

# YIXIAO SUN

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Update: November 2023

## EDUCATION

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**Nanjing University**

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

Nanjing, China

2022–present

**Sichuan International Studies University**

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

Chongqing, China

2018–2022

## CONFERENCE PRESENTATIONS

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- (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

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- (2) **Sun, Y.**, Chen, Z.\*, Yan, X.-F., Zhang, Y., Chen, J., & Wang, C.-J.\* (Under Review). De-Cultural Globalization: The Impact of Military Conflicts on Advertising Strategies of Multinational Corporations in Modern China. *Chinese Journal of Communication*.
- (1) Chen, Z., Yu, W., **Sun, Y.**, & Wang, C.-J.\* (Revise and Resubmit). 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. *Information Processing and Management*.

## SELECTED WORKS IN PROGRESS

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- (1) **Sun, Y.**, & Wang, C.-J. Chapter 19: Digital Marketing Performance Evaluation and Monitoring. In L. Zheng (Ed.), *Digital Marketing Textbook*. (Manuscript in preparation).

## 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

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### External

- CAST Science Popularization Program (KXYJS2022063), ¥30000, *Research Fellow* 2022–2024  
Project title: *The Dissemination of Science Popularizing Information in Public Health Emergencies and Its Impact on Social Mobilization*
- Chongqing College Students' Innovation Training Program (S202010650015), ¥2500, *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), ¥10000, *PI* 2023–2025  
Project title: *Research on Advertising Strategies for Imported Commodities during the Republic of China from the Perspective of Cultural Imperialism*

## TEACHING

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### Teaching Assistant

**Advertising Strategy and Creation**, Nanjing University  
Instructor: Dr. Zhihao Ma

Fall 2023–2024

## 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

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