

Jun-yu Jiang

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EDUCATION

• Communication University of China

Sept. 2021 - June. 2025 (exp)

B.A. in Communication, Faculty of International Media

- GPA: 3.83/4, Average: 92/100
- Related Courses: Global Communication, The Political Economy of Communication

• University of Missouri

Sept. 2021 - June. 2025 (exp)

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

- Related Courses: Quantitative Research Methods (96/100), AI's Application to Journalism and Communication (95/100)

ACADEMIC CONFERENCES

• How regional stereotypes are narrated: LDA analysis based on Douyin

IAMCR 2024

Jiang,J.* & Xu, J



- Presented at the International Association for Media and Communication Research (IAMCR)
- Employed Python to scrape about 6,000 Douyin comments, analyzing the **learning decay rate** and establishing the **Latent Dirichlet Allocation model**
- Analyzed Chinese **regional stereotypes discourse** and developed a framework of **symbolic violence**

• Aging as a mythological construction: Analysis of elderly self-identity

AMIC 2024

Jiang,J.* & Li,S.,Li,J.



- Presented at the Annual Conference of the Asian Media Information and Communication Centre (AMIC)
- **Utilized Nvivo to code** the interview text and developed a **framework for aging myth**
- Used Heider's Balance Theory P-O-X model to analyze the **attitude transformation process** of the elderly influenced by mythic symbols
- Highlighted the elderly tendency to resist attitude adjustment when influenced by ageing myth, **expanding the applicability** of Heider's Balance Theory

• Framing the "Nation": Discourse of National Identity Construction in the Taiwan Region—Analysis of 2024 Electoral Campaign Texts Based on BERT Model

IPSA 2024

Jiang,J.* & Li,Z



- Developed an **LLM framework** using official texts from various stages of the **2024 Taiwan elections** as the primary analytical objects
- Adopted **few-shot learning** for key label generation to **iterate and fine-tune the BERT model**
- Visualized text embeddings using **t-SNE** to observe the distribution of different categories in semantic space and analyzed **the diachronic changes in discourse**
- Constructed a **framework for shaping national identity** in political discourse during the election

ONGOING PROJECTS

• Can podcasts be the resistance to social acceleration? -A psychological alienation analysis on podcast audiences

IAMCR 2025(under review)

Jiang,J.* & Du,J.



- Applied a within-subjects factorial design with **audiences' emotional changes, attention, and time cognition** as dependent variables
- Calculated linear relationships between variables **using Pearson correlation coefficients**
- Integrated **Factor Analysis and Confirmatory Factor Analysis** using Python and R to model and validate embedded dimensions
- Used **CausalNex and EconML** for causal network modeling and inference to explore variable interactions and treatment effects

• Social Construction and Frame Evolution: Narrative Changes in Media Coverage After the Restoration of the National College Entrance Examination in 1978

IAMCR 2025(under review)

Jiang,J.* & Liu, Z



- Investigated how **AI-generated religious discourse** reshapes audience perceptions of sanctity, leading to **knowledge hallucination** and dynamic shifts in faith engagement.
 - Conducted **discourse analysis** on ask jesus livestreams using **BERT fine-tuning, LDA topic modeling, Attention mechanism, and t-SNE visualization** to examine semantic structures and audience interactions.
 - Revealed the **differentiation of AI religious audiences** into **sanctity enhancers** and **sanctity deconstructors**, highlighting the transformation of traditional theological issues in digital environments.
- **Social Construction and Frame Evolution: Narrative Changes in Media Coverage After the Restoration of the National College Entrance Examination in 1978**
Jiang,J.
- Used Python to scrape People's Daily reports on the Gaokao since the founding of China and **filtering suitable texts through textTinyR** in R
 - Used the **RoBERTa model** for text analysis to more precisely identify and classify metaphors and emotional attitudes in Gaokao reports.
 - Explored the **balance and evolution of elite metaphors and populist positions** in Gaokao narratives within Chinese state media

RESEARCH EXPERIENCE

- **The Symbiotic Development of Digital Nomads and Rural Communities** Mar. 2024-July. 2024
2024 "Research China" program under South Reviews Research Assistant
- Conducted fieldwork in **Digital Nomad Community**, with in-depth interviews of 20 individuals
 - Developed a **model of digital nomads' interpersonal communication networks** by highlighting their virtual identity formation pathways and the unique thresholds
- **Big Data Project On Global Opinions** Jan. 2024 - Jan. 2025(exp)
Supervised by Pro.Ting Zhou Research Assistant
- Conducted **sentiment analysis of keywords** in Western media on China during the 2024 Two Sessions
 - Participated in **monitoring risks for foreign new media accounts** at the National News Agency, including assessing media credibility on related sites
 - Analyzed the **strategies of agenda-setting** in foreign media reports on China, including 73 coverage from Reuters
- **Desire to Remain Young: A investigation of Elderly Matchmaking in China** [🌐] Mar. 2023 - June. 2023
2024 Paper Data Content Annual Case Collection Award Web Front-End Developer
- Conducted in-depth interviews with 22 elderly at matchmaking parks in Beijing
 - Built **HTML web page framework and added CSS effects**
 - **Created user-profiles and performed comparisons** based on backed data access

SELECTED WORK EXPERIENCE

- **China Telecom** Jan. 2022 - Mar. 2022
Event Operations Intern
- Managed **promotion, poster creation, and scheduling** for the 2022 China Telecom New Year project
 - Managed public **opinion monitoring and coordinated promotional** accounts and comment analysis
 - Conducted **users-profiles analysis for social media** on Weibo, WeChat Official Accounts etc.
- **iFeng** Sep. 2023 - Dec. 2023
News Editing Intern [🌐]
- Participated in **tech media conferences**(Apple, etc.) and **wrote press** releases published on **iFeng.com**
 - Contributed to **writing video scripts** for the ifengTech column, responsible for its caption writing
 - Managed **public opinion monitoring** for ifengTech's social media accounts, and participated in product poster creation and video promotion.

LEADERSHIP AND VOLUNTEER EXPERIENCE

• International Communication Association ,reviewer	Nov. 2024
• International Political Science Association , reviewer	Nov. 2024
• The Third Belt and Road Forum for International Cooperation , Outstanding Volunteer	Oct. 2023
• China International Fair For Trade in Service , Outstanding Volunteer	Sep. 2023
• Voluntary teaching programme under China Guanghua Foundation , Volunteer Teacher	June. 2023

SELECTED AWARDS

• Meritorious Student at University Level	Sep. 2022 - Sep. 2024
• Practical Scholarship at University Level	Oct. 2023
• Second-Class Scholarship at University Level	Nov. 2024

ADDITIONAL INFORMATION

Programming Languages: Python, R, latex, HTML, CSS, JavaScript
Data Visualization: Tableau, SPSS, EChart
Professional Skills: Premiere Pro: [Selected Editing work](#), Photoshop
Hobbies: Football, Novel Writing, etc.