

CURRICULUM VITAE

Sei-Hill Kim

School of Journalism & Mass Communications
University of South Carolina
Columbia, SC 29208
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FORMAL EDUCATION

Ph.D. in Communication (August 2001)

Department of Communication, Cornell University, Ithaca, New York
Areas of Specialization: Political Communication, Health Communication

M.A. in Advertising (August 1997)

Department of Advertising, Michigan State University, East Lansing, Michigan
Areas of Specialization: Political Communication, Public Relations

M.A. in Mass Communication (August 1995)

Department of Mass Communication, Sogang University, Seoul, Korea
Areas of Specialization: Political Communication, Advertising

B.S. in Agriculture (August 1992)

Department of Rural System Engineering, Seoul National University, Seoul, Korea

ACADEMIC APPOINTMENTS

Associate Director for Graduate Studies and Research

School of Journalism & Mass Communications
University of South Carolina, Columbia, South Carolina
January 2016 – present

Eleanor M. and R. Frank Mundy Professor

University of South Carolina, Columbia, South Carolina
August 2015 – present

Professor (Tenured)

School of Journalism & Mass Communications
University of South Carolina, Columbia, South Carolina
January 2014 – present

Head, Public Relations Sequence

School of Journalism & Mass Communications
 University of South Carolina, Columbia, South Carolina
 March 2012 – January 2016

Associate Professor (Tenured)

School of Journalism & Mass Communications
 University of South Carolina, Columbia, South Carolina
 August 2009 – December 2013

Associate Professor (Tenured)

Department of Communication & Journalism
 Auburn University, Auburn, Alabama
 August 2008 – May 2009

Assistant Professor

Department of Communication & Journalism
 Auburn University, Auburn, Alabama
 August 2004 – May 2008

Assistant Professor

Department of Communication Studies
 Saint Mary's College, Notre Dame, Indiana
 August 2001 – May 2004

RESEARCH

Research Interests

Media and Public Health, Political Communication, Science Communication

Refereed Journal Article

1. Frear, C, O'Boyle, J, & Kim, S.-H. (accepted for publication). Regional media framing of the confederate flag debate in South Carolina. *Newspaper Research Journal*.
2. Kim, H., Jang, S. M., Kim, S.-H., & Wan, A. (accepted for publication). Evaluating sampling methods for content analysis of Twitter data. *Social Media and Society*.
3. Kim, H., & Kim, S.-H. (2018). Framing marijuana: How U.S. newspapers frame marijuana legalization stories (1995–2014). *Preventive Medicine Reports*, 11, 196-201.
4. Kim, H., Kim, S.-H., Chang, J., Shim, J. C., Oh, S.-H. (2018). Elaborative processing that matters: A study on factors influencing perceived risks of food and medicine safety. *Journal of Public Relations*, 22, 33-54.
5. Chang, J.-H., Kim, S.-H., Kang, M.-H., Shim, J. C., & Ma, D. (2018). The gap in scientific knowledge and

- role of science communication in South Korea. *Public Understanding of Science*, 27, 578-593. (SSCI Journal)
6. Lee, S., & Kim, S.-H. (2018). Scientific knowledge and support for science in South Korea: Does knowledge lead to greater support? *Science Communication*, 40, 147-172. (SSCI Journal)
 7. Kim, S.-H., Tanner, A. H., Kim, S. Y., Foster, C. B., Oh, S.-H., & Chang, J.-H. (2017). News Focuses on Individuals for Rising Health Care Costs. *Newspaper Research Journal*, 38, 293–305.
 8. Li, J. Y., Kim, S.-H., & O'Boyle, J. (2017). "I believe what I see:" College students' use of media, issue engagement, and perceived responsibility regarding campus sexual assault. *Journal of Health Communication*, 22, 772-782. (SSCI Journal)
 9. Kim, S.-H., & Telleen, M. W. (2017). Talking about school bullying: News framing of who is responsible for causing and fixing the problem. *Journalism & Mass Communication Quarterly*, 94, 725-746. (SSCI Journal)
 10. Kim, S.-H., Thrasher, J. F., Kang, M.-H., Cho, Y.-J., Kim, J. K. (2017). News Media Presentations of Electronic Cigarettes: A Content Analysis of News Coverage in South Korea. *Journalism & Mass Communication Quarterly*, 94, 443–464. (SSCI Journal)
 11. Kim, S.-H., Thrasher, J. F., Rose, I. D., & Craft, M.-K. (2017). Ties to the Local Community and South Carolinian Newspapers' Coverage of Smoke-Free Policies. *Health Communication*, 32, 812–819. (SSCI Journal)
 12. Kim, H., Kim, S.-H., Frear, C., & Oh, S.-H. (2016). News photos of scientists skew race but not gender. *Newspaper Research Journal*, 7, 261–274.
 13. Oh, S.-H., Kim, S.-H., Kim, H.B., & Kim, S.Y. (2016). Framing genetically modified (GM) foods: Frame building and news coverage of how to think about GM foods in South Korea. *Health Communication Research (헬스커뮤니케이션연구)*, 14, 29-61.
 14. Chang, J.-C., Kim, S.-H., Shim, J. C., & Ma, D. (2016). Who Is Responsible for Climate Change? Attribution of Responsibility, News Media, and South Koreans' Perceived Risk of Climate Change. *Mass Communication & Society*, 19, 566-584. (SSCI Journal)
 15. Kim, H.-K., & Kim, S.-H. (2016). Understanding emotional bond between the creator and the avatar: Change in behavioral intentions to engage in alcohol-related traffic risk behaviors. *Computers in Human Behavior*, 62, 186–200. (SSCI Journal)
 16. Tanner, A., Bergeron, C., Zheng, Y., Friedman, D., Kim, S.-H., & Foster, Caroline (2016). Communicating effectively about clinical trials with African American communities: A comparison of African American and White information sources and needs. *Health Promotion Practice*, 17, 199-208.
 17. Kim, S.-H., Tanner, A., Friedman, D. B., Foster, C., & Bergeron, C. D. (2015). Barriers to Clinical Trial Participation: Comparing Perceptions and Knowledge of African American and White South Carolinians. *Journal of Health Communication*, 20, 816-826. (SSCI Journal)

