

YIXIAO SUN

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EDUCATION

Michigan State University	East Lansing, MI
Ph.D. in Communication	2025–
Advisor: David M. Markowitz	
Nanjing University	Nanjing, China
M.A. in Communication (with Distinguished Honor Graduate Award)	2022–2025
Advisor: Cheng-Jun Wang; GPA: 4.00/4.00	
Sichuan International Studies University	Chongqing, China
B.A. in Internet and New Media (with Distinguished Honor Graduate Award)	2018–2022
Advisor: Hao Liu; GPA: 3.96/4.00	

PEER-REVIEWED PUBLICATIONS

- [4] Zhang, Y., **Sun, Y.**, Lu, G., Chen, Z.*, & Wang, C. J.* (2025). 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*. Online First in May 2025.
- [3] Zhang, Y.†, **Sun, Y.**†, & Wang, C. J.* (2025). Unraveling the Shape of Social Media Narratives: Analyzing the Effects of Online Interaction and Narrative Structure on Attention to Digital Asset Transactions. *Journal of Broadcasting & Electronic Media*, 69(3), 200–218. [Co-first author†]
- [2] Chen, Z., Yu, W., **Sun, Y.**, Wang, C. J.* , & Liu, X. F.* (2025). The Dark Side of the Internet: Fueling Misinformation in the COVID-19 Pandemic and the 2020 U.S. Presidential Election. *Communication and the Public*. Online First in March 2025.
- [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*, 17(4), 452–470.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- [8] **Sun, Y.**, & Ma, Z. (2025). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States. Paper presented at National Communication Association (NCA) 111th Annual Convention, Denver, CO.
- [7] Li, W., **Sun, Y.**, & Yue, Y. (2025). Artificial Intelligence vs. Medical Experts: A Comparative Analysis of Semantic Quality and Readability in Health Advice from Large Language Models and Human Institutions. Paper in Progress presented at National Communication Association (NCA) 111th Annual Convention, Denver, CO.

- [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 *National Communication Association (NCA) 110th Annual Convention*, 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 *National Communication Association (NCA) 110th Annual Convention*, New Orleans, LA. [Top Student Paper Award]
- [4] **Sun, Y.** (2024). Building Identity Through Narratives: Who Voices Dissent Within the Party?. Paper in Progress presented at *National Communication Association (NCA) 110th Annual Convention*, 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 *National Communication Association (NCA) 110th Annual Convention*, 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*, 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*, Toronto, Canada.

UNDER REVIEW

- [5] **Sun, Y.**, & Ma, Z.* (Revise & Resubmit). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States. *Cognition and Emotion*.
- [4] **Sun, Y.**, & Ma, Z.* (Under Review). Phenomenal Consciousness in Females and Access Consciousness in Males Are More Closely Associated with Emotions.
- [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] Markowitz, D. M.* , & **Sun, Y.** (Under Review). Language and Persuasion Research: A Computational Literature Review Spanning Five Decades of Scholarship (1974–2025). *Social and Personality Psychology Compass*.
- [1] Zhang, Y., **Sun, Y.**, Yan, X. F., Yan, L.* , & Wang, C. J.* (Under Review). The Bright Side of Fandom Actions: Leveraging the National Identity and Moral Foundation to Promote Fandom Philanthropy.

SELECTED WORKS IN PROGRESS

- [7] **Sun, Y.**, Markowitz, D. M., & Bailenson, J. N. Linguistic and Communicative Aspects: Language and Communication, Translation and Interpretation, Cultural Differences. In M. Slater & M. Quent (Eds.), *Handbook of the Metaverse*. De Gruyter.
- [6] **Sun, Y.**, Ma, Z., & Ma, Z.* Dynamic Changes in Moral Foundations and Absolutist Tendencies Among Truth Social Users Before and After the Trump Assassination Attempt: A Study Using Distributed Dictionary Representations and Growth Curve Modeling.

- [5] **Sun, Y.**, Zhang, Y.*, & Wang, C. J.* Behind the Roles We Play: How U.S. Politicians' Social Media Narrative Identity Relates to Their Dissent Voting Behavior.
- [4] **Sun, Y.**, & Ma, Z.* Measuring Agency Through Text and Language Data: Validating Two Distinct NLP Approaches, Riveter and LIWC, Across Diverse Scenarios.
- [3] Markowitz, D. M., & **Sun, Y.** Text Analysis of Social Media Content. In M. A. Hamilton (Ed.), *Handbook of Research Methods in Communication Studies*. Edward Elgar Publishing Ltd.
- [2] Zhang, Y., **Sun, Y.***, & Wang, C. J.* Understanding Interactive Narratives: Group Identity, Collaborative Networks, and Narrative Contention in Digital Media.
- [1] Zhang, Y., **Sun, Y.***, Yan, X. F.* , & Chen, B.* Expanding the Policy Feedback Model: A Cross-Lagged Analysis of Public Attitudes Toward Autonomous Vehicle Promotion on Weibo.

SELECTED 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

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 Honor 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

- Graduate Office Fellowship (GOF), \$2,000 2025
- National Communication Association (NCA) Student Caucus Travel Grant, \$200 2024

TEACHING

Teaching Assistant

COM 100: Human Communication, Michigan State University Fall 2025, Spring 2026
Undergraduate lecture; Instructor: Dr. Dustin Carnahan

Applications of Large Language Models in Digital Humanities, Nanjing University Spring 2025
Undergraduate lecture; Instructor: Dr. Zhihao Ma

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, Fall 2024
Undergraduate lecture; Instructor: Dr. Zhihao Ma

Recommendation Letter Writer

- Bradyn Kleimola, College of Natural Sciences, Michigan State University Fall 2025
Application for *University of Cincinnati Summer Undergraduate Research Fellowship (SURF)* 2026

ACADEMIC SERVICES

Services for Universities and Departments

Michigan State University

Dean's Advisory Committee Sep 2025–Aug 2026
— Advise the dean on matters of the College of Communication Arts and Sciences.

Services for Academic Associations

National Communication Association (NCA)

Information Officer, *Human Communication and Technology Division* Jan 2025–Dec 2026
— Manage division communications, maintain the official NCA website, and oversee social media engagement.

Services for Academic Media Platforms

Data Visualization Editor, *Fact-Checking Records* Oct 2022–Jan 2024
— Edit data-driven news content, including topic development, research, writing, data analysis, and visual design.

Editor, *Computational Communication Academy* Sep 2022–Aug 2023
— Compile and disseminate computational social science research; author newsletters highlighting developments from the Computational Communication Collaboratory.

Ad Hoc Reviewer for Academic Journals

Computers in Human Behavior Reports 2025
New Ideas in Psychology 2025

RESEARCH EXPERIENCES

Communication & Computation Lab, Michigan State University East Lansing, MI
Student Member Jun 2025–

Computational Communication Collaboratory, Nanjing University Nanjing, China
Student Member / Student Affiliate Sep 2021–

Chongqing Overseas Publicity Research Center Chongqing, China
Global Public Opinion Research Intern May 2020–May 2022

SKILLS

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