

YIXIAO SUN

EDUCATION

Nanjing University

M.A. in Communication

Advisor: Prof. Cheng-Jun Wang; GPA: 93.39

Nanjing, China

2022–present

Sichuan International Studies University

B.A. in Internet and New Media (graduated with honors)

Advisor: Prof. Hao Liu; GPA: 92.49

Chongqing, China

2018–2022

PEER-REVIEWED PUBLICATIONS

- [2] Chen, Z., Yu, W., **Sun, Y.**, Wang, C.J.*, & Liu, X.F.* (2024). The Dark Side of the Internet: Fueling Misinformation in the COVID-19 Pandemic and the 2020 U.S. Presidential Election. *Communication and the Public*. Accepted in September 2024.
- [1] **Sun, Y.**, Yan, X.F., Zhang, Y., Chen, J., Chen, Z.*, & Wang, C.J.* (2024). Globalization in International Tensions: The Impact of Military Conflicts on the Cultural Orientations of Multinational Corporations' Advertising in Modern China (1932–1937). *Chinese Journal of Communication*. Online First in May 2024.

CONFERENCE PRESENTATIONS

- [6] **Sun, Y.**, & Ma, Z. (2024). Authoritarians in Response to Societal Crises: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief. Paper presented at *the 110th Annual National Communication Association (NCA) Conference*, Political Communication Division, New Orleans, LA. [Top Paper Award]
- [5] **Sun, Y.**, Fei, Y., & Yu, C. (2024). Resource Exchange, Perceived Social Support, Companionship and Intimacy: Characterizing the Social Relationship Between Users and ChatGPT. Paper presented at *the 110th Annual National Communication Association (NCA) Conference*, Human Communication and Technology Division, New Orleans, LA. [Top Student Paper Award]
- [4] **Sun, Y.**, & Zhou, Z. (2024). Building Identity Through Narratives: Who Voices Dissent Within the Party?. Paper in Progress presented at *the 110th Annual National Communication Association (NCA) Conference*, Political Communication Division, New Orleans, LA.
- [3] Zhang, Y., **Sun, Y.**, Chen, Z., & Wang, C.J. (2024). How Emotion and Narrative Foster Resilience in Adversity: The Case of Large-Scale Online Donations during COVID-19. Paper presented at *the 110th Annual National Communication Association (NCA) Conference*, Applied Communication Division, New Orleans, LA.
- [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 (ICA) Conference*, Intercultural Communication Division, 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 (ICA) Conference*, Activism, Communication, and Social Justice Interest Group, Toronto, Canada.

UNDER REVIEW

- [4] **Sun, Y.**, & Ma, Z.* (Under Review). Bipolarity of Positive and Negative Affects: Investigating the Contemporaneous Relations of Nuanced Affect States During the COVID-19 Pandemic.
- [3] **Sun, Y.**, & Ma, Z.* (Under Review). Authoritarians in Response to Social Crisis: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief.
- [2] Zhang, Y., **Sun, Y.**, & Wang, C.J.* (Revise and Resubmit). Unraveling the Shape of Social Media Narratives: Analyzing the Effects of Online Interaction and Narrative Structure on Attention to Digital Assets Transactions. *Journal of Broadcasting & Electronic Media*.
- [1] Zhang, Y., **Sun, Y.**, Lu, G., Chen, Z.*, & Wang, C.J.* (Revise and Resubmit). Let Us Not Wallow in the Valley of Despair: The Role of Emotion, Panic, and Sympathy Discourses in Promoting Productive Actions. *International Journal of Business Communication*.

SELECTED WORKS IN PROGRESS

- [4] **Sun, Y.**, & Ma, Z.* Measuring Agency Through Text and Language Data: Validating Two Distinct NLP Approaches, Riveter and LIWC, Across Diverse Scenarios.
- [3] **Sun, Y.**, & Ma, Z.* Agency and Meaning in Life as Conscious Experiences Shape Individual Emotions.
- [2] **Sun, Y.**, & Wang, C.J.* Building Identity Through Narratives: Who Voices Dissent Within the Party?.
- [1] Li, W., **Sun, Y.**, & Yue, Y. Artificial Intelligence vs. Medical Experts: A Comparative Analysis of Semantic Quality and Readability in Health Advice from Large Language Models and Human Institutions.

HONORS and AWARDS

Research and Academic Excellence

- Top Paper Award Jul 2024
Political Communication Division, National Communication Association (NCA)
- Top Student Paper Award Jul 2024
Human Communication and Technology Division, National Communication Association (NCA)
- Chongqing Excellent Graduation Thesis Award Jan 2023

Competitive External Scholarships and Fellowships

- National Scholarship for Graduate Student Oct 2024
- HUANG Jianliang Scholarship Oct 2023

- National Scholarship for Undergraduate Student Dec 2021

Selected Competition Awards

- National Second Place, *Dissemination Data Mining Competition* Sep 2023
- First Place in West China, *ESG National College Innovation Competition* Dec 2021
- Provincial Second Prize, *Challenge Cup National Academic Works Competition* Aug 2021
- Provincial Third Prize, *National Advertising Art Competition* Jul 2021
- National Third Prize, *National English Competition for College Students* Nov 2020

Graduation Honors

- Chongqing Distinguished Graduate Award Jun 2022

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, *co-PI* 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), ¥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*

Travel Grants

- National Communication Association (NCA) Student Caucus Travel Grant, \$200 2024

TEACHING

Teaching Assistant

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

RESEARCH EXPERIENCES

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, CSS, SPSS
- **Languages:** Mandarin (Native), English (Proficient)
- **Applications:** Tableau, CiteSpace, Brackets, Photoshop, Premier Pro, Animate, Audition
- **Music:** Piano (Level 8 Certificate), Singing