YOUJEONG KIM

Associate Professor of Electronic Media
School of Journalism and Mass Communication
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Texas State University
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EDUCATION	**Pennsylvania State University, University Park** **Ph.D.** in Mass Communications Dissertation title: *"Can Your Avatar Improve Your Health? The Impact of Avatar Customization on Attitude toward Health Message in Second Life (SL)."* Advisor: Dr. S. Shyam Sundar	8/2005–5/2010
	Kansas State University **M.S.** in Public Relations Thesis title: *"The Effect of Strategic Corporate Social Responsibility (CSR) on Consumer's Attitude Toward the Company and Purchase intention."* Advisor: Dr. Charles Lubbers	8/2003–5/2005
	Kangwon National University B.A. in English Language and Literature	3/1996 – 2/2000 South Korea
ACADEMIC APPOINTMENTS	**Texas State University,** School of Journalism and Mass Communication Associate Professor (with Tenure)	9/2021–present
	Kean University, School of Management & Marketing Adjunct Professor	1/2019–present
	New York Institute of Technology, Communication Arts Dept. Associate Professor (with Tenure)	9/2016–8/2021
	New York Institute of Technology, Communication Arts Dept. Graduate Director	9/2016 – 8/2017
	New York Institute of Technology, Communication Arts Dept. Assistant Professor	9/2010 – 8/2016
	Pennsylvania State University, College of Communications Teaching/Research Assistant	8/2005 – 8/2010
	Sungkyunkwan University, Interaction Science Dept. Research Assistant	5/2009 – 12/2009
	Kansas State University, School of Journalism and Mass Communication Teaching Assistant	8/2003 – 5/2005
HONORS AND AWARDS	**Travel Award,** Korean Ministry of Science and ICT	2023
	Outstanding Service Award, Korean America Communication Association	2021

Outstanding Faculty of the Year, New York Institute of Technology	2019
Advisor of the Year, New York Institute of Technology	2017
Distinguished Paper Award, 2016 Pan Pacific Business Research Conference	2016
Outstanding Research Presentation Award, the 3rd Biennial D.C. Health Communication Conference (DCHC)	2015
Best Graduate Student Presentation Award, Social and Behavioral Sciences, annual graduate exhibition, Pennsylvania State University	2006
Robert Graham Endowed Graduate Fellowship, Pennsylvania State University	8/2005 - 8/2006
Dean's list, Kangwon National University	3/1996 – 2/2000 South Korea

GRANTS/ FUNDED PROJECTS (*Role is PI unless otherwise indicated)

Empowering deaf youth through esports: A comprehensive study. (Amount $15,999.95) *Submitted to* Research Enhancement Program (2024-25), Texas State University. [Co-investigator: Dr. Shinwoo Choi, School of Social Work]

Mindset matters: Developing virtual reality to rejuvenate older adults. (Amount $7,990) Research Enhancement Program (2022-23), Texas State University.

Orchestrating plants: The impact of interactive plants on social skills enhancement among autistic children. (Amount $5,000) The Ludus Project Grant: Games & Learning Initiative (2016-17), The Breneman Jaech Foundation.

Play Farm Heroes or Candy Crush? The effect of exposure of healthy game image on your healthy behavior. (Amount $1,000) Summer grant (2018), New York Institute of Technology.

Using avatar applications and virtual reality to empower K-12 students' problem solving. (Amount $9,984, Role: Co-PI) Institutional Support for Research and Creativity Grant (2014-15), New York Institute of Technology.

Science & Art behind homo-chiral crystal growth. (Amount $18, 904.25, Role: Co-PI) Institutional Support for Research and Creativity Grant (2014-15), New York Institute of Technology.

Using avatar applications and virtual reality to empower K-12 students' problem solving. (Amount $14,262.81, Role: Co-PI) Institutional Support for Research and Creativity Grant (2013-14), New York Institute of Technology.

Advancing awareness with avatars: Using virtual characters to combat bullying in schools. (Amount $5,922, Role: Co-PI) Institutional Support for Research and Creativity Grant (2012-13), New York Institute of Technology.

The promotion of real-life behavioral change through mindful virtual engagement. (Amount $5,930.41, Role: Co-PI) Institutional Support for Research and Creativity Grant (2011-12), New York Institute of Technology

PUBLICATIONS

Kim, H.-S., Chung, M.-Y., Rhee, E. S., & **Kim, Y**. (2022). Is it reciprocating or self-serving? Understanding coping strategies for postpartum depression in an online community for Korean mothers. *Health Care for Women*

International (Journal indexed in SSCI, Impact Factor: 1.373). 43(12), 1-16. https://doi.org/10.1080/07399332.2022.2037604

Han, M. C. & **Kim, Y.** (2020). Chatbot commerce: Hype or revolution? *Pan-Pacific Journal of Business Research, 11*(2), 30-45. (Cabell's Directory) (ISSN: 2155-8442)

