

Su Jung Kim
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Google Scholar: https://scholar.google.com/citations?user=Aqp_oZEAAAAJ&hl=en

Web of Science: <https://www-webofscience-com.libproxy1.usc.edu/wos/author/record/742586>

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, Medill IMC Spiegel Digital and Database Research Center, Integrated Marketing Communications (IMC), Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University

PROFESSIONAL ACTIVITIES

- March 2021–present Co-Founder, Computational Advertising Knowledge Exchange (CAKE)

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: Drs. 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: Drs. Namjun Kang (Chair), Sung Gwan Park, Sugmin Youn)
- B.A. Seoul National University (Republic of Korea), Double majored in Linguistics and 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 audience engagement behaviors
- Use of big data and computational methods in social science

PUBLICATIONS

Refereed Journal Articles

27. **Kim, S. J.** (2022). The role of social media new usage and platforms in civic and political engagement: Focusing on types of usage and platforms. *Computers in Human Behavior* [Online First]
26. **Kim, S. J.**, & Nelson, J. (2022). An integrative approach to social media news sharing: The role of individual and situational factors. *Journalism Practice*. [Online First]
25. **Kim, S. J.**, Lee, M., Hong, J., & Park, S. (2022). How mobile users respond to pre-roll skippable advertising differently than personal computer (PC) users: An analysis of individual-level clickstream data. *International Journal of Advertising*. [Online First]
24. **Kim, S. J.**, Wang, A., & Malthouse, E (2022). Digital news readership and subscription in the United States during COVID-19: A longitudinal analysis of clickstream and subscription data from a local news site. *Digital Journalism*, 10(6), 1015-1036.
23. **Lee, M.**, **Kim, S. J.**, Park, S., & Yoon, S. (2022). An integrative approach to determinants of pre-roll ad acceptance and their relative impact: Evidence from big data. *Journal of Advertising*, 51(1), 76-84.
22. **Kim, S. J.**, Zhou, Y., Malthouse, E., & Hessary, Y. (2021). In search for an audience-supported business model for news organizations: Findings from clickstream and subscriber data. *Digital Journalism*. [Online First]
21. **Kim, S. J.**, & Schwarze, L-M.* (2021). Cross-platform news media repertoires and their political implications. *International Journal of Communication*, 15, 4619-4638.
20. Ha, Y., Park, K., **Kim, S. J.**, Joo, J., & **Cha, M.** (2021). Fashion brand content detection on Instagram: A multimodal approach with deep learning. *Journal of Advertising*, 50(1), 52-62.
19. **Nelson, J.**, & **Kim, S. J.** (2021). Improve trust, increase loyalty? Analyzing the relationship between news credibility and consumption. *Journalism Practice*, 15(3), 348-365.
18. **Araujo, T.**, **Copulsky, J.**, **Hayes, J.**, **Kim, S. J.**, & **Srivastava, J.** (2020). From purchasing exposure to fostering engagement: Brand-consumer experiences in the new computational advertising landscape. *Journal of Advertising*, 49(4), 428-445. **[Equal contribution of all authors] Selected as one of the most influential articles in 2020 by journal editors of the American Academy of Advertising.**
17. **Kim, S. J.**, Viswanathan, V., & Lee, H. (2020). 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*, 64(2), 65-88.
16. **Ksiazek, T.**, **Kim, S. J.**, & 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.
15. **Kim, S. J.**, 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.

14. **Kim, S. J.**, Maslowska, E., & Malthouse, E. (2018). Understanding the effects of different review features on purchase probability. *International Journal of Advertising*, 37(1), 29-53.
13. **Askalidis, G.**, **Kim, S. J.**, & Malthouse, E. (2017). Understanding and overcoming biases in customer reviews. *Decision Support Systems*, 97, 23-30.
12. **Kim, S. J.**, & Lee, H. (2017). Will mobile phone replace personal computers? An empirical analysis of 2-screen panel data. *Journal of Communication Research*, 54(3), 73-96.
11. **Viswanathan, V.**, Hollebeek, L., Malthouse, E., Maslowska, E., **Kim, S. J.**, & Xie, W. (2017). The dynamics of consumer engagement with mobile technologies. *Service Science*, 9(1), 36-49.
10. **Wonneberger, A.**, & **Kim, S. J.** (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.
9. **Kim, S. J.** (2016). A repertoire approach to cross-platform media use behavior. *New Media & Society*, 18(3), 353-372.
8. **Malthouse, E.**, Calder, B., **Kim, S. J.**, & Vandenbosch, M. (2016). Evidence that user generated content that produces engagement increases purchase behaviors. *Journal of Marketing Management*, 32(5-6), 427-444.
7. **Kim, S. J.**, 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.
6. **Kim, S. J.**, & Viswanathan, V. (2015). The role of individual and structural factors in explaining television channel choice and duration. *International Journal of Communication*, 9, 3502-3522.
5. **Kim, S. J.**, 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. **Selected as the Winner of the Best Paper Award.**
4. **Kim, S. J.**, & 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.
3. **Youn, S.**, Kim, K., & **Kim, S. J.** (2006). At the foot of the candle, it is dark: Kyunggi province news coverage in Korean terrestrial broadcasting. *Journal of Communication Research*, 43(1), 25-57.
2. **Kang, N.**, & **Kim, S. J.** (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. (Written in Korean)
1. **Youn, S.**, & **Kim, S. J.** (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. (Written in Korean)

