
CURRICULUM VITAE

JUNGMI JUN

Assistant Professor
School of Journalism and Mass Communication
University of South Carolina

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EDUCATION

Ph.D. Communication, Excellent Ph. D Honors, George Mason University, 2012

M.A. Public Relations and Advertising, Sogang University, 2007

B.A. Mass Communications, Sogang University, 2005

ACADEMIC POSITIONS

Assistant Professor (Tenure-Track), School of Journalism and Mass Communication, University of South Carolina, Columbia, SC, 2018-

Research Scientist, Center for Health and Risk Communication & National Transportation Center, University of Maryland, College Park, MD, 2016-2018

Assistant Professor (Tenure-Track), Department of Communication, Wayne State University, Detroit, MI, 2013-2015

Assistant Professor (Tenure-Track), Department of Communication Studies, University of Northern Iowa, Cedar Falls, IA, 2011-2013

Presidential Scholar, College of Humanities and Social Sciences, George Mason University, Fairfax, VA, 2008-2011

Instructor, Samsung SDS Online Campus for Practitioners, Seoul, Korea, 2007-2008

Research Assistant, Department of Public Relations and Advertising, Sogang University, Seoul, Korea, 2005-2008

PUBLICATIONS AND CONFERENCE PRESENTATIONS

1. **Jun, J.** (2018). Cancer/health communication and breast/cervical cancer screening among Asian Americans and five Asian ethnic group. *Ethnicity and Health*.
10.1080/13557858.2018.1478952

2. **Jun, J.** & Nan, X (2018). Comparative risk assessment and cessation information seeking among smokeless tobacco users. *Addictive Behaviors*. 80, 14-21.
<https://doi.org/10.1016/j.addbeh.2017.12.031>
3. **Jun, J.** & Nan, X (2018). Asian Americans' cancer information seeking, fatalistic belief, and perceived risk: Current status and relationships with cancer screening and prevention behaviors. *Journal of Health Disparities Research and Practice*. 11(1), 14-
<https://digitalscholarship.unlv.edu/jhdrp/vol11/iss1/14>
4. **Jun, J.** (2017). Tobacco risk perception and risk information factors: Comparison of cigarette, alternative, and multiple tobacco users. *International Journal of Health and Media Research*. 1(2), 95-107.
5. **Jun, J.** & Nan X. (2017). Determinants of cancer screening disparities among Asian Americans: A systematic review of public health surveys. *Journal of Cancer Education*. 10.1007/s13187-017-1211-x
6. **Jun, J.** (2017). Health information disparities and medical tourism use among Korean immigrants in the U.S. In Y., Mao, & M. Ahmed (Eds). *Culture, Migration, and Health Communication in the Global Context*. Routledge.
7. **Jun, J.** (2016). Framing service, benefit, and credibility through images and texts: A content analysis of online promotional messages of Korean medical tourism industry. *Health Communication*. 31(7), 845-852.
8. Oh, K., **Jun, J.**, Zhao X., Kreps G., & Lee E. (2015). Cancer information seeking behaviors of Korean Americans: A mixed methods study using surveys and focus group interviews. *Journal of Health Communication*, 20(10), 1143-1154.
9. **Jun, J.** & Oh, K. (2015). Framing risks and benefits of medical tourism: A content analysis of medical tourism coverage on Korean American community newspapers. *Journal of Health Communication*. 20(6), 720-727.
10. Oh, K. M., **Jun, J.**, Zhou, Q., & Kreps, G. (2014). Korean American women's perceptions about physical examinations and cancer screening services offered in Korea: The influences of medical tourism on Korean Americans. *Journal of Community Health*, 39(2), 221-229.
11. **Jun, J.**, & Oh, K. (2013). Asian and Hispanic Americans' cancer fatalism and colon cancer screening. *American Journal of Health Behaviors*. 37(2), 145-154.
12. Oh, K., Kreps, G. & **Jun, J.** (2013). Colorectal cancer screening knowledge, beliefs, and practices of Korean Americans. *American Journal of Health Behaviors*. 37(3), 381-394.
13. Kreps, G.L., Villagran, M.M., Trowbridge, J., Baldwin, P., Barbier, Y., Chang, A., **Jun, J.**, Tucker, M., Saxton-Ross, A., & Friedman, S. (2013). Evaluation of the influence of an urban community park revitalization on African-American youth physical activity. In M.J. Dutta, & G.L. Kreps, (Eds). *Reducing Health Disparities: Communication Interventions* (pp. 209-225). New York: Peter Lang Publishers.
14. Kreps, G.L., Kim, P., Sparks, L., Neuhauser, L., Daugherty, C.G., Canzona, M.R., Kim, W.,

