

YIXIAO SUN

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Update: April 2024

EDUCATION

Nanjing University

M.A. in Communication; Advisor: Dr. Cheng-Jun Wang; GPA: 93.39

Nanjing, China

2022–present

Sichuan International Studies University

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

Chongqing, China

2018–2022

CONFERENCE PRESENTATIONS

- [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 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. Paper presented at *the 73rd Annual International Communication Association Conference (ICA)*, Toronto, Canada.

UNDER REVIEW

- [3] **Sun, Y.**, Yan, X.F., Zhang, Y., Chen, J., Chen, Z.*, & Wang, C.J.* (Revise and Resubmit). Globalization in International Tensions: The Impact of Military Conflicts on Cultural Orientations of Multinational Corporations' Advertising in Modern China (1932–1937).
- [2] Zhang, Y., **Sun, Y.**, Lu, G., Chen, Z.*, & Wang, C.J.* (Under Review). Let Us Not Wallow in the Valley of Despair: The Role of Emotion and Narrative in Fostering Resilience.
- [1] Chen, Z., Yu, W., **Sun, Y.**, Wang, C.J., & Liu, X.F.* (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.

SELECTED WORKS IN PROGRESS

- [5] **Sun, Y.**, & Wang, C.J.* Building Identity Through Narratives: Who Voices Dissent Within the Party?.
- [4] **Sun, Y.**, & Ma, Z.* Authoritarians in Response to Societal Crises: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief.
- [3] **Sun, Y.**, Fei, Y., & Yu, C. Resource Exchange, Perceived Social Support, Companionship and Intimacy: Characterizing the Social Relationship Between Users and ChatGPT.
- [2] Zhang, Y., **Sun, Y.**, & Wang, C.J.* Unraveling the Narrative Labyrinth: Analyzing the Effects of Narrative Structure, Confidence, and Emotion on Attention with NFT Transactions on Twitter.

- [1] **Sun, Y.**, & Wang, C.J.* Chapter 15: Digital Marketing Performance Evaluation and Monitoring. In L. Zheng (Ed.), *Digital Marketing Textbook*.

HONORS and AWARDS

- HUANG Jianliang Scholarship Oct 2023
- Dissemination Data Mining Competition (National Second Place) Sep 2023
- Chongqing Excellent Graduation Thesis Award Jan 2023
- Chongqing Distinguished Graduate Award Jun 2022
- National Scholarship for Undergraduate Student Dec 2021
- ESG National College Innovation Competition (First Place in West China) 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 (National Third Prize) Nov 2020

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*

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

Undergraduate lecture; Instructor: Dr. Zhihao Ma

RESEARCH EXPERIENCES

Computational Communication Collaboratory, Nanjing University

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:** Tableau, CiteSpace, Brackets, Photoshop, Premier Pro, Animate, Audition
- **Music:** Piano (Level 8 Certificate), Singing