Han, M. C. & **Kim, Y.** (2018). How culture and friends affect consumers' acceptance of social media commerce and purchase intentions: A comparative study of consumers in the U.S. and China. *Journal of International Consumer Marketing* (Journal indexed in SSCI, Impact Factor: 0.646), *30*(5), 326-335. https://doi.org/10.1080/08961530.2018.1466226

Han, M. C. & **Kim, Y.** (2017). Social media commerce: Town square to market square. *Pan Pacific Journal of Business Research*, *8*(1), 29-46. (Listed in Cabell's Directory)

Han, M. C. & **Kim, Y.** (2017). Why consumers hesitate to shop online: Perceived risk and product involvement on Taobao.com. *Journal of Promotion Management* (Journal indexed in SSCI, Impact Factor: 0.653). *23*(1), 24-44. https://doi.org/10.1080/10496491.2016.1251530 **(*Cited by 131 publications)**

Han, M. C. & **Kim, Y.** (2016). Can social networking sites be E-Commerce platforms? *Pan Pacific Journal of Business Research*, *7*(1), 24-39. (Listed in Cabell's Directory) **(*Cited by 29 publications)**

Kim, Y. (2015). My desired self, avatar: The impact of avatar creation on persuasion. *International Journal of Virtual Communities and Social Networking, 7*(1), 1-13. (Listed in Cabells Directory) (*ISSN*:1942-9010) https://doi.org/10.4018/ijvcsn.2015010101

Lu, Y., **Kim, Y**., Dou, X., & Kumar, S. (2014). Promote physical activity among college students: Using media richness and interactivity in web design. *Computers in Human Behavior* (Journal indexed in SSCI, with an impact factor 8.957)*, 41*, 40-50. **(*Cited by 108 publications)** https://doi.org/10.1016/j.chb.2014.08.012

Kim, Y. (2013). Social media and my avatar: Can the avatar influence SNS users' attitudes toward health message? *Health Communication Research,* 9, 161-189. *(Paper in English, Journal indexed in Korean Citation Index),*

Kim, Y., & Sundar, S. S. (2012). Visualizing ideal self vs. actual self through avatars: Impact on preventive health outcomes. *Computers in Human Behavior*, *28*(4), 1356-1364. (Journal indexed in SSCI, with an impact factor 8.957) (*supported by the Korea Science and Engineering Foundation under the World Class University program funded by the Ministry of Education, Science and Technology, South Korea) **(*Cited by 165 publications)** https://doi.org/10.1016/j.chb.2012.02.021

Kim, Y., & Sundar, S. S. (2012). Anthropomorphism of computers: Is it mindful or mindless? *Computers in Human Behavior* (Journal indexed in SSCI, with an impact factor 8.957)*, 28*(1), 241-250. **(*Cited by 346 publication)** https://doi.org/10.1016/j.chb.2011.09.006

Kim, Y., & Sundar. S. S. (2009). Me, myself, and my avatar: The effects of avatars on users' attitudes toward website and its ad content. In N. T. Wood & M. R. Solomon (Eds.), *Virtual Social Identity and Consumer Behavior* (pp. 141-156)*.* Armonk, NY: M. E. Sharpe. **(*Cited by 17 publications)**

Kim, Y., & Lubbers, C. (2006). Congruency in strategic corporate social responsibility: Consumer attitude toward the company and purchase intention. In M. Adams and A. Alkhafaji (Eds.), *Business research yearbook*, (94-99). Saline, MI: McNaughton & Gunn inc. **(*Cited by 5 publications)**

Manuscripts in Submission

Kim, H.-S, Chung, M.-Y., & **Kim, Y.** (under review). Exploring the role of user participation in emotional contagion and coping in cancer vlog communities on YouTube. Submitted to *Health Communication* (Journal indexed in SSCI).

Kim, Y. (revise and resubmit). The effect of manipulated body image on self-confidence, self-disclosure, and service dissatisfaction. (R&R). Submitted to *New Media & Health.*

Shin, Y., **Kim, Y**., & Maupome, G. (under review). Mexican immigrant acculturation typology, health literacy, health information seeking behavior, and perceived trust in health information sources. Submitted to *Journal of Health Communication* (Journal indexed in SSCI).

Kim, H.-S, J. Park, Chung, M.-Y., & **Kim, Y.** (under review). How self-disclosure builds cancer communities through authentic stories on YouTube. Submitted to *New Media and Society*.

Kim, Y., & Kim, H. S. (under review). Segmenting exergame users based on perception on playing exergames among college students. Submitted to *Games for Health*.

Kim, Y. (under review). The impact of self-modeling on healthy behavior: The role of body image and characters' body shapes. Submitted to *Health Communication* (Journal indexed in SSCI).