Book Chapters

- Kim, S. J.**, & Hargittai, E. (2021). Looking back at millennials' mobile transitions: Differentiated patterns of mobile phone use among a diverse group of young adults. In *Handbook of Digital Inequality* (pp. 111-127). Edited by Eszter Hargittai, Cheltenham, UK: Edward Elgar Publishing.
- Maslowska, E.**, **Kim, S. J.**, 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. J.** (2018). Audience measurement and analysis. In *Handbook of Media Management and Economics* (2nd Ed.) (pp. 379-393). Edited by Alan B. Albarran, Mierzejewska, B., & Jung, J. New York, NY: Taylor & Francis/Routledge.
- Wang, R.**, **Kim, S. J.**, & 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.
- Youn, S.**, & **Kim, S. J.** (2005). Regulatory convergence in the field of broadcasting and telecommunications. In S. Youn (Ed.). *Communications policy research* (pp. 187-233). Seoul: Communication Books. (in Korean)
- Youn, S.**, & **Kim, S. J.** (2005). Terrestrial broadcast retransmission policy. In S. Youn (Ed.). *Communications policy research* (pp. 322 -352). Seoul: Communication Books. (in Korean)

Conference Proceedings

- Kim, S. J.**, 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.
- Kim, S. J.**, 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. J.**, 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. J.** (2013). Social media engagement that drives purchase behavior. *Advances in Advertising Research, Volume IV*.

Working Paper

- Korea Press Foundation (2020). Guidelines for measuring media usage. Korea Press Foundation, Seoul, South Korea. (**Contributed as a domain expert**). Available from <https://www.kpf.or.kr/synap/skin/doc.html?fn=1610959772577.pdf&rs=/synap/result/research/>

Hargittai, E., & Kim, S. J. *The prevalence of smartphone use among a wired group of young adults* WP-11-01). Institute for Policy Research, Northwestern University. Available from <https://www.ipr.northwestern.edu/documents/working-papers/2011/IPR-WP-11-01.pdf>.

Articles under Review

Kim, S. J., Zhou, Y., & Malthouse, E., & Abernathy, P. *Journalism as a service: How tablet news service influences subscriber retention and long-term profitability.* (Under 2nd round of review)

Choi, J., Zhou, Y., Kim, S. J., & Malthouse, E. *The role of syndicated content in retaining digital newspaper subscribers: Evidence from clickstream and subscription data.*

Kim, S. J. *News users across meso news-spaces: Examining news engagement, experiences, and outcomes.*

Manuscripts in Preparation

Kim, S. J. *Linking survey and digital trace data as to examine the effects of mobile news consumption: Methodological benefits and drawbacks.*

Ho, K., Kim, S. J., Choi, J., & Malthouse, E. *Newsletter subscription, digital news readership and subscriber retention.*

Kim, S. J., & Rosen, P.* *Use of multiple media platforms and its influence on risk perception during the COVID-19 pandemic.*

Maslowska, E., Kim, S. J., Ohme, J., Fudurić, M., & Vakeel, K. *Effective political advertising experiences on social media: Focusing on personalization, context, and source*

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

Kim, W., & Kim, S. J. *Jack of all trades, master of none? The effects of the reviewer's level and specialization on source credibility evaluation.*

Kim, S. J. *Personalization and its effectiveness in advertising research: A meta-analysis*

Choi, J., Malthouse, E., Kim, S. J., & Edgerly, S. *Designing responsible news recommendation system for local news organizations*

