

Yao Sun

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Annenberg School for Communication and Journalism
University of Southern California
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EDUCATION

PhD	May 2018 (Expected)	Communication , University of Southern California <i>Dissertation Committee:</i> Margaret McLaughlin (Chair), Peter Monge, Ann Majchrzak (Marshall School of Business)
M.Phil.	2013	Communication , Hong Kong Baptist University
B.A.	2011	Journalism , Communication University of China
B.S.	2011	Economics and Management , Communication University of China

HONORS & AWARDS

2017	Fellow at Oxford Internet Institute Summer Doctoral Program, Oxford University.
2017	The Top Interactive Paper Award, Health Communication Division, ICA.
2016	Graduate School Travel Award, University of Southern California.
2016-17	Graduate Student Government Travel Award, University of Southern California.
2016-17	Summer Educational Fellowship, Annenberg School for Communication and Journalism.
2011-13	Academic Travel Grant for University-Funded Postgraduate Students, School of Communication, Hong Kong Baptist University.
2011-13	Full Scholarship funded by The University Grant Committee of Hong Kong Government, Hong Kong Baptist University.
2011	Outstanding Undergraduate Student for Graduation, Communication University of China.
2011	Best Graduation Thesis, School of Economics and Management, Communication University of China.
2008-11	First-Class Scholarship for Excellent Academic Performance, Communication University of China.

PUBLICATIONS

Peer-reviewed Journal Articles

- [J6] Park, M., Sun, Y., McLaughlin, M.L. (2017). Social Media Propagation of Content Promoting Risky Health Behavior. *Cyberpsychology, Behavior and Social Networking*.
- [J5] Chan, L.S., Sun, Y., Xu, Y.S., McLaughlin, M.L. (2017). Acculturation to both American and Chinese Cultures Predicts Condom Use Intent among US-Dwelling Chinese/Taiwanese Men who Have Sex with Men. *Journalism and Mass Communication Quarterly*.
- [J4] Sun, Y., McLaughlin, M.L., Cody, M.J. (2016). Using the Smartphone to Support Successful Aging: Technology Acceptance with Selective Optimization and Compensation among

Older Adults. *Lecture Notes in Computer Science 9754*, Springer, Cham, 490-500.

- [J3] McLaughlin, M.L., Park, M., & **Sun, Y.** (2015). Sharing Information Promoting Unhealthy Behavior through Social Media: Examination of the Users and the Content Using the Case of Pro-Anorexia in Tumblr. In *Proceedings of 2015 International Conference on Computational Science and Computational Intelligence (CSCI)*, IEEE.
- [J2] Fang, Y. & **Sun, Y.** (2010). Enlightenment of Strategic Trade Theory on China's Cultural Trade: Performance Service Trade As An Example. *Journal of Economic Issues*, 5, 50-53. (in Chinese, *CSSCI Journal*)
- [J1] **Sun, Y.** (2009). The Development of Cultural Productivity in Media Integration Era. *Journal of Economic Issues*, 6, 49-51. (in Chinese, *CSSCI Journal*)

Journal Articles in Progress

- [R6] **Sun, Y.**, Majchrzak, A., Malhotra, A. (R&R). Knowledge Integration in Crowdsourcing for Innovation: Temporal Effects of Knowledge Content Contribution and Contributors. *Journal of Management Information Systems*.
- [R5] Walter, N., Murphy, S., **Sun, Y.**, Baezconde-Garbanati, L. (R&R). Persuading the Unpersuadables: The Role Played by Emotions in Reducing Negative Attitudes toward Vaccines and Increasing Compliance with Cervical Cancer Prevention. *Psychology & Health*.

Journal Manuscripts in Preparation

- [R4] **Sun, Y.**, McLaughlin, M. Unpacking the Dissemination of Health Information: Networked Agenda-setting about Truvada on Twitter.
- [R3] Tuertscher, P.R., **Sun, Y.**, Majchrzak, A., Malhotra, A. The Paradox of Heterogeneous Knowledge Content for Innovative Ideation in Open Crowdsourcing. Paper in preparation for submission to *Organization Science*.
- [R2] **Sun, Y.**, Liu, W. Understanding Knowledge Management in Crowdsourcing Brand Communities: A Multimodal Social Network Perspective.
- [R1] **Sun, Y.**, Zhao, X., Shen, F. Twenty Years of Super Bowl Advertising: Moderating Effect of Product Involvement on Ads Liking. Paper in preparation for submission to *Journal of Advertising*.

