

Su Jung Kim

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Annenberg School for Communication and Journalism|
University of Southern California
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Google Scholar page: https://scholar.google.com/citations?user=Aqp_oZEAAA&hl=en

ACADEMIC EMPLOYMENT

- Aug 2018–Present Assistant Professor
Annenberg School for Communication and Journalism
University of Southern California
- Aug 2014–May 2018 Assistant Professor
Greenlee School of Journalism and Communication
Iowa State University
- Aug 2011–Jul 2014 Post-Doctoral Research Associate (Supervisor: Edward Malthouse)
Medill IMC Spiegel Digital and Database Research Center
Integrated Marketing Communications (IMC)
Medill School of Journalism, Media, Integrated Marketing
Communications, Northwestern University

EDUCATION

- Ph.D. Northwestern University, Media Technology and Society, 2011
Dissertation title: *Emerging Patterns of News Media Use across Multiple Platforms and Their Political Implications in South Korea*
Dissertation Committee: James G. Webster (Chair), James S. Ettema, Eszter Hargittai
- M.A. Seoul National University (Republic of Korea), Communication, 2005
Thesis title: *Effects of cognition of mutual relationship between TV audience and network broadcasters on the formation of audience`s attitude toward the broadcasters*
Thesis Committee: Namjun Kang (Chair), Sung Gwan Park, Sug-min Youn
- B.A. Seoul National University (Republic of Korea), Linguistics/Communication, 2002

RESEARCH INTERESTS

- Use of big data in advertising/marketing research
- Online and offline word-of-mouth (WOM) communications and text analytics
- Branded mobile applications (apps) and mobile engagement
- Cross-platform & cross-device media use behavior
- Social, political, and marketing implications of digital media use

PUBLICATIONS

Refereed Articles

- Kim, S.**, Maslowska, E., & Malthouse, E. (2018). Understanding the effects of different review features on purchase probability. *International Journal of Advertising*, 37(1), 29-53.
- Askalidis, G., **Kim, S.**, & Malthouse, E. (2017). Understanding and overcoming biases in customer reviews. *Decision Support Systems*, 97, 23-30.
- Viswanathan, V., Hollebeek, L., Malthouse, E., Maslowska, E., **Kim, S.**, & Xie, W. (2017). The dynamic inter-relationship between customer engagement and disengagement behaviors with mobile apps and marketplace behaviors. *Service Science*, 9(1), 36-49.
- Wonneberger, A., & **Kim, S.** (2017). TV news exposure of young people in changing viewing environments: A longitudinal, cross-national comparison using people-meter data. *International Journal of Communication*, 11, 72-93.
- Kim, S.** (2016). A repertoire approach to cross-platform media use behavior. *New Media & Society*, 18(3), 353-372.
- Malthouse, E., Calder, B., **Kim, S.**, & Vandenbosch, M. (2016). Evidence that user generated content that produces engagement increases purchase behaviors. *Journal of Marketing Management*. 1-18.
- Kim, S.**, Wang, R., Maslowska, E., & Malthouse, E. (2016). Understanding a "fury in your words": Effects of posting and viewing electronic negative word-of-mouth on purchase behaviors. *Computers in Human Behavior*, 54, 511-521.
- Kim, S.**, & Viswanathan, V. (2015). The role of individual and structural factors in explaining television channel choice and duration. *International Journal of Communication*, 9, 21.
- Kim, S.**, Wang, R., & Malthouse, E. (2015). The effects of adopting and using a brand's mobile application on customers' subsequent purchase behavior. *Journal of Interactive Marketing*, 31, 28-41. **Best Paper Award, Journal of Interactive Marketing.**
- Kim, S.**, & Webster, J. G. (2012). The impact of a multi-channel environment on television news viewing: A longitudinal study of audience polarization in South Korea. *International Journal of Communication*, 6.