18. Tanner, A., Kim, S-H., Friedman, D. B., Foster, C., & Bergeron, C. D. (2015). Promoting Clinical Research to Medically Underserved Communities: Current Practices and Perceptions about Clinical Trial Recruiting Strategies. *Contemporary Clinical Trials*, 41, 39–44.
19. Thrasher, J. F., Kim, S-H., Rose I, & Craft, M-K. (2015). Media coverage of smoke-free policies after their innovation. *Journal of Health Communication*, 20, 297-305. (SSCI Journal)
20. Tanner, A., Kim, S.-H., Friedman, D. B., Foster, C., & Bergeron, C. (2015). Barriers to medical research participation as perceived by clinical trial investigators: Reaching out to rural and African American communities in South Carolina. *Journal of Health Communication*, 20, 88-96. (SSCI Journal)
21. Kim, S.-H., Tanner, A., Foster, C., & Kim, S. Y. (2015). Talking about healthcare: News framing of who is responsible for rising healthcare costs in the United States. *Journal of Health Communication*, 20, 123-133. (SSCI Journal)
22. Friedman, D.B., Foster, C., Bergeron, C.D., Tanner, A., & Kim, S-H. (2015). A qualitative study of recruitment barriers, motivators, and community-based strategies for increasing clinical trials participation among rural and urban populations. *American Journal of Health Promotion*, 29, 332-338. (SSCI Journal)
23. Kim, S.-H., Kim, J.-N., Choi, D.-H., & Jun, S. (2015). News media use, informed issue evaluation, and South Koreans' support for genetically modified (GM) foods. *International Journal of Science Education, Part B: Communication and Public Engagement*, 5, 23-43.
24. Foster, C., Tanner, A., Kim, S.-H., & Kim, S.-Y. (2014). National conversations about systemic illness in US Health Care: Influences on media coverage of rising health care costs between 1993 and 2010. *Science Communication*, 36, 519-543. (SSCI Journal)
25. Kim, S.-H., Kim, H., & Oh, S.-H. (2014). Talking about genetically modified (GM) foods in South Korea: The role of the Internet in the spiral of silence process. *Mass Communication & Society*, 17, 713-732. (SSCI Journal)
26. Friedman, D.B., Kim, S.H., Tanner, A., Bergeron, C.D., Foster, C., & General, K. (2014). How are we communicating about clinical trials? An assessment of the content and readability of recruitment resources. *Contemporary Clinical Trials*, 38, 275-283.
27. Thrasher, J. F., Kim, S.-H., Rose I, Navarro A., Craft, M-K., & Biggers, S. (2014). Media coverage around failed and successful tobacco tax initiatives: The South Carolina experience. *American Journal of Health Promotion*, 29, 29-36. (SSCI Journal)
28. Harmon, B. E., Kim, S.-H., Blake, C. E., & Hébert, J. R. (2014). Healthcare Information in African-American Churches. *Journal of Health Care for the Poor and Underserved*, 25, 242-256. (SSCI Journal)

