

## CURRICULUM VITAE

**Jiyoung Lee, Ph.D.**[jlee284@ua.edu](mailto:jlee284@ua.edu)

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Tuscaloosa AL, 35487

<https://sites.google.com/view/jiyounglee>**ACADEMIC POSITIONS**

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August 2019 – Present     **Assistant Professor**  
Department of Journalism and Creative Media  
College of Communication and Information Sciences  
The University of Alabama

**EDUCATION**

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**Ph.D. in Mass Communications**     **2019**  
S.I. Newhouse School of Public Communications, Syracuse University, NY, USA

**M.A. in Communication**     **2016**  
Department of Communication and Media, Ewha Womans University, Seoul, Republic of Korea

**B.A. in Journalism**     **2014**  
Department of Communication and Media, Ewha Womans University, Seoul, Republic of Korea

**RESEARCH AREAS**

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My research focuses on **emerging media effects** on the **flow of (mis/dis)information** through **psychological routes** including cognition and emotion in **diverse risky settings** including public health crises, natural/man-made disasters, and social polarization.

Currently, my major research projects as a principal investigator can be classified as:

- Multimodal news and artificial intelligence (AI)-enabled deepfake
- Emotional misinformation and corrective information in public health crises
- Health-media literacy interventions leveraging tailored communication
- Augmented reality (AR) for health and risk-related information
- Divided public opinions and social polarization in risky situations

## PUBLICATION

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### Peer-Reviewed Academic Journals

**Lee, J.-Y.**, Kim, J. W., & Lee, H. Y. (In press). Unlocking conspiracy belief systems: How fact-checking label on Twitter counters conspiratorial MMR vaccine misinformation. *Health Communication*.

Shin, S. Y., & **Lee, J.-Y.** (In press). Falling for deepfake news: How deepfake video affects news credibility and how cost-based knowledge reduces its impact. *Digital Journalism*.  
<https://doi.org/10.1080/21670811.2022.2026797>

**Lee, J.-Y.**, & Shin, S. Y. (2021). Something that they never said: Multimodal disinformation and source vividness in understanding the power of AI-enabled deepfake news. *Media Psychology*. <https://doi.org/10.1080/15213269.2021.2007489>  
**\*Top Paper Award, International Communication Association (ICA),  
Communication and Technology (CAT) Division**

**Lee, J.-Y.**, Choi, J., & Britt, R. K. (2021). Social media as risk-attenuation and misinformation-amplification station: How social media interaction affects misperceptions about COVID-19. *Health Communication*. <https://doi.org/10.1080/10410236.2021.1996920>

Britt, R. K., Britt, B. C., Panek, E., & **Lee, J.-Y.** (2021). Communication expressed on the COVID-19 subreddit in the midst of a global pandemic. *Health Communication*.  
<https://doi.org/10.1080/10410236.2021.1994190>

**Lee, J.-Y.**, Choi, J., & Kim, J. (2021). Effects of online incivility and emotions toward in-groups on cross-cutting attention and political participation. *Behaviour & Information Technology*.  
<https://doi.org/10.1080/0144929X.2021.1969429>  
**\*2<sup>nd</sup> place Paper Award, Association for Education in Journalism and Mass  
Communication (AEJMC), Political Communication Division**

**Lee, J.-Y.** (2021). When web add-on correction comes with fear-arousing misinformation in public health crisis: Focusing on the role of risk perception in belief in misinformation. *Journal of Applied Communication Research*.  
<https://doi.org/10.1080/00909882.2021.1964574>

**Lee, J.-Y.**, Kanthawala, S., Britt, B. C., Deavours, D., & Ott-Fulmore, T. (2021). Prevalence of anger, engaged in sadness: Engagement in misinformation, correction, and emotional tweets during mass shootings. *Online Information Review*. <https://doi.org/10.1108/OIR-03-2021-0121>

Choi, J., & **Lee, J.-Y.** (2021). "Enthusiasm" toward the other side matters: Emotion and willingness to express disagreement in social media political conversation. *The Social Science Journal*. <https://doi.org/10.1080/03623319.2021.1949548>

