JIYEON SO, Ph.D.

Yonsei University
Department of Communication
50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea
jso@yonsei.ac.kr

EDUCATION

2012	**Ph.D.** in Communication
	University of California, Santa Barbara (UCSB)
	Dissertation Chair: Robin Nabi
2007	**M.A.** in Communication
	Purdue University
	Thesis Chair: Hyunyi Cho
2001	**B.S.** in Engineering
	Korea University

ACADEMIC APPOINTMENTS

2024-	**Professor**, Department of Communication, Yonsei University
2023-2025	**Department Chair**, Department of Communication, Yonsei University
2019-2024	**Associate Professor**, Department of Communication, Yonsei University
2019	**Associate Professor**, Department of Communication Studies, University of Georgia
2013- 2019	**Assistant Professor**, Department of Communication Studies, University of Georgia

GRANTS AND SCHOLARLY AWARDS

2023	***Top Paper Award*** in Information Systems Division, ICA
2021	***2020 Outstanding Teaching Award***, Yonsei University
2019-2022	***Future Leading Research Fund***, ₩ 38,790,000 (PI), Yonsei University
2018-2020	***National Oceanic and Atmospheric Administration (NOAA)***, $178,203 (Co-PI)
2018	***M.G. Michael Award*** of research excellence, $3,000 Research Grant, UGA
2017	***Career Center Recognition*** for Contribution to Students' Career Development, UGA
2014	***Top Paper Award*** in Health Communication Division, NCA
2014	***Faculty Research Grant*** for $12,555, Office of the Vice President for Research, UGA
2013	Finalist for ICA/ NCA ***Health Communication Dissertation of the Year Award***
2011	***Graduate Division Dissertation Fellowship***, UCSB
2010	***Top Three Student Paper Award*** in Mass Communication Division, ICA
2010	***Top Three Paper Award*** in Intergroup Communication Division, ICA
2010	***ICA Travel Grant*** in Mass Communication Division, ICA
2008	*ICA/ NCA* ***Thesis of the Year Award*** in Health Communication Division

PUBLICATIONS

Peer-reviewed Journal Articles

1. **So, J.**, & Song, H.[1] (2023). Two faces of message repetition: Audience favorability as a determinant of the explanatory capacities of processing fluency and message fatigue. *Journal of Communication, 73,* 574-586. https://doi:10.1093/joc/jqad025

2. **So, J.**, & Liu, J. (2023). The role of audience favorability in processing (un)familiar messages: A heuristic-systematic model perspective. *Human Communication Research, 49,* 383-395. https://doi.org/10.1093/hcr/hqad024

3. Hwang, Y., **So, J.**, & Jeong, S. (2023). Does COVID-19 message fatigue lead to misinformation acceptance? An extension of the risk information seeking and processing model. *Health Communication, 38,* 2742-2749. https://doi.org/10.1080/10410236.2022.2111636

4. **So, J.**, Shim, M., & Song, H.[2] (2023). Diffusion of COVID-19 misinformation: Mechanisms for threat- and efficacy-related misinformation diffusion. *Computers in Human Behavior, 149,* 107967. https://doi.org/10.1016/j.chb.2023.107967

5. Song, H.[1], & **So, J.** (2023). Message fatigue beyond the health message context: A replication and further extension of So et al. (2017). *Human Communication Research, 49,* 339-344. https://doi.org/10.1093/hcr/hqad021

6. Song, H.[2], **So, J.,** Shim, M., Kim, J., Kim, A., & Lee, K. (2023). What message features influence the intention to share misinformation about COVID-19 on social media? The role of efficacy and novelty. *Computers in Human Behavior, 138,* 107439. https://doi.org/10.1016/j.chb.2022.107439 **[Lead Article]**

7. **So, J.** (2022). Counterproductive effects of overfamiliar anti-tobacco messages on smoking cessation intentions via message fatigue and resistance to persuasion. *Psychology of Addictive Behaviors, 36,* 931-941. https://doi.org/10.1037/adb0000776 **[Lead Article]**

8. **So, J.**, Ahn, J., & Guan, M. (2022). Beyond depth and breadth: Taking "types" of health information sought into consideration with cluster analysis. *Journal of Health Communication, 27,* 27-36. https://doi.org/10.1080/10810730.2022.2029978