29. Kim, S.-H., Tanner, A., Friedman, D. B., Foster, C., & Bergeron, C. D. (2014). Barriers to Clinical Trials Participation: A Comparison of Rural and Urban Communities in South Carolina. *Journal of Community Health, 39*, 562-571. (SSCI Journal).
30. Kim, S.-H., Besley, J. C., Oh, S.-H., & Kim, S. Y. (2014). Talking about ethanol in news: A framing analysis. *Journalism Studies, 15*, 218-234. (SSCI Journal)
31. Bergeron, C. D., Foster, C., Friedman, D. B., Tanner, A., & Kim, S.-H. (2013). Current state of clinical trials recruitment in rural South Carolina: A comparison of investigators' perceptions and potential participant eligibility. *Rural and Remote Health, 13*: 2567. (Online). Available: <http://www.rrh.org.au>.
32. Friedman, D.B., Bergeron, C.D., Foster, C., Tanner, A., & Kim, S.H. (2013). What do people really know and think about clinical trials? A comparison of rural and urban communities in the South. *Journal of Community Health, 38*, 642-651. (SSCI Journal)
33. Kim, S.-H., Kim, J.-N., & Besley, J. C. (2013). Pathways to support genetically modified (GM) foods in South Korea: Deliberate reasoning, information shortcuts, and the role of formal education. *Public Understanding of Science, 22*, 169-184. (SSCI Journal)
34. Kim, S.-H. (2012). Testing fear of isolation as a causal mechanism: Spiral of silence and genetically modified (GM) foods in South Korea. *International Journal of Public Opinion Research, 24*, 306-324. (SSCI Journal)
35. Foster, C., Thrasher, J., Kim, S.-H., Rose, I., Besley, J. C., & Navarro, A. (2012). Agenda-building influences on the news media's coverage of the U.S. Food and Drug Administration's push to regulate tobacco, 1993-2009. *Journal of Health and Human Services Administration, 35*, 300-327.
36. Kim, S.-H. (2012). College students' use of social networking websites, production of social capital, and civic engagement in South Korea. *커뮤니케이션 과학 (Communication Science), 28*, 27-51.
37. Worthington, D. L., Fitch-Hauser, M., Välikoski, T.-R., Imhof, M., & Kim, S.-H. (2012). Listening and privacy management in cell phone conversations among young adults: A Cross-Cultural Comparison of Finnish, German, Korean, and U.S. American Students. *Empedocles: European Journal for the Philosophy of Communication, 3*, 43-60.
38. Kim, J. N., Ni, L., Kim, S.-H., & Kim, J. R. (2012). What makes people hot? Applying the situational theory of problem solving to hot-issue publics. *Journal of Public Relations Research, 24*, 144-164. (SSCI Journal)
39. Kim, S.-H., Shanahan, J., & Choi, D.-H. (2012). TV news framing supports societal poverty solutions. *Newspaper Research Journal, 33*, 101-112.
40. Kim, S.-H., Han, M., Choi, D.-H., & Kim, J.-N. (2012). Attribute agenda setting, priming, and the media's influence on how to think about a controversial issue. *International Communication Gazette, 74*, 43-59.

41. Kim, S.-H., Carvalho, J. P., Davis, A. G., & Mullins, A. M. (2011). The view of the border: News framing of the definition, causes, and solutions to illegal immigration. *Mass Communication & Society, 14*, 292-314. (SSCI Journal)
42. Kim, S.-H., Scheufele, D. A., Shanahan, J., & Choi, D.-H. (2011). Deliberation in spite of controversy? News media and the public's evaluation of a controversial issue in South Korea. *Journalism & Mass Communication Quarterly, 88*, 320-336. (SSCI Journal)
43. Kim, S.-H., Carvalho, J. P., & Davis, A. G. (2010). Talking about poverty: News framing of who is responsible for causing and fixing the problem. *Journalism & Mass Communication Quarterly, 87*, 563-581. (SSCI Journal)
44. Kim, S.-H., Han, M., & Scheufele, D. A. (2010). Think about him this way: Priming, news media, and South Koreans' evaluation of the president. *International Journal of Public Opinion Research, 22*, 299-319. (SSCI Journal)
45. Ochsenhirt, A. M., & Kim, S.-H. (2008). Influence of parental control of television viewing on children's attitudes and behaviors of food. *Journal of the Northwestern Communication Association, 37*, 10-35.
46. Kim, S.-H. (2008). Testing the knowledge gap hypothesis in South Korea: Traditional news media, the Internet, and political learning. *International Journal of Public Opinion Research, 20*, 193-210. (SSCI Journal)
47. Kim, S.-H. (2007). Media use, social capital, and civic participation in South Korea. *Journalism & Mass Communication Quarterly, 84*, 477-494. (SSCI Journal)
48. Kim, S.-H. & Willis, L. A. (2007). Talking about obesity: News framing of who is responsible for causing and fixing the problem. *Journal of Health Communication, 12*, 359-376. (SSCI Journal)
49. Kim, S.-H., Carvalho, J., & Cooksey, C. (2007). Exploring the effects of negative publicity in a university setting. *Public Relations Review, 33*, 233-235. (SSCI Journal)
50. Kim, S.-H., Brunner, B. R., & Fitch-Hauser, M. (2006). Exploring town-gown relations: Community relations in a university setting. *Public Relations Review 32*, 191-193. (SSCI Journal)
51. Kim, S.-H., & Han, M. (2005). Media use and participatory democracy in South Korea: News media vs. entertainment media. *Mass Communication & Society, 8*, 133-153. (SSCI Journal)
52. Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2005). Who cares about the issues? Issue voting and the role of news media during the 2000 U. S. presidential election. *Journal of Communication, 55*, 103-121. (SSCI Journal)
53. Han, M., & Kim, S.-H. (2004). South Koreans' perceptions of North Koreans and implications for public relations campaigns. *Public Relations Review, 30*, 327-333. (SSCI Journal)
54. Kim, S.-H., Han, M., Shanahan, J., & Berdayes, V. (2004). Talking on 'Sunshine in North Korea': A test

of the spiral of silence as a theory of powerful media effects. *International Journal of Public Opinion Research*, 16, 39-62. (SSCI Journal)

