

# YIXIAO SUN

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Update: March 2025

## EDUCATION

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- Michigan State University** East Lansing, MI  
Ph.D. in Communication 2025–  
Advisor: Dr. David M. Markowitz
- Nanjing University** Nanjing, China  
M.A. in Communication (with Distinguished Honor Graduate Award) 2022–2025  
Advisor: Prof. 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: Prof. Hao Liu; GPA: 3.96/4.00

## PEER-REVIEWED PUBLICATIONS

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- [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*. Accepted in March 2025.
- [3] Zhang, Y., **Sun, Y.**<sup>†</sup>, & 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*. Online First in March 2025. [co-first author<sup>†</sup>]
- [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.

## 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 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.

## UNDER REVIEW

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- [2] **Sun, Y.**, & Ma, Z.\* (Under Review). Bipolarity of Positive and Negative Affects: Contemporaneous Network Relations of Nuanced Affect States.
- [1] **Sun, Y.**, & Ma, Z.\* (Under Review). Authoritarians in Response to Social Crisis: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief.

## SELECTED WORKS IN PROGRESS

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- [4] **Sun, Y.**, & Ma, Z.\* Measuring Agency Through Text and Language Data: Validating Two Distinct NLP Approaches, Riveter and LIWC, Across Diverse Scenarios.
- [3] **Sun, Y.**, & Ma, Z.\* Agency and Meaning in Life as Conscious Experiences in Shaping Emotions.
- [2] **Sun, Y.**, Zhang, Y., & Wang, C.J.\* Too Deep in the Role: Unveiling the Connection Between U.S. Political Elites' Social Media Narrative Identity and Their Dissent Voting Behavior.
- [1] Li, W., **Sun, Y.**, & Yue, Y. Artificial Intelligence vs. Medical Experts: A Comparative Analysis of Semantic Quality and Readability in Health Advice from Large Language Models and Human Institutions.

## HONORS and AWARDS

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### 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

### Selected 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

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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*

### Travel Grants

- National Communication Association (NCA) Student Caucus Travel Grant, \$200 2024

## TEACHING

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### Teaching Assistant

- **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  
Graduate seminar; Instructor: Dr. Zhihao Ma

Spring 2024

**Advertising Strategy and Creation**, Nanjing University  
Undergraduate lecture; Instructor: Dr. Zhihao Ma

Fall 2023, 2024

## ACADEMIC SERVICES

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### Services for Academic Association

#### National Communication Association (NCA)

Information Officer, Human Communication and Technology Division

2025, 2026

— Responsible for managing and distributing division communications, maintaining the official NCA website, and overseeing social media engagement.

## RESEARCH EXPERIENCES

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**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

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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