9. Quan, L.*, Chung, S., Kim, Y., & **So, J.** (2022). Is a success story of an underdog more powerful than one of a similar other? Examining effects of model similarity and success attribution on intention to exercise. *Communication Quarterly, 70,* 205-225. https://doi.org/10.1080/01463373.2022.2036213

10. Choi, J. H.*, & **So, J.** (2021). The effects of COVID-19 news frames on support for punishment policy in individuals: The mediating effects of responsibility perception and

anger. *Korean Journal of Journalism & Communication Studies*, *65*, 70-105. https://doi.org/10.20879/kjjcs.2021.65.4.002

11. Guan, M. & **So, J.** (2020). Tailoring temporal message frames to individuals' time orientation strengthens the relationship between risk perception and behavioral intention. *Journal of Health Communication*, 25, 971-981. https://doi.org/10.1080/10810730.2021.1878310

12. Kim, H.*, Han, J. Y., **So, J.**, & Seo, Y.* (2020). An investigation of cognitive processing of fear appeal messages promoting HPV vaccination: Predictors and outcomes of magnitude and valence of cognitive responses. *Journal of Health Communication, 25, 885-894.* https://doi.org/10.1080/10810730.2020.1842566

13. Alam, N.* & **So, J.** (2020). Contributions of emotional flow in narrative persuasion: An empirical test of the emotional flow framework. *Communication Quarterly, 68,* 161–182. DOI:10.1080/01463373.2020.1725079

14. Kim, Y.*, Chung, S., & **So, J.** (2020). Success expectancy: A mediator for the effects of source similarity and self-efficacy on health behavior intention. *Health Communication, 35,* 1063-1072. DOI: 10.1080/10410236.2019.1613475

15. **So, J**., Kuang, K., & Cho, H. (2019). Information seeking upon exposure to risk messages: Predictors, outcomes, and mediating roles of health information seeking. *Communication Research, 46,* 663-687. DOI: 10.1177/0093650216679536

16. **So, J.** & Alam, N.* (2019). Predictors and effects of anti-obesity message fatigue: A thought-listing analysis. *Health Communication, 34,* 755–763. DOI:10.1080/10410236.2018.1434736

17. Owusu, D., **So, J.**, & Popova, L. (2019). Reactions to tobacco warning labels: Predictors and outcomes of adaptive and maladaptive responses. *Addiction Research and Theory, 27, 383-393.* DOI: 10.1080/16066359.2018.1531127

18. Choi, J. & **So, J.** (2019). Effects of self-affirmation on message persuasiveness: A cross-cultural study of the U.S. and South Korea. *Asian Journal of Communication, 29,* 128-148. DOI: 10.1080/01292986.2018.1555265

19. Skoric, M. M., Kim, H. K., Tsa, H. S., **So. J.**, & Kim, Y. C. (2019). Faculty workshop on how to write good papers and how to publish them. *Asian Communication Research, 16,* 203-217. DOI: 10.20879/acr.2019.16.3.203

20. **So, J**., & Popova, L. (2018). A profile of individuals with anti-tobacco message fatigue. *American Journal of Health Behavior, 42*, 109-118. DOI: https://doi.org/10.5993/AJHB.42.1.11

21. Kim, S.* & **So, J.** (2018). How message fatigue toward health messages leads to ineffective persuasive outcomes: Examining the mediating roles of reactance and inattention. *Journal of Health Communication, 23,* 109-116. DOI: 10.1080/10810730.2017.1414900

22. **So, J**., Kim, S.,* & Cohen, H.* (2017). Message fatigue: Conceptual definition, operationalization, and correlates. *Communication Monographs, 84,* 5-29. DOI: 10.1080/03637751.2016.1250429 **[Lead Article]**

23. **So, J.**, Jeong, S., & Hwang, Y. (2017). Which type of risk information to use for whom?: Moderating role of outcome-relevant involvement in the effects of statistical and exemplified risk information on risk perceptions. *Journal of Health Communication, 22,* 304-311. DOI:10.1080/10810730.2016.1252819

24. Popova, L., **So, J.**, Sangalang, A. L., Neilands, T. B., & Ling, P.M. (2017). Do emotions spark interest in alternative tobacco products? *Health Education and Behavior, 44,* 598-612. DOI: 10.1177/1090198116683169