Kim, S. J., Maslowska, E., Tamaddoni, A., & Vakeel, K. *The effects of different incentives on reviewers' motivations, review content, and review evaluation.*

Maslowska, E., Vakeel, K., Kim, S. J., & Tamaddoni, A. *Characteristics and effects of sponsored reviews.*

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

Other Publications

Kim, S. J. (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. J. (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. J. (2018). Best of the Web/Best of Digital 2019 Competition. *AEJMC CTEC Division Winter Newsletter*.
- Kim, S. J. (2018). Double dose of happiness. *American Academy of Advertising (AAA) Newsletter*, 13(1), Special Topic II (Balancing Work with Life!).
- Kim, S. J. (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.

AWARDS, GRANTS, & 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)

Research Grants (Including Data Use Agreement)

- USC Annenberg Faculty Research Fund (2021), \$7,440, PI
- American Academy of Advertising Research Fellowship Grant (2020), \$2,500, Co-PI
- Small Grants Program, \$1,000 each semester, The College of Liberal Arts and Sciences, Iowa State University (Fall 2014, Spring 2016, Spring 2017), PI
- Career Development Program Grant Award, Northwestern University (2011), PI
- 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)

Travel Grants

- 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)

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

- “Meet the data scientist: Su Jung Kim,” Data Science Methodology Seminar, Korea Advanced Institute of Science and Technology, South Korea, March 14, 2022 [Virtual]
- “Use of big data in marketing,” Advanced Marketing Course, Komazawa University, Japan, October 13, 2021 [Virtual]
- “Understanding the effects of tablet adoption and mobile news delivery on news readership, subscriber satisfaction and retention,” *Data Science Talk Series*, Institute of Basic Science, South Korea, July 27, 2021 [Virtual]
- “More than just having international faculty,” *DIEA Lightning Talk*, Annenberg School for Communication and Journalism, March 22, 2021 [Virtual]
- “In search for audience-supported business model for local news organizations.” *Data Science Talk Series*, Institute of Basic Science, South Korea, South Korea, July 30, 2020 [Virtual]
- “How to survive and thrive on the academic job market,” Faculty Professionalization Panel at the 8th Annual USC Korean Studies Institute (KSI) Graduate Student Symposium, University of Southern California, February 6, 2020
- “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.
- “Social media and eWOM,” CMGT 553: Marketing Communication Theory and Application, Annenberg School for Communication and Journalism, University of Southern California, February 25, 2019
- “Metrics and analytics in advertising and public relations,” JL MC 598P: Big Data & Society, Iowa State University, October 7, 2019
- “Emerging power of new advertising.” *Annenberg Research Talk*, Annenberg School for Communication and Journalism, University of Southern California, 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.
- “Big data: Definitions and applications in marketing,” *IMC 460: The IMC Strategic Process*, Northwestern University, May 27, 2014.
- “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.
- “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*, September 26, 2013.
- “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.

Refereed Conference Presentations

- Kim, S. J. (2022). Linking survey and digital trace data to study the implications of mobile news consumption. Presented at the Annual Convention of the Association for Education in Journalism & Mass Communication (AEJMC), Detroit, MI, August 3-6.
- Kim, S. J., & Rosen, P. (2022). The formation and influence of news and information repertoires at the onset of the COVID-19 pandemic. Presented at the AEJMC Annual Convention, Detroit, MI, August 3-6.
- Kim, S. J. (2022). The generational gap in mobile usage patterns during 3G-4G transition: Evidence from electronic measures of mobile usage panel data. Presented at the International Communication Association (ICA) Annual Conference, Paris, France, May 26-30.
- Kim, S. J., Zhou, Y., Malthouse, E., & Abernathy, P. (2022). The effect of iPad adoption on digital news readership and subscriber retention: An analysis of individual-level clickstream and billing data. Presented at the ICA Annual Conference, Paris, France, May 26-30.
- Maslowska, E., Kim, S. J., Ohme, J., Fudurić, M., & Vakeel, K. (2022). Effective political advertising experiences on social media: Focusing on personalization, context, and source. Presented at the ICA Annual Conference, Paris, France, May 26-30.

