

JungKyu Rhys Lim, Ph.D.

Digital Media Behavioral Scientist, World Bank

Social Science Consultant, Inter-American Development Bank

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Education

- Ph.D. Communication, University of Maryland**, College Park, MD. May 2021
Dissertation: “[Developing effective communication for climate change adaptation and disaster risk mitigation](#)”
- M.A. Communication, University of Maryland**, College Park, MD. Dec. 2018
- B.A. Advertising and Public Relations, Chung-Ang University**, Seoul, Republic of Korea Feb. 2013
(**Minors: Business Administration, Design for Theatre and Film**)
Graduated with *Distinction*, Thesis: “Who drives a crisis? The diffusion of an issue through social networks”

Research, Scholarly, and Creative Activities

Peer-Reviewed Journal Articles

- Lim, J. R.**, & Lee, S. Y. (2022). Creating shared value (CSV) and mutually beneficial relationships to address societal issues and develop corporate competitive advantage: A case study of Yuhan-Kimberly and an aging population. *Public Relations Review*, 48(4). Advance online publication. <https://doi.org/10.1016/j.pubrev.2022.102225>
- Lim, J. R.**, Liu, B. F., Atwell Seate, A. (2022). Are you prepared for the next storm? Developing social norms messages to motivate community members to perform disaster risk mitigation behaviors. *Risk Analysis*. Advance online publication. <https://doi.org/10.1111/risa.13957>
- Islam, K., Edwards, A. L., Shi, D., **Lim, J. R.**, Sheppard, R., Liu, B. F., & Seeger, M. W. (2022). Crisis communication and learning: The US higher education’s response to a global pandemic. *The Learning Organization*. Advance online publication. <https://doi.org/10.1108/TLO-10-2021-0121>
- Lim, J. R.** (2022). Why people adopt climate change adaptation and disaster risk reduction behaviors: Integrated Model of Risk Communication and results from hurricanes, floods, and wildfires. *Bulletin of the American Meteorological Society*. Advance online publication. <https://doi.org/10.1175/BAMS-D-21-0087.1>
- Lee, S. Y., **Lim, J. R.**, & Shi, D. (2022). Visually framing disasters: Humanitarian aid organizations’ use of visuals on social media. *Journalism & Mass Communication Quarterly*. Advance online publication. <https://doi.org/10.1177/10776990221081046>
- Liu, B. F., **Lim, J. R.**, Shi, D., Edwards, A. L., Islam, K., Sheppard, R., & Seeger, M. (2021). Evolving best practices in crisis communication: Examining U.S. higher education’s responses to the COVID-19 pandemic. *Journal of International Crisis and Risk Communication Research*, 4(3), 451-484. <https://doi.org/10.30658/jicrcr.4.3.1>
- Ledford, V., **Lim, J. R.**, Namkoong, K., Qin, Y., & Chen, J. (2021). The influence of stigmatizing messages on danger appraisal: Examining the model of stigma communication for opioid-related stigma, policy support,

and related outcomes. *Health Communication*. Advance online publication.
<https://doi.org/10.1080/10410236.2021.1920710>

8. Liu, B. F., Shi, D., **Lim, J. R.**, Islam, K., Edwards, A. L., & Seeger, M. (2021). When crisis hit home: How U.S. higher education leaders navigate values during uncertain times. *Journal of Business Ethics*. Advance online publication. <http://doi.org/10.1007/s10551-021-04820-5>
9. **Lim, J. R.** (2020). How organizations in different cultures respond to crises: Content analysis of crisis responses between the United States and South Korea. *International Journal of Strategic Communication*, 14(4), 294-316. <https://doi.org/10.1080/1553118X.2020.1812613>
10. Qin, Y., & Chen, J., Namkoong, K., Ledford, V., & **Lim, J. R.** (2020). Increasing perceived risk of opioid misuse: The power of concrete language and the use of images. *Health Communication*. Advance online publication. <https://doi.org/10.1080/10410236.2020.1846323>
11. **Lim, J. R.**, Liu, B. F., Egnoto, M., & Roberts, H. (2019). Individuals' religiosity and emotional coping in response to disasters. *Journal of Contingencies and Crisis Management*, 27(4), 331-345. <https://doi.org/10.1111/1468-5973.12263>
12. **Lim, J. R.**, Liu, B. F., & Egnoto, M. (2019). Cry wolf effect? Evaluating the impact of false alarms on public responses to tornado alerts in the Southeastern United States. *Weather, Climate, and Society*, 11(3), 549-563. <https://doi.org/10.1175/WCAS-D-18-0080.1>
13. Liu, B. F., Xu, S., **Lim, J. R.**, & Egnoto, M. (2019). How publics' active and passive communicative behaviors affect their tornado responses: An integration of STOPS and SMCC. *Public Relations Review*, 45(4), 1-13. <https://doi.org/10.1016/j.pubrev.2019.101831>
14. Liu, B. F., Egnoto, M., & **Lim, J. R.** (2019). How mobile home residents understand and respond to tornado warnings. *Weather, Climate, and Society*, 11(3), 521-534. <https://doi.org/10.1175/WCAS-D-17-0080.1>