- Lee, J.-Y.,** Kim, Y.-W., & Kelsey, J. (2021). Beyond wishful thinking during the COVID-19 pandemic: How hope reduces the effects of death arousal on hostility toward outgroups among conservative and liberal media users for COVID-19 information. *Health Communication*. <https://doi.org/10.1080/10410236.2021.1921906>
- Lee, J.-Y.,** & Kim, Y.-W. (2021). How terrorism cues affect attitude polarization over undocumented immigrants via negative emotions and information avoidance: A terror management theory perspective. *The Social Science Journal*. 1-16. <https://doi.org/10.1080/03623319.2021.1884777>
- Lee, J.-Y.,** Kim, J. W., & Chock, M. T. (2020). From risk butterflies to citizens engaged in risk prevention in the Zika virus crisis: Focusing on personal, societal and global risk perceptions. *Journal of Health Communication*. 1-10. <https://doi.org/10.1080/10810730.2020.1836089>
- Lee, J.-Y.** (2020). The effect of web add-on correction and narrative correction on belief in misinformation depending on motivations for using social media. *Behaviour & Information Technology*. 1-15. <https://doi.org/10.1080/0144929X.2020.1829708>
- Luttrell, G., Wallace, A., Mccollough, C., & **Lee, J.-Y.** (2020). The digital divide: Addressing artificial intelligence in communication education. *Journalism and Mass Communication Educator*. <https://doi.org/10.1177/1077695820925286>
- Lee, J.-Y.,** & Kim, Y.-W. (2020). When thinking of my death leads to thinking of others' deaths: The effect of collectivism, psychological closeness, and mortality salience on prosocial behavioral intentions in the Sewol ferry disaster. *Journal of Risk Research*. <https://doi.org/10.1080/13669877.2020.1738530>
- Lee, J.-Y.** (2020). When we seek and share information about mental illness: The impact of threat appraisal, negative emotions, and efficacy. *The Social Science Journal*. <https://doi.org/10.1080/03623319.2020.1727248>  
**\*1st place Faculty Paper Award, AEJMC, ComSHER Division**
- Lim, J., **Lee, J.-Y.,** & Lim, S. (2020). The first-person effect of anti-panhandling public service announcement messages on promotional behaviors and donation intentions. *Journal of Promotion Management*, 26, 207-232. <https://doi.org/10.1080/10496491.2019.1699625>
- Lee, J.-Y.,** Jung, S., Kim, J., & Biocca, F. (2019). Applying spatial augmented reality to anti-smoking message: Focusing on spatial presence, negative emotions, and threat appraisal. *International Journal of Human-Computer Interaction*, 35, 751-760. <https://doi.org/10.1080/10447318.2018.1489581>
- Jung, S., **Lee, J.-Y.,** Kim, J., & Biocca, F. (2019). Augmented reality in the health domain: projecting spatial augmented reality visualizations on a perceiver's body for health communication effects. *Cyberpsychology, Behavior, and Social Networking*, 22, 142-150. <https://doi.org/10.1089/cyber.2018.0028>

- Lee, J.-Y.** (2019). "Self" takes it all in mental illness: Examining the dynamic role of health consciousness, negative emotions, and efficacy in information seeking. *Health Communication, 34*, 848-858. <https://doi.org/10.1080/10410236.2018.1437528>
- Lee, J.-Y., & Kim, Y.-W.** (2019). The effects of self-stigma in anti-smoking message among South Korean smokers. *Asian Communication Research, 16*, 116-147. <https://doi.org/10.20879/acr.2019.16.3.116>
- Lee, J.-Y., & Choi, Y.** (2019). Effects of network heterogeneity on social media on opinion polarization among South Koreans: Focusing on fear and political orientation. *International Communication Gazette, 82*, 119-139. <https://doi.org/10.1177/1748048518820499>
- Lee, J.-Y., & Choi, Y.** (2018). Understanding social viewing through discussion network and emotion: A focus on South Korean presidential debates. *Telematics and Informatics, 35*, 1382-1391. <https://doi.org/10.1016/j.tele.2018.03.009>
- Lee, J.-Y., & Choi, Y.** (2018). Expanding affective intelligence theory through social viewing: Focusing on the South Korea's 2017 presidential election. *Computers in Human Behavior, 83*, 119-128. <https://doi.org/10.1016/j.chb.2018.01.026>
- Lee, J.-Y., & Choi, Y.** (2018). Hasty discussion, cross-cutting exposure, and tolerance: A comparative study of South Korean and American online discussants. *International Communication Gazette, 80*, 570-594. <https://doi.org/10.1177/1748048518754376>
- Lee, J.-Y., Kim, Y.-W., & Kim, Y.** (2018). How powerful are fear appeals and testimonials in reducing fundamental causes of smoking cessation intention in South Korea?: Applying the extended parallel process model to the fundamental cause theory. *Asian Communication Research, 15*, 13-48. <https://doi.org/10.20879/acr.2018.15.1.13>
- Kim, Y.-W., **Lee, J.-Y.**, & Ham, S (2018). The effects of narrative messages on optimistic bias: A focus on controllability, collectivism, and risk perception in a massive fire crisis. *Asian Journal of Communication, 28*, 638-657. <https://doi.org/10.1080/01292986.2018.1462392>
- Lee, J.-Y., & Choi, Y.** (2018). Informed public against false rumor in the social media era: Focusing on social media dependency. *Telematics and Informatics, 35*, 1071-1081. <https://doi.org/10.1016/j.tele.2017.12.017>  
**\*Best Graduate Student Thesis Prize at Ewha Womans University**
- Lee, J.-Y., & Choi, Y.** (2017). Shifting from an audience to an active public in social viewing: Focusing on the discussion networks. *Computers in Human Behavior, 75*, 301-310. <https://doi.org/10.1016/j.chb.2017.05.027>  
**\*Top student paper award at 2017 ICA KACA Division**