- Ksiazek, T., Kim, S. J., Nelson, J., Taneja, H., Park, A., Sushobhan, P. Lee, H.M., & Sabalasky, O. (2022). Trust and information quality deficits in the news: A cross-national comparison of users, journalists, and news intermediaries in India, South Korea, and the United States. Presented at the ICA Annual Conference, Paris, France, May 26-30.
- Kim, S. J. (2022). Computational research and measurement innovations: Affective computing and emotion AI in the future advertising research. Special Topic session. American Academy of Advertising (AAA) Annual Conference, St. Petersburg, FL, March 24-27.
- Kim, S. J., & Nelson, J. (2021). Predicting news sharing in social media from an integrated approach. Presented at the AEJMC Annual Convention, New Orleans, LA, August 4-7. [Virtual]
- Kim, S. J., Lee, M., Hong, J., & Park, S. (2021). How consumers respond to pre-roll skippable advertising on different devices: A comparison between mobile devices and personal computers. Presented at the International Conference on Research in Advertising (ICORIA) Conference, Bordeaux, France, June 24-26. [Virtual]
- Maslowska, E., Vakeel, K., Kim, S. J., & Tamaddoni, A. (2021). Characteristics and effects of sponsored reviews. Paper presented at the ICORIA conference, Bordeaux, France, June 24-26. [Virtual]
- Kim, S. J., Wang, A., & Malthouse, E. (2021). Local newspaper readership and subscription during COVID-19. Presented at the ICA Annual Conference, Denver, CO, May 27-31. [Virtual]
- Kim, S. J., Abernathy, P., Zhou, Y., & Malthouse, E. (2021). Understanding the effects of tablet devices and usage training on news readership, subscriber satisfaction and retention. Annual Conference of the Korean Academic Society for Public Relations, Seoul, South Korea, May 28.
- Hayes, J., & Kim, S. J. (2021). From purchasing exposure to fostering engagement: Brand–consumer experiences in the emerging computational advertising landscape. Special topic session on Advancing Computational Advertising Research. AAA Annual Conference, March 18-20. [Virtual]
- Lee, M., Kim, S. J., Park, S., & Yoon, S. (2020). The determinants of pre-roll ad skipping and viewership: Evidence from big data. Presented at the AEJMC Annual Convention, San Francisco, CA, August 6-9. [Virtual]
- Kim, S. J. (2020). The role of social media news usage and platforms in enhancing civic and political engagement: Focusing on types of usage and technological affordances. Presented at the ICA Annual Conference, Gold Coast, Australia, May 21-25. [Virtual]
- Kim, S. J., & Nelson, J. (2020). Factors influencing the decision to share news via social media. Presented at the ICA Annual Conference, Gold Coast, Australia, May 21-25. [Virtual]
- Tamaddoni, A., Kim, S. J., & Maslowska, E. (2020). Online product reviews and customers' purchase probability: The role of review text in purchase decisions. Presented at the ICA Annual Conference, Gold Coast, Australia, May 21-25. [Virtual]
- Kim, S. J. (2020). 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.

- Araujo, T., Copulsky, J., Hayes, J., Kim, S. J., & 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. J. (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. J. (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. J., & Maslowska, E. (2019). The role of media platform credibility in responses to advertising in online news sites. Presented at the ICORIA Conference, Krems, Austria, June 27-29.
- Kim, S. J., & Schwarze, L-M. (2019). Patterns of cross-platform news media use and their impact on political engagement. Presented at the ICA Preconference Digital Asia: Social Change, Engagement, and Communication Beyond Boundaries, Washington, D.C., May 24-28.
- Tamaddoni, A., Kim, S. J., & Maslowska, E. (2019). Understanding the effects of online product reviews on customers' purchase probability: The added value of review content. Presented at the Interactive Marketing Research Conference (IMRC), Houston, TX, Mar 27-29.
- Kim, S. J., Maslowska, E., & Tamaddoni, A. (2018). Characteristics of compensated consumer reviews and the effect of compensation disclaimer on attitude and purchase intention. Presented at the AEJMC Annual Convention, Washington, D.C., August 6-9.
- Kim, S. J. (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. J., Maslowska, E., & Tamaddoni, A. (2018). Should brands incentivize reviews? A text-mining comparison of incentivized vs. non-incentivized reviews and their perception. Presented at the European Marketing Academy (EMAC), Glasgow, United Kingdom, May 29-June 1.
- Ksiazek, T., Kim, S. J., & Malthouse, E. (2018). A big data approach to understanding news repertoires, exposure diversity and voting behavior in the 2016 U.S. election. Presented at the ICA Annual Conference, Prague, Czech Republic, May 24-28.
- Kim, S. J., & Maslowska, E. (2017). "This reviewer receives free product in exchange for his/her honest opinions." How sponsored reviews differ from organic reviews. Presented at the AAA Global Conference, Tokyo, Japan, July 6-9.
- Kim, S. J., & Maslowska, E. (2017). Differences in characteristics and perception of sponsored vs. organic reviews. Presented at the ICA Annual Conference, San Diego, CA, May 25-29.
- Kim, S. J., & 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. Presented at the ICA Annual Conference, San Diego, CA, May 25-29.