Refereed Book Chapters

- Maslowska, E., **Kim, S.**, Malthouse, E., & Viswanathan, V. (Forthcoming). Online Reviews as Customers' Dialogues with and about Brands. In *Handbook of Research on Customer Engagement*. Edited by Linda D. Hollebeek & Sprott, D. E. Cheltenham, UK: Edward Elgar Publishing,

- Kim, S.** (2018). Audience measurement and analysis. In *Handbook of Media Management and Economics* (2nd Ed.). Edited by Alan B. Albarran, Mierzejewska, B., & Jung, J. New York, NY: Taylor & Francis/Routledge.
- Kim, S.**, Wang, R., & Malthouse, E. (2016). The effects of online negative word-of-mouth: An empirical study. In *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Edited by Michael W. Obal, Krey, N., & Bushardt, C. Springer International Publishing.
- Wang, R., **Kim, S.**, & Malthouse, E. (2015). Branded apps and mobile platforms as new tools for advertising. In *The New Advertising: Branding, Content and Consumer Relationships in the Data-driven Social Media Era*. Edited by Ruth E. Brown, Jones, Valerie K., & Wang, M. Santa Barbara, CA: ABC-CLIO.
- Kim, S.**, Wang, R., & Malthouse, E. (2014). The good and the bad of negative word-of-mouth: An empirical investigation into the effect of online messages. *Advances in Advertising Research, Volume V*.
- Kim, S.**, Wang, R., & Malthouse, E. (2013). How negative is negative word-of-mouth? The effects of posting and viewing electronic negative word-of-mouth on customer purchase behaviors. 2013 American Academy of Advertising Global Conference Proceedings.
- Malthouse, E., Vandenbosch, M., & **Kim, S.** (2013). Social media engagement that drives purchase behavior. *Advances in Advertising Research, Volume IV*.

Working Paper

- Hargittai, E., & **Kim, S.** *The prevalence of smartphone use among a wired group of young adults* (WP-11-01). Institute for Policy Research, Northwestern University. Available from <http://www.ipr.northwestern.edu/publications/papers/2011/ipr-wp-11-01.html>.

Under Review

- Ksiazek, T., **Kim, S.**, & Malthouse, E. *Media publics: Exploring news and information repertoires*. (R&R received; under third round of review)
- Kim, S.**, Maslowska, E., & Tamaddoni, A. *The paradox of (dis)trust in sponsorship disclosure: The characteristics and effects of sponsored online consumer reviews*.

Works in Progress

- Kim, S.**, Lee, H., & Viswanathan, V. *PC vs. Mobile: Media substitution between personal computers and mobile phones using Nielsen's PC-Mobile 2-Screen Panel Data*. [Projected journal submission: Summer 2018]
- Kim, S.** *The role of media channel credibility in the online news industry: An analysis of Nielsen's 3-screen data*. [Projected journal submission: November 2018]

Tamaddoni, A., Maslowska, E., & **Kim, S.** A *Comparison of different approaches to text mining of online product reviews and their predictive power*. [Projected conference submission: October 2018]

Han, S., **Kim, S.**, Lee, H., & Kang, N. *Will the diversification of political news channels lead to the polarization of news exposure? A longitudinal analysis of Nielsen peoplemeter data*. [Projected journal submission: Fall 2018]

Kim, S. *Predicting factors that influence online review helpfulness* [Literature review stage]

Journal Publications [Korean Journals]

Kim, S., & Lee, H. (2017). Will Mobile Phones Replace Personal Computers? An Empirical Analysis of 2-Screen Panel Data. *Journal of Communication Research*, 54(3), 73-96.

Kang, N., & **Kim, S.** (2005). Effects of perception of mutual relationship between audiences and network broadcasters on formation of attitude toward network broadcasters. *Journal of Journalism and Communication Studies*, 49(5), 147-176.

Youn, S., & **Kim, S.** (2005). The introduction and development of terrestrial broadcast transmission policies: comparison of the U.S. and South Korea. *Broadcasting and Communication*, 6(1), 33-69.

Book Chapters [In Korean]

Youn, S., & **Kim, S.** (2005). Regulatory convergence in the field of broadcasting and telecommunications. In S. Youn (Ed.). *Communications policy research* (pp. 187 -233). Seoul: Communication Books.

Youn, S., & **Kim, S.** (2005). Terrestrial broadcast retransmission policy. In S. Youn (Ed.). *Communications policy research* (pp. 322 -352). Seoul: Communication Books.