25. **So, J**., Kuang, K.,* & Cho, H. (2016). Reexamining fear appeal models from cognitive appraisal theory and functional emotion theory perspectives. *Communication Monographs, 83,* 120-144. DOI:10.1080/03637751.2015.1044257

26. **So. J.** & Shen, L. (2016). Personalization of risk through convergence of self- and character-risk: Narrative effects on social distance and self-character risk perception gap. *Communication Research, 43,* 1094–1115. DOI: 10.1177/0093650215570656

27. Guan, M.,* & **So, J.** (2016). Influence of social identity on self-efficacy beliefs through perceived social support: A social identity theory perspective. *Communication Studies, 67,* 588–604**.** DOI: 10.1080/10510974.2016.1239645

28. **So, J.,** Prestin, A., Lee, L.,* Wang, Y.,* Yen, J., & Chou, W. S. (2016). What do people like to "share" about obesity? A content analysis of frequent retweets about obesity on Twitter. *Health Communication, 31,* 193-206. DOI: 10.1080/10410236.2014.940675

29. Nabi, R., Prestin, A., & **So, J.** (2016). Could watching TV be good for you? Examining how media consumption patterns relate to salivary cortisol. *Health Communication, 31,* 1345-1355. DOI: 10.1080/10410236.2015.1061309

30. Kim, D. K., Kim, Y. C., Lee, J., Lee, J. S., Paek, H. J., & **So, J.** (2016). Health communication in South Korea: Past, present, and future. *Health Communication Research, 14,* 1-27. *Authors listed in the alphabetical order.

31. **So, J.** & Nabi, R. L. (2013). Reduction of social distance as an explanation for media's influence on personal risk perceptions: An initial test of the risk convergence model. *Human Communication Research, 39,* 317–338. DOI: 10.1111/hcre.12005

32. **So, J.** (2013). A further extension of the extended parallel processing model (E-EPPM): Implications of cognitive appraisal theory of emotions and dispositional coping style. *Health Communication, 28,* 72-83. DOI:10.1080/10410236.2012.708633

33. Nabi, R. L., Prestin, A., & **So, J.** (2013). Facebook friends with (health) benefits?: Exploring the palliative effects of social network sites compared to interpersonal networks. *Cyberpsychology, Behavior, and Social Networking, 16*, 721-727. DOI:10.1089/cyber.2012.0521.

34. **So, J.** (2012). Uses, gratifications, and beyond: Towards a model of motivated media exposure and its effects on risk perception. *Communication Theory,* 22, 116-137. DOI:10.1111/j.1468-2885.2012.01400.x **[Lead article]**

35. Lauckner, C., Smith, S., Kotowski, M., Nazione, S., Stohl, C., Prestin, A. L. **So, J.**, & Nabi, R. E. (2012). An initial investigation into naturally occurring loss- and gain-framed memorable breast cancer messages. *Communication Quarterly, 60,* 1-16. DOI:10.1080/01463373.2012.642269

36. **So, J.,** Cho, H., & Lee, J. (2011). Genre-specific media and perceptions of personal and social risk of smoking among South Korean college students. *Journal of Health Communication, 16, 5,* 533- 549. DOI: 10.1080/10810730.2010.546488

37. Cho, H., **So, J.,** & Lee, J. (2009). Personal, social, and cultural correlates of self-efficacy beliefs among South Korean college smokers. *Health Communication, 24,* 337–345. DOI: 10.1080/10410230902889381

38. Lieberman, D. A., Bates, C. H., & **So, J.** (2009). Young children's learning with digital media. *Computers in the Schools, 26,* 271-283. DOI:10.1080/07380560903360194

** an asterik denotes a student author*
Song, H.[1] = Hyunjin Song, Song, H.[2] = Hayeon Song

Book Chapters and Encyclopedia Entries

1. Guan, M., & **So, J.** (2023). Social identity theory. In E. Ho, C. L. Bylund, & J. van Weert (Eds.), *The International Encyclopedia of Health Communication.* New York: Wiley-Blackwell. DOI: 10.1002/9781119678816.iehc0667

2. Nabi, R. L., **So, J.,** Prestin, A., & Pérez Torres, D. (2021). Media-based emotional coping: Examining the emotional benefits and pitfalls of media consumption. In E. Konijn, K. Doveling, & C. von Scheve (Eds.), *The Routledge International Handbook of Emotions and Media*, (pp. 85–101). New York: Routledge. DOI: 10.4324/9780429465758-6

3. **So, J.** (2014). Emotion appraisals regarding risk. In T. Thompson (Ed.), *Encyclopedia of Health Communication,* (pp. 397-399). Sage.