Published Peer-Reviewed Conference Proceedings

1. Buntain, C. & **Lim, J. R.** (2018). #pray4victims: Consistencies in public response to disaster on social media, Proceedings of the ACM on Human-Computer Interaction, 2(Computer-Supported Cooperative Work and Social Computing [CSCW]), 1-18. <https://doi.org/10.1145/3274294>
 - Received the "Best of CSCW 2018" Honorable Mention Award. Approximately 5% of submissions may be nominated.

World Bank Publications

1. **Lim, J. R.**, Vakis, R., Cameron, C., & Dugas, M. (2022). *Behavioral science and COVID-19: An interactive solutions guide for better policy design*. World Bank. <https://openknowledge.worldbank.org/handle/10986/37816>

Inter-American Development Bank Publications

1. Mateo Díaz, M., & **Lim, J. R.**, Cardenas Navia, I., & Elzey, K. (2022). *A world of transformation: Moving from degrees to skills-based alternative credentials*. Technical Note IDB-TN-02347, Inter-American Development Bank and Workcred. <https://doi.org/10.18235/0004299>

2. Mateo Díaz, M., & **Lim, J. R.**, Cardenas Navia, I., & Elzey, K. (2022). *Un mundo en transformación: de las titulaciones tradicionales a las credenciales alternativas basadas en habilidades*. Nota Técnica IDB-TN-02347, Banco Interamericano de Desarrollo and Workcred. <https://doi.org/10.18235/0004299>
3. Wolvin, A. & **Lim, J. R.** (2022). *Skills for life: Listening*. Inter-American Development Bank. <https://doi.org/10.18235/0004351>
4. Mateo Díaz, M., & **Lim, J. R.** (Eds.). (2022). *The power of curriculum to transform education: How education systems incorporate 21st century skills to prepare students for today's challenges*. Technical Note IDB-TN-02516, Inter-American Development Bank. <http://dx.doi.org/10.18235/0004360>
5. Mateo Díaz, M., & **Lim, J. R.** (Eds.). (2022). *El poder del currículo para transformar la educación: cómo los sistemas educativos incorporan las habilidades del siglo XXI para preparar a los estudiantes ante los desafíos actuales*. Nota Técnica IDB-TN-02516, Banco Interamericano de Desarrollo. <http://dx.doi.org/10.18235/0004360>

Invited Papers

1. **Lim, J. R.** (2021). Risk communication to motivate flood and hurricane risk mitigation: Developing and testing social norms and self-efficacy messages. *Natural Hazards Center Mitigation Matters Grant Report Series*, 5. Natural Hazards Center, University of Colorado Boulder. <https://hazards.colorado.edu/mitigation-matters-report/risk-communication-to-motivate-flood-and-hurricane-risk-mitigation>
2. **Lim, J. R.** (2019). *How nonprofits can better use measurement: Nonprofits' public relations measurement and evaluation*. Institute for Public Relations (IPR). https://instituteforpr.org/wp-content/uploads/nonprofits_comm_measurement_jungkyurhysLim.02.28.pdf

