Jun-yu Jiang

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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

- **Communication University of China** *Sep. 2021 - Jun. 2025*

  B.A. in Communication (Honors), joint program with University of Missouri-Columbia

  ◦ **GPA: 3.9/4.0**

  ◦ **Relevant Coursework:** Political Communication (95/100), Political Economy of Communication (90/100), Global Communication (92/100)

- **University of Missouri-Columbia** *Sep. 2021 - Jun. 2025*

  B.A. Non-Degree Joint Program in Journalism, Missouri School of Journalism

  ◦ **Relevant Coursework:** Quantitative Research Methods (96/100), AI's Application to Journalism and Communication (95/100)

PEER-REVIEWED PUBLICATIONS & CONFERENCE PAPERS

- **Pseudo-Sacred Illusions in the Age of Generative AI: A Discourse and Computational Analysis of Ask_Jesus** *AI & Society (Under Review)*

  Jiang, J.* & Liu, Z [🌐]

  ◦ Proposed "pseudo-sacred illusion" concept, demonstrating how AI's fluency heuristic induces cognitive misattribution of algorithmic texts as divine authority in religious contexts.

  ◦ Constructed a 17-category dual-layer framework adapted from Boydstun (2013), analyzing 57,960 interaction texts and validating theory-driven label associations through standardized residual analysis (Cultural Identity × Faith/Doctrine residual = 34.5).

- **Framing the Nation: Discourse of National Identity Construction in the Taiwan Region** *IPSA 2025*

  Jiang, J.* & Li, Z [🌐]

  ◦ Proposed the DPM (Defining-Positioning-Mobilizing) framework operationalizing nation-as-floating-signifier into three analytic dimensions, demonstrating structured frame configurations in national identity construction.

  ◦ Validated annotation robustness via tri-model cross-validation (DeepSeek, GPT-4o, Qwen2.5), achieving substantial agreement (Fleiss' $\kappa = 0.783$) while revealing systematic biases in sovereignty discourse classification (ANOVA $F = 18.67, p < 0.001$).

- **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 (screened from 9,570), revealing how dialect markers and historical allusions function as cultural identifiers through indirect speech acts (Grice, 1975; Searle, 1979) 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).

WORKING PAPERS & RESEARCH IN PROGRESS

- **Cyber Nationalism as Commodification: Witch-Hunt Discourse and Platform Economy** *ICA 2026 (Submitted)*

  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 Mingmo game controversy.

- **Question Mark Bullet Screens and Political Distrust in Social Events Videos** *Working Paper*

  Jiang, J.*
  - Conceptualizes "?" danmaku as digital infrapolitics—a low-risk skeptical decoding strategy—proposing temporal association hypothesis: positive policy narratives trigger significant spike in question mark density within 0-10s windows on Bilibili.

  - Employs time-window modeling, multilevel mixed-effects regression, and LLM-assisted semantic classification ($F1 \geq 0.80$) on K-Visa controversy ($N = 327$ videos), revealing sarcasm/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*

  University-level 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**
  - Developed a Chrome extension to automate Facebook data collection, transforming manual workflow into systematic process for 4,000+ poems.

  - Investigating linguistic transformations through collocation pattern evolution, examining how vocabulary networks shift in response to sociopolitical changes (2014-2025).

  - Analyzing person perspective and lexical choice dynamics across grammatical persons, revealing shifts in poetic voice and narrative positioning.

- **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** Guanghua 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	LaTeX, Microsoft Office Suite, Adobe Creative Suite (Premiere, Photoshop)