4. Nabi, R. E., **So, J.,** & de los Santos, T. (2013). Tracing the course of reality TV effects research. In Scharrer, E. (Ed.), *The International Encyclopedia of Media Studies: Media Effects/Media Psychology,* (pp. 355-373). Blackwell Publishing.

5. Nabi, R. L., **So, J.,** & Prestin, A. (2010). Media-based emotional coping: Examining the emotional benefits and pitfalls of media consumption. In E. Konijn, K. Doveling, & C. von Scheve (Eds.), *The Routledge handbook of emotions and mass media,* (pp. 116–133). New York: Routledge.

RESEARCH GRANTS

2019-2022 **Future-Leading Research Fund,** Yonsei University
"Examining the relationship between repeated message exposure and message fatigue" for ₩ 38,790,000 (PI).

2018- 2020 **Joint Technology Transfer Initiative (JTTI), National Oceanic and Atmospheric Administration (NOAA)**
Federal Award ID No. NA18OAR4590366
"Implications of inconsistent visual displays on end user uncertainty, risk perception, and behavioral intentions" for $178,203.00 (Co-PI).

2018 **M.G. Michael Award,** Franklin College of Arts and Sciences, UGA
"Identification of message types that mitigate message fatigue" for $ 3,000.

2017 **Departmental Seed Grant**, Department of Communication Studies, UGA
"Examining effects of different message frames and goals on anti-tobacco message fatigue" for $ 2,306.25 (PI).

2014 **Faculty Research Grant**, Office of the Vice President for Research, UGA
"Towards an effective tailoring of anti-obesity messages: Exploring the moderators of the effects of "health" and "life satisfaction" frame in overweight and obese population" for $ 12,555 (PI).

CONFERENCE PAPERS

1. **So, J**., & Song, H. (2024, June). *How do more messages on the risks of AI shape regulatory policy support? Tech-savviness moderates mediating roles of message fatigue and processing fluency.* Paper to be presented to the Information Systems Division of the International Communication Association, Gold Coast, Australia.

2. **So., J.,** & Liu, J. (2024, June). *Effects of audience motivation on selective attention and information processing: An eye-tracking study.* Paper to be presented to the Information Systems Division of the International Communication Association, Gold Coast, Australia.

3. **So, J**., & Song, H. (2023, May). *Two faces of message repetition: Audience favorability moderates the mediating capacities of processing fluency and message fatigue.* Paper to the Information Systems Division of the International Communication Association, Toronto, Canada. **[Top Paper Award]**

4. **So., J.,** & Liu, J. (2023, May). *The role of audience favorability in processing (un)familiar health messages: A heuristic-systematic model perspective.* Paper presented to the Information Systems Division of the International Communication Association, Toronto, Canada.

5. Song, H., & **So, J**. (2022, May). *Developing a very brief measure of the message fatigue: Applying item response theory and simulation inferences in health communication research.* Paper presented to the Health Communication Division of the International Communication Association, Paris, France.

6. Song, H., **So, J.,** Shim, M., Kim, J., Kim, A., & Lee, K. (2022, May). *The effects of novelty and efficacy on the intention to share misinformation about COVID-19.* Paper presented to the Health Communication Division of the International Communication Association, Paris, France.

7. Quan, L., Chung, S., Kim, Y., & **So, J.** (2021, May). *Is a success story of an underdog more powerful than that of similar other? Examining effects of story model yype and success attribution on intention to exercise.* Paper presented to the Health Communication Division of the International Communication Association, Denver, CO.

8. Williams, C.A., Grundstein, A.J., & **So, J.** (2021, January). What Is being enhanced?: An examination of the Storm Prediction Center's risk category system among members of the public. Paper presented to the Societal Applications Symposium at the annual convention of the American Meteorological Society, Virtual Conference. https://ams.confex.com/ams/101ANNUAL/meetingapp.cgi/Paper/380671

9. **So, J.** (2020, November). *Counterproductive effects of recurrent health message frames: Mediating roles of message fatigue, active and passive resistance toward persuasion.* Paper presented to the Health Communication Division of the National Communication Association, Indianapolis, IN.

