

YIXIAO SUN

No.163, Xianlin Avenue, Nanjing, Jiangsu, 210023

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Update: September 2023

1 EDUCATION

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

- (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 HONORS and AWARDS

- 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

4 GRANTS

- 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*

5 TEACHING

Teaching Assistant

Advertising Strategy and Creation, Nanjing University

Fall 2023–2024

Instructor: Dr. Zhihao Ma

6 ACADEMIC SERVICES

Computational Communication Collaboratory

Nanjing, China

Student Member

Sep 2022–present

7 SKILLS

- **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

8 REFERENCES

Cheng-Jun Wang (Advisor)

Associate Professor of Communication

School of Journalism and Communication, Nanjing University

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