

# YIXIAO SUN

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Update: September 2023

## 1 EDUCATION

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**Nanjing University**

Nanjing, China

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

2022–present

**Sichuan International Studies University**

Chongqing, China

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

2018–2022

## 2 CONFERENCE PAPER

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- (2) **Sun, Y.**, Yan, X.-F., Chen, J., Chen, Z. Wang, C.-J. (2023). From Imperialism to Cultural Imperialism: Localized Versus Globalized Advertisements of Imported Commodities in China (1932–1937). *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. *Presented at the 73rd Annual International Communication Association Conference (ICA)*, Toronto, Canada.

## 3 UNDER REVIEW

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- (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. *Telematics and Infomatics*.

## 4 HONORS and AWARDS

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- Dissemination Data Mining Competition (National Second Prize) Sep 2023
- Chongqing Excellent Graduation Thesis Award Jan 2023
- Chongqing Distinguished Graduate Student Award Jun 2022
- National Scholarship for Undergraduate Student 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 (Third Prize) Nov 2020

## 5 GRANTS

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- 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*

## 6 TEACHING

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### Teaching Assistant

**Advertising Strategy and Creation**, Nanjing University

Fall 2023–2024

Instructor: Dr. Zhihao Ma

## 7 ACADEMIC SERVICES

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**Computational Communication Collaboratory**

Student Member

Nanjing, China

Sep 2022–present

**Chongqing Overseas Publicity Research Center**

Global Public Opinion Research Intern

Chongqing, China

May 2020–May 2022

## 8 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

## 9 REFERENCES

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**Cheng-Jun Wang (Advisor)**

Associate Professor of Communication

School of Journalism and Communication, Nanjing University

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