Lim, J., **Lee, J.-Y.**, Kim, S., & Chang, J. (2017). Effects of perceived sensationalism and susceptibility to the disease on cognitive and emotional third-person perceptions of the MERS news coverage. *International Journal of Health & Media Research*, 1, 1-16.

Kim, Y.-W., & **Lee, J.-Y.** (2017). Television news formats and constructing public sphere in disaster: A case study on the Sewol ferry disaster. *Korea Observer*, 48(3), 453-488.  
**\*1<sup>st</sup> place winner at 2017 BEA News Division**

Kim, Y.-W., & **Lee, J.-Y.** (2016). The effect of mortality salience on opinion polarization and altruistic behavior in the context of the Sewol ferry special law: A focus on moderating effects of psychological distance and collectivism. *Korean Journal of Journalism & Communication Studies*, 60(4), 297-327.

Kim, Y.-W., & **Lee, J.-Y.** (2016). Assessing broadcasting news of disaster: A focus on the Sewol ferry disaster in South Korea. *Crisisnomy*, 12(6).

### **Book Chapter**

**Lee, J.-Y.**, Ott, T., & Deavours, D. (2021). Combating misinformation in risk: Emotional appeal in false beliefs. In R. Luttrell, J. Glass, & L. Xiao (Eds.), *Democracy in the Disinformation Age: Influence and Activism in American Politics*. New York: Routledge.

**Lee, J.-Y.**, Liebler, C., & Powless, N. (2018). "Locker Room Talk" as "Small Potatoes": Media, Women of the GOP, and the 2016 Presidential Election. In C. Kray, T. Carroll, & H. Mandell (Eds.), *Nasty Women and Bad Hombres: Gender and Race in the 2016 US Presidential Election* (pp. 189-203). Boydell & Brewer.

### **Other Creative Work**

**Lee, J.-Y.** (2017, December). Journalism innovation from an audience-centered approach: Cases of digital journalism in the United States [in Korean]. *Korean Press Arbitration Commission*. 106-113.

**Lee, J.-Y.** (2017, June). An examination of fake news in the situational and personal context [in Korean]. *Korean Press Arbitration Commission*. 98-104.

### **Selected Media Appearance**

Khalil, B. (2021, March 15). Social media platforms pledge to do more to spread accurate information on COVID-19. *ABC 33/40*. Retrieved from:  
[https://abc3340.com/news/local/social-media-platforms-pledge-to-do-more-to-spread-accurate-information-on-covid-19?video=62764de8c51b48238050de301ad0559b&jwsourc=fb&fbclid=IwAR1dtaQZDIpF0yrC7dl0I-Rjzi77ISMpw\\_hKNvKLVMiSWzXk938MnwE8ISo](https://abc3340.com/news/local/social-media-platforms-pledge-to-do-more-to-spread-accurate-information-on-covid-19?video=62764de8c51b48238050de301ad0559b&jwsourc=fb&fbclid=IwAR1dtaQZDIpF0yrC7dl0I-Rjzi77ISMpw_hKNvKLVMiSWzXk938MnwE8ISo)

Jacobs, T. (2020, March 5). How to manage your fear during the coronavirus. *The Medium*. Retrieved from: <https://elemental.medium.com/how-to-manage-your-fear-during-the-coronavirus-9a7cdca13122>

Sharp, J. (2020, September 6). Tall tales and conspiracy theories: Alabama experts battle coronavirus misinformation. *Al.com*. Retrieved from: <https://www.al.com/news/2020/09/tall-tales-and-conspiracy-theories-alabama-experts-battle-coronavirus-misinformation.html>

The University of Alabama, College of Communication and Information Sciences Research Story. (2020, November 5). <https://cis.ua.edu/2020/11/05/research-spotlight-dr-jiyoung-lee/>

No Stupid Questions. (Audio Podcast). (2020, November 9). Relating the risk to myself matters in a health crisis and other conversations about source credibility and health.