REFEREED-CONFERENCE PAPERS

Kim, Y., Kim, Y., & Jeong, H. (2024, June). *The impact of anthropocentrism on the consumer perception of AI-generated ads and brand attitude.* Extended abstract submitted to the 2023 annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Kim, Y. (2024, June). *Navigating the ethical landscapes of designing and implementing the intervention programs using immersive technology: privacy, media literacy, and inclusivity.* Panel proposal submitted to the 2024 annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Kim, H.-S, Park, J., Chung, M.-Y., & **Kim, Y.** (2024, June). *How self-disclosure builds cancer communities through authentic stories on YouTube.* Paper submitted to the 2024 annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Kim, Y., & Kim, Y. (2023, November). *AI in advertising.* Paper presented at the special session on AI at the 2023 Korean Association of AD & PR, Seoul, Korea.

Kim, H.-S., Park, J., Chung, M.-Y., & **Kim, Y.** (2023, August). *Cultivating positivity through authentic stories: How self-disclosure builds cancer vlog communities on YouTube.* Paper presented at the 2023 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Kim, Y. (2023, July). *Empowering for inclusion and sustainability through virtual reality.* Study presented at the first World Korean Science and Technology Competition, Seoul, Korea. *(*Air Travel and accommodations awarded)*

Kim, Y. (2023, May). *Mindset matters: A focus group for developing virtual reality to rejuvenate older adults.* Extended abstract presented at the 2023 annual conference of the International Communication Association (ICA), Toronto, Canada.

Kim, H.-S., Chung, M.-Y., & **Kim, Y.** (2023, May). *A Motivational technology perspective on the use of smart wrist-worn wearables for postpartum exercise and weight management.* Paper presented at the 2023 annual conference of the International Communication Association (ICA), Toronto, Canada.

Kim, Y. (2023, April). *Developing virtual reality for older adults with college students.* Paper presented at the panel session "Fully immersive & Interactive: AR/VR technology in higher education", 2023 annual convention of the Broadcasting Education Association (BEA), Las Vegas, LV.

Haigh, M., Hester, E., & **Kim, Y.** (2022). *Inoculation as a tool to protect against fake news and misinformation.* Paper presented at the summer workshop on combating misinformation: Theoretical and design challenges to support a healthy information ecosystem.

Shin, Y., Maupome, G., & **Kim, Y.** (2021, October). *Latent class analysis of Mexican immigrant acculturation typology and health implications: Health literacy and health information seeking behavior*. Paper presented at the American Public Health Association conference, Denver, CO.

Han, M. C., **Kim, Y**., & Jeong, B. (2020, March). *Thumbs down on "likes": The role of "Likes" on Facebook for sponsored post.* Abstract presented at the annual conference of the 27th American Society of Business and Behavioural Science, Las Vegas, NV.

Kim, H-S., Chung, M-Y., Rhee, E. S., & **Kim, Y.** (2019, August). *What do moms really share online? Coping strategies for postpartum depression in an online community for Korean mothers*. Communicating Science,

Health, Environment and Risk (ComSHER) Division (Scholar-to-Scholar session) at the annual conference of the Association of Education for Journalism and Mass Communication. Toronto, Canada.

Kim, H.S., Jung, M.Y., Rhee, E. S., & **Kim, Y.** (2019, August). *Imbalanced online social support: optimal matching in an online community for Korean mothers with postpartum depression.* Paper will be presented at the 2019 annual conference of Associations for Education in Journalism and Mass Communication (AEJMC) in Toronto, Canada.

Han, M. C. & **Kim, Y.** (2019, March). *Chatbot: Myth of uncanny valley.* Poster presented at the 2019 Interactive Marketing Research Conference, Houston, TX

Han, M. C., Jung, B., & **Kim, Y.** (2019, March). *Online users' perception and response to non-profit organization's social media marketing.* Abstract presented at the annual conference of the 26th American Society of Business and Behavioural Science, Las Vegas, NV.

Kim, Y. (2018, June). *Play Farm Heroes or Candy Crush? The effect of exposure of healthy game image on your healthy behavior.* Paper presented at the 2018 Annual Spring meeting of the Korean Health Communication conference, South Korea.

Han, M. C. & **Kim, Y.**, (2018, March). *Chatbot: Your new personal shopping assistant?* Abstract presented at the annual conference of the 25th American Society of Business and Behavioural Science, Las Vegas, NV.

Kim, Y. (2017, November). *Let's play: Video games for tourism.* Extended abstract presented at the Annual conference of the 103rd National Communication Association (NCA), Dallas, TX.

Han, M. C. & **Kim, Y.**, (2017, March). *How culture and friends affect consumers' acceptance and purchase intention of social media commerce: A comparative study of American and Chinese.* Abstract presented at the American Society of Business and Behavioral Science, Las Vegas, NV.

Han, M. C. & **Kim, Y.**, (2017, February). *Are Facebook active users going to engage in social media commerce?* Abstract presented at the 2017 Pan-Pacific Business Research Conference, Pomona, CA.

