

YIXIAO SUN

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Update: September 2023

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

CONFERENCE PAPERS

- (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.

UNDER REVIEW

- (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*.

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

GRANTS

- Postgraduate Outstanding Talent Cultivation Program (2023GYB08), ¥10000, *PI* 2022–2024
Project title: *Research on Advertising Strategies for Imported Commodities during the Republic of China from the Perspective of Cultural Imperialism*
- 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*

TEACHING

Teaching Assistant

Advertising Strategy and Creation, Nanjing University Fall 2023–2024
Instructor: Dr. Zhihao Ma

ACADEMIC SERVICES

Computational Communication Collaboratory Nanjing, China
Student Member Sep 2022–present

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