Invited Books, Book Chapters and Book Reviews

- [B3] **Sun, Y.**, Majchrzak, A., Malhotra, A. (in press). Crowdsourcing. In *The SAGE Encyclopedia of the Internet* (3rd ed.). Thousand Oaks, California: Sage.
- [B2] **Sun, Y.** (2014). Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet. *International Journal of Communication*, 8, 1800-1802.
- [B1] Ma, S., An, W. & **Sun, Y.** (2010). (Ed.) *Communicator 2010 (Postgraduate Volume)*. Beijing: China Radio & Television Publishing House.

SELECTIVE CONFERENCE PRESENTATIONS

- [C10] Sun, Y., Majchrzak, A., Malhotra, A. (2017). Generating Integration in Open Virtual Collaborations: Effects of Others' Knowledge and Time. Paper presented at 77th Academy of Management (AOM) Annual Meeting, August 4-8, Atlanta.
- [C09] Sun, Y., Majchrzak, A. (2017). Integrated They Innovate: Toward a Comprehensive View of Online Crowds, Knowledge Types, and Open Innovation. Paper presented at 67th International Communication Association (ICA) Annual Conference, May 25-29, San Diego.
- [C08] Park, M., Sun, Y., McLaughlin, M.L. (2016). Propagation of Texts and Images Promoting Unhealthy Behavior in Social Media. Paper presented at 102nd National Communication Association (NCA) Annual Conference, November 10-13, Philadelphia.
- [C07] Sun, Y., Majchrzak, A., Malhotra, A. (2016). Crowd-generated innovation: Effects of knowledge integration and knowledge types in online open challenges. Paper presented at 14th Annual Open and User Innovation Conference at Harvard University, August 1-3, Boston.
- [C06] Sun, Y. (2016). We talk online because we are close offline: Bridging offline uncertainty and online social networking. Paper presented at 66th International Communication Association (ICA) Annual Conference, June 9-13, Fukuoka.
- [C05] Sun, Y. (2016) "Who Communicates with Whom": Social Capital, Designer Performance and Network Formation in the Online Brand Community. Paper presented at the XXXVI Sunbelt Conference of the International Network for Social Network Analysis (INSNA), April 5-10, Newport Beach.
- [C04] Sun, Y. (2015). Dealing with offline friendship online: examining influencing factors of interactive uncertainty reduction strategies. Paper presented at 65th International Communication Association (ICA) Annual Conference, May 21-25, Puerto Rico.
- [C03] Sun, Y., Zhao, X., Shen, F. (2014). 'Lazy Audiences'? Moderating effect of product involvement on ads liking: evidence from super bowl broadcast 1992-2012. Paper presented at 64th International Communication Association (ICA) Annual Conference, May 22-26, Seattle.
- [C02] Sun, Y., Yang, F. (2012). Three angles of viewing China's in- waiting new leader: News framing within ideology boundaries. Paper presented at International Association for Media and Communication Research (IAMCR) Annual Conference, July 15-20, Durban.
- [C01] Sun, Y. (2012). Wukan Protests on Weibo: How public opinion frame democracy in China. Poster presented at 65th World Association for Public Opinion Research Annual Conference, June 14-16, Hong Kong.

RESEARCH EXPERIENCE

- 2016-2017 **Research Assistant**, for Professor Margaret McLaughlin, Annenberg School, USC (Spring2016, Fall2016, Spring2017, Fall2017)
 Project Topic: Use of Text Messaging, Photo-Sharing and Social Networking to Support Adherence to Antiretroviral Treatment for HIV+ Women After Childbirth (*Funded by Health Resources Services Administration*)
- 2014-2015 **Research Assistant**, for Annenberg Networks Network (PIs: Prof. Peter Monge, Prof. Janet Fulk), Annenberg School, USC (Fall2014, Spring2015)
 Project Topic: Understanding Online Creative Collaboration over