AWARDS, FELLOWSHIPS & GRANTS

Awards

- Best Reviewer Commendation, *Journalism and Mass Communication Quarterly* (2018)
- Best Paper Award, *Journal of Interactive Marketing* (2016)
- Top Faculty Paper Award, Gene Burd Competition, Communication and Technology Division, Association for Education in Journalism and Mass Communication (2016)
- Faculty recognition, Iowa State University Office of Multicultural Student Affairs (2015)
- Outstanding Faculty Member, Iowa State University Greek Community (2014)
- Faculty Honor Roll, Northwestern University (2014)
- Selected as the most accomplished graduate student by the Department of Communication Studies for the Graduate School Research Highlights (2011)
- Top Four Student Paper Award, Mass Communication Division, National Communication Association (2010)

- Top Three Student Paper Award, Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication (2007)

Research Funding

- Career Development Program Grant Award, Northwestern University (2011)
- TNS Korea. Data use agreement, valued at \$20,000 (2008 – 2011)
- AGB Nielsen Korea. Data use agreement, valued at \$10,000 (2007 – 2011)
- Communication Studies Dissertation Support Fund, \$1,000 (2010 – 2011)

Fellowships

- National Association of Television Program Executives Faculty Fellowship (2018)
- Fellow, Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication (2016)
- Donald H. and Carolyn E. Ecroyd Fellowship, School of Communication (2009–2010)

Grants

- Small Grants Program, The College of Liberal Arts and Sciences, Iowa State University (Fall 2014, Spring 2016, Spring 2017)
- Postdoctoral Professional Development Travel Award (2014)
- Travel Grant, International Communication Association (2012)
- Student Travel Grant, Mass Communication Division, National Communication Association (2010)
- Media, Technology & Society Student Travel Grant (2009–2011)
- Buffett Center Graduate Student Travel Award, Northwestern University (2009–2010)
- Communication Studies Travel Grant, Northwestern University (2007–2011)
- Graduate School Travel Grant, Northwestern University (2007–2011)

PRESENTATIONS

Refereed Conference Presentations

- Kim, S.** (2018). The persistence of media channel credibility? The role of media channel credibility in the online news environment. Paper presented in the panel discussion on Media Branding Ecosystems at the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C., August 6-9.
- Kim, S., Maslowska, E., & Tadaddoni, A.** (2018). Characteristics of compensated consumer reviews and the effect of compensation disclaimer on attitude and purchase intention. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C., August 6-9.
- Kim, S., Maslowska, E., & Tadaddoni, A.** (2018). Should brands incentivize reviews? A text-mining comparison of incentivized vs. non-incentivized reviews and their perception. Paper presented at the European Marketing Academy (EMAC), Glasgow, United Kingdom, May 29-June 1.

