

YIXIAO SUN

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EDUCATION

Michigan State University	East Lansing, MI
Ph.D. in Communication	2025–
Advisor: David M. Markowitz	
Nanjing University	Nanjing, China
M.A. in Communication (with Distinguished Honor Graduate Award)	2022–2025
Advisor: Cheng-Jun Wang; GPA: 4.00/4.00	
Sichuan International Studies University	Chongqing, China
B.A. in Internet and New Media (with Distinguished Honor Graduate Award)	2018–2022
Advisor: Hao Liu; GPA: 3.96/4.00	

PEER-REVIEWED PUBLICATIONS

- [4] Zhang, Y., **Sun, Y.**, Lu, G., Chen, Z., & Wang, C. J. (2025). Let Us Not Wallow in the Valley of Despair: The Role of Emotion, Panic, and Sympathy Discourses in Promoting Productive Actions. *International Journal of Business Communication*. Online First in May 2025.
- [3] Zhang, Y.†, **Sun, Y.**†, & Wang, C. J. (2025). Unraveling the Shape of Social Media Narratives: Analyzing the Effects of Online Interaction and Narrative Structure on Attention to Digital Asset Transactions. *Journal of Broadcasting & Electronic Media*, 69(3), 200–218. [Co-first author†]
- [2] Chen, Z., Yu, W., **Sun, Y.**, Wang, C. J., & Liu, X. F. (2025). The Dark Side of the Internet: Fueling Misinformation in the COVID-19 Pandemic and the 2020 U.S. Presidential Election. *Communication and the Public*. Online First in March 2025.
- [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*, 17(4), 452–470.

UNDER REVIEW

- [7] **Sun, Y.**, & Ma, Z. (Revise & Resubmit). Authoritarians in Response to Social Crisis: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief. *Risk Analysis*.
- [6] **Sun, Y.**, & Ma, Z. (Revise & Resubmit). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States. *Cognition and Emotion*.
- [5] **Sun, Y.**, Markowitz, D. M., & Bailenson, J. N. (Under Review). A Guide for Studying Language Use in Virtual and Augmented Reality. In M. Slater & M. Quent (Eds.), *Handbook of the Metaverse*. De Gruyter.

- [4] **Sun, Y.**, Markowitz, D. M., Zhang, Y., & Wang, C. J. (Under Review). Behind the Roles We Play: How U.S. Politicians' Social Media Narrative Identity Relates to Their Dissent Voting Behavior.
- [3] **Sun, Y.**, & Ma, Z. (Under Review). Phenomenal Consciousness in Females and Access Consciousness in Males Are More Closely Associated with Emotions.
- [2] Markowitz, D. M., & **Sun, Y.** (Under Review). Language and Persuasion Research: A Computational Literature Review Spanning Five Decades of Scholarship (1974–2025). *Social and Personality Psychology Compass*.
- [1] Zhang, Y., **Sun, Y.**, Yan, X. F., Yan, L., & Wang, C. J. (Under Review). The Bright Side of Fandom Actions: Leveraging the National Identity and Moral Foundation to Promote Fandom Philanthropy.

SELECTED WORKS IN PROGRESS

- [7] **Sun, Y.** Measuring Euphemism in Language: From Swear Words to Polite Expression.
- [6] **Sun, Y.**, Ma, Z., & Ma, Z. Dynamic Changes in Moral Foundations and Absolutist Tendencies Among Truth Social Users Before and After the Trump Assassination Attempt: A Study Using Distributed Dictionary Representations and Growth Curve Modeling.
- [5] **Sun, Y.**, & Markowitz, D. M. Personal vs. Collective American Dream: Mapping the Longitudinal Narratives.
- [4] **Sun, Y.**, Zhao, Z., Zhang, X., Oh, Y. J., & Markowitz, D. M. Developing A Tool for Collecting Multimodal Human–Human and Human–AI Conversation Data.
- [3] Markowitz, D. M., & **Sun, Y.** Text Analysis of Social Media Content. In M. A. Hamilton (Ed.), *Handbook of Research Methods in Communication Studies*. Edward Elgar Publishing Ltd.
- [2] Zhang, X., & **Sun, Y.** From Who They Are to How They Write: Integrating Language Style Features into LLM-Based Attitude Predictions.
- [1] Zhang, Y., **Sun, Y.**, & Wang, C. J. Narrating the Road to the Fame: The Role of Online Interaction, Narrative Identity, and Competition in Shaping the Popularity of U.S. Senators.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- [8] **Sun, Y.**, & Ma, Z. (2025). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States. Paper presented at *National Communication Association (NCA) 111th Annual Convention*, Denver, CO.
- [7] Li, W., **Sun, Y.**, & Yue, Y. (2025). Artificial Intelligence vs. Medical Experts: A Comparative Analysis of Semantic Quality and Readability in Health Advice from Large Language Models and Human Institutions. Paper in Progress presented at *National Communication Association (NCA) 111th Annual Convention*, Denver, CO.
- [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 presented at *National Communication Association (NCA) 110th Annual Convention*, 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 presented at *National Communication Association (NCA) 110th Annual Convention*, New Orleans, LA. [Top Student Paper Award]