Han, M., & **Kim, Y**., (2016, October). *Will the friend factor affect how people see Facebook as an online shopping platform?* Abstract presented at the Marketing EDGE Direct/Interactive Marketing Research Summit, Los Angeles, CA.

Kim, Y. (2016, November). *Orchestrating plants: The impact of interactive plants on social skills enhancement among autistic children.* Extended abstract presented at the Annual conference of the 102nd (2016) National Communication Association (NCA), Philadelphia, PA.

Kim, Y. (2016, November). *CTI (Communication Theory of Identity) and social media: Investigating multi-layered identities on the Facebook.* Proposal presented at the Annual conference of the 102nd (2016) National Communication Association (NCA), Philadelphia, PA.

Kim, H., & **Kim, Y.** (2016, June). *A puzzle of adherence to exergames: Assessing self-centered and environment-driven factors*. Paper presented at the 2016 annual meeting of the International Communication Association (ICA), Fukuoka, Japan.

Han, M. & **Kim, Y.** (2016, February). *Can social networking sites be E-Commerce platforms?* Abstract presented at the 2017 Pan-Pacific Business Research Conference, Pomona, CA.

Kim, Y. (2015, November). *The impact of self-modeling on healthy behavior: The role of body image and characters' body shapes.* Paper presented at the 2015 annual meeting of the National Communication Association (NCA), Las Vegas, NV.

Kim, Y., & Kim, H. S. (2015, August). *Segmenting exergame users based on perception on playing exergames among college students.* Poster presented at the 2015 annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA. (*Division acceptance rate: 58%)

Kim, Y. (2015, August). *The Barnum Effect: The effect of character presence.* Poster presented at the 2015 annual meeting of the American Psychological Association (APA), Toronto, Canada.

Kim, Y. (2015, August)*. The impact of body image on consumer service tolerance and complaint behavior.* Poster presented at the 2015 annual meeting of the American Psychological Association (APA), Toronto, Canada.

Kim, Y. (2015, May). *Revisiting the Proteus effect: The effect of avatar's body size.* Paper presented at the 2015 annual meeting of the International Communication Association (ICA), San Juan, Puerto Rico.

Kim, Y., & Dahir, C. (2015, April). *Let's Kinect: The effect of Avatar Kinect role play to combat school bullying.* Poster presented at the 3rd Biennial D.C. Health Communication Conference (DCHC), Fairfax, VA **(*Outstanding Research Presentation Award)**

Kim, Y. (2014, April). *Social media as a new venue for health information: The effect of avatar on SNS users' attitudes toward the interactive health information.* Poster presented at the Kentucky Conference on Health Communication 2014, Lexington, KY.

Dahir, C., **Kim, Y.,** & O'Hara, K. (2014, April). *Advancing awareness with avatars: Using virtual characters to combat bullying in schools.* Paper presented at the 2014 annual meeting of the American Educational Research Association (AERA), Philadelphia, PA.

Kim, Y., Sundar, S. S., & Roh, O. (2013, June). *Cross-cultural difference in visualizing ideal self through avatars.* Paper presented at the 2013 Annual Spring meeting of the Korean Health Communication conference, South Korea.

Kim, Y., & Sundar, S. S. (2012, May). *Visualizing ideal self vs. actual self through avatars: Impact on preventive health outcomes.* Poster presented at the 62st annual conference of the International Communication Association (ICA), Phoenix, AZ. (Division acceptance rate: 53%)

Kim, Y.,., & Sundar, S. S. (2011, May). *Can your avatar improve your health? The impact of avatar attractiveness and avatar creation.* Paper presented at the 61st annual conference of the International Communication Association (ICA), Boston, MA. (Division acceptance rate: 42.06%)

Kim, Y., & Sundar, S. S. (2010, April). *Can your avatar improve your health? The impact of avatar customization.* Paper presented at the *Workshop on Interactive Systems in Healthcare (WISH)* in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Kim, Y. (2009, May). *Anthropomorphic cues: How do they influence users' judgments about credibility?* Paper presented at the 59th annual conference of the International Communication Association (ICA), Chicago, IL.

Lee, J. K, Hecht, M. L., **Kim, Y.,** & Shin, Y. (2009, May). *Media influences on Mexican-heritage youth alcohol use: Moderating role of media language preference and parent-child communication about alcohol use.* Paper presented at the 59th annual conference of the International Communication Association (ICA), Chicago, IL.

Lee, J. K, Hecht, M. L., & **Kim, Y.** (2009, April). *The influences of media use and language preference on Mexican-heritage adolescents' substance use.* Paper presented at the 100th annual convention of Eastern Communication Association (ECA), Philadelphia, PA.

Kim, Y., & Kim, N. (2008, November). *Reconsidering the media priming effect on audiences' prosocial behavior: The effect of empathy as a mediating variable.* Paper presented at the 94th annual convention of the National Communication Association, San Diego, CA.