55. Kim, S.-H., & Shanahan, J. (2003). Stigmatizing smokers: Public sentiment toward cigarette smoking and its relationship to smoking behaviors. *Journal of Health Communication*, 8, 343-367. (SSCI Journal)
56. Scheufele, D. A., Shanahan, J., & Kim, S.-H. (2002). Who cares about local politics? Media influences on local political involvement, issue awareness, and attitude strength. *Journalism & Mass Communication Quarterly*, 79, 427-444. (SSCI Journal)
57. Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2002). Think about it this way: Attribute agenda-setting function of the press and the public's evaluation of a local issue. *Journalism & Mass Communication Quarterly*, 79, 7-25. (SSCI Journal)
58. Kim, S.-H. (2001). Perception of public opinion: Bias in perceiving group opinions. *World Futures*, 57, 143-159.
59. McDonald, D. G., Glynn, C. J., Kim, S.-H., & Ostman, R. E. (2001). The spiral of silence in the 1948 presidential election. *Communication Research*, 28, 139-155. (SSCI Journal)

Book Chapter

Kim, S.-H. (2017). Spiral of Silence: Fear of Isolation and Willingness to Speak Out. In P. Roessler, C. Hoffner, & L. von Zoonen (Eds.) *International Encyclopedia of Media Effects*. Hoboken, NJ: Wiley-Blackwell.

Kim, S.-H., Kang, M.-H., & Chang, J.-H. (2017). Climate Change Communication in South Korea. *The Oxford Research Encyclopedia of Climate Science*.

Book Review

Kim, S.-H. (2005). Urban communication systems: Neighborhoods and the search for community by Leo W. Jeffres. *Mass Communication & Society*, 8, 273-275.

Invited Editorial

Kim, S.-H. (2015). Who is responsible for a social problem? News framing and attribution of responsibility. Virtual Theme Collection. *Journalism and Mass Communication Quarterly*, 92, 554-558.

Friedman, D. B., Tanner, A., Kim, S.-H., Bergeron, C. D., & Foster, C. B. (2014). Improving our messages about research participation: a community-engaged approach to increasing clinical trial literacy. *Clinical Investigation*, 4, 869-872.

Refereed Conference Presentations

1. Botchway, M., Lambert, V., & Kim, S.-H. (2018, April). What the tweet! Understanding user-generated knowledge, attitudes, and beliefs about type 2 diabetes among U.S. Twitter users. Accepted for presentation to the annual meeting of the Society for Public Health Education.
2. Kim, S.-H., Thrasher, J. F., Kang, M.-H., Cho, Y.-J., Kim, J. K. (2017, August). News Media Presentations of Electronic Cigarettes: A Content Analysis of News Coverage in South Korea. Paper presented to the annual conference of the AEJMC, Chicago, IL
3. Telleen, M., Karlis, J. & Kim, S. (2017 August). In the Crosshairs: The Tucson Shooting and the News Framing of Responsibility. Paper presented at Association for Education in Journalism and Mass Communications National Conference, Chicago, IL.
4. Younginer, N., Blake, C. E., Jones, S., Kim, S.-H., & Kingsolver, A. (2017, November, under review). Roots of Perspective in the American Context: News Media Discourse and Stakeholder Perspectives About the Supplemental Nutrition Assistance Program. Presented to the annual meeting of the American Public Health Association.
5. Li, J.-Y., Kim, S.-H., Friedman, D., Tanner, A., Foster, C., & Bergeron, C. (2017, August). Talking about clinical trials: News framing of clinical trial stories in the United States. Paper presented to the annual conference of the AEJMC, Chicago, IL
6. Anshari, D., Thrasher, J.F., Davis, R.E., Kim, S-H., Hammond, D., Damayanti, R. (2017, March). Effects of textual and imagery types on negative emotional responses, message credibility, and perceived effectiveness of health warning labels for Indonesia's cigarette packs. Poster session presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
7. Anshari, D., Thrasher, J.F., Davis, R.E., Kim, S-H., Hammond, D. (2017, March). Differential effects of pictorial health warnings for cigarette packs in Indonesia: Assessing moderation by smoker identity, self-efficacy, and reactance. Poster session presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
8. Oh, S.-H., Kim, S.-H., Kim, H.B., & Kim, S. Y. (May 2016). Framing genetically modified (GM) foods: Frame building and news coverage of how to think about GM foods in South Korea. Presented at the Korean Health Communication Conference, Osong, Chungbuk. * Rainbow Top Research Paper Award.
9. Frear, C., O'Boyle, J., & Kim, S.-H. (2016, August). Media Framing of the Confederate Flag Debate in South Carolina. Paper presented to the annual conference of the AEJMC, Minneapolis, MN.
10. Chang, J.-C., Kim, S.-H., Kang, M.-H., Shim, J. C., & Ma, D. (2016, August). Gap in scientific knowledge and the role of science communication in South Korea. Paper presented to the annual conference of the AEJMC, Minneapolis, MN.
11. Li, J.-Y., O'Boyle, & Kim, S.-H. (2016, August). Students' Media Use and Perceived Responsibility for Campus Sexual Assaults. Paper presented to the annual conference of the AEJMC, Minneapolis, MN.
12. Jang, M., Kim, H., Wan, A., & Kim, S.-H. (2016, August). Evaluating Sampling Methods for Content

Analysis of Social Media Data. Paper presented to the annual conference of the AEJMC, Minneapolis, MN.