- Kim, S. J., Maslowska, E., & Malthouse, E. (2016). Understanding the role of different review features in purchase probability. Presented at the AEJMC Annual Convention, Minneapolis, MN, August 6-9. **Top Faculty Paper Award, Communication and Technology Division.**
- Kim, S. J., 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. Presented at the Global Marketing Conference (GMC). Hong Kong, July 21 - 24.
- Kim, S. J., Maslowska, E., & Malthouse, E. (2016). Disentangling the effect of online product review features on purchase behavior. Presented at the ICORIA conference, Ljubljana, Slovenia, June 30 - July 2.
- Kim, S. J. (2016). Rate the rating: An empirical analysis of factors that influence the perception of review helpfulness. Presented at the ICA Annual Conference, Fukuoka, Japan, June 9-13.
- Kim, S. J. (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.
- Kim, S. J., 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. Presented at the AEJMC Annual Convention, San Francisco, CA, August 6-9.
- Han, S., Lee, H., Kim, S. J., & 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. Presented at the ICA Annual Conference, San Juan, Puerto Rico, May 21-25.
- Viswanathan, V., Xie, W., Malthouse, E., & Kim, S. J. (2014). The dynamics of mobile customer engagement behaviors. Presented at the ICORIA Conference, Amsterdam, Netherlands, June 26-28.
- Kim, S. J., Wang, R., & Malthouse, E. (2014). An empirical analysis of the effects of downloading and using a branded app on purchase behaviors. Presented at the ICORIA Conference, Amsterdam, Netherlands, June 26-28.
- Viswanathan, V., Xie, W., Malthouse, E., & Kim, S. J. (2014). Mobile media and customer engagement. Presented at the 2014 INFORMS Marketing Science Conference, Atlanta, GA., June 12-14.
- Kim, S. J., Wang, R., & Malthouse, E. (2014). The effects of posting and reading negative word-of-mouth – An empirical study. Presented at the 2014 Academy of Marketing Science Annual Conference, Indianapolis, IN., May 21-23.
- Kim, S. J., Malthouse, E., & Collinger, T. (2014). Effects of adopting and using a brand's mobile application on purchase behaviors. Presented at the ICA Annual Conference, Seattle, WA., May 22-26.
- Kim, S. J., 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. Presented at the ICA Annual Conference, Seattle, WA., May 22-26.
- Kim, S. J., Wang, R., & Malthouse, E. (2013). The effect of expressing and receiving negative word-of-mouth on purchase behavior. Presented at the Direct/Interactive Marketing Research Summit, Chicago, IL. October 12-13.
- Kim, S. J. & Viswanathan, V. (2013). Predicting TV channel choice and duration using an integrated model of media choice. Presented at the AEJMC Annual Convention, Washington D.C., August 8-11.

