

Jun-yu Jiang

 junyuj.com

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EDUCATION

- **University of California, San Diego** Jun. 2025 - Jul. 2026 (Expected)
M.S. in Computational Social Science
 - **Relevant Coursework:** Text as Data, Advanced Statistical Methods for CSS, Machine Learning for Social Sciences, Network Analysis, Neural Networks and Deep Learning
- **Communication University of China, Beijing** Sep. 2021 - Jun. 2025
B.A. in Communication (Honors), joint program with University of Missouri-Columbia
 - **GPA: 3.9/4.0**
- **University of Missouri-Columbia, Columbia** Sep. 2021 - Jun. 2025
B.A. Non-Degree Joint Program in Journalism, Missouri School of Journalism
 - **GPA: 3.84/4.0**

PEER-REVIEWED PUBLICATIONS & CONFERENCE PAPERS

- **Framing the Nation: Discourse of National Identity Construction in the Taiwan Region** IPSA 2025
Jiang, J. & Li, Z.* 
 - Developed the Discursive Polysemy Model (DPM)—a Defining–Positioning–Mobilizing framework that operationalizes the nation-as-floating-signifier concept and maps structured frame configurations in Taiwanese national identity discourse.
 - Constructed frame co-occurrence networks and sequence patterns to identify cross-party equivalence chains of national identity, revealing divergent articulation of sovereignty, democracy, and security across major candidates.
- **Pseudo-Sacred Illusions in the Age of Generative AI: A Discourse and Computational Analysis of Ask_Jesus** IAMCR 2025
Jiang, J. & Liu, Z.* 
 - Develops the concept of *pseudo-sacred illusion* and a transferable *algorithmic authority illusion* model, showing how LLM fluency, persona cues, and platform power jointly construct quasi-divine authority in religious AI interfaces.
 - Designs a dual-layer, 17-category framing scheme to analyze 57,960 Ask_Jesus interaction turns, combining frame–emotion heatmaps (CARER), Bible-based hallucination auditing, and standardized residual analysis to trace how specific frames shift user affect and reinforce perceived AI authority.
- **How Regional Stereotypes Are Narrated: LDA Analysis Based on Douyin** IAMCR 2024
Jiang, J. & Xu, J.* 
 - Theoretically framed online regional stereotypes as Bourdieusian symbolic violence and empirically identified four narrative frameworks (objective, ironic, symbolic, image-repair) through which they are constructed in digital comment sections.
 - Applied LDA topic modeling to 4,953 Douyin comments, revealing how dialect markers and historical allusions function as cultural identifiers through indirect speech acts to reinforce regional stigma.
- **Aging as a Mythological Construction: Analysis of Elderly Self-Identity** AMIC 2024
Jiang, J. & Li, S., Li, J.* 
 - Expanded Heider’s Balance Theory by empirically identifying a ‘resistance to attitude adjustment’ pathway, challenging its universal applicability when elderly with emphasized intrinsic values and sharp physical deterioration actively maintain cognitive imbalance.
 - Applied Glaserian grounded theory to 150,347-word corpus from 11 rural Beijing elderly (9-month longitudinal study), systematically constructing a 4-dimensional aging myth framework through three-stage coding (69 initial → 17 axial → 4 core categories).

• **Scripted Rage and Patriotic Camouflage: The Algorithmic Commodification of Han Chauvinism in Chinese Platform**

IAMCR 2026

Jiang, J.*



- Conceptualizes cyber nationalism as a commodified spectacle, proposing a three-stage witch-hunt template (revealing → denunciation → judgment) with replicable narrative units and transition rules for platform monetization.
- Combines RoBERTa, SBERT, and Few-shot Prototypical Network with custom nationalism frame lexicon to extract cross-platform (Bilibili, Douyin, Zhihu) homogenized templates, revealing emotional capital → adversarial discourse → traffic monetization pipeline in videos game controversies.

• **Deciphering the Question Mark Storm: Context-Aware Interpretation of Asemantic Dissent in Censor-Heavy Danmaku Streams**

ECREA 2026

Jiang, J.*



- Theorizes question mark danmaku as digital infrapolitics, which means a low-risk, high-context form of skeptical decoding, and advances a temporal association hypothesis that positive policy narratives on Bilibili are followed by spikes in question-mark density within 0–10s windows.
- Applies time-window event modeling, multilevel mixed-effects regression, and LLM-assisted semantic classification to the K-Visa controversy corpus ($N = 327$ videos), showing sarcasm and skepticism dominate over confusion in pro-government videos, evidencing collective skeptical decoding.