- & **Jun, J.** (2013). Promoting effective health advocacy to promote global health: The case of the global advocacy leadership academy (GALA). *International Journal on Advances in Life Sciences*, 5(1 & 2), 66-78.
15. **Jun, J.** (2012). Why are Asian Americans silent? Asian Americans' negotiation strategies for communicative racial discrimination. *Journal of International and Intercultural Communication*. 5(4), 329-348.
 16. Oh, K., Kreps, G., **Jun, J.**, Ramsey, L. & Chong, E. (2012). Examining the health and cancer information seeking behaviors of Korean Americans. *Journal of Health Communication*. 17(7), 779-801.
 17. Oh, K., Kreps, G.L., **Jun, J.**, & Kim, W. (2012). A survey of risk perceptions, beliefs, knowledge, and screening practices of Korean Americans concerning colorectal cancer. *Asian Pacific Journal of Cancer Prevention*, 13 (Supplement), 17.
 18. Oh, K., Kreps, G., **Jun, J.**, & Ramsey, L. (2011). Cancer information seeking and awareness of cancer information sources among Korean Americans. *Journal of Cancer Education*, 26 (2), 355-364.
 19. **Jun, J.** (2011). How climate change organizations utilize websites for public relations. *Public Relations Review*, 37(4), 245-249.
 20. Shin, H., **Jun J.**, & Nah, J. (2007). Communication and job satisfaction of professional athletes in organizational contexts. *Korean Journal of Public Relations Research*, 11, 34-62
 21. **Jun, J.**, & Nan, X. (2017). Cancer/health communication and breast and cervical cancer screening among Asian Americans. Accepted to National Communication Association Annual Conference. Dallas, TX.
 22. **Jun, J.**, & Nan, X. (2017). Cigarette, alternative, and multiple tobacco users' cancer fatalism and information seeking. DC Health Communication Conference. Fairfax, VA.
 23. **Jun, J.**, & Nan, X. (2017). Cancer/health communication and breast, cervical, and prostate cancer screening among Asian Americans. DC Health Communication Conference. Fairfax, VA.
 24. **Jun, J.** (2016). Korean Americans' cancer/health status and information seeking: Findings from 2012-2014 HINTS (The Health Information National Trends Survey). Accepted to the National Communication Association Annual Conference. Philadelphia, PA.
 25. **Jun, J.** (2015). Framing service, benefit, and credibility through images and texts: A content analysis of online promotional messages of Korean medical tourism industry. Accepted to the International Communication Association Annual Conference. Puerto Rico, PR.
 26. **Jun, J.** (2015). A content analysis of medical tourism news coverage in the U.S. Presented at the DC Health Communication Conference. Washington D.C.
 27. **Jun, J.** (2015). The Affordable Care Act's influence on medical tourism. Presented at the DC Health Communication Conference. Washington D.C.

28. **Jun, J.** & Oh, K. (2014). Cancer information seeking behaviors of Korean Americans: A mixed methods approach. Presented at the National Communication Association Annual Convention. Chicago, IL. *[Top Paper]*
29. Oh, K. & **Jun, J.** (2014). Cancer information seeking behaviors of Korean Americans: A mixed methods study using surveys and focus group interviews. Presented at Southern Nursing Research Society Annual Conference. San Antonio, TX.
30. **Jun, J.** (2013). Framing risks and benefits of medical tourism: A Content analysis of medical tourism coverage on Korean American community newspapers. Presented at the National Communication Association Annual Convention. Washington D.C.
31. **Jun, J.** (2013). Korean medical tourism industry's risk communication: A content analysis of medical tourism related information. Presented at the Korean Academic Society of Public Relations Spring Conference. Sejong City, Korea.
32. Oh, K.M., **Jun, J.**, Zhou, Q., & Kreps, G. (2013) Korean American women's perceptions about physical examinations and cancer screening services offered in Korea: The influences of medical tourism on Korean Americans. Presented at American Academy of Nursing 40th Annual Meeting & Conference. Washington, D.C.
33. Oh, K.M., Kreps, G., & **Jun, J.** (2013). Colorectal cancer screening knowledge, beliefs, and practices of Korean American. Presented at Southern Nursing Research Society Annual Conference, Little Rock, AR.
34. Kreps, G., Kim, P., Sparks, L., Neuhauser, L., Daugherty, C., Kim, W., & **Jun, J.** (2012). Introducing the Global Advocacy Leadership Academy (GALA): Training health advocates around the world to champion the needs of health care consumers, Presented at the Global Health 2012 Conference. Venice, Italy. *[The Best Paper]*
35. **Jun, J.** & Oh, K. (2012). Korean Americans' perceptions on the use of healthcare from US to Korea. Presented at the National Communication Association Annual Convention. Orlando, FL.
36. **Jun, J.** (2012). Asian Americans' strategic communication responses to racial discrimination. Presented at the National Communication Association Annual Convention. Orlando, FL.
37. **Jun, J.** (2012). Racially discriminatory messages (RDM) targeting Asian Americans and Asian Americans' communicative approaches to negotiate RDM. Presented at the National Communication Association Annual Convention. Orlando, FL.
38. Oh, K., Kreps, G., **Jun, J.** & Kim, W. (2012). A survey of risk perceptions, beliefs, knowledge, and screening practices of Korean Americans concerning colorectal cancer. Presented at the Kentucky Conference on Health Communication. Lexington, KY.
39. **Jun, J.** (2012) Racially discriminatory messages (RDM) targeting Asian Americans and Asian Americans' communication approach for responding to RDMs. Accepted to the International Communication Association.
40. Kreps, G., Villagran, M., Trowbridge, J., Baldwin, P., Barbier, Y., Chang, A., **Jun, J.**, Tucker, M., Saxton-Ross, A., & Melancon, H. (2011) The Impact of environmental change