- Ksiazek, T., **Kim, S.**, & Malthouse, E. (2018). A big data approach to understanding news repertoires, exposure diversity and voting behavior in the 2016 U.S. election. Paper accepted to present at the Annual Conference of the International Communication Association (ICA), Prague, Czech Republic, May 24-28.
- Kim, S.**, & Maslowska, E. (2017). "This reviewer receives free product in exchange for his/her honest opinions." How sponsored reviews differ from organic reviews. Paper presented at the American Academy of Advertising (AAA) Global Conference, Tokyo, Japan, July 6-9.
- Kim, S.**, & Maslowska, E. (2017). Differences in characteristics and perception of sponsored vs. organic reviews. Paper presented at the ICA Annual Conference, San Diego, CA, May 25-29.
- Kim, S.**, & Lee, H. (2017). A longitudinal analysis of media substitution between personal computers (PCs) and mobile phones using Nielsen's PC-Mobile 2-Screen panel data. Paper presented at the ICA Annual Conference, San Diego, CA, May 25-29.
- Kim, S.**, Maslowska, E., & Malthouse, E. (2016). Understanding the role of different review features in purchase probability. Poster presented at the AEJMC Annual Convention, Minneapolis, MN, August 6-9. **Top Faculty Paper Award, Communication and Technology Division.**
- Kim, S.**, Maslowska, E., & Malthouse, E. (2016). This must be good because everyone says so! An empirical analysis of the effect of online product reviews on purchase behavior. Paper presented at the 2016 Global Marketing Conference (GMC). Hong Kong, July 21 - 24.
- Kim, S.**, Maslowska, E., & Malthouse, E. (2016). Disentangling the effect of online product review features on purchase behavior. Paper presented at the International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia, June 30 - July 2.
- Kim, S.** (2016). Rate the rating: An empirical analysis of factors that influence the perception of review helpfulness. Paper presented at the ICA Annual Conference, Fukuoka, Japan, June 9-13.
- Kim, S.** (2016). From bombard and pay to provide and play: Defining and teaching the new advertising. Panel discussion at the AAA Annual Conference, Seattle, WA., March 17-20.
- Kim, S.**, Gao, L., & Newell, J. (2015). Media substitution or complementarity between TV and the Internet: A comparison of niche breadth, overlap, and superiority using metered data. Paper presented at the AEJMC Annual Convention, San Francisco, CA, August 6-9.
- Han, S., Lee, H., **Kim, S.**, & Kang, N. (2015). When you find the right voice: How a change in the ideological spectrum of news programs influences patterns of TV news viewing over time. Paper presented at the ICA Annual Conference, San Juan, Puerto Rico, May 21-25.
- Viswanathan, V., Xie, W., Malthouse, E., & **Kim, S.** (2014). The dynamics of mobile customer engagement behaviors. Paper presented at ICORIA, Amsterdam, Netherlands, June 26-28.

- Kim, S., Wang, R., & Malthouse, E. (2014).** An empirical analysis of the effects of downloading and using a branded app on purchase behaviors. Paper presented at ICORIA, Amsterdam, Netherlands, June 26-28.
- Viswanathan, V., Xie, W., Malthouse, E., & **Kim, S. (2014).** Mobile media and customer engagement. Paper presented at the 2014 INFORMS Marketing Science Conference, Atlanta, GA., June 12-14.
- Kim, S., Wang, R., & Malthouse, E. (2014).** The effects of posting and reading negative word-of-mouth – An empirical study. Paper presented at the 2014 Academy of Marketing Science Annual Conference, Indianapolis, IN., May 21-23.
- Kim, S., Malthouse, E., & Collinger, T. (2014).** Effects of adopting and using a brand's mobile application on purchase behaviors. Paper presented at the ICA Annual Conference, Seattle, WA., May 22-26.
- Kim, S., Wang, R., & Malthouse, E. (2014).** How negative is negative word-of-mouth? The effects of posting and viewing online negative word-of-mouth on purchase behaviors. Paper presented at the ICA Annual Conference, Seattle, WA., May 22-26.
- Kim, S., Wang, R., & Malthouse, E. (2013).** The effect of expressing and receiving negative word-of-mouth on purchase behavior. Paper presented at the Direct/Interactive Marketing Research Summit, Chicago, IL. October 12-13.
- Kim, S. & Viswanathan, V. (2013).** Predicting TV channel choice and duration using an integrated model of media choice. Paper presented at the AEJMC Annual Convention, Washington D.C., August 8-11.
- Kim, S., Wang, R., & Malthouse, E. (2013).** The good and the bad of negative word-of-mouth: An empirical investigation into the effect of online messages. Paper presented at ICORIA, Zagreb, Croatia, June 27-29.
- Kim, S. & Viswanathan, V. (2013).** Choice or use? Predicting TV channel choice and duration using an integrated model of media choice. Paper presented at ICORIA, Zagreb, Croatia, June 27-29.
- Calder, B., Malthouse, E., Vandenbosch, M., & **Kim, S. (2013).** The effect of engagement with social media on purchase behaviors. Paper presented at the ESOMAR 3D Digital Dimensions Conference, Boston, MA., June 23-25.
- Kim, S., Wang, R., & Malthouse, E. (2013).** The effect of posting and reading customers' expressions of emotions and complaint behavioral intentions on purchase behaviors. Paper presented at the ICA Annual Conference, London, United Kingdom, June 17-21.
- Kim, S., Wang, R., & Malthouse, E. (2013).** How posting and viewing negative word-of-mouth on a social media platform affect customer purchase behaviors. Paper presented at the AAA Global Conference, Honolulu, HI., May 31-June 1.