10. **So, J.** & Ahn, J. (2020, May). *What "types" of health information do people seek? Examining clusters of homogenous information seeking patterns and their predictors.* Paper presented to the Information Systems Division of the International Communication Association, Gold Coast, Australia.

11. Williams, C.A., Grundstein, A.J., & **So, J.** (2020, January). *Should severe weather graphics wear uniforms? Understanding the effects of inconsistent convective outlook graphics on members of the public.* Paper presented to the Societal Applications Symposium at the annual convention of the American Meteorological Society, Boston, MA. **[First place winner]**, https://ams.confex.com/ams/2020Annual/meetingapp. cgi/Paper/365011

12. Alam, N.* & **So, J.** (2019, May). *Contributions of emotional flow in narrative persuasion: An empirical test of the emotional flow framework.* Paper presented to the Mass Communication Division of the International Communication Association, Washington D.C.

13. Liu, J., **So, J.**, Pei, R.,* & Falk, E. (2018, May). *Counterproductive effects of repeated exposure to health campaign messages: Evidence from a neuroimaging study.* Paper presented to the Health Communication Division of the International Communication Association, Prague, Czech Republic.

14. Guan, M.* & **So, J.** (2018, May). *A Critique on the Use of Prospect Theory: Identifying Conceptual Mismatches between the Original Theory and Its Application in Health Communication Research.* Paper presented to the Health Communication Division of the International Communication Association, Prague, Czech Republic.

15. **So, J.** & Alam, N.* (2017, November). *Predictors and effects of anti-obesity message fatigue responses: A thought-listing analysis.* Paper presented to the Health Communication Division of the National Communication Association, Dallas, TX.

16. Guan, M.* & **So, J.** (2017, November). *Exploring the interaction effect of risk perception, temporal framing, and consideration of future consequences on risk-reducing behaviors.* Paper presented to the Health Communication Division of the National Communication Association, Dallas, TX.

17. **So., J**. & Popova, L. (2017, November). *Who's tired of anti-tobacco messages? Profiling individuals with anti-tobacco message fatigue.* Paper presented at the annual conference of American Public Health Association, Atlanta, GA.

18. Owusu, D., **So, J.**, & Popova, L. (2017, November). *Damn! I didn't know that! to Government lies to make smokers quit: Spontaneous adaptive and maladaptive responses to tobacco warning labels and their associated factors and outcomes.* Paper presented at the annual conference of American Public Health Association, Atlanta, GA.

19. **So, J.**, Shen, L., & Guan, M.* (2017, May). *The Role of Narrative Engagement in Reducing Biases in Risk-related Perceptions.* Paper presented to the Health Communication Division of the International Communication Association, San Diego, CA.

20. Kim, S.* & **So, J.** (2017, May). *Effects of Message Fatigue on Resistance to Persuasive Health Messages.* Paper presented to the Health Communication Division of the International Communication Association, San Diego, CA.

21. Guan, M.* & **So, J.** (2016, November). *Influence of social identity on self-efficacy beliefs through perceived social support: A social identity theory perspective.* Paper presented to the Health Communication Division of the National Communication Association, Philadelphia, PA.

22. **So, J**., Kim, S.*, & Cohen, H.* (2016, June). *Message fatigue: Conceptual definition, operationalization, and correlates.* Paper presented to the Health Communication Division of the International Communication Association, Fukuoka, Japan.

23. **So, J**., Kuang, K., & Cho, H. (2016, June). *Information seeking upon exposure to risk messages: Predictors, outcomes, and mediating roles of health information seeking behaviors.* Paper presented to the Information Systems Division of the International Communication Association, Fukuoka, Japan.

24. Popova, L., **So, J.**, Sangalang, A. L., Neilands, T. B., & Ling, P. M. (2016, March). *Level of nicotine dependence predicts emotional arousal in response to advertisements for alternative tobacco products.* Paper presented to the Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

25. Choi, J., **So, J.**, & Cho, H. (2016, June). *Exploring the Relationships Among Message Features, Cognitive Appraisal, and Aroused Emotions of Guilt and Shame: A Cross-Cultural Study.* Paper presented to the Intercultural Communication Division of the International Communication Association, Fukuoka, Japan.

26. **So, J.**, & Jeong, S. (2015, November). *Relative effectiveness of statistical and exemplified risk: The role of outcome-relevant involvement as a moderator.* Paper presented to the Health Communication Division of the National Communication Association, Las Vegas.