Kim, Y., & Sundar, S. S. (2008, August). *My desired self, avatar: The impact of avatar creation on persuasion.* Paper presented at the 91st annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL. (Acceptance rate: 48.8%)

Kim, Y., Kim, N., & Lee, H. S. (2008, May). *Are pop-ups always annoying? The moderating effect of ad relevance on consumers' attitude toward ads and websites.* Paper presented at the 59th annual conference of the International Communication Association, Montreal, Canada.

Kim, Y., & Sundar. S. S. (2008, May). *Me, myself, and my Avatar: The effects of avatar on SNW (Social Networking) users' attitude toward website, ad, and PSA.* Paper presented at the 27th annual conference of the Advertising and Consumer Psychology, Philadelphia, PA.

Kim, Y., & Lubbers, C. A. (2006, August). *Corporate social responsibility and attitude toward the company and purchase Intention.* Paper presented at the 89th annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA. (Invited research panel presentation)

Kim, Y., & Lubbers, C. A. (2006, June). *Strategic corporate social responsibility (CSR) influence on the consumer's attitude toward the company and purchase Intention*. Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany.

Kim, Y., Patel, S., Kim, N., & Zhao, D. (2006, March). *What's empathy gotta do with it? A media effects on philanthropy & materialism in the context of natural disasters*. Poster presented at the 21st annual graduate exhibition, Pennsylvania State University, University Park, PA. [3rd place poster, Social and Behavioral Sciences]

Forrest, C.*, Gevorgyan, G.*, **Kim, Y.***, & Li, C*. (2004, August). *Cross-cultural content analysis: A study of the top frequently visited web sites in the United States, China and Korea*. Paper presented at the 87th annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada. *Equal contribution, co-first authors*

INVITED TALKS, LECTURES, AND PRESENTATIONS

Invited Talk, "AI Trends in the United States: Case Studies in Industry, Academia, and Ethical Considerations," CES-Hanseo University (January 2024), Las Vegas.

Invited Talk, "Exploring the influence of avatars and VR on user perception and behavior: Immersive and interactive Studies," Graduate School of Media & Communication, Korea University (June 2023), Seoul, Korea.

Invited Talk, "Exploring the influence of avatars and VR on user perception and behavior: Immersive and interactive Studies," Seminar, Korean-American Scientists and Engineers Association (March 2023), Austin, TX.

Invited Talk, "*Emerging technology research*," Curriculum Enhancement Funding, Media and Journalism Department, Bloomsburg University (November 2021), Zoom.

Invited Talk, "*Emerging technology and advertising*." School of Communication Media, Ehwa Womans University, South Korea (October 2021), Zoom.

Invited Talk, "*Social Marketing*," School of Communication Media, Ehwa Womans University, South Korea (June 2021), Zoom.

Invited Talk, *"Social Media marketing and storytelling,"* School of Communication, Kookmin University, South Korea (June 2021), Zoom.

Invited Talk, *"Insights to make great designers."* Department of visual communication design, Soongui Women's University, South Korea (March 2021), Zoom.

Invited Talk, *"YouTube! Now is the time."* Department of Food & Nutrition, Soongui Women's University, South Korea (February 2021), Zoom.

Invited Talk, *"YouTube! Now is the time."* Hanseo University, South Korea (January 2021), Zoom.

Invited Talk, *"Technology and Communication"* at the Global Workshop, Hanseo University (October 2019), Long Beach, CA.

Invited Talk, *"The power of storytelling,"* Hanseo University (Summer 2019), Seosan, South Korea.

Invited Talk, *"Digital storytelling for start-up business,"* at the Startup workshop, Korea Trade Investment Promotion Agency (Spring 2019), Fort Lee, NJ.

Invited Talk, *"Studying new media in the U.S.,"* at the book workshop, The Book (the private academic center) (Summer 2015), Chuncheon, South Korea.

Invited Lecture, *"Me, myself, and my avatar: Avatar and video game in Health communication,"* Indiana University-Purdue University Indianapolis (Summer 2014), Indianapolis, IN.

Invited Talk, "*How to study in the U.S.*" Daegue University (Summer 2013), Daegue, South Korea.

Invited Lecture, *"Health communication & new technology,"* Department of Communication Arts & Sciences, Pennsylvania State University (Spring 2010), University Park, PA.

CREATIVE ACTIVITES

YouTube Content Creator, "Dr. Kim's AD story" channel – Educational Content (5,700 subscribers): This channel specializes in delivering video reviews of international commercials and PR campaigns, providing insightful commentary and in-depth analysis. I consistently update the channel with fresh conent every week. Explore more at https://www.youtube.com/@DrKimADstory

YouTube Content Creator, "iBori in New York" channel - Vlogs (216 subscribers). This channel features vlogs that capture my daily life and showcase my cat, Bori. I consistently refresh the channel with fresh content. https://www.youtube.com/@ibori4100

YouTube/Podcast Content Creator, "Dr. Kims' sisicallcall" - Podcasts/Educational (160 subscribers). I co-host podcast episodes that discuss topics related to Korean professors in the United States. These episodes are available on Apple Podcasts and YouTube. The channel is regularly updated with new videos. https://www.youtube.com/@DrsKim

WORKSHOPS

Broadcasting Workshop: *How to shoot and edit the video professionally.* 3-day workshop catering to 14 undergraduate students of Hanseo University, South Korea (January 2023), Long Beach, California.

