

**Su Jung Kim**  
(Updated in March 2020)

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University of Southern California  
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**ACADEMIC EMPLOYMENT**

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

- Cross-platform & cross-device media use behavior
- News and information sharing behaviors
- Electronic word-of-mouth (eWOM) communications and text analytics
- Social, political, financial impact of digital and interactive media use
- Use of big data and computational approach to social science

## PUBLICATIONS

### *Refereed Journal Articles*

- Kim, S.**, Viswanathan, V., & Lee, H. (In Press). Platform war vs. platform synergy? A longitudinal analysis of media substitution between personal computers (PCs) and mobile platforms using panel data. *Journal of Broadcasting & Electronic Media*.
- Nelson, J., & **Kim, S.** (In Press). Improve trust, increase loyalty? Analyzing the relationship between news credibility and consumption. *Journalism Practice*.
- Ksiazek, T., **Kim, S.**, & Malthouse, E. (2019). Television news repertoires, exposure diversity and voting behavior in the 2016 U.S. election. *Journalism & Mass Communication Quarterly*, 96(4), 1120-1144.
- Kim, S.**, Maslowska, E., & Tamaddoni, A. (2019). The paradox of (dis)trust in sponsorship disclosure: The characteristics and effects of sponsored online consumer reviews. *Decision Support Systems*, 116, 114-124.
- 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.
- Kim, S.**, & Lee, H. (2017). Will Mobile Phones Replace Personal Computers? An Empirical Analysis of 2-Screen Panel Data. *Korean Journal of Communication Research*, 54(3), 73-96.
- Viswanathan, V., Hollebeek, L., Malthouse, E., Maslowska, E., **Kim, S.**, & Xie, W. (2017). The dynamics of consumer engagement with mobile technologies. *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*, 32(5-6), 427-444.
- 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.

### **Journal Publications [In Korean]**

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**

Maslowska, E., **Kim, S.**, Malthouse, E., & Viswanathan, V. (2019). 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* (2<sup>nd</sup> 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*.

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. (Written in Korean)

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

### **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>.

### **Articles under Review**

**Kim, S.**, & Schwarze, L-M\* Cross-platform news media repertoires and their political implications.

Araujo, T., Copulsky, J., Hayes, J., **Kim, S.**, & Srivastava, J. *From purchasing placement to managing interactions: Brand-consumer experiences in the new computational advertising landscape.*

**Kim, S.**, & Nelson, J. What drives news sharing behaviors? Focusing on the use of different types of social media platforms and political ideology in news sharing behaviors.

### **Manuscripts in Preparation**

Lee, M., **Kim, S.**, Park, S., & Yoon, S. *What makes people to watch or skip pre-roll ads? The role of content-ad congruence and context in ad skipping behaviors.*

**Kim, S.** *The role of social media in promoting civic engagement and political participation.*

**Kim, S.**, Malthouse, E., Hessary, Y., Zhou, Y., & Viswanathan V. In search for an audience-supported business model for news organizations: Findings from clickstream data of non-subscribers (Extended abstract accepted; full paper in preparation for a special issue)

Tamaddoni, A., **Kim, S.**, & Maslowska, E. *The added value of review content: A text-mining approach to estimating the financial impact of review content.*

**Kim, S.** *Generational gaps in smartphone usage: A latent growth modeling approach.*

**Kim, S.**, & Maslowska, E. *Predicting factors influencing responses to advertising on online news sites.*

### **Other Publications**

**Kim, S.** (2019). Introducing the winners of 2018 AEJMC Best of the Web/Best of Digital competition Part II: Multiple Classes/Institutions for Website category. *AEJMC Communication and Technology (CTEC) Division Summer Newsletter.*

**Kim, S.** (2019). Introducing the winners of 2018 AEJMC Best of the Web/Best of Digital competition Part I: Individual/Team/Single Class for Website category. *AEJMC Communication and Technology (CTEC) Division Spring Newsletter.*

**Kim, S.** (2018). Best of the Web/Best of Digital 2019 Competition. *AEJMC CTEC Division Winter News Letter.*

**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 (11<sup>th</sup> ed.)*. Edited by Sandra Moriarty, Mitchell, N., Wood, C., & Wells, W. D. New York, NY: Pearson.