Communication Campaign Ideas

1. Noh, D. H., **Lim, J. R.**, Son, S. M., Son, S. (2012). *Change Child's Life Story with Coins: UNICEF Scratch Storybook Direct Mail*. <https://clios.com/awards/winner/7108>
 - Received the 2012 CLIO Bronze Award
2. Noh, D. H., **Lim, J. R.**, Son, S. M., Son, S. (2012). *NIVEA Sunlight-Engraved Apple: Reason to Wear Nivea Sun Every Day*. https://www.adsoftheworld.com/media/direct/nivea_sunlight_engraved_apple
 - 2012 AdStars Finalist
3. Noh, D. H., **Lim, J. R.**, Son, S. M., Son, S. (2012). *Save the Real, Not the Artificial: UNICEF Donation Doll Package*. <http://www.adeevee.com/2012/01/unicef-save-the-real-not-the-artificial-outdoor/>
 - 2012 AdStars Finalist

Government Reports

1. Kong, M., Shin, M., Seo, K., Kang, D., & **Lim, J. R.** (2020). *Improving reproductive, maternal and child health with an equity focus in Cyclone Idai-affected districts in Sofala and Manica provinces, Mozambique*. United Nations Population Fund (UNFPA). Report to the Korea International Cooperation Agency. KOICA. http://lib.koica.go.kr/search/media/img/CAT000000043079?metsno=000000016791&fileid=M000000016791_FILE000001

2. Liu, B. F., Egnoto, M. J., **Lim, J. R.**, & Roberts, H. A. (2017). *Final Report: Advancing understanding of tornado warnings, false alarms, and complacency*. Report to the National Oceanic and Atmospheric Administration. START.
3. Egnoto, M. J., Liu, B. F., Roberts, H. A., & **Lim, J. R.** (2017). *Southeastern U.S. survey results: Advancing understanding of tornado warnings, false alarms, and complacency*. Report to the National Oceanic and Atmospheric Administration. START.
4. Liu, B. F., Roberts, H. A., Egnoto, M. J., & **Lim, J. R.** (2016). *Understanding tornado warnings, false alarms, and complacency: Focus group findings*. Report to the National Oceanic and Atmospheric Administration. START.
5. Egnoto, M. J., Liu, B. F., Roberts, H. A., & **Lim, J. R.** (2015). *Not in Kansas anymore: Understanding tornado warnings, false alarms, and complacency*. Report to the National Oceanic and Atmospheric Administration. START.

World Bank Blogs

1. **Lim, J. R.**, Vakis, R., & Dugas, M. (2022). *Preparing for the next pandemic? Here are lessons learned from the last two years*. World Bank Blogs. <https://blogs.worldbank.org/health/preparing-next-pandemic-here-are-lessons-learned-last-two-years>
2. **Lim, J. R.**, Dugas, M., Kim, P., & Cheikh, N. (2022). *How to communicate about the monkeypox virus: Five key lessons from COVID-19*. World Bank Blogs. <https://blogs.worldbank.org/health/how-communicate-about-monkeypox-virus-five-key-lessons-covid-19>

Inter-American Development Bank Blogs

1. **Lim, J. R.** (2022). *How Can Alternative Credentials Help Close the Skills Gap?*. IDB Enfoque Educación. <https://blogs.iadb.org/educacion/en/alternative-credentials-skills-gap/>
2. Serrano, L., **Lim, J. R.**, Rodríguez, C. (2022). *Youth Skills Development: Preparing Young People for the Future*. IDB Enfoque Educación. <https://blogs.iadb.org/educacion/en/youth-skills/>

Preprints

1. **Lim, J. R.**, Jun, H., & Ledford, V. (2022). *LGBTQ+ individuals' intersectional stigma experiences during COVID-19 outbreaks: Effective risk communication to motivate testing, tracing, and treatment*. PsyArXiv. <https://doi.org/10.31234/osf.io/2nbmj>

Invited Talks

1. **Lim, J. R.** (August, 2021). *Motivating Mitigation Behavior: Developing and Testing Social Norms and Self-Efficacy Messages*. Natural Hazards Center, University of Colorado, Denver.
2. **Lim, J. R.** (June, 2021). *Risk and Crisis Communication Management*. Myongji University, Republic of Korea.