27. Kim, S.*, & **So, J.** (2015, November). *Uncertainty in risk assessments: An integrative approach to uncertainty in risk assessments, emotions, and uncertainty management.* Paper presented to the Health Communication Division of the National Communication Association, Las Vegas.

28. **So, J.** (2015, November). *Challenge and opportunities for risk communication in Korea.* Invited presentation to the Korean American Communication Association Division of the National Communication Association, Las Vegas.

29. Popova, L., **So, J.**, Ling, P., & Sangalang, L.* (2015, May). *Emotional responses to warning labels for alternative tobacco products and their implications for behavioral intentions: An experimental study.* Paper presented to the Health Communication Division of the International Communication Association, San Juan, Puerto Rico.

30. **So, J.** & Shen, L. (2014, November). *Examining the risk perception gap in the risk convergence model: Narrative effects on perceived social distance and self- and*

character's risk perception. Paper presented to the Health Communication Division of the National Communication Association, Chicago. **[Top paper award]**

31. **So, J.,** Prestin, A., Lee, L.*, Wang, Y.*, Yen, J., & Chou, W.S. (2014, November). *What do people like to "share" about obesity? A content analysis of frequent retweets about obesity on Twitter*. Paper presented to the Health Communication Division of the National Communication Association, Chicago.

32. **So, J**., Kuang, K.*, & Cho, H. (2014, November). *Revisiting the EPPM from cognitive appraisal and functional emotion theories perspectives: Fear and anxiety as mediators of adaptive responses to fear appeals*. Paper presented to the Health Communication Division of the National Communication Association, Chicago.

33. **So, J.** & Nabi, R. L. (2012, November). *Risk convergence model: A model of media's influence on self-other social distance and personal risk perceptions.* Paper presented to the Mass Communication Division of the National Communication Association, Orlando.

34. **So, J.** (2011, November). *A further extension of the Extended Parallel Process Model: Implications of Cognitive Appraisal Theory of Emotions*. Paper presented to the Health Communication Division of the National Communication Association, New Orleans.

35. **So, J.** (2010, November). *Influence of media on audiences' personal risk perceptions: Implications of perceived social distance between self and others depicted in the media*. Paper presented to the Mass Communication Division of the National Communication Association, San Francisco.

36. Nabi, R. L., Prestin, A. L, & **So, J.** (2010, November). *Could watching TV be good for you? Examining the relationship between media consumption and the stress markers of cortisol and alpha amylase.* Paper presented to the Mass Communication Division of the National Communication Association, San Francisco.

37. Nabi, R. L., Prestin, A. L, & **So, J.** (2010, November). *Exploring the Palliative Effects of Social Networking Site Use: Does Facebook offer the same health benefits as interpersonal networks?* Paper presented to the Health Communication Division of the National Communication Association, San Francisco.

38. **So, J.** (2010, June). *Uses, gratifications, and beyond: Towards a model of motivated media exposure and its influence on risk perception.* Paper presented to the Mass Communication Division of the International Communication Association, Singapore. **[Top three student paper award]**

39. Reid, S. A., Poland, R., **So, J.,** & Bates, C. (2010, June). *Linguistic concreteness and stereotype transmission among political neutrals: Evidence for a group promotion hypothesis.* Paper presented to the Intergroup Communication Division of the International Communication Association, Singapore. **[Top three paper award]**

40. **So, J.** (2009, May). *Group communication processes in social support groups: Sources of functions and dysfunctions.* Paper presented to the Organizational Communication Division of the International Communication Association, Chicago, IL.

41. **So, J.** (2009, May). *Pop culture as an instrument for global public diplomacy: A case study of the influences of the Korean Wave on Asian publics.* Paper presented to the Global Communication and Social Change Division of the International Communication Association, Chicago, IL.

42. Prestin, A. L, **So, J.,** Lieberman, D. A., Kang, P., & Anderson, G. (2008, November). *Involvement as a moderator of the effects of a cancer education video game.* Paper presented to the Health Communication Division of the National Communication Association, San Diego, CA.

43. **So, J.** (2007, May). *Genre-specific effects of informative and entertainment media on personal and social risk perceptions.* Paper presented to the Health Communication Division of the International Communication Association, San Francisco, CA.

