

YIXIAO SUN

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Update: June 2026

EDUCATION

Michigan State University Ph.D. in Communication Advisor: David M. Markowitz	East Lansing, MI 2025–
Nanjing University M.A. in Communication (with Distinguished Honor Graduate Award) Advisor: Cheng-Jun Wang; GPA: 4.0/4.0	Nanjing, China 2022–2025
Sichuan International Studies University B.A. in Internet and New Media (with Distinguished Honor Graduate Award) Advisor: Hao Liu; GPA: 3.96/4.0	Chongqing, China 2018–2022

PROFESSIONAL TRAININGS

ICPSR Summer Program in Quantitative Methods, University of Michigan Coursework in Bayesian modeling, time-series and panel analysis, and quantitative foundations	Ann Arbor, MI Summer 2026
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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*, 11(2), 160–181.
- [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

- [8] **Sun, Y.**, & Ma, Z. (Revise & Resubmit). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States. *Cognition and Emotion*.
- [7] **Sun, Y.**, & Ma, Z. (Revise & Resubmit). Inside Authoritarianism: Heterogeneous RWA Expressions and Their Dynamic Links to COVID-19 Fear and Prevention Beliefs. *British Journal of Social Psychology*.

- [6] Markowitz, D. M., & **Sun, Y.** (Revise & Resubmit). Language and Persuasion Research: A Computational Literature Review Spanning Five Decades of Scholarship (1974–2025). *Social and Personality Psychology Compass*.
- [5] **Sun, Y.**, & Markowitz, D. M. (Under Review). How Conspiratorial Predispositions Amplify Winner–Loser Polarization in Perceived Electoral Legitimacy.
- [4] **Sun, Y.**, Markowitz, D. M., & Bailenson, J. N. (Under Review). A Guide for Studying Language Use in Virtual and Augmented Reality. In A. Atay & D. L. Fassett (Eds.), *AI and Digital Communication Pedagogy*. Cognella Publishing.
- [3] **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.
- [2] **Sun, Y.**, & Ma, Z. (Under Review). Phenomenal Consciousness in Females and Access Consciousness in Males Are More Closely Associated with Emotions.
- [1] Zhang, Y., **Sun, Y.**, Yan, L., Yan, X. F., & Wang, C. J. (Under Review). Is National Identity Harmless to Ingroup Members? Leveraging Ingroup Favoritism and Moral Foundation to Promote Online Fandom Donation.

SELECTED WORKS IN PROGRESS

- [7] **Sun, Y.**, Markowitz, D. M., & Eden, A. L. Character Arcs: Measuring Protagonist Agency Trajectories and Their Differential Effects on Narrative Success.
- [6] **Sun, Y.**, & Markowitz, D. M. Text Analysis of Social Media Content. In M. A. Hamilton (Ed.), *Handbook of Research Methods in Communication Studies*. Edward Elgar Publishing Ltd.
- [5] **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.
- [4] **Sun, Y.**, Zhang, J., & Markowitz, D. M. Softening the Blow? Euphemistic Framing in Disaster Warnings Attenuates Threat Perception and Protective Action Intention.
- [3] **Sun, Y.**, Zhang, X. & Markowitz, D. M. Asymmetrical Reciprocity in Human–LLM Relationships: Resource Exchange, Attachment, and Dependence.
- [2] Zhang, J., & **Sun, Y.** When and Who Shows Anger or Sadness? Examining Public Emotions and Sentiments in Neighborhood Crime and Safety Discussions on Nextdoor.
- [1] Zhang, Y., **Sun, Y.**, & Wang, C. J. Narrating the Road to Fame: The Effects of Politicians' Narrative Identity and Collective Narrative Competition in Shaping 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 Students Oct 2024
- HUANG Jianliang Scholarship Oct 2023
- National Scholarship for Undergraduate Students 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

Instruction

COM 100: Human Communication, Michigan State University Summer 2026
Undergraduate lecture

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

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

Cyberpsychology, Behavior, and Social Networking

2026

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