## **SCHOLARLY AWARD**

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|-----------|---|
| 2021      | <b>Top Paper Award</b> , International Communication Association (ICA), Communication and Technology (CAT) Division   |
| 2020-2021 | <b>Fellow</b> for the National Science Foundation-funded Enabling the Next Generation of Hazards and Disasters Researchers Fellowship Program, <i>Natural Hazards Center</i>                      |
| 2020      | <b>2<sup>nd</sup> place Paper Award</b> , Association for Education in Journalism and Mass Communication (AEJMC), Political Communication Division  |
| 2018      | <b>1<sup>st</sup> place at 3-Minutes Thesis Competition</b> , Korean American Communication Association (KACA)  |
| 2018      | <b>Catherine L. Covert Research Award</b> , S.I. Newhouse School of Public Communications, Syracuse University  |
| 2018      | <b>3-Minutes Thesis Semi-Finalist</b> , Syracuse University   |
| 2017      | <b>1<sup>st</sup> place Faculty Paper Award</b> , Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk (ComSHER) Division |
| 2017      | <b>2<sup>nd</sup> place Faculty Paper Award</b> , Association for Education in Journalism and Mass Communication (AEJMC), Korean American Communication Association (KACA) Division               |
| 2017      | <b>Catherine L. Covert Research Award</b> , S.I. Newhouse School of Public Communications, Syracuse University  |

- 2017 **Top Student Paper**, International Communication Association (ICA),  
Korean American Communication Association (KACA) Division
- 2017 **1st Paper Award**, Broadcast Education Association (BEA), News Division
- 2016 **Best Graduate Student Thesis Prize**, Ewha Womans University
- 2014-2016 **Top Student Full-Scholarship** (M.A.), Ewha Womans University
- 2014 **Third Prize**, South Korea-China-Japan Trilateral Conflict Thesis Competition,  
Foreign Affairs of the Republic of Korea
- 2012-2014 **Tuition Scholarship, Nominated for Dean's List**, Ewha Womans University

## GRANTS

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### Funded

2021.03- 2022.03	Testing eHealth literacy interventions on reducing misinformation sharing intentions, <i>Institute for Communication &amp; Information Research (ICIR), The University of Alabama (PI)</i>	\$4,808.00
2020.12- 2021.12	Social media interventions against COVID-19 vaccine misinformation: Focusing on rural populations, <i>Quick Response Proposals: COVID-19, Natural Hazards Center (PI)</i>	\$1,950.00
2019.08- 2020.08	Start-up Fund, <i>College of Communication and Information Sciences, The University of Alabama</i>	\$3,000.00
2018-2019	Dissertation Grant, <i>S.I. Newhouse School of Public Communications, Syracuse University</i>	\$2,000.00

### Under Review

2021-	Development of Tailored and AI-powered Correction Interventions for Improved Knowledge about Infectious Diseases among Rural Populations, NIH National Institute on Minority Health and Health Disparities (R21; <b>PI</b> )	\$403,301.00
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## TEACHING EXPERIENCE

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### University of Alabama (August 2019 – current)

#### CIS 680: Media Processes and Effects (Doctoral-level course)

#### JCM 520: Media Effects (Master-level course)

- These master- and doctoral-level courses are designed to understand how emerging media have and are evolving the relationship between mass media and society. From

primarily a social scientific and psychological perspective, this course addresses key theories and issues relevant to media's ongoing shift to the digital world.

#### **JCM 448: (Digital) News Analysis**

- This senior-level undergraduate course is designed to help students understand the issues pertinent to news, from its production, function, effects to external influences on news. This course examines how news serves its audience and society and how digital news affects the social, economic, and political processes. This course also examines how digital news can be manipulated and how news bias affects media credibility.

#### **JCM 533: Journalism and Emerging Media**

- This graduate course is designed to understand how emerging media have and are evolving the relationship between journalism/mass media and society. From primarily a social scientific perspective, this course addresses key theories and issues relevant to journalism's ongoing shift to the digital world.

