



Department of Communication and Media, Ewha Womans University, Seoul,  
Republic of Korea

- Best Graduate Student Thesis Prize, Valedictorian, Summa Cum Laude

### **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**.

## **PUBLICATION**

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### **Peer-Reviewed Academic Journals**

18. **Lee, J.-Y.** (Forthcoming). When we seek and share information about mental illness: The impact of threat appraisal, negative emotions, and efficacy. *The Social Science Journal*.
17. **Lee, J.-Y.** & Kim, Y. (Forthcoming). The effects of self-stigma in anti-smoking message among South Korean smokers. *Asian Communication Research*.
16. Lim, J., **Lee, J.-Y.**, & Lim, S. (Forthcoming). Presumed influence of the anti-panhandling Campaign messages on promotional behaviors and charitable giving. *Journal of Promotion Management*.
15. Jung, S., **Lee, J.-Y.**, Kim, J., & Biocca, F. (2019). Projecting health information onto the body: How embodied augmented reality projection alters the users' the sense of presence and increases attitude change and behavioral intention. *Cyberpsychology, Behavior, and Social Networking*. doi: <https://doi.org/10.1089/cyber.2018.0028>
14. **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*. doi: <https://doi.org/10.1177/1748048518820499>
13. **Lee, J.-Y.**, Jung, S., Kim, J., & Biocca, F. (2018). Applying spatial augmented reality to anti-smoking message: Focusing on spatial presence, negative emotions, and threat appraisal. *International Journal of Human-Computer Interaction*. 1-10. doi: <https://doi.org/10.1080/10447318.2018.1489581>

12. Lee, J.-Y. (2018). "Self" takes it all in mental illness: Examining the dynamic role of health consciousness, negative emotions, and efficacy in information seeking. *Health Communication*. 1-11. doi: <https://doi.org/10.1080/10410236.2018.1437528>
11. Lee, J.-Y. & Choi, Y. (2018). Understanding social viewing through discussion network and emotion: A focus on South Korean presidential debates. *Telematics & Informatics*. 35, 1382-1391. doi: <https://doi.org/10.1016/j.tele.2018.03.009>
10. 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. doi: <https://doi.org/10.1016/j.chb.2018.01.026>
9. 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*. 1-25. doi: <https://doi.org/10.1177/1748048518754376>
8. Lee, J.-Y. & Kim, Y., Kim, Y. (2018). An examination of fundamental cause theory in health communication: Focusing on fear appeals and efficacy. *Asian Communication Research*. 15, 13-48.
7. Kim, Y., 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*. 1-20. doi: <https://doi.org/10.1080/01292986.2018.1462392>
6. Lee, J.-Y. & Choi, Y. (2017). Informed public against false rumor in the social media era: Focusing on social media dependency. *Telematics & Informatics*. 35, 1071-1081. doi: <https://doi.org/10.1016/j.tele.2017.12.017>  
**\*Best Graduate Student Thesis Prize at Ewha Womans University**
5. Lee, J.-Y. & Choi, Y. (2017). Shifting from audience to active public in social viewing: Focusing on discussion networks. *Computers in Human Behavior*. 75, 301-310. doi: <https://doi.org/10.1016/j.chb.2017.05.027>  
**\*Top student paper award at 2017 ICA KACA Division**
4. 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.
3. Kim, Y. & Lee, J.-Y. (2017). Television news formats and constructing public sphere in disaster: A case study on the Sewol ferry disaster. *Korean Observer*. 48(3), 453-488.

**\*1<sup>st</sup> place winner at 2017 BEA News Division**

2. Kim, Y. & 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.
1. Kim, Y. & Lee, J.-Y. (2016). How was the Sewol ferry disaster constructed in South Korean broadcasting news?: An analysis of news frames, news sources, and news interviewees. *Crisisnomy*. 12(6).

**Book Chapter**

Lee, J.-Y., Liebler, C., & Powless, N. (2018). "Locker Room Talk" as "Small Potatoes": Women of the GOP and the 2016 Presidential Election. In C. A. Kray, T. W. Carroll., & H. Mandell (Eds.) *Nasty Women and Bad Hombres: Historical Reflections on the 2016 Presidential Election*. Rochester, NY: University of Rochester Press - Boydell and 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.