Conference Papers

1. **Lim, J. R.**, Liu, B., & Atwell Seate, A. (2022, January). *Are you prepared for the next storm? Developing social norms messages to motivate community members to perform disaster risk mitigation behaviors*. The 102nd American Meteorological Society Annual Meeting (17th Symposium on Societal Applications: Policy, Research and Practice).
2. **Lim, J. R.**, Jun, H., & Ledford, V. (2021, August). *Stigmatized groups with infectious diseases: Korean LGBTQ+s' intersectional stigma and risk communication during COVID-19 outbreaks*. Annual convention of the Association for Education in Journalism and Mass Communication (AEJMC).
 - **Received The Top Faculty Paper Award from the LGBTQ Interest Group**
3. Islam, K., Liu, B. F., Shi, D., **Lim, J. R.**, Edwards, A., Sheppard, R., & Seeger, M. (2021, May). *Organizational learning during crises: How U.S. higher education institutions have responded to the ongoing COVID-19 pandemic?*. International Communication Association (ICA) Conference.
4. Liu, B. F., Shi, D., Islam, K., **Lim, J. R.**, Edwards, A., Seeger, M., Sellnow, T. L., & Sheppard, R. (2021, March). *Higher education's crisis management: challenges and initial lessons learned from the COVID-19 pandemic*. International Crisis and Risk Communication (ICRC) Conference.
5. Sheppard, R., Islam, K., Liu, B. F., Edwards, A., Shi, D., **Lim, J. R.**, & Seeger, M. (2021, March). *Best practices in crisis communication: Universities and colleges' responses to COVID-19*. International Crisis and Risk Communication (ICRC) Conference.
6. **Lim, J. R.** (2020, May). *Identifying motivating factors for disasters preparedness for effective government public relations*. International Communication Association (ICA) Conference.
 - **Received Top Student Paper Awards from the Public Relations Division**
7. Ledford, V., **Lim, J. R.**, Namkoong, K., Qin, Y., & Chen, J. (2020, May). *Opioid stigma communication: The impacts of danger appraisal on opioid misusers and opioid-related policies*. Annual convention of the International Communication Association (ICA).
8. Qin, Y., Chen, J., Namkoong, K., Ledford, V., & **Lim, J. R.** (2020, May). *Raising risk perception of opioid misuse: Concrete language and image as a strategy*. Annual convention of the International Communication Association (ICA).
9. Ledford, V., **Lim, J. R.**, & Namkoong, K. (2020, April). *Mechanisms of opioid stigma communication: Examining the impacts of stigmatizing news articles about people who misuse opioids*. Kentucky Conference on Health Communication, Lexington, KY, United States.
10. Lee, S., **Lim, J. R.**, & Shi, D. (2020, March). *How do visuals convey distant suffering?: A content analysis of the framing of visuals on disaster aid organizations' social media*. International Public Relations Research Conference (IPRRC), Orlando, FL, United States.
11. Page, T. G., Atwell Seate, A., Chatcham, A., **Lim, J. R.**, Shi, D., Ma, L., & Wang, X. (2019, November). *The power of pre-existing relationships: Situational crisis communication theory and the revised model of reputation repair*. Annual convention of the National Communication Association (NCA), Baltimore, MD, United States.
 - **Received Top Paper Awards from the Public Relations Division**
12. **Lim, J. R.** (2019, March). *Research synthesis on crisis prevention and preparation for risk and crisis communication*. International Crisis and Risk Communication (ICRC) Conference, Orlando, FL, United States.