## **AWARDS, GRANTS, RESEARCH FUNDING, & FELLOWSHIPS**

### ***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)

### ***Grants***

- American Academy of Advertising Research Fellowship Grant (2020)
- 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)
- Career Development Program Grant Award, Northwestern University (2011)
- 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)

### ***Research Funding (Including Data Use Agreement)***

- 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)

### **PRESENTATIONS**

#### *Invited Talks*

- “From digital footprints to insights: Using behavioral media usage data to understand cross-platform media consumption and its implications.” *BK21 Global Research Talk*, Sungkyunkwan University, South Korea, June 27, 2019.
- “Emerging power of new advertising.” *Annenberg Research Talk*, Annenberg School for Communication and Journalism, January 23, 2018.
- “The persuasive power of electronic word-of-mouth (eWOM) in purchase decision making.” *Media, Technology, & Society Speaker Series*, School of Communication, Northwestern University, January 8, 2018.
- “From digital traces to insights to knowledge: Use of social media analytics in theory testing and strategic decision.” *Research Talk*, The Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign, November 17, 2017.
- “The role of sponsorship disclosure in online product reviews.” *Graduate School of Information & Media Colloquium*, Korean Advanced Institute of Science and Technology (KAIST), 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, 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, January 20, 2016.
- “Measuring the effects of social and mobile media engagement on purchase behaviors with big data.” *Greenlee Research Presentation*. Greenlee School of Journalism and Communication, Iowa State University, January 21, 2014.
- “Negative word-of-mouth advertising.” *Medill Faculty Ideas Colloquium Luncheon*, Northwestern University, April 5, 2013.
- “Social media engagement and its effects on purchase behavior.” *Medill Faculty Colloquium*, Northwestern University, January 16, 2013.
- “Selective exposure and news audience fragmentation.” *Media, Technology & Society Brown Bag Seminar Series*, Northwestern University, October 10, 2011.
- “Fragmentation and polarization of television news consumption.” *Media, Technology & Society Program Recruitment Colloquium*, Northwestern University, February 18, 2011.

#### *Invited Conference Presentations*

**Kim, S.** (Upcoming). Customer review ecosystem. Poster invited to be presented at the Marketing Science Institute (MSI)’s State of Marketing Science Summit: Marketing in Disruption, San Francisco, CA, February 25-27.

- Kim, S.** (2020). How to survive and thrive on the academic job market. Faculty Professionalization Panel at the 8<sup>th</sup> Annual USC Korean Studies Institute (KSI) Graduate Student Symposium, Los Angeles, CA, February 6.
- Araujo, T., Copulsky, J., Hayes, J., **Kim, S.**, & Srivastava, J. (2019). From purchasing placement to managing interactions: Brand-consumer experiences in the new computational advertising landscape. Minnesota Advertising Research Thought Leadership Forum on Computational Advertising Research, Minneapolis, MN, October 18-20.
- Kim, S.** (2019). Extracting insights from digital traces: Using behavioral data for social science research. Research panel session on Digital and Virtual Methodologies: Merging Culture and Technology. AEJMC Annual Convention, Toronto, Canada, August 7-10.
- Kim, S.** (2019). Teaching audience analytics: Marrying theory and practice using real-world audience data. Teaching panel session on Social Media Management: Teaching data analytics, social media marketing, and content strategy. AEJMC Annual Convention, Toronto, Canada, August 7-10.
- Kim, S.** (2018). The persistence of media channel credibility? The role of media channel credibility in the online news environment. Panel discussion on Media Branding Ecosystems. AEJMC Annual Convention, Washington, D.C., August 6-9.
- Kim, S.** (2016). From bombard and pay to provide and play: Defining and teaching the new advertising. Panel session. AAA Annual Conference, Seattle, WA., March 17-20.

### *Refereed Conference Presentations*

- Kim, S.** (Upcoming). The role of social media news usage and platforms in enhancing civic and political engagement: Focusing on types of usage and technological affordances. Paper accepted at the International Communication Association (ICA) Annual Conference, Gold Coast, Australia, May 21-25.
- Kim, S.**, & Nelson, J. (Upcoming). Factors influencing the decision to share news via social media. Extended abstract accepted at the ICA Annual Conference, Gold Coast, Australia, May 21-25.
- Tamaddoni, A., **Kim, S.**, & Maslowska, E. (Upcoming). Online product reviews and customers' purchase probability: The role of review text in purchase decisions. Extended abstract accepted at the ICA Annual Conference, Gold Coast, Australia, May 21-25.
- Kim, S.**, & Maslowska, E. (2019). The role of media platform credibility in responses to advertising in online news sites. Paper presented at the International Conference on Research in Advertising (ICORIA) Conference, Krems, Austria, June 27-29.
- Kim, S.**, & Schwarze, L-M. (2019). Patterns of cross-platform news media use and their impact on political engagement. Paper presented at the ICA Preconference Digital Asia: Social Change, Engagement, and Communication Beyond Boundaries, Washington, D.C., May 24-28.