Broadcasting Workshop: *How to shoot and edit the video professionally.* 5-day workshop catering to 20 undergraduate students of Hanseo University, South Korea (August 2022), Long Beach, California.

Broadcasting Workshop: *How to shoot and edit the video professionally.* 5-day workshop catering to 20 undergraduate students of Hanseo University, South Korea (August 2021), Long Beach, California.

Broadcasting Workshop: *How to shoot and edit the video professionally.* 5-day workshop catering to 14 undergraduate students of Hanseo University, South Korea (January 2021), Long Beach, California.

Workshop: *How to prepare your career.* 5-day workshop catering to 15 undergraduate students of Hanseo University, South Korea and 5 NYIT undergraduate students (August 2019), Manhattan, NY.

TEACHING EXPERENCE

COURSE DEVELOPER

COMM 350 (Digital Media Games), Communication Arts Department, Pennsylvania State University. (Spring 2015)

*Additional Comments: This class aims to provide a comprehensive understanding of the theories surrounding video game experiences, such as presence or engagement. Through a combination of theoretical exploration and practical application, students develop their skills in designing and creating video game prototypes that promote prosocial behaviors. The final project will serve as a culmination of their learning, allowing them to apply the acquired theoretical framework to the development of a tangible game prototype focused on fostering positive social interactions.

MKT 4220 (International Marketing), School of Management and Marketing, Kean University. (Fall 2019)

*Additional Comments: This comprehensive 8-week online course is specifically crafted to equip participants with a deep understanding of marketing principles and strategies within the global context. The course will delve into the intricate dynamics of international marketing, exploring the influence of various factors, including culture, finance, technology, government regulations, organizational structures, and demographics on the global marketing mix. By the end of the course, participants will have gained valuable insights and practical knowledge to navigate and excel in the complex world of global marketing.

INSTRUCTOR

Video Production, MC3311 (BA students), Texas State University (Fall 2023)

TV News Broadcasting, MC 2111 (BA students), Texas State University (Spring 2022, Fall 2022, Spring 2023)

Writing for Electronic Media, MC 3306 (BA students), Texas State University (Fall 2021, Spring 2022, Summer II 2022, Fall 2022, Spring 2023)

Fundamentals of Digital and Online Media, MC 4381 (BA students), Texas State University (Summer I 2023)

Theories in Mass Communication, MC 5306 (MA students), Texas State University (Fall 2023, Fall 2022)

Digital Media Issues, MC 5306 (MA students), Texas State University (Spring 2022)

Introduction to Advertising, ADVG 101 (BA students), New York Institute of Technology (Fall 2010 - Spring 2021)

Studio Production Basics, CAMP 115(BA students), New York Institute of Technology (Fall 2010 - Spring 2021)

Television Workshop, TEVE 201 (BA students), New York Institute of Technology (Fall 2019 – Spring 2020)

Advanced TV Production, TEVE 420 (BA students), New York Institute of Technology (Fall 2019 – Spring 2020)

TV Commercial Production, COMM 350/COMM 663 (combined - Undergraduate and graduate seminar on TV Commercial production), New York Institute of Technology (Spring 2016 – Spring 2021)

Digital Video Games, COMM 350 (Undergraduate seminar on Digital video games), New York Institute of Technology (Spring 2015)

Globesville, COMM 425 (BA students), New York Institute of Technology (Fall 2019 – Spring 2021)

Additional Comments: This class integrates studio and field video production elements from three distinct courses: COMM425, COMM663, and TEVE 420. By combining the resources and expertise of these three classes, students had the opportunity to develop a well-rounded skill set in video production. Throughout the class, students actively engaged in the production of diverse content, including bi-weekly shows featuring talks shows, short films, and weekly culture shows.

Introduction to Multicamera Production, COMM 283 (BA students), Pennsylvania State University (2009-2010)

PROFESSIONAL EXPERIENCE & SKILLS

BROADCASTING EXPERIENCE

Director, Bobcat Matters (A student-run TV news program), Texas State University. (2023 –present). Directed and produced weekly live Bobcat Matters TV news.

Director, Bobcat Update (A student-run TV news program), Texas State University. (2022 –2023). Directed and produced weekly live Bobcat Update TV news.

Director, Globesville (A student-run TV show program), New York Institute of Technology. (2019 – 2021). Directed and produced bi-weekly TV shows.