13. Ma, L., Shi, D., & **Lim, J. R.** (2019, March). *Does fit increase the effectiveness of corporate social responsibility communication? A meta-analytic review.* International Public Relations Research Conference (IPRRC), Orlando, FL, United States.
14. **Lim, J. R.** (2018, August). *How public relations builds mutually beneficial relationships: Public relations' role in creating shared value (CSV).* Annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C., United States.
15. **Lim, J. R.** (2018, May). *What do you mean sorry?: The impact of culture on crisis responses.* Annual convention of the International Communication Association (ICA), Prague, Czech Republic.
16. **Lim, J. R.** (2018, March). *When government doesn't provide information - Publics' crisis mapping for contagious disease against government's information non-disclosure: A case study on 2015 MERS (Middle East Respiratory Syndrome) corona-virus crisis in Korea.* International Crisis and Risk Communication (ICRC) Conference, Orlando, FL., United States.
17. **Lim, J. R.** (2018, March). *Nonprofits' public relations measurement: Past, present, and future.* International Public Relations Research Conference (IPRRC), Orlando, FL, United States.
18. Zhao, X., Zhan, M., **Lim, J. R.**, & Liu, B. F. (2018, March). *How do social media influentials gain influence in different types of crises? Examining influentials in eight organizational crises with Twitter big data.* International Public Relations Research Conference (IPRRC), Orlando, FL, United States.
19. **Lim, J. R.** (2017, November). *How does public relations work together with various functions in an integrated context?.* Annual convention of the National Communication Association (NCA), Dallas, TX, United States.
20. **Lim, J. R.**, Liu, B. F., Roberts, H. A., & Egnoto, M. J. (2017, May). *Publics' emotional and religious coping in response to disasters.* Annual convention of the International Communication Association (ICA), San Diego, CA, United States.
21. Liu, B. F., Roberts, H. A., Egnoto, M. J., & **Lim, J. R.** (2017, March). *There's no place like home: How mobile home residents understand and respond to tornado warnings.* International Crisis and Risk Communication (ICRC) Conference, Orlando, FL, United States.

Teaching Experience

- University of Maryland, College Park** 2015 - 2019
- Taught four undergraduate classes, managed different size classes, and developed engaging and effective education materials
- Graduate Teaching Assistant (Instructor of Record)**
- COMM 107 Oral Communication F15 (N = 38), S16 (N = 38), S18 (N = 38)
- Graduate Teaching Assistant**
- COMM 400 Research Methods F18 (N = 124), S19 (N = 112)
 - COMM 201 Introduction to Public Relations F17 (N = 110)
 - COMM 250 Introduction to Communication Inquiry F16 (N = 204), S17 (N = 221)
- University of Maryland, Teaching Learning Program (UTLP), Associate level** 2015 - 2020

- A voluntary training program for those who desire to improve and develop as teachers at the undergraduate level

Observer

- COMM 488I Strategic Interviewing for the Career You Want Winter 2017
- COMM 331 News Writing & Reporting for Public Relations Summer 2018
- COMM427 Crisis Communication S20

Professional Experience

World Bank, a multilateral development bank

Washington, DC, U.S.

Digital Media Behavioral Scientist

Dec. 2021 - present

- Conduct [behavioral science research \(i.e., online surveys and experiments\) to address COVID-19 vaccine hesitancy](#) using social media (Facebook, WhatsApp, Messenger chatbots) in over 20 countries, including [the solutions guide](#)
- Contribute to developing and testing the WhatsApp chatbot to develop media literacy skills in response to misinformation
- Lead a meta-review and a systematic review for COVID-19 pandemic preparedness, response, and recovery
- Conduct behavioral science research for energy, environment, health (immunization), and nutrition issues
- Manage the World Bank's social media accounts for research purposes

Inter-American Development Bank, a multilateral development bank

Washington, DC, U.S.

Social Science Consultant

Apr. 2020 - present

- Work on the [21st Century Skills Initiative](#) (USD 716 million) to strengthen ecosystems for transversal skills to help people better respond to the grand global challenges (e.g., climate change, pandemic, disasters) in Latin America and the Caribbean
- Help identify, build, and maintain mutually beneficial relationships and develop and implement projects with donors, partners, and academic, public, and private sector stakeholders
- Design and implement [21st century skills development programs](#) to help vulnerable populations better cope with grand global challenges
- Conduct policy research, develop [knowledge products](#) (over 15 publications) with partners, and help hold [policy dialogue events](#) with ministers and experts

Korea International Cooperation Agency (KOICA)

Mozambique & Korea

Behavioral Communication Specialist

Nov. 2019 - Jan. 2020

- Designed and developed United Nations Population Fund (UNFPA) reproductive, maternal, child health and gender-based violence projects (USD 7.56 million) in cyclone-affected areas of Sofala and Manica Provinces in Mozambique
- Conducted an ex-ante project evaluation in the field
- Delivered an ex-ante evaluation report and a project design report

Ketchum, a global communication firm

New York, NY, U.S.