### **STUDENT MENTORING/ADVISING**

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#### **Ph.D. Committee Member**

- John Kelsey (The University of Alabama; Expected Graduation: May 2022)

#### **M.A. Committee Member**

- Savannah Kelly (The University of Alabama; Expected Graduation: May 2022)

### **INVITED TALKS**

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*The dynamic roles of media technology and emotion in online misinformation* (2021, December). Invited presentation, Center for Communication and Health, Northwestern University.

*Emotion, misinformation, and deepfake about health risks* (2021, December). Invited presentation, Center for Health and Risk Communication, University of Maryland.

*Persuasive impact of emerging media* (2021, November). Invited presentation for the guest lecture, City University of Hong Kong.

### **CONFERENCE PRESENTATIONS**

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#### **Conference Talks**

**Lee, J.-Y., & Britt, B.** (2022, May). Factbait: Emotionality of fact-checking tweets and users' engagement during the 2020 U.S. presidential election and the COVID-19 pandemic. Paper will be presented at *International Communication Association (NCA), Information Systems Division. Paris, France.*



**Lee, J.-Y.,** Choi, J., & Britt, R. (2022, May). Social media as risk attenuation station, misinformation amplification station: How social media interaction affects misperceptions about COVID-19. Paper will be presented at *International Communication Association (NCA), Health Communication Division. Paris, France.*

**Lee, J.-Y.,** Kim, Y., & Zhu, X. (2022, May). Liked and shared tweets during the COVID-19 pandemic: An examination of intrinsic message features, misinformation, and corrective information on information diffusion. Paper will be presented at *International Communication Association (NCA), Health Communication Division. Paris, France.*

Khang, H., **Lee, J.-Y.,** & Ki, E.-J. (2022, May). Exploring vulnerability to misinformation on social media during public health crises. Paper will be presented at *International Communication Association (NCA), Information Systems Division. Paris, France.*

Shin, S. Y., & **Lee, J.-Y.** (2021, November). The effect of deepfake video on news credibility and corrective influence of cost-based knowledge about deepfakes. Paper presented at *National Communication Association (NCA), Human Communication and Technology Division. Seattle, Washington. USA.*

**Lee, J.-Y.,** Choi, J., & Britt, R. K. (2021, November). Ripple effects of risk butterflies: How social grooming on social media affect misperceptions about COVID-19 via risk perceptions during the pandemic. Paper presented at *National Communication Association (NCA), Health Communication Division. Seattle, Washington. USA.*

**Lee, J.-Y.,** & Walter, N. (2021, November). The perfect storm: How pandemic-fueled anger on Facebook triggers misinformation recall and preventive behavioral intentions. Paper presented at *National Communication Association (NCA), Health Communication Division. Seattle, Washington. USA.*

**Lee, J.-Y.,** & Bissell, K. (2021, November). The impact of social media correction sidedness and repetition on misperception and COVID-19 vaccine hesitancy. Paper presented at *National Communication Association (NCA), Mass Communication Division. Seattle, Washington. USA.*

**Lee, J.-Y.,** Kim, J. W., & Lee, H. Y. (2021, May). Repeat or not repeat?: Countering MMR vaccine misinformation with single versus repeated exposure to correction. Paper presented at *International Communication Association (ICA), Health Communication Division. Transited to Virtual Conference.*

**Lee, J.-Y.,** Shin, S. Y. (2021, May). Deepfake and social presence: An experimental test of employing false tags to reduce social presence of deepfake. Paper presented at *International Communication Association (ICA), Communication & Technology Division. Transited to Virtual Conference.*

**\*Top paper award**

Kim, J. W., **Lee, J.-Y.,** & Dai, Y. (2021, May). Misinformation and the paradox of trust during the Covid-19 pandemic: The pathways to perceived risk and compliance to public health

guidance. Paper presented at *International Communication Association (ICA), Health Communication Division. Transited to Virtual Conference.*

**Lee, J.-Y.,** Kim, J. W., & Chock, M. T. (2020, November). From risk butterflies to citizens engaged in risk prevention in the Zika virus crisis: Focusing on personal, societal and global risk perceptions. Paper presented at *National Communication Association (NCA), Health Communication Division. Transited to Virtual Conference.*

**Lee, J.-Y.,** Britt, B. K., & Lee, H. (2020, November). The COVID-19 infodemic: An exploratory computational analysis in Twitter. Paper presented at *National Communication Association (NCA), Health Communication Division. Transited to Virtual Conference.*