13. Kim, H., Jang, S. M., Kim, S.-H., Chang, J. J. C., & Shim, J. C. (2016, June). Is it good to blame the government for epidemic diseases? Media use, attribution, risk perception, and behavioral intention. Paper accepted to the annual conference of the ICA, Fukuoka, Japan.
14. Kim, H. K., Davis, K., Kwon, K., & Kim, S.-H. (2016, June). Understanding Emotional Bond between the Creator and the Avatar: Change in Behavioral Intentions to Engage in Alcohol-Related Traffic Risk Behaviors. Paper presented to the annual conference of the International Communication Association, Fukuoka, Japan.
15. Kim, S.-H., Telleen, M. W., & Kim, H. (2015, August). Talking about school bullying: News framing of who is responsible for causing and fixing the problem. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communications, San Francisco, CA.
16. Kim, S.-H., Chang, J.-C., Shim, J. C., & Kim, H. (2015, August). Who Is Responsible for Climate Change? Attribution of Responsibility, News Media, and South Koreans' Perceived Risk of Climate Change. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communications, San Francisco, CA.
17. Kim, S.-H., Thrasher, J. F., & Kim, H. (2015, August). Ties to the Local Community and South Carolinian Newspapers' Coverage of Smoke-Free Policies. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communications, San Francisco, CA.
18. Kim, H., Kim, S.-H., Frear, C., & Oh, S.-H. (2015, August). Picturing the scientists: A content analysis of the photographs of scientists in the New York Times. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communications, San Francisco, CA.
19. Kim, S. Y., & Kim, S.-H. (2014, August). Attribute agenda setting, attribute priming, and the public's evaluation of Genetically Modified (GM) food in South Korea. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communications, Montreal, Canada.
20. Mikashavidze, M., Danelia, N., & Kim, S.-H. (2014, August). Elections as conflict: Framing study of the 2012 Parliamentary Elections in Georgia. Presented to the 2014 national conference of the Association for Education in Journalism and Mass Communications.
21. Kim, S.-H., Tanner, A., Friedman, D. B., Foster, C., & Bergeron, C. D. (2014, August). Barriers to Clinical Trial Participation: A Comparison of African American and White Residents in South Carolina. Presented to the 2014 national conference of the Association for Education in Journalism and Mass Communications.
22. Foster, C., Tanner, A., Kim, S.-H., & Kim, S.-Y. (2014, May). National conversations about systemic illness in US Health Care: Influences on media coverage of rising health care costs between 1993 and 2010. Presented to the national conference of the International Communication Association, Seattle, WA.

23. Foster, C., Tanner, A., Kim, S-H., Mckeever, B., & Friedman, D. B. (2013, November). Mental health on web 2.0: A comprehensive assessment of Youtube as a community marketplace for mental health information and social support. Presented to the 2013 annual conference of the American Public Health Association, Boston, MA.
24. Kim, S-H., Tanner, A., Friedman, D. B., Foster, C., & Bergeron, C. D. (2013, August). Barriers to Clinical Trials Participation: A Comparison of Rural and Urban Communities in South Carolina. Presented to the 2013 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC).
25. Tanner, A., Kim, S-H., Friedman, D. B., Foster, C., & Bergeron, C. D. (2013, August). Clinical trial recruitment strategies at academic medical centers: Current practices and perceived importance of recruiting tactics. Presented to the 2013 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC).
26. Oh, S-H., Kim, S-H., Kim, H-B., Chang, J., & Shim, J-C. (2013, August). Public Risk Perception of Food Hazards: Understanding The Relationships Between Communication Channels, Risk Perceptions and Preventive Behavioral Intentions. Presented to the 2013 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC).
27. Kim, H. B., Oh, S-H., Kim, S-H., Chang, J., & Shim, J-C. (2013, August). Elaborative Processing that Matters: Factors Influencing Perceived Risks Related to Food and Drug Safety in South Korea. Presented to the 2013 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC).
28. Kim, S-H., Tanner, A. H., Kim, S. Y., Foster, C. B., & Oh, S-H. (2013, August). Framing healthcare: Frame building and news coverage of who is responsible for rising healthcare costs in the United States. Presented to the 2013 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC).
29. Kim, H., Soh, E. J., Oh, S.-H., & Kim, S.-H. (2013, June). Framing Aid to North Korea: A Content Analysis of South Korean Newspapers on Humanitarian Assistance to North Korea. Presented to the annual conference of International Communication Association (ICA), London, UK.
30. Kim, S.-H., Kim, H., & Oh, S.-H. (2013, June). Talking about genetically modified (GM) foods in South Korea: The role of the Internet in the spiral of silence process. Presented to the annual conference of International Communication Association (ICA), London, UK.
31. Friedman, D. B., Bergeron, C. D., Foster, C., Tanner, A. H., & Kim, S.-H. (2013, April). Knowledge and Perceptions about Clinical Trials from South Carolina's Urban and Rural Populations. James E. Clyburn Health Disparities Lecture, Columbia, South Carolina, United States, April 5, 2013 (abstract booklet).
32. Bergeron, C. D., Foster, C., Friedman, D. B., Tanner, A. H., & Kim, S.-H. (2013, April). A Qualitative Comparison of Barriers, Motivators, and Strategies to Clinical Trial Participation in Rural and Urban South Carolina. Presented to 2013 James E. Clyburn Health Disparities Lecture, Columbia, SC.