RESEARCH EXPERIENCE

• **An Analysis of Discourse Frames in Gaokao News Reports**

Sep. 2024 - May 2025

Best Undergraduate Thesis Award, Communication University of China

Undergraduate Thesis

- Proposed the "Frame-Emotion Dual-Track Interaction Model," demonstrating how frames and emotional appeals co-evolve to shape perception.
- Used LLMs (DeepSeek) and CARER model for large-scale analysis, revealing systematic patterns by media ownership and region.
- Constructed a 48-year longitudinal corpus, including manual digitization of pre-2008 print and microfiche archives.

• **Ukrainian Poetry Digital Archive Project**

Jun. 2025 - Jan. 2026 (Expected)

PI: Prof. Amelia Glasser, University of California, San Diego

Research Assistant

- Built a Chrome extension and data pipeline to systematically collect and de-duplicate 4,000+ Ukrainian Facebook poems, turning an ad-hoc workflow into a reproducible corpus for annotation and analysis.
- Co-developed an advanced annotation manual for Ukrainian pronouns, specifying referent categories (SELF/INTIMATE/LOCAL/NATION/STATE/ENEMY/etc.), "we"-inclusivity, syntactic and semantic roles, discourse functions, and stratified sampling protocols for 400–600 tokens.
- Annotating and modeling shifts in poetic voice and polyphony (monologic vs. mediated vs. choral) together with collocation networks (2014–2025) to trace how person perspective and national-identity vocabularies transform across wartime phases.

• **The Symbiotic Development of Digital Nomads and Rural Communities**

Mar. 2024 - Jul. 2024

PI: Prof. Rui Wang, Communication University of China

Research Assistant

- Modeled interpersonal communication networks through 20 in-depth interviews, identifying pathways for virtual identity formation and community integration.

• **Big Data Project on Global Opinions**

Jan. 2024 - Jan. 2026 (Expected)

PI: Prof. Ting Zhou, Communication University of China

Research Assistant

- Executed sentiment analysis on 500+ Western media articles regarding China's "Two Sessions" for China's National News Agency.
- Monitored credibility risks for foreign social media accounts, producing weekly analytical briefings.

• **Desire to Remain Young: An Investigation of Elderly Matchmaking in China**

Mar. 2023 - Jun. 2023

2024 Paper Data Content Annual Case Collection Award

Research Project Developer

- Collected and coded qualitative dataset from 22 in-depth interviews to analyze identity and desire in matchmaking contexts.
- Designed an award-winning interactive data story website [\[link\]](#), implementing full-stack solution for dynamic user profile comparison.

SELECTED WORK EXPERIENCE

- **China Telecom**

Jan. 2022 - Mar. 2022

Event Operations Intern

- Analyzed real-time social media data (Weibo, WeChat) to model user engagement patterns and public opinion trends.
- Performed large-scale comment analysis to identify key audience demographics and public sentiment, guiding content development.

- **iFeng**

Sep. 2023 - Dec. 2023

News Editing Intern



- Authored and published press releases on emerging technology for iFeng.com, covering major industry events.
- Developed video scripts for the *ifengTech* column and conducted daily public opinion monitoring, providing analytical briefings.

ACADEMIC SERVICE

- **Peer Reviewer** International Communication Association (ICA) Nov. 2024

- **Peer Reviewer** International Political Science Association (IPSA) Nov. 2024

COMMUNITY AND VOLUNTEER ENGAGEMENT

- **Outstanding Volunteer** The Third Belt and Road Forum for International Cooperation Oct. 2023

- **Outstanding Volunteer** China International Fair for Trade in Service (CIFTIS) Sep. 2023

- **Volunteer Teacher** Guanhua Foundation Voluntary Teaching Programme Jun. 2023

SELECTED AWARDS AND HONORS

- **Outstanding Undergraduate Thesis Award (University-Level)** May 2025

- **Paper Data Content Annual Case Collection Award** Jun. 2024

- **Second-Class Scholarship (University-Level)** Nov. 2024

- **Meritorious Student (University-Level)** Sep. 2022 - Sep. 2024

- **Practical Scholarship (University-Level)** Oct. 2023

SKILLS

Programming Python (Pandas, Scikit-learn, PyTorch, NLTK, spaCy), R, Web (HTML, CSS, JavaScript)

Analytical Tools SPSS, NVivo, Tableau, ECharts

NLP/ML Models BERT, SBERT, LDA, and other transformer-based architectures

Production Tools L^AT_EX, Microsoft Office Suite, Adobe Creative Suite (Premiere, Photoshop)