**Lee, J.-Y.** & Kim, Y.-W. (2020, November). Death reminders, negative emotions, and tolerance toward outgroup: A comparison between US and South Korea in the immigration context. Paper presented at *National Communication Association (NCA), Mass Communication Division. Transited to Virtual Conference.*

**Lee, J.-Y.,** Choi, J., Kim, J. (2020, August). Revisiting the nasty effect: How do online incivility and emotions toward in-group interact on cross-cutting attention and political participation? Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Political Communication Division. Transited to Virtual Conference.*

**\*2<sup>nd</sup> place paper award**

**Lee, J.-Y.,** Kanthawala, S., Deavours, D., & Ott-Fulmore, T. (2020, August). Emotions, misinformation, and correction tweets in El Paso and Dayton mass shootings. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication & Society Division. Transited to Virtual Conference.*

Hopke, J., Hemsley, J., & **Lee, J.-Y.** (2020, July). Tweeting climate change disagreement: How climate change accepters and deniers utilized the twitter quote retweet function in the context of 2016 U.S. presidential election. *SMSociety20. Transited to Virtual Conference.*

**Lee, J.-Y.** (2018, October). Fear-arousing disinformation and narrative corrective information on social media in the spread of a health virus: A focus on situational fear, situational threat appraisal, and belief in disinformation. Paper presented at *Locked out of Social Platforms: An iCS (Information, Communication, & Society) Symposium on Challenges to Studying Disinformation. Copenhagen, Denmark.*

**Lee, J.-Y.** & Kim, Y. (2018, August). Revisiting the effects of threat appraisal and self-efficacy on protection motivation from a terror management theory perspective. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk Division (ComSHER). Washington, District of Columbia, USA.*

**Lee, J.-Y.** & Choi, Y. (2018, May). Understanding social viewing through discussion network and emotion: A focus on South Korean presidential debates. Paper presented at *International Communication Association (ICA), Mass Communication Division. Prague, Czech Republic.*

- Lee, J.-Y., Jung, S., & Kim, J.** (2018, May). Applying spatial augmented reality to anti-smoking message: Focusing on spatial presence, negative emotions, threat appraisal. Paper presented at *International Communication Association (ICA), Communication and Technology Division. Prague, Czech Republic.*
- Lee, J.-Y.** (2018, May). Stay informed in the spread of false rumors!: Examining the roles of SNS social dependency, negative emotions, and relevant channel beliefs in information seeking. Paper presented at *International Communication Association (ICA), Information Systems Division. Prague, Czech Republic.*
- Jung, S., **Lee, J.-Y.**, Kim, J., & Biocca, F. (2018, May). Projecting health information onto the body: How embodied augmented reality projection alters the users the sense of presence and increases attitude change and behavior. Paper presented at *International Communication Association (ICA), Information Systems Division. Prague, Czech Republic.*
- Kim, Y. & **Lee, J.-Y.** (2018, May). The power of fear in pictorial tobacco warnings: Emotions, health cognition and smoking cessation intention. Paper presented at *International Communication Association (ICA), Health Communication Division. Prague, Czech Republic.*
- Kim, S., Buntain, N., Wirzburger, A., Park, K., Morntountak, A., **Lee, J.-Y.**, Hu, J., Gayle, G., Gaggin, K., Domenico, I., Canuelas, L., Rao, H., & Ri, S. (2018, May). Eyewitness: Stereotype priming, memory, and attitude change in a virtual reality environment. Paper presented at *International Communication Association (ICA), Information Systems Division. Prague, Czech Republic.*
- Gaggin, K., Park, K., **Lee, J.-Y.**, Kim, S., Buntain, N., Domenico, I., Canuelas, L., Gayle, G., Hu, J., Morntountak, A., Rao, H., Wirzburger, A., & Zhang, J. (2018, May). The bag stands alone: Stereotype processing in virtual reality. Paper presented at *International Communication Association (ICA), Information Systems Division. Prague, Czech Republic.*
- Hemsley, J., Jackson, S., **Lee, J.-Y.**, & Espinosa, D. (2018, March). The viral diffusion of campaign messages about political issues during the 2016 U.S. presidential election. Paper presented at *iConference, Sheffield, UK.*
- Dosono, B., **Lee, J.-Y.**, Britton, L., Dobreski, B., Bratt, S., Peterman, G., Bova, K., Sharma, K., Semaan, B. (2017, September). Regaining normalcy after war: ICT-enabled 'transition resilience' among military veterans. Paper presented at *Wisconsin Warrior Summit, Wisconsin, USA.*
- Lee, J.-Y.** & Jiang, H. (2017, August). Risk as anxiety in mental illness: Negative emotions, coping responses, and campaign engagement intention. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk Division (ComSHER). Chicago, Illinois, USA.*