Technical Staff, Manhattan Matters (A student-run TV news program), Kansas State University. (2003- 2005). Operated technical equipment.

Technical Staff, Purple Power Hour (A student-run TV sports show), Kansas State University. (2003- 2005). Operated technical equipment.

Reporter, The Wildcat 91.9 (KSDB FM student radio), Kansas State University. (2003- 2004). Visited police station and delivered weekly news updates.

Assistant Director, Channel 7, Seoul, Korea (2001). Assisted producing several documentaries and TV shows for the Korea Broadcasting System.

Program Director, YoYo-TV, Seoul, Korea (2000-2001). Produced several comedies shows.

BROADCASTING SKILLS
TV studio production

Video Switcher – NewTeck TriCaster Advanced, Blackmagic

TV Studio Lighting – Element 40, Fotodiox FlapJack, Kino Flo celeb 200

CG – Compix

Graphics - Ross Xpression

Teleprompter - Autocue QTV QMaster

Cameras - Sony NX5, Canon C100, Sony PMW-EX3, Panasonic HC-X2000

OBS (Open Broadcasting System)

Editing
Adobe Premier Pro, Final Cut Pro

RESEARCH
Lab Coordinator, Lab (SLG – Shyam's Lab Group) Coordinator to Dr. S. Shyam Sundar, Pennsylvania State University (2005-2010). Coordinated weekly meetings for SLG.
Research Assistant to Dr. S. Shyam Sundar, Sungkyunkwan University (Summer 2009), South Korea.

Lab founder, Avatar Research Group, Pennsylvania State University (Spring and Summer 2008). Founded a lab for the studies on the avatar effects on online communication.

Colloquium Organizer, the Symposium of University Research and Creative Expression (SOURCE), New York Institute of Technology (2011-2010).

Research Assistant to Dr. S. Shyam Sundar at Sungkyunkwan University, South Korea (Summer 2009). Designed and executed a comprehensive survey aimed at exploring the perceptions and attitudes of Koreans towards digital devices and web services.

Colloquium Organizer, the Annual Graduate Research Colloquium of student presentations of papers accepted at the International Communication Association and the Association for Education in Journalism & Mass Communication, Pennsylvania State University (Summer 2008).

PROFESSIONAL SERVICE

AFFILIATIONS

Member, International Communication Association (ICA)

Member, Broadcasting Education Association (BEA)

Member, College Broadcaster, Inc. (CBI)

Member, Association for Education in Journalism and Mass Communication (AEJMC)

Member, Korean-American Communication Association (KACA)

Member, Korean-American Scientists and Engineers Association (KSEA)

POSITIONS HELD

Secretary, Global Outreach, KACA-ICA Korean American Communication Association for International Communication Association) (2019 - 2021)

Member, Organizing Committee, KACA-ICA (Korean American Communication Association for International Communication Association) (2019 - 2021)

Member, Organizing Committee, KACA-ICA (Korean American Communication Association for International Communication Association) (2021 - 2023)

EDITORIAL WORK

Member, Editorial Board, *Journal of Communication Science*, South Korea (2021 - present)

Member, Editorial Board, *Journal of Public Relations*, South Korea (2020 - present)

MANUSCRIPT REVIEWER

Journal of Public Relations, South Korea (2020)

Journal of Public Relations, South Korea (2020)

Media Psychology (2015)

Cyberpsychology, Behavior, and Social Networking (2014)

Korean Public Relations Research (2013)

Human Communication Research (2012)

Asian Journal of Communication (2012)

AVM Transactions on Applied Perception (TAP) "Achieving self-likeness between participants and their avatars" (2012)

Communication Research (2011)

CONFERENCE PAPER REFEREE

Paper Reviewer for the annual conference on the Association for Education in Journalism and Mass Communication (AEJMC).

Paper Reviewer for the annual conference on the International Communication Association (ICA)

Paper Reviewer for the annual conference on the Association for Education in Journalism and Mass Communication (AEJMC)

Paper Reviewer for the annual conference on the National Communication Association (NCA)

Paper Reviewer for the annual conference on the Association for Computer Machinery's (ACM) CHI conference on Human Factors in Computing Systems (2010)

Paper Reviewer for the Advertising and Consumer Psychology Conference (2008)

CONFERENCE SESSION DISCUSSANT/CHAIR

Chair of a panel session entitled "Fully immersive & Interactive: AR/VR technology in higher education" at the 2023 annual convention of the Broadcasting Education Association (BEA), Las Vegas, LV.

Moderator of KACA (Korean American Communication Association) graduate session at the 71st annual conference of the International Communication Association (May 2021), Zoom

Chair of KACA (Korean American Communication Association) research session at the 70th annual conference of the International Communication Association (May 2020), Zoom

Discussant of a refereed paper research session at the semi-annual conference of the Korean Association of Advertising and Public Relations (June 2018), Seoul, South Korea

Moderator of a research session at the annual conferences of the Symposium of University Research and Creative Expression (SOURCE), New York Institute of Technology (2011~2014), Manhattan, NY.