- Kim, S. J., Wang, R., & Malthouse, E. (2013). The good and the bad of negative word-of-mouth: An empirical investigation into the effect of online messages. Presented at ICORIA, Zagreb, Croatia, June 27-29.
- Kim, S. J. & Viswanathan, V. (2013). Choice or use? Predicting TV channel choice and duration using an integrated model of media choice. Presented at the ICORIA Conference, Zagreb, Croatia, June 27-29.
- Calder, B., Malthouse, E., Vandenbosch, M., & Kim, S. J. (2013). The effect of engagement with social media on purchase behaviors. Presented at the ESOMAR (European Society for Opinion and Market Research) 3D Digital Dimensions Conference, Boston, MA., June 23-25.
- Kim, S. J., Wang, R., & Malthouse, E. (2013). The effect of posting and reading customers' expressions of emotions and complaint behavioral intentions on purchase behaviors. Presented at the ICA Annual Conference, London, United Kingdom, June 17-21.
- Kim, S. J., Wang, R., & Malthouse, E. (2013). How posting and viewing negative word-of-mouth on a social media platform affect customer purchase behaviors. Presented at the AAA Global Conference, Honolulu, HI., May 31-June 1.
- Kim, S. J. (2012). The political implications of media repertoire. Presented at the AEJMC Annual Convention, Chicago, IL., August 9-12.
- Malthouse, E., Vandenbosch, M., Kim, S. J. (2012). Co-creating benefits in social media contests and its effects on purchase behaviors. Presented at the ICORIA Conference, Stockholm, Sweden, June 28-30. **Nominated for the Best Paper Award.**
- Kim, S. J. (2012). The polarizing effect of news preference on political learning and participation in a high-choice media environment. Presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Kim, S. J., Baek, Y., Cho, S., & Kang, N. (2012). News audience polarization across TV and the Internet: Preference for genre or platform. Presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Wonneberger, A., & Kim, S. J. (2012). TV news dismissed? Young news viewers in the Netherlands and South Korea over time. Presented at the ICA Annual Conference, Phoenix, AZ., May 24-28.
- Kim, S. J. (2011). Cross-platform media use and its political implications. Presented at the Annual Convention of the National Communication Association (NCA), New Orleans, LA., November 17-20.
- Kim, S. J. (2011). Partisan selective exposure and its political implications. Presented at the AEJMC Annual Convention, St. Louis, MO., August 10-13.
- Hargittai, E., & Kim, S. J. (2011). Differentiated mobile phone use among a diverse group of young adults. Presented at the Seamless Mobile Pre-conference at the ICA Annual Conference, Boston, MA., May 25-26.
- Kim, S. J. (2011). Political effects of media repertoire. Presented at the Midwest Political Science Association Annual National Conference, Chicago, IL., March 31-April 3.
- Kim, S. J. (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. J. (2010). Reconceptualizing audience fragmentation and polarization from a network analytic perspective. Presented at the NCA Annual Convention, San Francisco, LA., November 14-17. **Top Four Student Paper, Mass Communication Division.**
- Kim, S. J. (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. Presented at the Annual Conference of the American Association for Public Opinion Research (AAPOR), Chicago, IL., May 13-16.
- Kim, S. J. (2010). Fragmentation and polarization of news consumption: A longitudinal analysis of news consumption patterns in South Korea. Presented at the Symposium Transactional Connections, Segovia, Spain, March 24-25.
- Kim, S. J. (2009). The impact of a multi-channel environment of television news consumption: A longitudinal study of audience fragmentation and polarization in South Korea. Presented at the NCA Annual Convention, Chicago, IL., November 12-15.
- Moon, T., & Kim, S. J. (2009). The impact of portal media on online news consumption. Presented at the Annual Conference of the Association of Internet Researchers (AoIR), Milwaukee, WI., October 7-10.
- Kim, K., & Kim, S. J. (2009). The impact of content preferences on political knowledge and voter turnout: The differential effects of news and entertainment. Presented at the ICA Annual Conference, Chicago, IL., May 21-25
- Moon, T., & Kim, S. J. (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. J. (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. J. (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 Track Chair, Panel Session Organizer, Discussant/Moderator

Track Chair

- Special Track: Emerging Issues in Computational Advertising. Global Marketing Conference (2023).

Session Organizer

- Empowering Consumers in the Age of Social Media: An Empirical Analysis of EWOM Creation, Consumption, Perception, and Influence, ICA annual conference (2016).
- Advances in Selective Exposure Research: Patterns of News Media Use Around the Globe, ICA annual conference (2015).
- How Fragmented Are We? Patterns of Media Use Around the Globe, ICA annual conference (2012).

Session Discussant

- Communication Technology Division (CTEC) Scholar-to-Scholar Refereed paper session, AEJMC annual convention (2021)

- Special panel session on the Present and Future of Public Relations Theory, Korean Academic Society for Public Relations annual conference (2021)
- CTEC Scholar-to-Scholar Refereed paper session, AEJMC annual convention (2019).
- Top Student Papers in CTEC (Jung-Sook Lee Competition), AEJMC annual convention (2017).