Research Fellow, Don Bartholomew Award for Excellence in Public Relations

June - Aug. 2017

- Conducted research for the United Nations Children's Fund (unicef) on advocacy and communication measurement to develop the current global communications measurement program to track messaging for 50M people
- Conducted global communication measurements for the Philips and Philips Future Health Index
- Conducted quantitative, qualitative, and social media and network analyses on business opportunities for clients
- Delivered a report on nonprofit public relations measurement to Ketchum and the Institute for Public Relations (IPR)

National Consortium for the Study of Terrorism (START)
U.S. Department of Homeland Security, Center of Excellence

College Park, MD, U.S.
Oct. 2015 - Sept. 2016

Research Assistant

- Participated in the National Oceanic and Atmospheric Administration (NOAA)-funded VORTEX-SE research project (USD 199,570), which sought to better understand tornado warnings, false alarms, and complacency and improve communication
- Reviewed the research literature; moderated focus group sessions, and analyzed qualitative data from 10 focus group sessions
- Analyzed quantitative data from 4 surveys of nearly 4,000 residents throughout the Southeastern United States
- Delivered four government reports and published four peer-reviewed journal articles (two as lead author)

Republic of Korea Air Force Air Force Logistics Command

Daegu, Republic of Korea
May 2013 – May 2015

Logistics Liaison

- Liaised with global freight forwarders, the French Embassy, and the U.S. Air Force
- Managed inbound and outbound logistics of the Korea Air Force including import, export, and customs clearance
- Drafted a memorandum of understanding (MoU) on transport and storage with the U.S. Air Force
- Transported approx. 30,000 inbound and 5,000 outbound items to and from Korea annually
- Received an Honor Award in Education

Burson-Marsteller *global public relations and communication firm*

Seoul, Republic of Korea
Sept. - Dec. 2012

Intern

- Developed media relations materials for the international press for Republic of Korea President Geun-Hye Park
- Drove top Korean talent to Singapore through media relations and information sessions for the Singapore government
- Researched CSR activities of heavy industries and wrote a report suggesting CSR activity for Doosan
- Conducted public relations, research, and translation for Qualcomm, Bayer, Accenture, and Bell Helicopter.
- Featured clients in the mainstream media, including BBC World News, Chosun, and JoongAng

Daelim Contemporary Art Museum

Seoul, Republic of Korea
June 2011 - Feb. 2013

Marketing/PR Team Volunteer

- Held press conferences for exhibitions; learned the process and how to communicate with media
- Facilitated social media usage for the most active art museum on social media in Korea
- Presided over events, such as Art Package, Jazz Night, and VIP Museum Day
- Karl Lagerfeld exhibition attracted more than 120,000 visitors; Jurgen Teller exhibition attracted 42,831 visitors

HS Ad WPP and LG Group's advertising agency

Seoul, Republic of Korea
July - Aug. 2011

Copywriter Intern

- Generated ideas and wrote copy for an award-winning IMC campaign for Korean Air
- Created ideas and wrote copy for the brand campaign of Shinhan Financial Group, LG Skincare, LG Retail, and Danone
- Researched and prepared for production, pre-production meetings, and film production for LG 3D TV campaigns
- Built communication plan for newly launched brand and created viral successful idea for LG mobile
- Korean Air campaign generated more than 1,000 consumer uploaded videos in a month; won several awards
- LG 3D TV campaigns increased LG's brand preference by 8% in the 3D TV category

Funding

Research Contracts and Grants

1. Principal Investigator,
"Effective messages to motivate mitigation behaviors: Experiments testing self-efficacy, social norms messages"

From the **Natural Hazards Center**'s Mitigation Matters Research Grant (one of the 10 selected proposals): USD 2,500, April 2020 - April 2021.