- Tamaddoni, A., **Kim, S.**, & Maslowska, E. (2019). Understanding the effects of online product reviews on customers' purchase probability: The added value of review content. Paper presented at the Interactive Marketing Research Conference (IMRC), Houston, TX, Mar 27-29.
- Kim, S.**, Maslowska, E., & Tamaddoni, 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 & Mass Communication (AEJMC), Washington, D.C., August 6-9.
- Kim, S.**, Maslowska, E., & Tamaddoni, 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 presented at the ICA Annual Conference, 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. Paper 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 ICORIA conference, 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.**, 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 the ICORIA Conference, 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 the ICORIA Conference, 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 the ICORIA Conference, 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 (European Society for Opinion and Market Research) 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 the ICORIA Conference, 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.**

### *Conference Panel Session Organizer/Discussant/Moderator*

#### Session Organizer

- 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).

#### Session Discussant

- Session discussant, Scholar-to-Scholar (Poster) Refereed paper session, AEJMC annual convention (2019).
- Session discussant, Top Student Papers in CTEC (Jung-Sook Lee Competition), AEJMC annual convention (2017).

#### Session Moderator

- Session moderator, Refereed paper session: “Media Content and Platform Consumption: Television, Movies, OTT, and Smartphones,” AEJMC annual convention (2019).
- Session moderator, Refereed paper session: “Advertising Division Outstanding Papers,” AEJMC annual convention (2019).

- Session moderator, Research panel session: “Best of Digital Competition,” AEJMC annual convention (2019).
- Session moderator, Refereed paper session: “The Cutting Edges of Communication Technologies,” AEJMC annual convention (2018).
- Session moderator, Research panel session: “Best of Digital Competition,” AEJMC annual convention (2018).
- Session moderator, Top Student Papers in CTEC (Jung-Sook Lee Competition), AEJMC annual convention (2017).
- Session moderator, New Technologies and Advertising Implications, AAA Global Conference (2017).

### ***Media Appearances***

- Business Record, June 24, 2016.
- KCSN News, Oct 14, 2015.
- 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](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>.

### ***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.

## **TEACHING EXPERIENCE**

### ***Instructor***

#### USC

- Strategic Public Relations: An introduction (Undergrad), Spring 2019 – present
- Strategic Public Relations Research, Analysis and Insights (Undergrad), Fall 2018 – present

#### ISU

- Strategies of Communication (Grad), Spring 2015, Spring 2017 – Spring 2018
- Research and Strategic Planning for Advertising/PR (Undergrad), Fall 2014 – May 2018
- Data-driven Audience Analytics (Undergrad), Fall 2014 – Fall 2016

#### NU

- Consumer Insight (Undergrad), Spring 2014
- Data Management (Grad), Winter 2014
- Communications and Persuasive Messages (Grad), Spring 2013/Winter 2013
- Introduction to Integrated Marketing Communications (Undergrad), Winter 2012

### *Guest Lectures*

#### USC

- “Metrics and Analytics in Advertising and Public Relations” in JL MC 598P (at ISU): Big Data & Society, Fall 2019
- “Social Media and eWOM” in CMGT 553: Marketing Communication Theory and Application, Spring 2019
- “Basic Statistics” in PR 504: Strategic Public Relations Research, Evaluation and Insights, Fall 2018
- “Quantitative Data Analysis” in PR 463: Strategic Public Relations Research, Analysis and Insights, Fall 2018