- Kim, S.** (2012). The political implications of media repertoire. Paper presented at the AEJMC Annual Convention, Chicago, IL., August 9-12.
- Malthouse, E., Vandenbosch, M., **Kim, S.** (2012). Co-creating benefits in social media contests and its effects on purchase behaviors. Paper presented at ICORIA, Stockholm, Sweden, June 28-30. **Nominated for the Best Paper Award.**
- Kim, S.** (2012). The polarizing effect of news preference on political learning and participation in a high-choice media environment. Paper presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Kim, S.,** Baek, Y., Cho, S., & Kang, N. (2012). News audience polarization across TV and the Internet: Preference for genre or platform. Paper presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Wonneberger, A., & **Kim, S.** (2012). TV news dismissed? Young news viewers in the Netherlands and South Korea over time. Paper presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Kim, S.** (2011). Cross-platform media use and its political implications. Paper presented at the Annual Convention of the National Communication Association (NCA), New Orleans, LA., November 17-20.
- Kim, S.** (2011). Partisan selective exposure and its political implications. Paper presented at the AEJMC Annual Convention, St. Louis, MO., August 10-13.
- Hargittai, E., & **Kim, S.** (2011). Differentiated mobile phone use among a diverse group of young adults. Paper presented at the Seamless Mobile Pre-conference at the ICA Annual Conference, Boston, MA., May 25-26.
- Kim, S.** (2011). Political effects of media repertoire. Paper presented at the Midwest Political Science Association Annual National Conference, Chicago, IL., March 31-April 3.
- Kim, S.** (2011). Audience fragmentation and polarization of television consumption from a network analytic perspective. Poster presented at the Complexity Conference, Northwestern University, Evanston, IL., March 6-7.
- Kim, S.** (2010). Reconceptualizing audience fragmentation and polarization from a network analytic perspective. Paper presented at the NCA Annual Convention, San Francisco, LA., November 14-17. **Top Four Student Paper, Mass Communication Division.**
- Kim, S.** (2010). The relationship between news preference and news consumption: A comparison between news preference, a metered measure of news viewing, self-reports of news consumption. Paper presented at the Annual Conference of the American Association for Public Opinion Research (AAPOR), Chicago, IL., May 13-16.

- Kim, S.** (2010). Fragmentation and polarization of news consumption: A longitudinal analysis of news consumption patterns in South Korea. Paper presented at the Symposium Transactional Connections, Segovia, Spain, March 24-25.
- Kim, S.** (2009). The impact of a multi-channel environment of television news consumption: A longitudinal study of audience fragmentation and polarization in South Korea. Paper presented at the NCA Annual Convention, Chicago, IL., November 12-15.
- Moon, T., & **Kim, S.** (2009). The impact of portal media on online news consumption. Paper presented at the Annual Conference of the Association of Internet Researchers (AoIR), Milwaukee, WI., October 7-10.
- Kim, K., & **Kim, S.** (2009). The impact of content preferences on political knowledge and voter turnout: The differential effects of news and entertainment. Paper presented at the ICA Annual Conference, Chicago, IL., May 21-25.
- Moon, T., & **Kim, S.** (2009). Who are the “Noblesse” and what is their “Oblige”? Analysis of the usage of “Noblesse Oblige” and its change in the South Korean press during 1995-2008. Presented at the ICA Annual Conference, Chicago, IL., May 21-25.
- Moon, T., & **Kim, S.** (2008). The power shift and rhetorical battle: The Noblesse Oblige discourse in the South Korean press during 1995-2006. Presented at the AEJMC Midwinter Conference, Pittsburg, PA., February 29-March 1.
- Kim, S.** (2007). Internet’s influence on traditional media in the contemporary media environment. Presented at the AEJMC Annual Convention, Washington D.C., August 9-12.
Top Three Student Paper, Communication Theory & Methodology Division.