33. Foster, C., Bergeron, C. D., Friedman, D. B., Tanner, A. H., & Kim, S.-H. (2013, April). Techniques in doctor-patient communication in clinical trial recruitment among rural populations in South Carolina. Presented to 2013 James E. Clyburn Health Disparities Lecture, Columbia, SC.
34. Harmon, B. E., Kim, S.-H., Blake, C. E., & Hébert, J. R. (2013, March). Healthcare Information in African-American Churches. Presented to the annual conference of the Society for Behavioral Medicine, San Francisco, CA.
35. Bergeron, C. D., Foster, C., Friedman, D. B., Tanner, A. H., & Kim, S.-H. (November, 2012). Knowledge and Perceptions of Clinical Trials among African American and White Women in South Carolina: Implications for Future Research in Women's Health, poster to be presented at the Carolina Women's Health Research Forum, Columbia, SC.
36. Foster, C., Bergeron, C. D., Tanner, A. H., Friedman, D. B., & Kim, S.-H. (November, 2012). *Strategies for Recruiting White and African American Women into Clinical Trials*, poster to be presented at the Carolina Women's Health Research Forum, Columbia, SC.
37. Tanner, A., Kim, S.-H., Friedman, D. B., Foster, C., & Bergeron, C. (August, 2012). Barriers to medical research participation as perceived by clinical trial investigators: Reaching out to rural and African American communities in South Carolina. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
38. Oh, S. H., & Kim, S.-H. (August, 2012). Science news media use, institutional trust, and South Koreans' risk perception of genetically modified (GM) foods. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
39. Choi, D.-H., Cacciatore, M. A., & Kim, S.-H. (August, 2012). The roles of emotions and news media on political participation. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
40. Kim, S.-H., Tanner, A., Foster, C., & Kim, S. (August, 2012). Talking about healthcare: News framing of who is responsible for rising healthcare costs in the United States. Paper presented to the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
41. Kim, S. Y., Foster, C., Tanner, A., & Kim, S.-H. (May, 2012). Tracking health care costs in the news: An evaluation of how U.S. news media presented the issue of health care costs from 1993-2010. Paper presented to the annual conference of the South Carolina Public Health Association, Myrtle Beach, SC.
42. Bergeron, C. D., Foster, C., Friedman, D. B., Tanner, A. H., & Kim, S.-H. (May, 2012). Current state of clinical trials recruitment in rural South Carolina: Are public health and medical investigators reaching potentially eligible participants? Paper presented to the annual conference of the South Carolina Public Health Association, Myrtle Beach, SC.

43. Kim, S.-H. (May, 2012). Spiral of silence and genetically modified (GM) foods in South Korea: Testing fear of isolation as a causal mechanism. Paper presented to the Annual Conference of International Communication Association (ICA).
44. Kim, S.-H., Kim, J.-N., & Besley, J. C. (May, 2012). Pathways to support genetically modified (GM) foods in South Korea: Deliberate reasoning, information shortcuts, and the role of formal education. Paper presented to the Annual Conference of International Communication Association (ICA).
45. Kim, S.-H., Kim, J.-N., & Choi, D.-H. (November, 2011). News media use, informed issue evaluation, and South Koreans' support for genetically modified (GM) foods. Paper presented at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
46. Foster, C. B., Thrasher, J., Rose, I., Kim, S.-H., Besley, J., & Navarro, A. (2011, August). Influences on the media's agenda in coverage of tobacco regulation: Shaping public discussion of health policy. Presented to 2011 National Conference on Health Communication, Marketing, and Media, (Centers for Disease Control and Preventions), Atlanta, GA.
47. Ha, J., & Kim, S.-H. (2011, May). Healthcare reform and presidential evaluation: Attribute agenda-setting and priming. Presented to the 2011 annual conference of the International Communication Association (ICA), Boston, MA.
48. Thrasher J., Kim, S.-H., Rose, I., Navarro, A., & Carft, Mary-Kathryn (2010, October). Media discourse on smoke-free policies: Stability and change in South Carolina print media. Paper presented to the Conference on Convergence and Society: Science, Health, & New Dimensions of Communication, Columbia, SC.
49. Kim, S.-H., Oh, S. H., & Kim, S. Y. (2010, October). Talking about ethanol in news: A framing analysis. Paper presented to the Conference on Convergence and Society: Science, Health, & New Dimensions of Communication, Columbia, SC.
50. Kim, S.-H., Shanahan, J., & Choi, D.-H. (2010, August). Talking about poverty: News framing of responsibility and the public's support for government aid to the poor. Paper presented to the Communication Theory & Methodology Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
51. Kim, S.-H., Carvalho, J. P., & Davis, A. D. (2010, August). Talking about poverty: News framing of who is responsible for causing and fixing the problem. Paper presented to the Mass Communication & Society Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
52. Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2009, November). News media use and informed decision making: News media and the public's evaluation of a controversial issue in South Korea. Paper presented at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
53. DuBose, B., Irwin, K. C., & Kim, S.-H. (2009, November). Gender bias in news media: A content analysis of Sarah Palin and Joseph Biden in newspapers. Paper presented at the annual convention

of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.