Panelist, "The 'bully" panel discussion," School of Education, New York Institute of Technology (Summer 2013), Manhattan, NY.

Respondent of a refereed paper research session sponsored by the Health Communication and Technology Division at the 2013 Annual Spring meeting of the Korea Health Communication Association (June 2013), South Korea.

Moderator of the 1st Annual International Symposium, Interaction Science Department, Sungkyunkwan University (June 2009), South Korea

Chair of a refereed paper session entitled "Youth in Virtual Worlds" at the 27th annual Advertising and Consumer Psychology conference, the Society for Consumer Psychology (May 2008), Philadelphia, PA.

PROFESSIONAL ACITIVITES

Coordinated the project "Kids 2 College Days at the Manhattan Campus," sponsored by the Sallie Mae Fund and the Higher Education Services Commission (2013-2015). Organized and facilitated TV talk show production sessions, involving undergraduate and graduate students as well as middle school students.

Co-hosted a visit by Korean journalists to the NY-based headquarters of Newsday, the 15th largest newspaper in the United States (Summer 2013), Manhattan, NY.

Coordinated an event for the Ad Research Foundation (ARF) Young Pros-Research Entrepreneurs Panel (March 2012), Manhattan, NY.

UNIVERSITY SERVICE

Member, TEDx 2024 committee (2023-present)

Convener, SJMC Brown Bag Meeting (2023-present)

Convener, TXST Media & Film Festival committee (2023-present)

Faculty Advisor, CBI-TXST (Student Broadcasting Club), Texas State University (2021-present)

Member, Alliance of Researchers in Aging (ARIA), Texas State University (2022-present)

Alternate, College Tenure and Promotion committee, Texas State University (2023-present)

Member, SJMC Sports committee, Texas State University (2022-present)

Member, Technology and Facilities committee, Texas State University (2021–present)

Member, Diversity and Inclusiveness committee, Texas State University (2021–present)

Member, Graduate Program & Research committee, Texas State University (2021–present)

Member, Personnel committee, Texas State University (2021–present)

Member, TV/Film Studio Project committee, Texas State University (2021–present)

Member, Program Committee, NYIT live!, New York Institute of Technology (2019 - 2020)

Faculty Senator, New York Institute of Technology (2012-2015, 2020-2021)

Member, Communication Committee, New York Institute of Technology (2012~2016)

Member, Library Systems Committee, New York Institute of Technology (2015~2016)

Member, Curriculum Committee, New York Institute of Technology (elected, 2015~2016)

Member, Institutional Development Committee, New York Institute of Technology (2012~2015)

Member, Admissions and Academic Standards, New York Institute of Technology (2012~2015, 2020~2021)

Member, Education Technology, New York Institute of Technology (2020~present)

Member, Organization Committee, NYIT Symposium on University Research and Creative Expression (SOURCE), New York Institute of Technology (Fall 2010 -2021)

Faculty Advisor, Dance Club, New York Institute of technology (2013)

Faculty Co-Advisor, the Public Relations Student Society of America (PRSSA), New York Institute of Technology (2012-2013)

GRAUDATE THESES/ DISSERTATIONS/ PROJECTS

Supervisor/ Chair, Project (August 2022–Spring 2023). School of Journalism and Mass Communication, Texas State University
> Student(s): Krystal Kunz, M.A. Mass Communication
> Project: Finding Jason (Documentary: http://searchingforjason.com/)

Committee member, Project (August 2022-Spring 2023). School of Journalism and Mass Communication, Texas State University
> Student(s): Lydia Crow, M.A. Mass Communication
> Project: Social Comparison on Social Media with College Students (Podcast)

Committee member, Project (August 2022-Spring 2023). School of Journalism and Mass Communication, Texas State University
> Student(s): Lisa Kwiecien, M.A. Mass Communication
> Project: The History of Comedy in Austin is No Joke (Documentary)

Supervisor/ Chair, Project (August 2021–May 2022). School of Journalism and Mass Communication, Texas State University
Student(s): Kathryn C. Camacho, M.A. Mass Communication.
Project: Privacy Issues Among Facebook Users (Multimedia website: https://kteecamo11.wixsite.com/privacyissuesamongfb)

Supervisor/ Chair, Project (August 2021–May 2022). School of Journalism and Mass Communication, Texas State University
> Student(s): Ke'Anna Bullard, M.A. Mass Communication
> Project: The Parasocial Relationships in K-Pop Fan Culture (Multimedia website: https://blackwang94.wixsite.com/keannab)

Committee member, Thesis (August 2021), School of Advertising, Marketing and Public Relations, Queensland University of Technology, Australia
> Student: Jae Won Kim, Master of Philosophy (Business)
> Thesis: How Speciesism Affects Artificial Intelligence (AI) Adoption Intent