Multidimensional Networks (*Funded by National Science Foundation*)

2012 **Research Assistant**, for Professor Chun-ju Flora Hung-Baesecke, Hong Kong Baptist University (Summer 2012)

Project Topic: An Investigation of Leadership in Corporation Communication and Public Relations in Hong Kong Startup Companies (*Funded by School of Communication, Hong Kong Baptist University*)

2010-2011 **Research Assistant**, for Professor Ying Fang, Communication University of China (Spring 2010, Fall2010, Spring2011)

Project Topic: Investigating Competitiveness of Chinese Cultural Industry On the Basis of Unfavorable Balance of Cultural Trade (*Funded by Social Science Foundation of Ministry of Education of People's Republic of China*)

TEACHING EXPERIENCE

Co-Instructor/Teaching Assistant/Discussion Section Instructor

Marshall School of Business, University of Southern California

DSO431 *Foundations of Digital Business Innovation* [Fall2017 (Standalone Co-Instructor)]

DSO433 *Business Process Design* [Spring2017]

Annenberg School for Communication & Journalism, University of Southern California

COMM302 *Persuasion* [Fall2017 (Head TA)]

COMM200 *Communication and Social Science* [Fall2014, Fall2015 (Head TA)]

COMM383 *Sports, Communication and Culture* [Spring2015]

COMM302 *Persuasion* [Spring2016]

School of Communication, Hong Kong Baptist University

JOUR7150 *Business News Writing* (Master Level Course, Spring2013)

COMM2007 *Communication Research Method* (Spring2013)

JOUR7060 *News and Feature Writing* (Master Level Course, Fall2012)

ORGC2025 *Interpersonal Communication* (Fall2012)

ORGC3007 *Organizational Communication Training & Development* (Spring2012)

COMM2006 *Communication Theory* (Spring2012)

ORGC2007 *Organizational Communication* (Fall2011)

ORGC2005 *Group Communication* (Fall2011)

EDUCATIONAL WORKSHOP & PROGRAM PARTICIPATION

2016/06 Inter-university Consortium for Political and Social Research (ICPSR), University of North Carolina at Chapel Hill, Chapel Hill.

2015/06 Annenberg Summer Institute of Methods and Statistics, University of Southern California, Los Angeles

2014/06 Annenberg Summer Institute of Methods and Statistics, University of Southern California, Los Angeles

2009/07-08 Summer Exchange Program for Outstanding Undergraduates, University of

ACADEMIC SERVICE

Annual International Conference on Information Systems (ICIS) Reviewer
Academy of Management (AOM) Annual Meeting Reviewer
Annual Conference of the International Communication Association (ICA) Reviewer
Annual Conference of the National Communication Association (NCA) Reviewer

STATISTICS AND TECHNICAL SKILLS

Language | Mandarin (native), English
Statistics | SPSS, R, STATA, JMP Pro, AMOS, EQS, UCINET
Visualization | Gephi, Photoshop, Dreamweaver CC, Premier Pro, Final Cut
Programming | MySQL, Python

ORGANIZATION AFFILIATION

2013-present International Communication Association (ICA)
2014-present National Communication Association (NCA)
2016-present International Network of Social Network Analysis (INSNA)
2015-present Academy of Management (AOM)

PROFESSIONAL EXPERIENCE

2012/09-11 Graduate Assistant, The Carter Center – Hong Kong Baptist University Initiative, Hong Kong
2010/01-04 Chief Editor, Media Development Academy of Communication University of China, Beijing
2009/07-09 Journalist and Editor (Intern), People's Daily, Beijing
2009/05-06 Director Assistant, Hong Kong Phoenix Television, 'Quintessence Children's Choir' Program, Beijing
2009/02-04 Director Assistant, Media Development Academy of Communication University of China, Beijing
2008/06-08 Olympic News Service Assistant, Beijing Workers' Gymnasium Department, Beijing Organizing Committee for the Games of the XXIX Olympiad, Beijing
2008/03-04 Administrative Secretary (Intern), Central Studio of News Reels Production, Beijing
2007/10-08/09 R&D Manager, Communication University of China TV Station, Beijing