

YIXIAO SUN

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Update: November 2023

EDUCATION

Nanjing University

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

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) Zhang, Y., Lu, G., **Sun, Y.**, 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. *Journal of Communication*.
- (2) **Sun, Y.**, Chen, Z.*, Yan, X.-F., Zhang, Y., Chen, J., & Wang, C.-J.* (Under Review). De-Cultural Globalization: The Impact of Military Conflicts on Advertising Strategies of Multinational Corporations in Modern China. *Chinese Journal of Communication*.
- (1) Chen, Z., Yu, W., **Sun, Y.**, & Wang, C.-J.* (Revise and Resubmit). 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. *Information Processing and Management*.

SELECTED WORKS IN PROGRESS

- (1) **Sun, Y.**, & Wang, C.-J. Chapter 19: Digital Marketing Performance Evaluation and Monitoring. In L. Zheng (Ed.), *Digital Marketing Textbook*. (Manuscript in preparation).

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 Student 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

- 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*

Internal

- Distinguished Postgraduate Talent Cultivation Program (2023GYB08), ¥10000, *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

Advertising Strategy and Creation, Nanjing University
Instructor: Dr. Zhihao Ma

Fall 2023–2024

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