Session Moderator

- “Audience Research and Business Strategy,” AEJMC annual convention (2022)
- “Facets of Media Management in the 21st Century,” AEJMC Mid-winter Conference (2021)
- Top Faculty Papers in CTEC (Gene Burd Faculty Research Paper Competition), AEJMC annual convention (2020).
- “Unraveling Digital Advertising,” AEJMC annual convention (2020).
- “New Approaches for Managing Media Enterprises,” AEJMC annual convention (2020).
- “Media Content and Platform Consumption: Television, Movies, OTT, and Smartphones,” AEJMC annual convention (2019).
- “Advertising Division Outstanding Papers,” AEJMC annual convention (2019).
- “Best of Digital Competition,” AEJMC annual convention (2019).
- “The Cutting Edges of Communication Technologies,” AEJMC annual convention (2018).
- “Best of Digital Competition,” AEJMC annual convention (2018).
- Top Student Papers in CTEC (Jung-Sook Lee Competition), AEJMC annual convention (2017).
- New Technologies and Advertising Implications, AAA Global Conference (2017).

Media Appearances and References

- The J Word, a podcast by *Journalism Practice*, Oct 21, 2020, *Episode 6: Measuring audience trust in news Pt 2*. Available from <https://thejword.buzzsprout.com/1208318/5091335-the-j-word-episode-6-measuring-audience-trust-in-news-pt-2>
- Northwestern Local News Initiative, Nov 9, 2020. *Why email newsletters are a game-changer for local news*. Available from <https://localnewsinitiative.northwestern.edu/posts/2020/11/09/newsletters-eight-reasons-why/>
- 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.
- 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>.

RESEARCH EXPERIENCE

Research Collaboration

- **Trust and information quality deficits in the News: A cross-national comparison of users, journalists, and news intermediaries**, Collaborators: Tom Ksiazek (Villanova), Harsh Taneja (UIUC), Jacob Nelson (Arizona State), Ahran Park (Korea University), Hyemi Lee (Cheil Worldwide), Ruchi Jaggi, Sushobhan Patankar

Research Assistantships

- **Mobile phone use patterns of young adults and their social implications**, PI: Eszter Hargittai (University of Zurich)
- **Audience behavior in the multichannel environment in South Korea**, PI: Namjun Kang (Seoul National University), Granted by the Korean Broadcasting Commission
- **Broadcasting policy-making processes in the National Assembly: An analysis of discourse on broadcasting policy issues**, PI: Sugmin Youn (Seoul National University), Granted by the Korean Broadcasting Commission
- **General Television Audience Survey**, PI: Namjun Kang (Seoul National University), Granted by the Foundation for Broadcast Culture

TEACHING EXPERIENCE

Instructor

USC

- PR 250: Strategic Public Relations: An Introduction (Undergraduate), Spring 2019/2021
- PR 463: Strategic Public Relations Research, Analysis and Insights (Undergraduate), Fall 2018 – present

ISU

- JL MC 510: Strategies of Communication (Graduate), Spring 2015/2017/2018
- ADVRT/P R 301: Research and Strategic Planning for Advertising/Public Relations (Undergraduate), Fall 2014 – Spring 2018
- ADVRT/JL MC/P R 497G: Data-driven Audience Analytics (Undergraduate), Fall 2014/2015/2016

NU

- IMC 301: Consumer Insight (Undergraduate), Spring 2014
- IMC 490: Data Management (Graduate), Winter 2014 (co-teaching)
- IMC 454: Communications and Persuasive Messages (Graduate), Spring 2013 – Winter 2013 (co-teaching)
- IMC 301: Introduction to Integrated Marketing Communications (Undergraduate), Winter 2012 (co-teaching)

Guest Lectures

USC

- “How to handle quantitative data” in PR 463: Strategic Public Relations Research, Analysis and Insights, Fall 2018/Fall 2020/Summer 2021/Fall 2021/Summer 2022

- “Quantitative data analysis” in PR 522: Storytelling with Data Intelligence, Fall 2020
- “Basic statistics” in PR 504: Strategic Public Relations Research, Evaluation and Insights, Fall 2018

ISU

- “Big data in public relations,” 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 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

- “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)

- COMM_ST 344: Interpersonal Conflict (Prof: Michael Roloff), Spring 2011
- COMM_ST 363: Bargaining & Negotiation (Prof: Michael Roloff), Winter 2011
- COMM_ST 270: Theories of Mediated Communication (Prof: Maria Mastronardi), Spring 2009
- COMM_ST 220: Theories of Argumentation (Prof: David Zarefsky), Winter 2009
- COMM_ST 392: Global Culture and Communication (Prof: Dilip Gaonkar), Fall 2008
- COMM_ST/IEMS 395: Social Network Analysis (Prof: Noshir Contractor), Spring 2008
- COMM_ST 386: Science, Technology, and Society (Prof: Jason Gallo), Winter 2008
- COMM_ST 340: Community Integration of Labeled People (Prof: Paul Arntson), Fall 2007

