

YIXIAO SUN

163 Xianlin Avenue, Nanjing, Jiangsu, 210023

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Update: February 2024

EDUCATION

Nanjing University

Nanjing, China

M.A. in Communication; Advisor: Dr. Cheng-Jun Wang; GPA: 93.20

2022–present

Sichuan International Studies University

Chongqing, China

B.A. in Network and New Media (graduated with honors); GPA: 92.58

2018–2022

CONFERENCE PRESENTATIONS

- [2] **Sun, Y.**, Yan, X.-F., Zhang, Y., Chen, Z., & Wang, C.-J. (2023). From Imperialism to Cultural Imperialism: Localized Versus Globalized Advertisements of Imported Commodities in China (1932–1937). Paper presented at *the 73rd Annual International Communication Association Conference (ICA)*, Toronto, Canada.
- [1] Zhang, Y., Lu, G., **Sun, Y.**, Chen, Z., & Wang, C.-J. (2023). Traversing the Valley of Despair in Affective Mobilization: Issue Engagement, Emotion, and Online Donation on Sina Weibo during the Outbreak of the Covid-19 Pandemic. Paper presented at *the 73rd Annual International Communication Association Conference (ICA)*, Toronto, Canada.

UNDER REVIEW

- [3] **Sun, Y.**, Chen, Z.*, Yan, X.-F., Zhang, Y., Chen, J., & Wang, C.-J.* (Revise and Resubmit). Globalization in International Tensions: The Impact of Military Conflicts on Cultural Orientations of Multinational Corporations' Advertising in Modern China (1932–1937).
- [2] Zhang, Y., Lu, G., **Sun, Y.**, Chen, Z.*, & Wang, C.-J.* (Under Review). Let Us Not Wallow in the Valley of Despair: The Role of Emotion and Narrative in Fostering Resilience.
- [1] Chen, Z., Yu, W., **Sun, Y.**, & Wang, C.-J.* (Under Review). Will the Dark Side of the Internet Lead to More Misinformation Beliefs? Evidence from the COVID-19 Pandemic and the 2020 U.S. Presidential Election.

SELECTED WORKS IN PROGRESS

- [4] **Sun, Y.**, & Wang, C.-J.* Building Identity Through Narratives: Who Voices Dissent Within the Party?.
- [3] **Sun, Y.**, & Ma, Z.* Authoritarians in Response to Societal Crises: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief.
- [2] **Sun, Y.**, Fei, Y., & Yu, C. Resource Exchange, Perceived Social Support, Companionship and Intimacy: Characterizing the Social Relationship Between Users and ChatGPT.
- [1] **Sun, Y.**, & Wang, C.-J.* Chapter 15: Digital Marketing Performance Evaluation and Monitoring. In L. Zheng (Ed.), *Digital Marketing Textbook*.

HONORS and AWARDS

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| • HUANG Jianliang Scholarship | Oct 2023 |
| • Dissemination Data Mining Competition (National Second Place) | Sep 2023 |
| • Chongqing Excellent Graduation Thesis Award | Jan 2023 |
| • Chongqing Distinguished Graduate Student Award | Jun 2022 |
| • National Scholarship for Undergraduate Student | Dec 2021 |
| • ESG National College Innovation Competition (First Place in West China) | Dec 2021 |
| • Challenge Cup National Academic Works Competition (Provincial Second Prize) | Aug 2021 |
| • National Advertising Art Competition (Provincial Third Prize) | Jul 2021 |
| • National English Competition for College Students (National Third Prize) | Nov 2020 |

GRANTS

External

- National Social Science Foundation of China (22BXW032), ¥200,000, *Research Fellow* 2022–2025
Project title: *Computational Narrative Research on Chinese Stories and Chinese Voices in the Digital Media Era* (PI: Cheng-Jun Wang)
- CAST Science Popularization Program (KXYJS2022063), ¥30,000, *Research Fellow* 2022–2024
Project title: *The Dissemination of Science Popularizing Information in Public Health Emergencies and Its Impact on Social Mobilization* (PI: Yaotian Zhang)
- Chongqing College Students' Innovation Training Program (S202010650015), ¥2,500, *PI* 2020–2021
Project title: *Research on the Visualization of Public Opinions along the Belt and Road from the Perspective of Geopolitics: Twitter as an Example*

Internal

- Distinguished Postgraduate Talent Cultivation Program (2023GYB08), ¥10,000, PI 2023–2025
Project title: *Research on Advertising Strategies for Imported Commodities during the Republic of China from the Perspective of Cultural Imperialism*

TEACHING

Teaching Assistant

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| Text Data Analysis , Nanjing University Graduate seminar; Instructor: Dr. Zhicong Chen | Spring 2024 |
| Planning and Creative Strategy , Nanjing University Graduate lecture; Instructor: Dr. Zhihao Ma | Spring 2024 |
| Advertising Strategy and Creation , Nanjing University Undergraduate lecture; Instructor: Dr. Zhihao Ma | Fall 2023 |

RESEARCH EXPERIENCES

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| Computational Communication Collaboratory, Nanjing University Student Member | Nanjing, China Sep 2022–present |
| Chongqing Overseas Publicity Research Center Global Public Opinion Research Intern | Chongqing, China May 2020–May 2022 |

SKILLS

- **Statistical Programming / Markup Languages:** Python, R, Stata, LaTeX, HTML, SQL, SPSS
- **Languages:** Mandarin (Native), English (Proficient)
- **Applications:** Tableau, CiteSpace, Brackets, Nvivo, Photoshop, Premier Pro, Animate, Audition
- **Music:** Piano (Level 8 Certificate), Singing