RESEARCH INTERESTS

- Health communication
- Persuasion
- Media effects (on health-related perceptions)
- Unintended effects of health messages (e.g., message fatigue)
- Entertainment education/ narrative persuasion
- Emotional appeals
- Public health campaigns
- Motivated resistance to health messages

INVITED LECTURE

2023 **Seoul National University Communication Research Forum**
"Message Fatigue"

2021 **Yonsei Medical School COVID19 Special Forum**
Forum I (February)
"Intended and Unintended Effects of COVID19 Risk Messages"
Forum II (May)
"Recommended Message Strategy for COVID-19 Vaccine Promotion"

2021 **Yonsei Medical School Preventive Medicine Lab**
"Health Communication from a Preventive Medicine Perspective"

2021 **Yonsei University Center for Social Science Research Brownbag Talk**

2019 **Korean Association for Broadcasting & Telecommunication Studies**
Media Psychology Colloquium Series
"Risk Convergence Model: What drives the effects of narratives on personal risk perception"

2019 **Yonsei University BK 21 Colloquium Series**

2018 **Sungkyunkwan University**
Brain Korea 21 Colloquium "International Scholars Talk"
"Message Fatigue: What is it? Who feels it? How can we overcome it?"

2017 **Centers for Disease Control (CDC)**
Communication Council Brown Bag Seminar
"Message Fatigue: What is it? Who feels it? How can we overcome it?"

2016 **College of Family and Consumer Sciences**, UGA
Guest lecture in HDFS 8950: Prevention Science
"Message Fatigue"

2015 **Hallym University**
Health Communication Colloquium
"What do people like to "share" about obesity? A content analysis of frequent retweets about obesity on Twitter."

2015 **Korean Health Communication Association Convention**
Invited Presentation
"What do people like to "share" about obesity? A content analysis of frequent retweets about obesity on Twitter."

MENTORING EXPERIENCE

Ph.D. Advisor

- Mengfei Guan — Ph.D., University of Georgia (conferred in 2018)
- Sunghee Moon — Ph.D., Yonsei University (in progress)

M.A. Advisor

- Nizia Alam — M.A., University of Georgia (conferred in 2018)
- Kyungwon Kim — M.A., Yonsei University (conferred in 2020)
- Jonghyuk Choi — M.A., Yonsei University (conferred in 2020)
- Hyunkyung Lee — M.A., Yonsei University (conferred in 2021)
- Moonsun Choi — M.A., Yonsei University (conferred in 2022)
- Pamela Bielinski — M.A., Yonsei University (conferred in 2022)
- Sangsoo Kwon — M.A., Yonsei University (conferred in 2023)
- Hyehyun Song — M.A., Yonsei University (conferred in 2024)
- Daeun Lee — M.A., Yonsei University (in progress)
- Jeonga Ju — M.A., Yonsei University (in progress)

Doctoral Committee Member

- Yachao Li — Ph.D., University of Georgia (conferred in 2018)
- Castle Williams — Ph.D., University of Georgia (conferred in 2020)
- Samsoo Shin* — Ph.D., Sungkyunkwan University (conferred in 2021)
- Brittany Jefferson* — Ph.D., University of Georgia (in progress)

*denotes external committee membership

M.A. Thesis/ Comprehensive Exam Committee Member

- Liyuan Wang — M.A. (conferred in 2015)
- Elaine Hanby — M.A. (conferred in 2018)
- Clint Graves — M.A. (conferred in 2019)

Directed Study

- Soela Kim — Spring 2014
- Katherine Ellis — Spring 2014 (undergraduate internship)
- Heather Cohen — Fall 2014
- Mengfei Guan — Spring 2015
- Laura Lee — Spring 2015 (undergraduate internship)
- Nizia Alam — Fall 2016, Spring 2017
- Trang Nguyen — Fall 2016 (undergraduate honor's research credit)
- Caroline Heys — Spring 2017 (undergraduate internship)

- Jade Nielsen Spring 2017 (undergraduate directed research)
- Erin Bagley Fall 2017 (undergraduate directed research)
- Volha Murashka Fall 2017
- Hue Duong Spring 2018