**\*1<sup>st</sup> place faculty paper award**

- Lee, J.-Y.,** Powless, N., & Liebler, C. (2017, August). "Locker room talk" as "small potatoes": Women of the GOP and the 2016 presidential election. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Commission on the Status of Women*. Chicago, Illinois, USA.
- Kim, Y. & **Lee, J.-Y.** (2017, August). How do health messages and self-stigma operate in extended parallel process model? Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Korean American Communication Association (KACA) Division*. Chicago, Illinois, USA.  
**\*2<sup>nd</sup> place faculty paper award**
- Lim, J., **Lee, J.-Y.,** & Lim, S. (2017, August). The effects of message desirability and first-person perception of anti-panhandling campaigns on prosocial behaviors. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication and Society Division*. Chicago, Illinois, USA.
- Lee, J.-Y.** (2017, May). Informed public against false rumor in the social media era: Focusing on social media dependency. Paper presented at *International Communication Association (ICA), Information Systems Division*. San Diego, California, USA.
- Lee, J.-Y.** (2017, May). Hasty discussion, cross-cutting exposure, and tolerance: A comparative study of South Korean and American online discussants. Paper presented at *International Communication Association (ICA), Intercultural Communication Division*. San Diego, California, USA.
- Lee, J.-Y.** (2017, May). Shifting from audience to active public in social viewing: Focusing on interpersonal relationships. Paper presented at *International Communication Association (ICA), Korean American Communication Association (KACA) Division*. San Diego, California, USA.  
**\*Top student paper award**
- Kim, Y. & **Lee, J.-Y.** (2017, April). Television news formats and constructing public sphere in disaster: A case study on the Sewol ferry. Paper presented at *The Broadcast Education Association (BEA), News Division*. Las Vegas, USA.
- Lee, J.-Y.** & Powless, N. (2017, March). Republican women's perceptions of media portrayal of female politician's unethical issues. Paper presented at *Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Commission on the Status of Women*. Oklahoma, USA.
- Lee, J.-Y.** (2016, November). Network heterogeneity on SNS and opinion polarization under threatening situation: Focusing on North Korea's threats. Paper presented at *The National Communication Association (NCA), Korean American Communication Association (KACA) Division*. Philadelphia, Pennsylvania, USA.

**Lee, J.-Y.** (2016, April). How is an informed public constructed in rumor communication?: Understanding the effects of rumor credibility and SNS dependency. Paper presented at *Korean Women's Association for Communication Studies*. Seoul, South Korea.

**Lee, J.-Y.** & Kim, M. (2015, February). An analysis based on briefings of the South Korean government for cooperative communication: Focusing on the remarks of Dokdo Island issue. Paper presented at *Social Science Korea Forum*. Seoul, South Korea.

### Panelist and Respondent

*Panel Co-Chair and Discussant*, Yang, S., **Lee, J.-Y.**, Nan, X., van Weert, J., Valenzuela, S. (2021, May). Persuasive messaging to curb the COVID-19 pandemic and infodemic: Questions and lessons from around the globe. *International Communication Association (ICA), Health Communication Division*. Transited to Virtual Conference.

*Panel Discussant*, Luttrell, R., Wallace, A., McCollough, C. J., & **Lee, J.-Y.** (2020, November). Crossroads in pedagogy: Applications and implications of artificial intelligence in the communication classroom. *National Communication Association (NCA)*. Transited to Virtual Conference.