**Manuscripts Under Revision, Under Review, or In Preparation**

- Lee, J.-Y. & Kim, Y.-W. (Under review). The operation of prosocial behavior intention in the Sewol Ferry disaster: A focus on collectivism, psychological closeness, and mortality salience. *Journal of Risk Research*.
- Lee, J.-Y. (Under review). Distracting for some, but effective for others: The effect of web add-on correction and narrative correction on belief in misinformation depending on motivations for using social media. *Computers in Human Behavior*.
- Lee, J.-Y. (Under review). When Correction Comes with Fear-arousing Misinformation: Examining Effects of Fear-arousing Misinformation and Correction on Belief in Misinformation and Intentions to Spread Misinformation via Situational Fear and Threat Appraisal. *Health Communication*.
- Lee, J.-Y. & Kim, Y.-W. (Under review). Using Death Reminders to Solve Polarization over Illegal Immigrants?: A Terror Management Theory Approach to the Dynamic

Relationship between Emotions, Political Orientation, and Polarization. *Mass Communication & Society*.

**Lee, J.-Y.** & Kim, Y.-L. (In preparation). Fear as a driver of pro-environmental behavior through information exposure: An investigation of negative emotions, information management, and pro-environmental behavior in climate change.

Choi, J. & **Lee, J.-Y.** (In preparation). The other side's 'enthusiasm': Investigating the relationships between emotion, cross-cutting exposure, and political participation.

Hemsley, J., **Lee, J.-Y.**, & Hopke, J. (In preparation). Engaged with anger: Climate change deniers' engagement with and diffusion of negative tweets.

## **SCHOLARLY AWARD**

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| 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      | <b>Top Student Paper</b> , International Communication Association (ICA), Korean American Communication Association (KACA) Division   |
| 2017      | <b>1st Paper Award</b> , Broadcast Education Association (BEA), News Division   |
| 2016      | <b>Best Graduate Student Thesis Prize</b> , Ewha Womans University  |
| 2014-2016 | <b>Top Student Full-Scholarship (M.A.)</b> , 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
- 2013        **Third Prize**, National University Students' Debate Competition, Planned Population Federation of Korea and Ministry of Health and Welfare of Republic of Korea
- 2013        **Speaker Prize**, National University Students' Debate Competition, The Central Election Management Committee of Republic of Korea
- 2012        **Silver Prize**, National University Students' Book Review Debate Competition, Kyoboo Books Center and Sookmyung Women University

## GRANTS

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### Grants

Start-up Fund, College of Communication and Information Sciences, *The University of Alabama*, 2020-2021 (Fund: \$3,000)

### Grants Under Review

Deepfake and Shallowfake: Understanding Persuasiveness of Deepfake and Effective Correction Strategies, *AEJMC Emerging Scholar Grants*, 2020-2021 (Requested fund: \$3,500)

### Unaccepted Grants

Instagram Request for Proposals for Well-being and Safety Research, *Facebook Research*, 2019-2020 (Requested fund: \$50k)

Mitigation Matters Research Program, *The Natural Hazards Center*, 2020-2021 (Requested fund: \$2,500)

### Dissertation Grant

2018 — 2019        Dissertation funded by S.I. Newhouse School of Public Communications, Syracuse University (\$2,000).

### Conference Travel Grant

- 2017 — 2018 Student Travel Grant, International Communication Association (ICA)
- Health Communication Division (2018)
  - Communication and Technology Division (2018)
  - Main Registration (2018)
  - Korean American Communication Association (KACA) Division (2017)
- 2017 — 2018 Student Travel Grant, Graduate Student Organization, Syracuse University.
- 2017 Student Travel Grant, 2017 Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication & Society (MC&S) Division.
- 2016 Student Travel Grant, 2016 Advances in Computational Social Science Research, Department of Media and Communication, City University of Hong Kong.
- 2014 Student Travel Grant, The Internet & Television Association (NCTA) Conference, Los Angeles, CA. Supported by GSSHOP and Korean Association for Broadcasting & Telecommunication Studies.

## TEACHING EXPERIENCE

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### University of Alabama

#### **JCM 448: News Analysis**

- This course is designed to help students understand the issues pertinent to news, from its production, function, effects to external influences on news.

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

- This course examines 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.

#### **CIS 680: Media Processes and Effects**

- This course examines 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.

### Syracuse University

**PRL 215: Advanced Public Relations Writing in Digital Media Era**

- Taught 12 undergraduates in Spring 2019. Students learned how to use a variety of social media analysis tools and apply those to analyze audiences. They also learned how to respond to crisis situations within the social sphere effectively using new media (Student Evaluation: 4.70/5.00).
- Taught 15 undergraduates in Fall 2018. Focused on how to use and develop content for online public relations tools and how to leverage technology platforms to monitor conversations on the internet, engage online communities, identify influencers, and establish thought leadership (Student Evaluation: 4.20/5.00).