#### ISU

- “Big Data in Public Relations” in P R 220: Principles of Public Relations, Fall 2017 – Spring 2018
- “Big Data in Advertising and Marketing” in ADVRT 230: Advertising Principles, Fall 2014 – Spring 2018
- “Quantitative data analysis for strategic communication” in JL MC 502: Communication Research Methods, Spring 2016
- “Brand Meaning and Brand Positioning” in JL MC 101: Orientation to Journalism and Mass Communication, Spring 2015 – Fall 2016
- “Media Effects Tradition” in JL MC 474: Technology and Social Change, Fall 2015
- “Use of Behavioral Data in Communication Research” in JL MC 502: Communication Research Methods, Spring 2015

#### NU

- “Big data: Definitions and applications in marketing” in IMC 460: IMC Strategic Process, Spring 2014
- “Social media and group influence” in IMC 301: Consumer Insight, Winter 2014
- “E-commerce strategy for customer engagement on mobile platform” in IMC 442: Strategic Planning in an E-Commerce Environment, Fall 2013
- “Chapter 9: Persuasion and corporate communications” (video recording) in IMC 300: Introduction to Integrated Marketing Communications, Fall 2013
- “Scuba dive into South Korea” in IMC 498: Follow-on Course to Asian Trip, Fall 2012
- “Internet real-name policy and privacy issues in South Korea” in Comm\_ST 394: Communication Studies Research Seminar – Political Communication and New Media, Spring 2012
- “Media effects tradition: Current issues in audience research” in Comm\_ST 270: Theories of Mediated Communication, Spring 2009

### *Teaching Assistant (NU)*

- 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

### ***Teaching Training***

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

### **PROFESSIONAL SERVICE**

#### ***Graduate Advising – Advisor (Master’s)***

##### ISU

- 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)***

##### USC

- Irina Ortega, Strategic Public Relations
- Lin Qi, Strategic Public Relations

##### ISU

- 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***

##### USC

- Co-organizer, Public Relations Monthly Colloquium, Spring 2019 – present
- Member, Advertising Minor Curriculum Committee, Spring 2019 – present
- Member, Public Relations Curriculum Committee, Fall 2018 – present
- Member, Media Economics and Entrepreneurship (M2E) Committee, Fall 2018 – Spring 2019
- Mentor, Annenberg Resource & Mentoring Program, Fall 2018 – present

##### ISU

- 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 Advisor, 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***

- Editorial Board, *International Journal of Communication* (IJoC), April 2019 – present
- Editorial Board, *Journal of Interactive Advertising* (JoIA), January 2019 – present
- Editorial Board, *Korean Society for Journalism & Communication Studies* (KSJCS), October 2017 – September 2019
- Grant reviewer, Beijing Normal University – Hong Kong Baptist University United International College Research Grants Application, 2018 – present
- Best of the Web/Best of Digital Competition Chair, Communication and Technology (CTEC) Division, AEJMC, August 2017 – July 2019

### ***Reviewer for Journals and Conferences***

- Journals:
  - *Asian Pacific Management Review*
  - *Communication Methods & Measures*
  - *Communication Research*
  - *Computers in Human Behavior*
  - *Convergence: The International Journal of Research into New Media Technologies*
  - *Decision Support Systems*
  - *Information Systems Research*
  - *International Journal of Advertising*
  - *International Journal of Communication*
  - *International Journal of Hospitality Management*
  - *Journal of Advertising*
  - *Journal of Broadcasting & Electronic Media*
  - *Journal of Communication*
  - *Journal of Communication Technology*
  - *Journal of Computer-Mediated Communication*
  - *Journal of Interactive Marketing*
  - *Journal of Marketing Communications*
  - *Journal of Marketing Management*
  - *Journal of Media Business Studies*
  - *Journal of Media Economics*
  - *Journalism and Mass Communication Quarterly*
  - *Journalism Practice*
  - *Korean Journal of Journalism & Communication Studies*
  - *Mass Communication and Society*

- *New Media & Society*
- *Sage Open*
- *Service Science*
- Conferences
  - AAA Global Conference
  - American Association for Public Opinion Research (AAPOR) Annual Convention
  - AEJMC Annual Convention & Midwinter Convention
  - AoIR Annual Convention
  - InfoSocial
  - ICA Annual Convention
  - ICORIA Conference
  - Global Fashion Management Conference
  - Global Marketing Conference
  - National Communication Association (NCA) Annual Convention

### ***Membership***

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

### ***Community Service***

- Zumba demo at Open Streets, City of Ames, 2016 – 2018
- Zumba charity events in Ames, Boone, and Des Moines, 2016 – 2018

### **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