Other Publications

- Kim, S.** (2018). Double dose of happiness. *American Academy of Advertising (AAA) News Letter*, 13(1), Special Topic II (Balancing Work with Life!).
- Kim, S.** (2018). Embracing the era of big data. In *Advertising and IMC: Principles and Practice (11th ed.)*. Edited by Sandra Moriarty, Mitchell, N., Wood, C., & Wells, W. D. New York, NY: Pearson.

Media Appearances

- Business Record, June 24, 2016.
- Iowa State Daily, Oct 11, 2015, *ISU Professor’s study finds businesses can benefit from apps*, Available from http://www.iowastatedaily.com/news/article_513c7d92-6f89-11e5-b447-e363a6429c4e.html.
- WHO-TV, Oct 5, 2015. Available from <http://whotv.com/2015/10/05/isu-study-shows-smartphone-apps-can-drive-business/>.
- WHO-RADIO, Sep 30, 2015.

- Iowa State News services, Sep 30, 2015, *Mobile apps and online reviews influence consumer behavior*, Available from <http://www.news.iastate.edu/news/2015/09/30/mobileapps>.

Invited Talks

- “The role of sponsorship disclosure in online product reviews.”
Graduate School of Information & Media Colloquium, Korean Advanced Institute of Science and Technology (KAIST), Seoul, South Korea, July 25, 2017.
- “Differences in perceptions and effects of incentivized and un-incentivized online consumer reviews.”
Global Advertising Scholars’ Seminar, Korean Advertising Culture Center, Seoul, South Korea. July 13, 2017.
- “Use of Big Data in Communication.”
Center for Excellence in the Arts and Humanities (CEAH) Research Summit, Iowa State University, IA, January 20, 2016.
- “Negative word-of-mouth advertising.”
Medill Faculty Ideas Colloquium Luncheon, Northwestern University, IL. April 5, 2013.
- “Social media engagement and its effects on purchase behavior.”
Medill Faculty Colloquium, Northwestern University, Evanston, IL. January 16, 2013.
- “Selective exposure and news audience fragmentation.”
Media, Technology & Society Brown Bag Seminar Series, Northwestern University, Evanston, IL. October 10, 2011.
- “Fragmentation and polarization of television news consumption.”
Media, Technology & Society Program Recruitment Colloquium, Northwestern University, Evanston, IL. February 18, 2011.

Submitted Talk

- “How negative is negative word-of-mouth? Evidence on how posting and viewing negative word-of-mouth on a social media platform affect customer purchase behaviors.”
Social Media Week, Northwestern University, IL. September 26, 2013.
(Recording available at:
<http://mediaportal.northwestern.edu/Mediasite/Play/53c0f089e497420f99e0f6523acdcbd31d>)

RESEARCH EXPERIENCE

- 2018-Present **Online reviews in B2B context, Co-investigator**
PIs: Su Jung Kim & Ewa Maslowska, University of Amsterdam
- 2016-Present **Analyzing audience behavior using set-top box (STB) data, Co-investigator**
PI: Edward Malthouse, IMC, Northwestern University
- 2016-Present **Differences in perception and effect of incentivized vs. non-incentivized online product reviews, Co-investigator**
PI: Su Jung Kim, Co-PI: Ewa Maslowska, University of Amsterdam, Co-PI: Ali Tamaddoni, Deakin University