**COM 107: Communication and Society**

- Co-taught approximately 50 undergraduate students in Spring 2018. Defined and differentiated the roles of advertising, public relations, news, social media, and entertainment media in American society (Student Evaluation: 4.26/5.00)

**CONFERENCE PRESENTATION**

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**Conference Talks**

- Lee, J.-Y.** (October 2018). 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. & Choi, Y.** (May 2018). 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.** (May 2018). 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.** (May 2018). 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. (May 2018). 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.** (May 2018). 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. (May 2018). 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. (May 2018). The bag stands alone: Stereotype processing in virtual reality. Paper presented at *International Communication Association (ICA), Information Systems Division. Prague, Czech Republic.*
- Dosono, B., **Lee, J.-Y.**, Britton, L., Dobreski, B., Bratt, S., Peterman, G., Bova, K., Sharma, K., Semaan, B. (September 2017). Regaining normalcy after war: ICT-enabled 'transition resilience' among military veterans. Paper presented at *Wisconsin Warrior Summit, Wisconsin, US.*
- Lee, J.-Y.** & Jiang, H. (August 2017). 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, US.*
- Lee, J.-Y.**, Powless, N., & Liebler, C. (August 2017). "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, US.*
- Kim, Y. & **Lee, J.-Y.** (August 2017). 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, US.*
- \*Second place faculty paper award**

- Lim, J., Lee, J.-Y., & Lim, S. (August 2017). 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, US.*
- Lee, J.-Y. (May 2017). 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, US.*
- Lee, J.-Y. (May 2017). 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, US.*
- Lee, J.-Y. (May 2017). 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, US.*
- Kim, Y. & Lee, J.-Y. (April 2017). 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, US.*
- Lee, J.-Y. & Powless, N. (March 2017). 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, US.*
- Lee, J.-Y. (November 2016). 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. US.*
- Lee, J.-Y. (April 2016). 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. (February 2015). 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.*

### Poster Presentations

**Lee, J.-Y.** & Kim, Y. (August 2018). 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, US.

Hemsley, J., Jackson, S., **Lee, J.-Y.**, & Espinosa, D. (March 2018). The viral diffusion of campaign messages about political issues during the 2016 U.S. presidential election. Paper presented at *iConference, Sheffield, UK*.

## **PROFESSIONAL EXPERIENCE**

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- January 2015 – May 2016      **English News Editor**  
 YTN (a 24-hour news broadcasting channel operating from Seoul, Korea)  
**Duties:** 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 & updated breaking news in a timely manner.
- March 2016 – July 2016      **Prime Time News Reporter**  
 TBS efm (a 24-hour foreign language radio channel operating from Seoul, Korea)  
**Duties:** Reported news on political, international, and societal issues.
- February 2014 – December 2014      **Assistant Reporter**  
 Thomson Reuters Seoul Bureau, Korean Language News Service  
**Duties:** Covered global financial news; edited and translated global financial news; wrote about market conditions of U.S. and Asia; analyzed financial data related to Asia market with fast pace and accurate manner.
- June 2013 – September 2013      **Associated Press Television News Intern**  
 Associated Press Seoul Bureau  
**Duties:** 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.

## **SERVICE**

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### *To the University of Alabama*

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

### *To Syracuse University*

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- 2019      **Teaching Mentor Selection Committee**  
 Graduate School, Syracuse University
- 2018 – 2019      **Teaching Mentor**

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- 2018 International Communication Association (ICA) Student Volunteer Work
- 2018 International Communication Association (ICA) Health Communication Division, "Effects of Social Media on Health Risk Perceptions and Healthy Behavior," Session Chair.
- 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:** Assisting in reporting news of KACA member
- 2017 – 2018 **Foreign Correspondent**  
Korean Press Arbitration Commission  
**Duties:** Writing biannual reports on media trends in South Korea and the United States

### **Referee/Reviewer (Alphabetical order)**

Chinese Journal of Communication

Computers in Human Behavior

Cyberpsychology, Behavior, and Social Networking

International Journal of Public Opinion Research

Journal of Health Communication

Media Psychology

New Media & Society

Political Communication

Science Communication

International Communication Association (ICA): Human-Machine Communication Interest Group, Mass Communication Division, Environmental Communication Division, Health Communication Division, Information Systems Division, Communication and Technology Division

### **Professional Memberships**

International Communication Association (2016 – Current)

Association of Internet Researchers (2019 – Current)

National Communication Association (2016 – Current)

The Association for Education in Journalism and Mass Communication (AEJMC) (2016 – Current)

### **Affiliated Institution**

Alabama Water 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**

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| Certification | 2018 | <b>Certificate in University Teaching</b>          | Syracuse University                                |
|               | 2014 | <b>Social Analyst Certification</b>                | Human Resources<br>Development Service<br>of Korea |
| Software      |      | <b>SPSS, Mplus, AMOS, R, STATA, NVIVO, EDIUS 6</b> |  |
| Language      |      | <b>Korean, English</b>                             |  |