54. Välikoski, T.-R., Worthington, D., Fitch-Houser, M., Kim, S.-H., & Imhof, M. (2009, October). Mobile telephony, listening, privacy management and gender: A cross-cultural comparison of Finnish, German, Korean, and U.S. American Students. Paper presented at the annual conference of the European Communication Research and Education Association, Tampere, Finland.
55. Choi, D.-H., & Kim, S.-H. (2008, August). The role of Internet portals as an alternative medium in South Korea. Paper presented to the 30th Anniversary Conference of the Korean American Communication Association, Chicago, IL.
56. Kim, S.-H., Choi, D.-H., & Han, M. (2008, August). College students' use of social-networking websites, production of social capital, and civic participation in South Korea. Paper presented to the 30th Anniversary Conference of the Korean American Communication Association, Chicago, IL.
57. Kim, S.-H., Carvalho, J. P., Davis, A. D., & Mullins, A. M. (2008, August). The view at the border: News framing of the definition, causes, and solutions to the illegal immigration problem. Paper presented to the Communication Theory & Methodology Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
58. Välikoski, T.-R., Imhof, M., Worthington, D., Fitch-Hauser, M., & Kim, S.-H. (2008, October). Mobile telephony, listening and privacy management: A cross-cultural comparison of Finnish, German, Korean, and U.S. American Students. Paper presented to the annual conference of the European Communication Research and Education Association, Barcelona, Spain.
59. Kim, S.-H., Worthington, D., Valikoski, T.-R., Fitch-Hauser, M., & Imhoff, M. (2008, November). Mobile telephony, privacy management, and interaction involvement: A cross-cultural Finnish, German, Korean, and U.S. American students. Paper accepted for presentation to the annual conference of the National Communication Association (NCA), San Diego, California.
60. Fitch-Hauser, M., Worthington, D., Kim, S.-H., & Valikoski, T. (2008, April). Cell phones: A unique listening challenge. Paper presented to the annual conference of the International Listening Association (ILA), Portland, Maine.
61. Worthington, D., Fitch-Hauser, M., & Kim, S.-H. (2007, November). Listening and cell phones: An examination of cell phone usage in two countries. Paper presented to the annual conference of the National Communication Association (NCA), Chicago, IL.
62. Kim, S.-H., Han, M., & Choi, D.-H. (2007, August). Attribute agenda setting, priming, and the media's influence on how to think about a controversial issue. Paper presented to the Communication Theory & Methodology Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
63. Worthington, D., Fitch-Hauser, M., & Kim, S.-H. (2007, July). Listening and cell phones: A cross cultural comparison. Paper presented to the annual conference of the International Listening Association (ILA), Frankfurt/Main, Germany

64. Choi, D.-H., & Kim, S.-H. (2007, May). Cross-lagged analysis of intermedia agenda-setting: An interplay between television news and internet portals in South Korea. Paper presented to the Korean American Communication Association Division of the annual conference of the International Communication Association (ICA), San Francisco, CA.
65. Kim, S.-H. (2007, May). Testing the knowledge gap hypothesis in South Korea: Traditional news media, the Internet, and political learning. Paper presented to the Mass Communication Division of the annual conference of the International Communication Association (ICA), San Francisco, CA.
66. Kim, S.-H., Carvalho, J., & Cooksey, C. (2006, August). Exploring the effects of negative publicity in a university setting. Paper presented to the Public Relations Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
67. Kim, S.-H., & Han, M., & Scheufele, D. A. (2006, May). Think about him this way: Priming function of television news and the public's evaluation of the president in South Korea. Paper presented to the annual conference of the American Association for Public Opinion Research (AAPOR), Montreal, Canada.
68. Cann, N., Isom, M., & Kim, S.-H. (2005, November). Who cares about what others think? Moderating factors of the spiral of silence. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
69. Ochsenshirt, A. M. & Kim, S.-H. (2005, August). Children's television viewing and consumption of unhealthy foods. Paper presented to the Communication Theory & Methodology Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, TX.
70. Kim, S.-H., Brunner, B. R., & Fitch-Hauser, M. (2005, August). Exploring town-gown relations: Community relations in a university setting. Paper presented to the Public Relations Division of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, TX.
71. Kim, S.-H., & Han, M. (2003, November). Media use and participatory democracy in South Korea: News media vs. entertainment media. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
72. Kim, S.-H., Han, M., & Berdayes, V. (2002, November). Talking about the "Sunshine" policy on North Korea: A test of the spiral of silence as a theory of powerful media effects. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
73. Kim, S.-H., Han, M., & Shanahan, J. (2002, November). The spiral of silence and the issue of Korean unification: Informational vs. normative functions of public opinion. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
74. Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2002, November). Who cares about the issues? Issue voting and the role of news media during the 2000 presidential election. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.

