

YEQING KONG

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RESEARCH & TEACHING INTERESTS

Technical and professional communication; Transnational risk and crisis communication; Technology-mediated communication; Artificial Intelligence; Cross-cultural communication; Health and medical communication; Digital and visual rhetorics; Social justice; Information design; User experience; Content strategy

ACADEMIC APPOINTMENTS

Assistant Professor <i>School of Literature, Media, and Communication, Georgia Institute of Technology</i>	2023-present
Assistant Professor <i>Department of English, University of North Carolina Wilmington</i>	2021-2023
Graduate Instructor <i>Department of English, North Carolina State University</i>	2018-2020

EDUCATION

Ph.D. in Communication, Rhetoric, & Digital Media <i>North Carolina State University, United States</i>	2017-2021
· Dissertation: “Water is a Human Right”: Exploring environmental and public health risk communication in the Flint water crisis	
M.A. in Language & Linguistics <i>Lancaster University, United Kingdom</i>	2014-2015
B.A. in English <i>Hunan University, China</i>	2010-2014

PUBLICATIONS

Peer-Reviewed Journal Articles

- [12] **Kong, Y.** (2026). Emerging job roles in communication design: A corpus-assisted analysis of the core competencies of prompt engineers. *Communication Design Quarterly*.
- [11] **Kong, Y.**, Agbozo, E, Weaver, I., & Ray, A. (2026). Leveraging persuasive technologies for global health: Insights across COVID-19 digital contact tracing technologies. *Communication Design Quarterly*.
- [10] **Kong, Y.** (2025). Visualizing Flint lead contamination risks: Building a critical rhetorical risk visualization ecology. *Communication Design Quarterly*, 13(4), 32-49.
- [9] **Kong, Y.** (2025). Using immaterial labor to fight for justice: Rhetoric of grassroots citizens to communicate risks in the Flint water crisis. *Technical Communication Quarterly*.

- [8] **Kong, Y.** (2025). From incident to insight: Understanding AI model lifecycle management through case analysis. *Programmatic Perspectives*.
- [7] Dong, L., Chen, C., & **Kong, Y.** (2025). How documentation saved lives: An actor-network analysis of digital volunteering in China's rainstorm disasters. *IEEE Transactions on Professional Communication*, 68(4), 411-432. (Corresponding author)
- [6] Ray, A., Weaver, I., Agbozo, E., & **Kong, Y.** (2024). Mapping interaction design in global health interventions: A comparative analysis of COVID-19 mHealth technologies. *IEEE Transactions on Professional Communication*, 67(2), 173-191. (Corresponding author)
- [5] Ding, H., & **Kong, Y.** (2024). Theorizing knowledgescape as a transnational mediating force: Artificial intelligence and global flows. *Global Media and Communication*, 20(1), 43-69.
- [4] **Kong, Y.**, & Ding, H. (2023). Tools, potential, and pitfalls of social media screening: Social profiling in the era of AI-assisted recruiting. *Journal of Business and Technical Communication*, 38(1), 33-65.
- [3] **Kong, Y.** (2022). A Corpus-assisted critical discourse analysis of news construction of Flint water crisis. *IEEE Transactions on Professional Communication*, 65(4), 450-466.
- [2] Cheng, Y., Wang, Y., & **Kong, Y.** (2022). The state of social-mediated crisis communication research through the lens of global scholars: An updated assessment. *Public Relations Review*, 48(2), 1-11.
- [1] Ding, H., & **Kong, Y.** (2019). Constructing artificial intelligence in the U.S. and China: A cross-cultural, corpus-assisted study. *China Media Research*, 15(1), 93-105.

COURSES TAUGHT

Undergraduate Courses, Georgia Institute of Technology

- The Rhetoric of Scientific Inquiry
LMC 3310 (3 Sections; Face-to-Face) Fall 2025 & Spring 2024 & Fall 2023
- Technical Communication, Theory and Practice
LMC 3403 (1 Section; Face-to-Face) Fall 2024 & 2023
- Communicating Science and Technology to the Public
LMC 3412 (1 Section; Face-to-Face) Fall 2025
- Responsible AI in Communication
LMC 3813 (3 Sections; Face-to-Face) Spring 2026 & Spring 2025 & Fall 2024
- Contemporary Issues in Professional Communication
LMC 4406 (2 Sections; Face-to-Face) Spring 2026 & Spring 2025

Undergraduate Courses, University of North Carolina Wilmington

- Writing about Science, Medicine, and the Environment Spring 2023
ENG 313 (1 Section; Face-to-Face)
- Introduction to Professional Writing Fall 2022
ENG 204 (1 Section; Face-to-Face)
- Writing Strategies for Business and Innovation Fall 2022
ENG 312 (1 Section; Face-to-Face)
- Writing in Scientific Disciplines Spring 2023 & 2022, Fall 2021
ENG 393 (2 Sections Face-to-Face; 2 Sections Online)

- Writing and Activism Fall 2021
ENG 318 (1 Section; Face-to-Face)

Undergraduate Courses, North Carolina State University

- Professional Engineering Communication Summer 2020
CE 590 (1 Section; Online; TA)
- Communication for Science and Research Fall 2019
ENG 333 (1 Section; Online)
- Environmental Ethics Spring 2019 & Fall 2018
IDS 201 (3 Sections; Online)

Graduate Courses, University of North Carolina Wilmington

- Grant and Proposal Writing Spring 2023
ENG 577 (1 Section; Online)
- Professional Science Writing Fall 2022
ENG 575 (1 Section; Online)
- Writing in the Medical and Health Professions Spring 2022
ENG 576 (1 Section; Online)