department of English, University of North Carolina Wilmington

Graduate Instructor 2018-2019
Department of English, North Carolina State University

EDUCATION

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

- Dissertation: “Water is a Human Right”: Exploring Environmental and Public Health Risk Communication in the 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

Published

- **Kong, Y.**, Xie, C., Wang, J., Jones, H., & Ding, H. (2021). AI-assisted recruiting technologies: Tools, challenges, and opportunities. *Proceedings of the 39th ACM International Conference on the Design of Communication*. ACM Digital Library. (50% contribution)
- **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

- Ding, H., & **Kong, Y.** (Revised and resubmitted June 2021). Theorizing knowledgescape as a transnational mediating force: Artificial intelligence and global flows. *Global Media and Communication*. (40% contribution)
- **Kong, Y.**, Xie, C., & Ding, H. (Revising manuscript; submission anticipated December 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)
- Cheng, Y., **Kong, Y.**, & Wang, Y. (Under review; submitted May 2021). The state of social-mediated crisis communication research through the lens of global scholars: An updated assessment. *New Media and Society*.

Under Development

- **Kong, Y.**, & Ding, H. (Drafting manuscript; submission anticipated December 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 March 2022). A computational text analysis of COVID-19 vaccine on Twitter. Planned for submission to *Computational Social Science*.

FELLOWSHIPS, GRANTS, & AWARDS

External Sources

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

- 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

CONFERENCE PRESENTATIONS

International Presentations

- **Kong, Y.**, Xie, C., Wang, J., Jones, H., & Ding, H. (2021, October 12-14). *AI-assisted recruiting technologies: Tools, challenges, and opportunities*. The 39th ACM International Conference on the Design of Communication (SIGDOC), United States.
- Yang, G., Yuan, E., Liu, J., Meng, B., & **Kong, Y.** (2021, June 25-27). *Career development for Chinese media studies scholars*. The 18th Chinese Internet Research Conference, virtual event hosted by the Royal Melbourne Institute of Technology, Melbourne, Australia.
- **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, virtual event.
- **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.**, & Bogomoletc, E. (2022, February 17-20). *Abundance of caution: Computational analysis of public discussion of Johnson Johnson COVID-19 Vaccine*. American Association for the Advancement of Science (AAAS) 2022 Annual Meeting. Philadelphia, PA, United States.
- **Kong, Y.**, & Ding, H. (2021, February 22-23). *Taxonomy, pitfalls, and opportunities of social profiling: Surviving in AI-assisted recruiting technologies*. The 10th Annual Symposium on Communicating Complex Information (SCCI), virtual event hosted by Old Dominion University, VA, United States.
- 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.

COURSES TAUGHT

ENG 393 Writing in Scientific Disciplines

Fall 2021

University of North Carolina Wilmington

- This course examines the current state of science writing in professional academic contexts and explores the multiple practical strategies scientists use to communicate in professional settings. Students write text common in scientific work, specifically: literature reviews, research papers, conference posters, and public documentation.

ENG 318 Writing and Activism

Fall 2021

University of North Carolina Wilmington

- This course focuses on visual and textual elements of documents generated in the service of activist causes. This course examines the rhetorical aspects of writing done in the name of social change. We explore genres used for activist writing and the ways that audiences, contexts, and motives influence and constrain writing.

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.

RESEARCH EXPERIENCE

Graduate Research Assistant

2019-2021

Department of English, NC State University

- Project title: Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommenders for Jobs and Retraining
- 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

GRANT PROJECT MANAGEMENT EXPERIENCE

NSF Science of Organizations (SoO) Grant 2020
\$600,000 (Not funded)

- 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 (Not funded)

- 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

Guest Editors 2021-2022
Special Issue on COVID-19 for Rhetoric, Professional Communication, and Globalization

Manuscript Reviewer 2021
2021 Association for Business Communication (ABC) Conference Proceedings

Student Representative <i>College of Humanities and Social Sciences, Dean Search Committee, NC State University</i>	2021
College Diversity Advocate <i>College of Humanities and Social Sciences, NC State University</i>	2021
Manuscript Reviewer <i>The 38th ACM SIGDOC Conference Proceedings</i>	2020
Proposal Reviewer <i>The 38th ACM SIGDOC Conference</i>	2020
Conference Manager <i>NSF C-Accel Summit: Developing AI Technologies for Workforce Empowerment</i>	2020
Contributor <i>#ReframeCovid Initiative: Alternative Ways of Talking about COVID-19</i>	2020
Conference Manager <i>WritersUA East Conference for Content Pros. Raleigh, NC</i>	2018
Peer Mentor <i>CRDM Peer Mentoring Program, NC State University</i>	2018-2021
Volunteer <i>Society for Technical Communication (STC) Carolina Chapter</i>	2018
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

INDUSTRY EXPERIENCE

Digital Media Specialist Intern <i>NetEase Youdao Information Technology (Beijing) Co.,Ltd., Canton Branch, P.R. China</i> · Translated, authored, edited, and published digital content based on user research	2016
Web Authoring and Design Intern <i>Internet Information Service Research Center of Hunan University, P.R. China</i> · Assisted with web design, documentation design and evaluation, and localization	2013

LICENSES & CERTIFICATIONS

Python Essential Training <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 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

E-learning tools	PlayPosit, Captivate, Storyline, Kahoot, Padlet
Virtual collaborative platforms	Miro, Gather.town, Slack
Learning management systems	Moodle, Canvas
Data visualization tools	Google Analytics, Gephi, Tableau
Cloud document management	Google Drive, OneDrive
Content management systems	WordPress, Wix, GitHub
Multimedia design	Adobe Creative Suite, iMovie, Canva
Project management software	Trello, Notion
Programming languages	Python, R

REFERENCES

Available upon request