- [4] **Sun, Y.** (2024). Building Identity Through Narratives: Who Voices Dissent Within the Party?. Paper in Progress presented at *National Communication Association (NCA) 110th Annual Convention*, 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 presented at *National Communication Association (NCA) 110th Annual Convention*, 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.

SELECTED HONORS and AWARDS

Research and Academic Excellence

- Top Paper Award Jul 2024
Political Communication Division, National Communication Association (NCA)
- Top Student Paper Award Jul 2024
Human Communication and Technology Division, National Communication Association (NCA)
- Chongqing Excellent Graduation Thesis Award Jan 2023

Competitive External Scholarships and Fellowships

- National Scholarship for Graduate Student Oct 2024
- HUANG Jianliang Scholarship Oct 2023
- National Scholarship for Undergraduate Student Dec 2021

Competition Awards

- National Second Place, *Dissemination Data Mining Competition* Sep 2023
- First Place in West China, *ESG National College Innovation Competition* Dec 2021
- Provincial Second Prize, *Challenge Cup National Academic Works Competition* Aug 2021
- Provincial Third Prize, *National Advertising Art Competition* Jul 2021
- National Third Prize, *National English Competition for College Students* Nov 2020

Graduation Honors

- Chongqing Distinguished Honor Graduate Award Jun 2022

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*

Travel Grants

- Graduate Office Fellowship (GOF), \$2,000 2025
- National Communication Association (NCA) Student Caucus Travel Grant, \$200 2024

TEACHING

Teaching Assistant

COM 100: Human Communication, Michigan State University Fall 2025, Spring 2026
Undergraduate lecture; Instructor: Dr. Dustin Carnahan

Applications of Large Language Models in Digital Humanities, Nanjing University Spring 2025
Undergraduate lecture; Instructor: Dr. Zhihao Ma

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, Fall 2024
Undergraduate lecture; Instructor: Dr. Zhihao Ma

Recommendation Letter Writer

- Bradyn Kleimola, College of Natural Sciences, Michigan State University Fall 2025
Application for *University of Cincinnati Summer Undergraduate Research Fellowship (SURF)* 2026

ACADEMIC SERVICES

Services for Universities and Departments

Michigan State University

- Dean's Advisory Committee Sep 2025–Aug 2026
— Advise the dean on matters of the College of Communication Arts and Sciences.

Services for Academic Associations

National Communication Association (NCA)

- Graduate Student/IDEA Representative, *Communication Anxiety and Apprehension Division* Jan 2026–Dec 2026
— Represent graduate student members, promote IDEA initiatives, manage division social media, and facilitate communication between the division and graduate student community.
- Information Officer, *Human Communication and Technology Division* Jan 2025–Dec 2026
— Manage division communications and oversee social media engagement.

Services for Academic Media Platforms

- Data Visualization Editor, *Fact-Checking Records* Oct 2022–Jan 2024
— Edit data-driven news content, including topic development, research, writing, data analysis, and visual design.
- Editor, *Computational Communication Academy* Sep 2022–Aug 2023
— Compile and disseminate computational social science research; author newsletters highlighting developments from the Computational Communication Collaboratory.

Ad Hoc Reviewer for Academic Journals

- Computers in Human Behavior Reports* 2025
New Ideas in Psychology 2025

RESEARCH EXPERIENCES

- Communication & Computation Lab, Michigan State University** East Lansing, MI
Student Member Aug 2025–
- Computational Communication Collaboratory, Nanjing University** Nanjing, China
Student Member / Student Affiliate Sep 2021–
- 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, CSS, SPSS
- **Applications:** Tableau, Gephi, Brackets, Photoshop, Premier Pro, Animate, Audition
- **Languages:** Mandarin (Native), English (Proficient), Japanese (Elementary)

- **Music:** Piano (Level 8 Certificate), Singing