- 2016-Present **Competition and co-existence between mobile phones and personal computers using two-screen panel data, Primary investigator**
PI: Su Jung Kim, Co-PI: Hyemi Lee, Cheil Worldwide, South Korea
- 2016-Present **Predicting the level of review helpfulness using a text-mining approach, Primary investigator**
PI: Su Jung Kim
- 2015-Present **Financial impact of online reviews on retailer websites, Co-investigator**
PI: Edward Malthouse, IMC, Northwestern University
- 2013-2015 **Mobile app use and customer engagement, Co-investigator**
PI: Edward Malthouse, IMC, Northwestern University
- 2012-2015 **Posting and viewing effects of negative word-of-mouth, Co-investigator**
PI: Edward Malthouse, IMC, Northwestern University
- 2011-2013 **Co-creation and customer engagement on social media, Co-investigator**
PI: Edward Malthouse, IMC, Northwestern University
- 2011 **Cross-platform media use behavior, Co-investigator**
PI: Namjun Kang, Department of Communication, Seoul National University
Granted by the Korean Broadcast Advertising Corporation
- 2010 **Mobile phone use patterns of young adults and their social implications, RA**
Collaboration with Eszter Hargittai, Department of Communication Studies, Northwestern University
- 2007 **Audience behavior in the multichannel environment in South Korea, RA**
PI: Namjun Kang, Department of Communication, Seoul National University
Granted by the Korean Broadcasting Commission
- 2006 **Broadcasting policy-making processes in the National Assembly: An analysis of discourse on broadcasting policy issues, RA**
PI: Sugmin Youn, Department of Communication, Seoul National University
Granted by the Korean Broadcasting Commission
- 2005 **General Television Audience Survey, RA**
PI: Namjun Kang, Department of Communication, Seoul National University
Granted by the Foundation for Broadcast Culture

TEACHING EXPERIENCE

Instructor

Undergraduate level

- Strategic Public Relations Research, Analysis, and Insights, Fall 2018 – present
- Research and Strategic Planning for Advertising/PR, Fall 2014 – present

- Data-driven Audience Analytics, Fall 2014 – present
- Consumer Insight, Spring 2014
- Introduction to Integrated Marketing Communications, Winter 2012

Graduate level

- Strategies of Communication, Spring 2015, Spring 2017 – present
- Data Management, Winter 2014
- Communications and Persuasive Messages, Spring 2013/Winter 2013

Teaching Assistant

- Interpersonal Conflict (Prof: Michael Roloff), Spring 2011
- Bargaining & Negotiation (Prof: Michael Roloff), Winter 2011
- Theories of Mediated Communication (Prof: Maria Mastronardi), Spring 2009
- Theories of Argumentation (Prof: David Zarefsky), Winter 2009
- Global Culture and Communication (Prof: Dilip Gaonkar), Fall 2008
- Social Network Analysis (Prof: Noshir Contractor), Spring 2008
- Science, Technology, and Society (Lecturer: Jason Gallo), Winter 2008
- Community Integration of Labeled People (Prof: Paul Arntson), Fall 2007

Guest Lectures

- “Big Data in Public Relations”
P R 220: Principles of Public Relations, Fall 2017 - present
- “Big Data in Advertising”
ADV RT 230: Advertising Principles, Fall 2014 – present
- “Quantitative data analysis for strategic communication”
JL MC 502: Communication Research Methods, Spring 2016
- “Brand Meaning and Brand Positioning”
JL MC 101: Orientation to Journalism and Mass Communication, Spring 2015 – Fall 2016
- “Media Effects Tradition”
JL MC 474: Technology and Social Change, Fall 2015
- “Use of Behavioral Data in Communication Research”
JL MC 502: Communication Research Methods, Spring 2015
- “Big data: Definitions and applications in marketing.”
IMC 460: IMC Strategic Process, Spring 2014
- “Social media and group influence.”
IMC 301: Consumer Insight, Winter 2014
- “E-commerce strategy for customer engagement on mobile platform.”
IMC 442: Strategic Planning in an E-Commerce Environment, Fall 2013
- “Chapter 9: Persuasion and corporate communications.” (video recording)
IMC 300: Introduction to Integrated Marketing Communications (online distance learning course offered through Semester Online Course), Fall 2013
- “Scuba dive into South Korea.”
IMC 498: Follow-on Course to Asian Trip, Fall 2012

- “Internet real-name policy and privacy issues in South Korea.”
Comm_ST 394: Communication Studies Research Seminar – Political Communication and New Media, Spring 2012
- “Media effects tradition: Current issues in audience research.”
Comm_ST 270: Theories of Mediated Communication, Spring 2009

Teaching Training

- Graduate Teaching Certificate Program, Searle Center for Teaching Excellence, Northwestern University, 2009

PROFESSIONAL SERVICE

Graduate Advising – Major Professor (Master’s)

- Su Yeon Cho, Journalism and Communication
- Dina Chang, Journalism and Communication
- Tianxin Wen, Journalism and Communication
- Lianshan Zhang, Journalism and Communication
- Chen Liang, Journalism and Communication