2. Research Assistant,
“**Universities’ coronavirus crisis management: Challenges, opportunities, and initial lessons learned**”
From the **University of Maryland**: USD 10,655, April 2020 - October 2020. [PI: Brooke Fisher Liu]
3. Behavioral Communication Specialist in Health for Ex-Ante Evaluation,
“**Improving reproductive, maternal and child health with an equity focus in cyclone Idai-affected districts in Sofala and Manica provinces, Mozambique**”
From the **Korea International Cooperation Agency (KOICA)** and **United Nations Population Fund (UNFPA)**: USD 7,560,000, November 2019 - January 2020.
4. Principal Investigator,
“**Nonprofits’ communication measurement: Past, present, and future**”
From the **Institute for Public Relations (IPR)** and **Ketchum Analytics**:
USD 2,500, May 2017 - April 2018.
5. Research Assistant,
“**Understanding tornado warnings, false alarms, and complacency, and proposing theory-directed solutions for effective warnings**”
From the **National Oceanic and Atmospheric Administration (NOAA)**:
USD 199,570, October 2015 - September 2016. [PI: Brooke Fisher Liu]

Scholarships and Fellowships

1. 2020.03. **Ann G. Wylie Dissertation Fellowship** (*A tuition and USD 15,000*) University of Maryland
- The University of Maryland Graduate School’s semester dissertation research fellowship was awarded to a few Ph.D. Candidates across the entire campus on a competitive basis.
2. 2019.04. **Graduate Student Summer Research Fellowship** (*USD 5,000*) University of Maryland
- Summer research fellowship was awarded to a few graduate students across the entire campus.
3. 2015.07. **Korean Government Scholarship for Overseas Study** (*USD 80,000*) Government of South Korea
- The Korean government’s version of the Fulbright Awards. This highly selective scholarship is offered to outstanding and academically superior students by Korean government on a highly competitive basis. I was one of six awardees selected in the future growth engine category.
4. 2015.04. **Dean’s Fellowship** (*Full tuition, annual stipend, and USD 5,000*) University of Maryland
- Fellows were selected from a pool of all graduate students across the department for \$5,000 fellowships, on top of \$18,000 annual stipend and full tuition for 5 years.
5. 2011.09. **Top Talent Scholarship** (*KRW 2,000,000*) Korea Broadcasting & Advertising Corp
- This highly competitive award was created to nurture future leaders in the advertising and public relations industry.
6. 2009.03. **Honor Scholarship** (*KRW 1,151,000*) Chung-Ang University
- This merit-based honor scholarship was awarded to the top students of the year across the university.
7. 2008.09. **Honor Scholarship** (*KRW 1,151,000*) Chung-Ang University
- This merit-based honor scholarship was awarded to the top students of the year across the university.

Honors and Awards

Awards and Honors

1. 2022.09. **Catalina de Onís Dissertation Award in Environmental Communication** National Communication Association
2. 2022.06. **FY22 Equitable Growth, Finance and Institutions (EFI) Vice Presidential Unit (VPU) Team Awards** World Bank Group
 - This team award is offered to the selective teams representing the best work done in the EFI VPU and embodying the Bank-wide qualities of impact, integrity, respect, innovation, teamwork, and supporting the fragility, conflict, and violence (FCV) agenda in the financial year. Our team’s project was “*Behaviorally Informed Interventions - COVID Vaccine Take-up.*”
3. 2021.03. **Top Faculty Paper Award, LGBTQ Interest Group** Association for Education in Journalism and Mass Communication
4. 2020.05. **The Charles Richardson Award** University of Maryland
 - This competitive award is offered to the most outstanding Ph.D. student in the Department of Communication at the University.
5. 2020.03. **Top Paper Award, Public Relations Division** International Communication Association
6. 2019.11. **Top Paper Award, Public Relations Division** National Communication Association
7. 2018.11. **The Best of CSCW 2018 Honorable Mention Award** Computer-Supported Cooperative Work (CSCW)
 - This competitive award is offered to the best research papers presented at CSCW conference. My co-authored article [#pray4victims: Consistencies in public response to disaster on social media](#) won the award. Approximately 5% of submissions may be nominated.
8. 2018.08. **3rd place, AEJMC KACA 3 Min. Thesis Competition** Korean American Communication Association
 - This competitive award (USD 200) is offered to graduate students who effectively presented their Asia or Korea related research within three minutes at the Association for Education in Journalism and Mass Communication (AEJMC) conference. I presented the impacts of cultures on crisis responses.
9. 2018.02. **1st place, Crisis Management Case Challenge (USD 1,000)** L.A. Homeland Security Advisory Council
 - This competitive award is offered to graduate students who addressed contemporary crisis management issues. With a fellow graduate student, I presented policy recommendations regarding mass notification for the City of Los Angeles.
10. 2017.05. **The Raymond Ehrensberger Award** University of Maryland
 - Awarded to the most outstanding second year graduate student in the department on the Bachelor to Ph.D. student track.
11. 2017.05. **Don Bartholomew Award for Excellence in PR Research** Institute for Public Relations, & Ketchum (10-week internship at Ketchum Research New York office, research presentation, USD 10,000)
 - This highly competitive national award is offered to one outstanding graduate student with exceptional intellect in the field of PR research and measurement by Institute for Public Relations (IPR) and Ketchum Global Research & Analytics.
12. 2016.06. Nominee, **Award for Excellence in Undergraduate Teaching** University of Maryland
13. 2013.07. **Honor Award in Education** Republic of Korea Air Force
14. 2013.02. **Graduated with Academic Distinction** Chung-Ang University
15. 2012.08. Entered six works; all chosen **Finalists, ADStars** International advertising awards *ADStars*
 - Nivea Sun Sunlight-Engraved Apple: Reason to Wear Nivea Sun Everyday (<https://goo.gl/c2Y0hr>)
 - UNICEF "Save The Real, Not the Artificial": Donation Doll Package (<https://goo.gl/w6zhGK>)