TEACHING EXPERIENCE

Yonsei University (September, 2019 – present): *Associate Professor/ Professor*

Health Communication (Undergraduate/ Graduate seminar)
Public Communication Campaign: Theory and Practice (Undergraduate)
Science Communication (Graduate seminar)
Theories of Persuasion (Graduate seminar)
Communication Theory (Graduate seminar)
Media Effects (Graduate seminar)
Psychology of Fake News (Graduate seminar)

University of Georgia (August, 2013 – May, 2019): *Assistant Professor*

Health Communication (Undergraduate large lecture)
Social Issues in Campaigns (Undergraduate)
Empirical Research Methods (Undergraduate)
Theories of Health Communication (Graduate seminar)
Communication Theory (Graduate seminar)
Communication and Social Influence/ Persuasion (Graduate seminar)
Communication Research Methods (Graduate seminar)

Korea University (September, 2012 – June, 2013): *Lecturer*

Media Entertainment (Graduate seminar)
Theories of Media Effects (Graduate seminar)
Media Campaign Planning: Theories and Practices (Undergraduate)

University of California, Santa Barbara (September, 2007 – March, 2011)

Mass Media and Public Health (Instructor of record)
Communication Research Methods (teaching assistant)
Health Communication (teaching assistant)
Media Literacy (teaching assistant)
Media and Children (teaching assistant)
Family Communication (teaching assistant)
Diffusion of Innovations (teaching assistant)

Purdue University (September, 2005- May, 2007)

Fundamentals of Speech Communications (Instructor of record)

Quantitative Methods for Communication Research (teaching assistant)

PROFESSIONAL SERVICE

Editorial Board Membership

Journal of Communication (2022-)

Human Communication Research (2018-)

Communication Monographs (2020-)

Health Communication (2021-)

Communication Reports (2021-)

Southern Communication Journal (2019-)

Asian Communication Research (2021-)

Manuscript reviewer (Adhoc)

Journal of Broadcasting and Electronic Media (2012-)

Communication Theory (2013-)

Journal of Computer-mediated Communication (2014-)

Journal of Media Psychology (2014-)

Communication Research (2015-)

Media Psychology (2015-)

Communication Studies (2016-)

Computers in Human Behavior (2016-)

Health Education Research (2017-)

Communication Methods and Measures (2017-)

Review of Communication Research (2017-)

Journal of Health Communication (2018-)

American Journal of Public Health (2020-)

Risk Analysis (2020-)

New Media and Society (2020-)

Grant reviewer

National Science Foundation (2017-)

Israel Science Foundation (2016-)

Service (departmental service*)

Yonsei University

Department Chair (2023- present)
Chair for Journalism and New Media Area in JMC Program (2020-2022)

University of Georgia

Faculty Senate's Curriculum Committee (2018-2019)
Faculty Senate (2017- 2019)
Faculty Search Committee, Chair (2016)
Graduate Admissions Committee (2015-2017)
Research Subject Pool Coordinator (2013-2016)
Organization Committee for NCA Korean American Communication Association (2015-2017

PROFESSIONAL DEVELOPMENT

2015	**OIBR Grantsmanship Development Program,** *Owens Institute for Behavioral Research, UGA*
2015	**Teaching Academy Fellows Program: An Early Career Faculty Mentoring Program,** *UGA*
2013	**GrantSMART: Workshop on Developing NIH Proposals, UGA**

HONORS AND RECOGNITION

2023	Top Paper Award in Information Systems Division, ICA
2021	2020 Outstanding Teaching Award, Yonsei University
2018	M.G. Michael Award of Research Excellence, UGA
2014	Top Paper Award in Health Communication Division, NCA
2013	Finalist for ICA/ NCA Health Communication Dissertation of the Year Award
2011	Graduate Division Dissertation Fellowship, UCSB
2010	Top Student Paper Award in Mass Communication Division, ICA
2010	ICA Travel Grant in Mass Communication Division, ICA
2010	Top Paper Award in Intergroup Communication Division, ICA
2008	ICA/ NCA Thesis of the Year Award in Health Communication Division
2010-2011	Summer Research Fund, Department of Communication, UCSB
2008-2011	Travel Grants, Department of Communication, UCSB
2007-2011	Graduate Teaching Assistantship at UCSB

2005-2007 Graduate Teaching Assistantship at Purdue University
1998 Korea University Academic Scholarship

MEMBERSHIP AT PROFESSIONAL ASSOCIATIONS

2006 - International Communication Association (ICA)
2007- National Communication Association (NCA)