Graduate Advising – Committee Member (Master’s unless noted otherwise)

- Scott Ismond, Journalism and Communication
- Sijia He, Graphic Design
- Melissa Abner, Apparel, Events, & Hospitality Management (Ph.D.)
- Sha Meng, Journalism and Communication
- Heajung Shin, Journalism and Communication
- Xiaowen Zhu, Journalism and Communication
- Yuting Liao, Journalism and Communication
- Michael Kang, Graphic Design

Institutional Service

- Member, Search Committee, Tenure-track position in Public Relations, 2017 – 2018
- Elected Member, Graduate Steering Committee, Fall 2017 - present
- Continuous Improvement Program reporter for ADVRT/ P R 301, Fall 2017 – present
- Member, Long Range Planning Committee, Fall 2017 – present
- Faculty Advisor, Advertising Club, Fall 2015 – present
- Undergraduate Advising, Fall 2015 – present
- Member, Curriculum Committee, Fall 2014 – present
- Member, DEO Committee, Spring 2016
- Elevator Pitch Listener, Greenlee Jump-Start Internship Fair, Spring 2015
- Judge, Cardinal Court Scholarship, Iowa State University, Fall 2014

External Service

- Best of the Web/Best of Digital Competition Chair, Communication and Technology (CTEC) Division, AEJMC, Fall 2017 – present

- Editorial Board, Korean Society for Journalism & Communication Studies (KSJCS), Fall 2017 – present

Reviewer for Journals and Conferences

- Journals: *Information Systems Research, International Journal of Hospitality Management, Journalism and Mass Communication Quarterly, International Journal of Communication, Journal of Interactive Marketing, Journal of Computer-Mediated Communication, Computers in Human Behavior, Journal of Advertising, Journal of Marketing Management, Asian Pacific Management Review, Journal of Communication, Communication Research, Sage Open, Journal of Media Economics, Convergence: The International Journal of Research into New Media Technologies, Mass Communication and Society, Communication Methods & Measures, New Media & Society*
- Conferences: American Academy of Advertising Global Conference, International Conference on Research in Advertising, Global Marketing Conference, Association for Education in Journalism and Mass Communication Annual Convention, International Communication Association Annual Convention, InfoSocial, National Communication Association Annual Convention, Association of Internet Researchers Annual Convention, American Association for Public Opinion Research Annual Convention

Conference Panel Session Organizer/Discussant/Moderator

- Session moderator, CTEC refereed paper session on the cutting edges of communication technologies, AEJMC annual conference (2018)
- Session moderator, Panel session on Best of Web/Digital Competition, AEJMC annual conference (2018)
- Session moderator & discussant, Top Student Papers in CTEC (Jung-Sook Lee Competition), AEJMC annual conference (2017)
- Session moderator, New Technologies and Advertising Implications, AAA Global Conference (2017)
- Panel session organizer, Empowering Consumers in the Age of Social Media: An Empirical Analysis of EWOM Creation, Consumption, Perception, and Influence, ICA annual conference (2016)
- Panel session organizer, Advances in Selective Exposure Research: Patterns of News Media Use Around the Globe, ICA annual conference (2015)
- Panel session organizer, How Fragmented Are We? Patterns of Media Use Around the Globe, ICA annual conference (2012)

Membership

- International Communication Association
- Association for Education in Journalism and Mass Communication
- American Academy of Advertising

Community Service

- Zumba demo at Open Streets, City of Ames, 2016 – present

- Zumba charity events in Ames, Boone, and Des Moines, 2016 – present

STATISTICAL SOFTWARE SKILLS

- Proficient in Stata, SPSS, SAS and UCINET
- SAS Base Programming Certificate (May 2012) / SAS Enterprise Miner
- Intermediate in text mining in R

WORK EXPERIENCE

- Zumba®, Licensed Instructor, 2016 – present
- Korean Broadcasting Commission (currently Korea Communications Commission), Assistant Analyst, Division of Evaluation and Analysis, 2004 – 2006
- Korea Telecom, Sales Department, 2002