Teaching Training

- Accelerated Online Teaching Institute, Center for Excellence in Teaching, University of Southern California, 2020 [Virtual]
- Graduate Teaching Certificate Program, Searle Center for Teaching Excellence, Northwestern University, 2009

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

- Zihao He, Computer Science (Ph.D.)
- Ivette Lopez, Strategic Public Relations
- Rutian Qiu, Strategic Public Relations
- Kristy Plaza, Strategic Public Relations
- Irina Ortega, Strategic Public Relations
- Lin Qi, Strategic Public Relations

ISU

- Scott Ismond, Journalism and Communication
- Sijia He, Graphic Design
- Heajung Shin, Journalism and Communication
- Xiaowen Zhu, Journalism and Communication
- Yuting Liao, Journalism and Communication
- Michael Kang, Graphic Design

External Member

- Yayu Zhou, McCormick School of Engineering, Northwestern University (Ph.D.)
- Melissa Abner, Apparel, Events, & Hospitality Management, Iowa State University (Ph.D.)

PROFESSIONAL SERVICE

Associate Editorship

- *Journal of Advertising* (JA), Associate Editor, starting from January 2023

Guest Editorship

- Special Issue on “Emerging Issues in Computational Advertising” in the *Journal of Current Issues and Research in Advertising* (JCIRA), Scheduled to publish in 2024

Editorial Board

- *International Journal of Advertising* (IJA), April 2022 – present
- *Journal of Current Issues and Research in Advertising* (JCIRA), May 2021 – present
- *Journal of Broadcasting & Electronic Media* (JoBEM), February 2021 – present
- *International Journal of Communication* (IJoC), April 2019 – present

- *Journal of Interactive Advertising* (JIA), January 2019 – present
- *Korean Society for Journalism & Communication Studies* (KSJCS), October 2017 – September 2019

Institutional Service

USC Annenberg

- Member, Search Committee, RTPC position in Public Relations, Fall 2022
- Elected Member, JCAPT Committee, Fall 2021 – present
- Member, Long Range Planning Committee, Fall 2021 – present
- Member, Grade Appeal Committee, Fall 2020 – present
- Member, Annenberg Digital Media Management Admissions Committee, Summer 2021
- Member, USC APIFSA (Asian Pacific Islander Faculty Staff Association), Spring 2021 – present
- Member, Annenberg APIDA (Asian Pacific Islander Desi American) Group, Spring 2021 – present
- Co-organizer, Public Relations Monthly Colloquium, Spring 2019
- Member, Advertising Minor Curriculum Committee, Spring 2019
- Member, Public Relations Curriculum Committee, Fall 2018 – present
- Member, Media Economics and Entrepreneurship Committee, Fall 2018 – Spring 2019
- Mentor, Annenberg Resource & Mentoring Program, Fall 2018 – present

ISU

- Member, Search Committee, Tenure-track position in Public Relations, Fall 2017
- 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

- Committee member, Review Committee on the proposals for the AEJMC Re-imagining Presentations, June 2022
- Elected committee member, Standing Committee on Professional Freedom & Responsibility (PF&R), AEJMC, October 2021 – August 2024
- Dorothy Bowles Award for Public Service Nomination Chair, AEJMC, October 2021 – September 2022
- Grant reviewer, Beijing Normal University – Hong Kong Baptist University United International College Research Grants Application, 2018 – 2019
- 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, Communication, & Society, 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 Business Research, Journal of Communication, Journal of Communication Technology, Journal of Computer-Mediated Communication, Journal of Interactive Advertising, 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, Journalism Studies, Korean Journal of Journalism & Communication Studies, Mass Communication and Society, New Media & Society, Nordicom Review, Political Communication, Sage Open, Service Science, Transactions on Management Information Systems
- Conferences:
AAA Annual & Global Conference, American Association for Public Opinion Research (AAPOR) Annual Convention, AEJMC Annual & Midwinter Convention, AoIR Annual Convention, InfoSocial, ICA Annual Convention, ICORIA Conference, Global Fashion Management Conference, Global Marketing Conference, 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

- Virtual Zumba classes and guest appearances during COVID-19 lockdown, Spring 2020
- Zumba charity events in Ames, Boone, and Des Moines, IA, 2016 – 2018

STATISTICAL SOFTWARE SKILLS

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

WORK EXPERIENCE

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