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| 16. 2012.05. Bronze, Clio Awards | <i>Clio International Advertising Awards</i> |
| - UNICEF: Change Child's Life Story with Coins (http://clios.com/awards/winner/7108) | |
| 17. 2009.07. 2nd, Marketing Communication Competition | Cheil Worldwide |
| 18. 2008.08. Distinction, Creative Director Course | Korea Broadcasting & Advertising Corp |
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Service

Service for Professional Associations

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|---|-----------------------|
| 1. Editorial Board , <i>Inter-American Development Bank, 21 Century Skills Initiative</i> | 2020 – present |
| 2. Paper Reviewer , <i>Journal of International Crisis and Risk Communication Research</i> | 2019 – present |
| 3. Paper Reviewer , <i>International Journal of Strategic Communication</i> | 2019 – present |
| 4. Paper Reviewer , <i>Weather, Climate, and Society</i> | 2019 – present |
| 5. Paper Reviewer , <i>Journal of Intercultural Communication Research</i> | 2021 – present |
| 6. Paper Reviewer , <i>Environment and Behavior</i> | 2022 – present |
| 7. Paper Reviewer , <i>Journal of Risk Research</i> | 2022 – present |
| 8. Paper Reviewer , International Communication Association (ICA) | 2016 – present |
| 9. Paper Reviewer , National Communication Association (NCA) | 2016 – present |
| 10. Volunteer , Social Committee, Association for Education in Journalism and Mass Communication | 2017 |

University Service

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|--|--------------------|
| 1. University of Maryland, Department of Communication, Ph. D. Admissions Ambassador | 2016 – 2021 |
| - Serve as a resource to prospective students for more information about the university and the department | |
| 2. University of Maryland, Department of Communication, COMMGrads | 2015 – 2021 |
| - Engage in graduate student organization COMMGrads | |
| - Volunteered for COMMGrads events, including fundraising and faculty appreciation day | |
| 3. University of Maryland, Department of Communication, Awards Committee | 2020 |
| - Serve as a committee member to celebrate the achievements | |
| 4. University of Maryland, Department of Communication, Graduate IRB representative | 2018 – 2019 |
| - Represented COMMGrads to the Institutional Review Board (IRB) as an IRB representative | |
| - Addressed the graduate students' questions and concerns related to IRB procedure | |
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Skills

Research design:

- experiments, quasi-experiments, surveys, content analysis, design interview guides and focus group scripts

Quantitative analysis methods:

- regressions, factor analyses, meta-analyses, structural equation modeling (SEM)

Qualitative research methods:

- interviews, focus groups, ethnography, textual analysis, case study, grounded theory, qualitative syntheses

Computational methods:

- network analyses, machine learning, social media analytics

Statistical languages/programs:

- SPSS, STATA, Python, R, Gephi, Mplus

Data collection applications:

- Qualtrics, SurveyCTO

Languages:

- | | | | | | |
|-------------------|--------|----------------|--------|---------------|--------------|
| - English | Fluent | Korean | Native | French | Intermediate |
| - Japanese | Basic | Spanish | Basic | | |