on African-American youth physical activity in an urban community park: A pilot study. Presented at Eastern Communication Association Conference. Fairfax, VA.

41. Oh, K., Kreps, G., **Jun, J.** & Chong, E., & Ramsey, L. (2011) Health and cancer information seeking behaviors of Korean Americans. Presented at 23rd Eastern Nursing Research Society (ENRS) Annual Conference, Philadelphia.
42. Oh, K., Kreps, G., **Jun, J.** & Chong, E., & Ramsey, L. (2011) Health and cancer information seeking behaviors of Korean Americans. Presented at 22nd Sigma Theta Tau International's 22nd International Nursing Research Congress, Cancun, Mexico.
43. **Jun, J.** (2011) Communication strategies for responding to racially discriminatory messages among Asian American women. Presented at National Communication Association Conference, New Orleans, LA.
44. **Jun, J.** (2011) Media representation of climate change in South Korea. Presented at National Communication Association Conference, New Orleans, LA.
45. Oh, K., Kreps, G., **Jun, J.** & Kim, W. (2011). A survey of risk perceptions, beliefs, knowledge, and screening practices of Korean Americans concerning colorectal cancer. Presented at International Cancer Control Congress, Seoul, South Korea
46. **Jun, J.** (2010). Using ethnic media as strategic communication channels. Presented at International Public Relations Research Conference. Miami, FL.
47. Cai, X., **Jun, J.** & Zhao, X. (2010). Ads make sense! Online advertising on popular children's websites. Presented at International Communication Association Conference. Singapore.
48. Botan, C., **Jun, J.**, Hue, Y., Roser-Renouf, C., & Leiserowitz, A. (2010). Cocreation of meaning in environmental communication. Presented at International Communication Association Conference. Singapore.
49. Weather, M., **Jun, J.**, & Walsch, D. (2010). A strategic approach for climate change communication campaigns: A case study analysis of The Climate Project (TCP). Presented at National Communication Association Conference. San Francisco, CA.
50. **Jun, J.** (2010). How Korean newspapers construct climate change information: Examining Asian perceptions and communication on climate change risk. Presented at National Communication Association Conference. San Francisco, CA.
51. **Jun, J.** (2010). How climate change organizations utilize websites for public relations. Presented at National Communication Association Conference. San Francisco, CA.
52. Shin, H., **Jun, J.**, & You, S. (2007). Communication satisfaction, team satisfaction, and job satisfaction of professional baseball players in Korea. Presented at the Korean Academic Society of Public Relations. Korea.
53. Shin, H., You, S., & **Jun, J.** (2007). An internal communication study for desirable organization culture. Presented at the Korean Society of Communication and Journalism. Korea.

HONORS AND AWARDS

Top Paper, Korean American Communication Association, National Communication Association, 2014

Best Paper, Global Health Conference. 2012

Excellent Ph. D Honors, College of Humanities and Social Sciences, George Mason University. 2012

Presidential Scholar, College of Humanities and Social Sciences, George Mason University. 2008-2011

Excellent Ph. D Student Award, Department of Communication, George Mason University, Communication Department, 2008

Top Student Scholarship, School of Mass Communication, Sogang University, 2007

Brain Korea 21 Scholarship, Korea Research Foundations, 2005

Top Student Scholarship, School of Mass Communication, Sogang University, 2000-2004

GRANTS AND RESEARCH SUPPORT

Inaugural Publication Grant. International Journal of Health and Media Research, The Healthcare Media Research Institute, 2017

Faculty Summer Doctoral Student Research Assistant Support Award. The Department of Communication. Wayne State University, 2015

Faculty Development Major Grant. The College of Humanities, Arts, and Science. University of Northern Iowa, 2013

UNI NSF EPSCoR Research Seed Grant. University of Northern Iowa, 2012

Probationary Research Grant. The College of Humanities, Arts, and Science. University of Northern Iowa, 2012

