

# Sun, Yao

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## →EDUCATION

- Sep, 2013 – Present      University of Southern California      Los Angeles, USA  
PhD Candidate, Research & Teaching Assistant
- Sep, 2011 – Aug, 2013      Hong Kong Baptist University      Hong Kong  
Dept. of Communication Studies  
School of Communication  
Master of Philosophy (M.Phil.) in Communication Studies
- Sep, 2007 – July, 2011      Communication University of China      Beijing  
Dept. of Public Administration,  
School of Economic and Management  
Bachelor of Cultural and Creative Industry Management
- Sep, 2008 – July, 2010      Communication University of China      Beijing  
Bachelor of News and Journalism (Double Bachelor Degree)
- Jul, 2009 – Aug, 2009      University of Westminster      London  
Summer School
- Have a sound academic background, with overall GPA of 3.77/4.0  
Overall GPA of 3.65/4.0, top 3% academic ranking in undergraduate Major  
Overall GPA of 3.68/4.0 in Minor for Double Bachelor Degree

- Research Interests  
Health Informatics, Crowdsourcing, Network Dynamics

## →ACADEMIC EXPERIENCE

### ●Publications

SUN Y., McLaughlin M.L., Cody, M.J. (forthcoming). Using the Smartphone to Support Successful Aging: Technology Acceptance with Selective Optimization and Compensation among Older Adults. *Proceedings of 18th International Conference on Human-Computer Interaction*, August, Toronto, Canada.

FANG Y. & SUN Y.(2010). Enlightenment of strategic trade theory on China's cultural trade: Performance service trade as an example. *Journal of Economic Problems*, 5, 50-53. (in Chinese)

MA S.S., AN W.J. & SUN Y. (2010). (Ed.) *Communicator 2010 (Postgraduate Volume)*. Beijing: China Radio & Television Publishing House. (in Chinese)

SUN Y. (2009). The development of cultural productivity in media integration age. *Journal of Economic Problems*, 6, 49-51. (in Chinese)

### ● HKBU Teaching Experience (Teaching Assistant)

Organizational Communication  
Communication Research Method  
Interpersonal Communication

Writing for Business News II  
 Analytical and Opinion Writing  
 Communication Theory  
 Organizational Communication Training and Development  
 Group Communication

● **Project Experiences**

- Sep.2009---Feb.2010      Study of Competitive Power of Chinese Cultural Industry (Funded by Social Science Foundation of Ministry of Education of People's Republic of China).      Beijing
  - Position held:              Collaborative Manager Assistant
  - Responsibility:              \* Literature reviewing
    - \* Data collection
    - \* Interviewing
    - \* Administrative affairs
- Nov.2009---Dec.2009      Survey of Countryside Residents' Media Contacting and Consuming Preference      Beijing
  - Position held:              Administrative Secretary
  - Responsibility:              \* Data collection
    - \* Coding scheme developing
    - \* Data coding
    - \* Administrative affairs
- Sep.2011---Dec.2011      Investigation of Social Media Usage in Students' Learning Behavior      Hong Kong
  - Position held:              Research Assistant
  - Responsibility:              \* Data collection
    - \* Questionnaire designing
- Feb.2012---May.2012      Survey of Anti-smoking Campaign in Hong Kong      Hong Kong
  - Position held:              Research Assistant
  - Responsibility:              \* Data coding
    - \* Data mining and processing
- Jun.2012---Aug.2012      Investigation of Leadership in Corporation Communication and Public Relations      Hong Kong
  - Position held:              Research Assistant
  - Responsibility:              \* Interview reorganization and transcription
- May.2012---Aug. 2013      Investigation of Advertising Effect of Super Bowl      Hong Kong
  - Position held:              Research Assistant
  - Responsibility:              \* Data coding and processing

→ **PROFESSIONAL EXPERIENCE**

- Oct. 2007 - Sep. 2008      Television of Communication University of China      Beijing
  - Position held:              Administrative Secretary
  - Responsibility:              \* Arranging working schedule for supervisors
    - \* Arranging programs' schedule
    - \* Connecting program guests

- Mar. 2008 - Apr. 2008      Central Studio of News Reels Production      Beijing
  - Position held:              Intern, Administrative Secretary and Plan writer
  - Responsibility:              \* Information management
  - \* Arranging working schedule for Head Producers
  - \* Assisting writing marketing plans for TV programs
- Jun. 2008 - Aug. 2008      Beijing Organizing Committee for the Games of the XXIX Olympiad      Beijing
  - Position held:              Olympic News Service Assistant, Beijing Workers' Gymnasium Dept.
  - Responsibility:              \* Helping news operation manager edit news, arrange press conferences
  - \* Arranging working schedule for news service team
  - \* Managing INFO system
- Feb, 2009 - Apr. 2009      Media Development Academy of Communication University of China      Beijing
  - Position held:              Director Assistant
  - Responsibility:              \* Contacting companies for field studies
  - \* Conducting surveys among company leaders
  - \* Writing survey reports
- May, 2009---Jun. 2009      Hong Kong Phoenix Television      Shanghai, Beijing
  - Position held:              Vice director of interviewing project of Quintessence Children's Choir
  - Responsibility:              \* Interviewing and reorganizing records
  - \* Arranging team meeting
  - \* Collecting feedbacks for the team leader
  - \* Connecting interviewees
- July, 2009 - Sep. 2009      People's Daily      Beijing
  - Position held:              Intern, Editor and Journalist
  - Responsibility:              \* Interviewing and writing reports
- Jan.2010---Apr.2010      Media Development Academy of Communication University of China      Beijing
  - Position held:              Chief Editor
  - Responsibility:              \* Negotiating with advertisers and the press
  - \* Holding weekly meeting
  - \* Checking team members' work
- Sep.2012---Oct.2012      The Carter Center      Hong Kong
  - Position held:              Graduate Assistant
  - Responsibility:              \* Translating documents into Chinese and/or English;

### **→SCHOLARSHIPS & HONORS**

- 2007-2008      Second-Class Scholarship for Excellent Students of Communication University of China
- 2007-2008      "Triple-A" Student Award of Communication University of China
- 2008-2009      Second-Class Scholarship for Excellent Students of Communication University of China
- 2009-2010      First-Class Scholarship for Excellent Students of Communication University of China
- 2009-2010      "Triple-A" Student Award of Communication University of China

### **→PERSONAL INFORMATION**

●5<sup>th</sup> Grade of Piano Playing in 9-Grade Musical Level Examination of China Conservatory of Music for Nonprofessionals (1998).

**THANK YOU FOR READING**