

# YIXIAO SUN

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Update: Jul 2024

## EDUCATION

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### 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)

Advisor: Prof. Hao Liu; GPA: 92.58

Chongqing, China

2018–2022

## PEER-REVIEWED PUBLICATIONS

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- [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*. Online First in May 2024.

## CONFERENCE PRESENTATIONS

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- [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 to be presented at *the 110th Annual National Communication Association (NCA) Conference*, 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 to be presented at *the 110th Annual National Communication Association (NCA) Conference*, New Orleans, LA. [Top Student Paper Award]
- [4] **Sun, Y.**, & Zhou, Z. (2024). Building Identity Through Narratives: Who Voices Dissent Within the Party?. Paper to be presented at *the 110th Annual National Communication Association (NCA) Conference*, 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 to be presented at *the 110th Annual National Communication Association (NCA) Conference*, 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

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- [5] **Sun, Y.**, & Ma, Z.\* (Under Review). Bipolarity of Positive and Negative Affects: Investigating the Contemporaneous Relations of Nuanced Affect States During the COVID-19 Pandemic.
- [4] **Sun, Y.**, & Ma, Z.\* (Under Review). Authoritarians in Response to Societal Crises: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief.
- [3] 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.
- [2] Zhang, Y., **Sun, Y.**, & Wang, C.J.\* (Under Review). Unraveling the Narrative Labyrinth: Analyzing the Effects of Narrative Structure, Confidence, and Emotion on Twitter Users' Attention to NFT Transactions.
- [1] Chen, Z., Yu, W., **Sun, Y.**, Wang, C.J.\*, & Liu, X.F.\* (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.

## SELECTED WORKS IN PROGRESS

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- [3] **Sun, Y.**, Zhou, Z., & Wang, C.J.\* Building Identity Through Narratives: Who Voices Dissent Within the Party?.
- [2] Zhou, Z., **Sun, Y.**, & Wang, C.J.\* When the Blacks Take Up Arms: Black Enlistment and Racial Prejudice During the Civil War.
- [1] **Sun, Y.**, & Wang, C.J.\* Chapter 15: Digital Marketing Performance Evaluation and Monitoring. In L. Zheng (Ed.), *Digital Marketing Textbook*.

## HONORS and AWARDS

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- Top Paper, Political Communication Division, National Communication Association Jul 2024
- Top Student Paper, Human Communication and Technology Division, National Communication Association Jul 2024
- 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

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### 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

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### 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

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- 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

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