Faculty Development Major Grant. The College of Humanities, Arts, and Science. University of Northern Iowa, 2012

Faculty Summer Research Fellowship. The Graduate College. University of Northern Iowa, 2011

Small Research Grant. The College of Humanities, Arts, and Science. University of Northern Iowa, 2011

Public Affair Campaign Competition: *“From Single to Double: Communication Strategies to Increase Birth Rates in South Korea”* Korean Ministry of Health and Welfare, 2007

COURSE TAUGHT

1. **Public Relations Principle (BA)**., Fall 2018
2. **Public Relations and Social Media (BA)**, Winter 2015
3. **Public Relations Campaigns (MA/Ph.D)**, Winter 2014, Winter 2015
4. **Introduction to Research Methods (BA)**, Fall 2013
5. **Introduction to Communication Studies (BA)**, Fall 2013, Winter 2013
6. **Integrated PR (MA/BA)**, Fall 2012, Spring 2012
7. **PR Cases and Studies (MA/BA)**, Fall 2011, Fall 2012
8. **Graduate Seminar in PR (MA)**, Spring 2012
9. **Global PR (MA/BA)**, Fall 2011

10. **Interpersonal and Group Communication** (BA), 2009 Summer, 2010 Summer
11. **Introduction to Public Relations** (Professional) 2007-2008
12. **Strategic Communication** (Professional) 2007-2008

Invited Lectures

"The Status of Public Relations Education in the U.S.," Public Relations Campaign, Sogang University, 2013
"The Field of Public Relations Study," Introduction to Doctoral Study, Wayne State University, 2013,
"The Culture of South Korea," Intercultural Communication, George Mason University, 2011
"Introduction to Public Relations Major," Introduction to Graduate Studies, University of Northern Iowa, 2011

PROFESSIONAL EXPERIENCE

Research Scientist, Center for Health and Risk Communication & National Transportation Center, University of Maryland, College Park, MD, 2016-Present

- Lead multiple research projects/tasks (a large-scale survey (n>2000), focus group interviews, experiment, consumer profiling, mobile app/web usability test, systematic literature review)
- Develop communication strategies and incentive structure of a mobile application to promote physical activity and energy efficient travel behaviors
- Prepare technical documents and presentations reporting to the Department of Energy
- Draft proposals for state/federal grant applications

PR Consulting Advisor, Korcom Porter Novelli, Seoul, South Korea, 2013 Summer

- Provided research and strategic advice to PR practitioners (Key projects: Phillips Korea marketing PR projects, Medel Korea media relations and press release)

Researcher/Program Coordinator, PR Academy of Korean Government Information Agency, Seoul, South Korea, 2006-2008

- Provided PR communication plans, performance monitoring, and campaign evaluation reports for federal clients based on media/environment scan and quantitative/qualitative research (Key clients: Ministry of Culture, Sports and Tourism, Ministry for Food, Agriculture, Forestry and Fisheries, Ministry of Gender Equality, Ministry for Health, Welfare and Family Affairs, Ministry of Strategy and Finance)
- Supported the development of PR communication training for government officers.
- Coordinated international conferences (e.g., The Global Public Relations Conference, The International Strategic Communication Conference)

Researcher, Sogang Center for Communication Strategies, Seoul, South Korea, 2005-2006

- Developed strategic communication plans applying quantitative and qualitative research techniques (Key projects: SK Telecommunication (the largest in Korea) corporate image, Young- Samsung branding, Hanmi-Parsons Korea crisis communication, Hanmi-Parsons employee communication, Woori Bank (the first and largest Korean bank) employee communication)

SERVICES AND AFFILIATIONS

Committee

- College Academic Adjustment Committee (WSU)
- College Hearing Committee (WSU)
- Graduate Faculty Status Criteria Committee (WSU)
- Summer Doctoral Honors Seminar Committee (WSU)
- Skinner Scholarship Committee (WSU)
- PR Scholarship Committee (WSU)
- Holiday Charity Committee (WSU)
- Graduate Admission Committee (UNI)
- PR Curriculum Committee (UNI)
- Graduate Study Faculty Committee (UNI)

Ad Hoc Reviewer

- Journal of Health Communication
- Ethnicity and Health
- Asian Journal of Communication
- Health Education & Behavior
- National Communication Association (Public Relations Division)
- International Communication Association (Intercultural Communication Division, Public Relation Division)

Researcher, Global Advocacy Leadership Academy

Affiliate researcher, Center for Climate Change Communication

Member, Public Relations Society of America (PRSA), National Communication Association (NCA), International Communication Association (ICA), Korean American Communication Association (KACA), Korean Academic Society for Public Relations (KASPR), Korean Society for Journalism and Communication Studies (KSJCS)