### PROFESSIONAL EXPERIENCE

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|----------------------------------|--|
| January 2015 –<br>May 2016       | <p><b>English News Producer</b><br/>YTN (a 24-hour news broadcasting channel operating from Seoul, Korea)<br/><b>Duties:</b> Covered domestic news in South Korea and international news; wrote top daily news regarding South Korea issues; produced news program and edited news video clips; in charge of news anchoring; monitored domestic events &amp; updated breaking news in a timely manner.</p> |
| March 2016 – July<br>2016        | <p><b>Prime Time News Reporter</b><br/>TBS efm (a 24-hour foreign language radio channel operating from Seoul, Korea)<br/><b>Duties:</b> Reported news on political, international, and societal issues.</p>   |
| February 2014 –<br>December 2014 | <p><b>Assistant Reporter</b><br/>Thomson Reuters Seoul Bureau, Korean Language News Service<br/><b>Duties:</b> Covered global financial news; wrote about market conditions of the U.S. and Asia; analyzed financial data related to Asia market.</p>  |
| June 2013 –<br>September 2013    | <p><b>Associated Press Television News Intern</b><br/>Associated Press Seoul Bureau<br/><b>Duties:</b> Wrote broadcasting news reports on a regular basis; covered diverse news issues related to South Korea including North Korea Issues, especially regarding crimes against the humanity, diplomatic, and social news.</p>   |

## SERVICE

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### *To the University of Alabama*

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2019 – Current     **Assessment Committee**  
Department of Journalism and Creative Media

2019 – 2020        **Faculty Search Committee**  
Department of Journalism and Creative Media

### *To the Profession or To the Academy*

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2021 – 2023        **Korean American Communication Association (KACA), The Association for Education in Journalism and Mass Communication (AEJMC) Subcommittee**

2019 – 2021        **Korean American Communication Association (KACA), Newsletter Committee**  
**Duties:** Newsletter design (twice/year), budget management.

2017 – 2019        **Korean American Communication Association (KACA), International Communication Association (ICA) Subcommittee**  
**Duties:** Paper reviewer recruitment, paper/panel session design, business meeting participation, award/grant selection, and social events design (social dinner and graduate student social gathering).

2017 – 2018        **Graduate Student Representative Ambassador**  
Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC)  
**Duties:** Connected with and supported graduate students who specializes in the ComSHER field.

2017 – 2018        **Student News Editor**  
Korean Communication Association (KACA)  
**Duties:** Assisted reporting news of KACA member

2017 – 2018        **Foreign Correspondent**  
Korean Press Arbitration Commission  
**Duties:** Wrote biannual reports on media trends in South Korea and the United States

### **Editorial Board**

- **Guest Co-Editor**, Review of Communication Research, Special Issue of “Emotions in Health Communication” (with Dr. Nathan Walter), 2020 – Current.
- **Editorial Board**, Review of Communication Research, 2022 – Current.
- **Editorial Board**, The Social Science Journal, 2022 – 2024.

**Ad-hoc Reviewer (Alphabetical order/N of manuscripts reviewed)**

- Behaviour & Information Technology (1)
- Chinese Journal of Communication (1)
- Communication Monographs (2)
- Communication Quarterly (1)
- Computers in Human Behavior (1)
- Cyberpsychology, Behavior, and Social Networking (1)
- Harvard Misinformation Review (1)
- Health Communication (2)
- Human Communication Research (1)
- International Journal of Public Opinion Research (1)
- Journal of Broadcasting and Electronic Media (2)
- Journal of Health Communication (1)
- Journal of Information Technology & Politics (1)
- Journal of Medical Internet Research (4)
- Journalism & Mass Communication Quarterly (1)
- Mass Communication & Society (2)
- Media Psychology (2)
- New Media & Society (1)
- Political Communication (1)
- Review of Communication Research (1)
- Science Communication (3)

**Professional Memberships**

- Association for Education in Journalism and Mass Communication (AEJMC) (2016 – Current)
- Association of Internet Researchers (2019 – Current)
- International Communication Association (2016 – Current)
- National Communication Association (2016 – Current)

**Affiliated Institution**

- Alabama Water Institute (2019 – Current)
- Alabama Transportation Institute (2019 – Current)
- Alabama Cyber Institute (2019 – Current)
- Alabama Life Research Institute (2019 – Current)

**PROFESSIONAL TRAINING**

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May 29 – June 3, 2018      **4<sup>th</sup> International Summer School**  
**“Trusted in Mediated Communication”**  
 University of Münster, Germany

2017 – 2018                      **Future Professoriate Program (FPP)**

Graduate School, S.I. Newhouse School of Public Communications,  
Syracuse University

2016

**City U Summer School 2016 Advances in Computational Social  
Science Research**

Department of Media and Communication, City University of Hong  
Kong

**Certifications and Software**

Certification

2018

**Certificate in University Teaching**

Syracuse University

2014

**Social Analyst Certification**

Human Resources Development Service of Korea

Software

**SPSS, Mplus, AMOS, R, Adobe Premiere Pro, Python (basic)**