75. Kim, S.-H., & Berdayes, V. (2002, November). Who is going to win the election? News media effects on voters' predictions of election outcomes and voting behaviors during the 1996 Presidential election. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
76. Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2001, August). Think about it this way: Attribute agenda-setting function of the press and the public's evaluation of a local issue. Paper presented to the Communication Theory and Methodology Division of the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
77. Kim, S.-H., & Shanahan, J. (2001, May). Stigmatizing smokers: Public sentiment toward cigarette smoking and its impacts on smoking behaviors. Paper presented to the Health Communication Division of the annual conference of the International Communication Association (ICA), Washington, DC.
78. Scheufele, D. A., Shanahan, J., & Kim, S.-H. (2000, November). Who cares about the issues? Media influences on issue awareness, issue stance, and issue involvement in a local community. Paper presented to the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
79. Kim, S.-H. (2000, June). The spiral of silence a generation later: A conceptual and methodological meta-analytic reconsideration. Top three paper presented to the Political Communication Division of the annual conference of the International Communication Association (ICA), Acapulco, Mexico.
80. Good, J. & Kim, S.-H. (2000, June). Uses and gratifications of the Internet: An information seeking experiment. Paper presented to the Communication and Technology Division of the annual conference of the International Communication Association (ICA), Acapulco, Mexico.
81. Kim, S.-H. (1999, August). Opinion expression as a rational behavior. Paper presented to the Communication Theory and Methodology Division of the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.
82. Kim, S.-H. (1999, May). Perception of public opinion: Bias in perceiving group opinions. Paper presented to the Political Communication Division of the annual conference of the International Communication Association (ICA), San Francisco, CA.
83. McDonald, D. G., Glynn, C. J., Kim, S.-H., & Ostman, R. E. (1999, May). The spiral of silence in the 1948 presidential election. Paper presented to the Political Communication Division of the annual conference of the International Communication Association (ICA), San Francisco, CA.

Invited Talks/Presentations

Kim, S.-H. (2014, July). Selling science: Communicating science, framing, and patriotism. Colloquium Series, Korean Society for Advertising and Public Relations Education, Seoul, Korea.

Kim, S.-H., Tanner, A., Friedman, Foster, C. B., & Bergeron, C. (2012, October). Knowledge, Perceptions, and Communication Needs about Clinical Trials among Rural and African American Communities in South Carolina. Project overview presented to Science and Health Communication Research Group, University of South Carolina.

Kim, S.-H. (2012, May). Moving towards tenure and promotion. Talk given to the Korean American Communication Association Panel at the annual conference of the International Communication Association (ICA), Phoenix, AZ.

Kim, S.-H. (2011, August). My experiences and recommendations for moving towards and achieving tenure. Talk given to the Journalism and Mass Communication Quarterly Publishing Panel at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, MO.

Kim, S.-H. (2011, May). Public health and news framing. Invited talk given to the Department of Mass Communication, Korea University, Seoul, Korea.

Kim, S.-H. (2011, May). Talking about Obesity. Invited talk given to the Department of Journalism and Communication Studies, Sungkyunkwan University, Seoul, Korea.

Kim, S.-H., Tanner, A. & Friedman, D. B. (2010, October). A Comprehensive Assessment of the Knowledge, Perceptions, and Communication Needs about Clinical Trials among Adults in Rural South Carolina. Project Overview presented to Health Sciences South Carolina (HSSC) Board of Directors, Clemson, SC.

Kim, S.-H. (2009, October). Talking about the issues: News framing of social and political issues. Colloquium Series, School of Journalism and Mass Communications, University of South Carolina, Columbia, South Carolina.

Kim, S.-H. (2008, October). Use of social networking websites and production of social capital in South Korea. Colloquium Series, Department of Communication and Journalism, Auburn University, Auburn, Alabama.

Fitch-Hauser, M., Worthington, D., & Kim, S.-H. (2007, November). Mobile telephony in the US and Korea: Cross-cultural differences in privacy, disclosure, and interaction involvement. Colloquium Series, Department of Communication and Journalism, Auburn University, Auburn, Alabama.

Kim, S.-H. (2003, June). A critical examination of public health campaigns in the United States: Problems and promises of antismoking campaigns. Colloquium Series, The Mass Media and Society Division of the Korean Society for Journalism and Communication Studies (KSJCS), Seoul, Korea.

Kim, S.-H., Scheufele, D. A., & Shanahan, J. (2002, November). Who cares about the issues? Issue voting and the role of news media during the 2000 Presidential Election. Colloquium Series, Saint Mary's College, Notre Dame, Indiana.

Kim, S.-H. (2001, March). Public attitudes toward cigarette smoking, mass media, and smoking behaviors. Colloquium Series, Department of Communication, Cornell University, Ithaca, New York.

TEACHING

Teaching Interest

Public Relations, Research Methods, Media Theory, Media and Politics

Undergraduate Courses Taught

School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina

- JOUR332: Mass Communications Research
- JOUR533: Public Relations Management

Department of Communication & Journalism, Auburn University, Auburn, Alabama

- PRCM3040: Foundations of Public Relations
- PRCM3380: International Public Relations
- PRCM4040: Case Studies and Ethics in Public Relations
- PRCM4090: Public Relations Campaigns
- PRCM4510: Survey Research Methods
- COMM4600 Political Communication

Department of Communication Studies, Saint Mary's College, Notre Dame, Indiana

- COMM103: Introduction to Communication
- COMM304: Public Relations
- COMM405: Writing for Advertising and Public Relations
- COMM406: Marketing Communications
- COMM385: Research in Communication
- COMM496: Seminar in Advanced Research Methods

Department of Communication, Cornell University, Ithaca, New York

- COMM272: Principles of PR and Advertising

Graduate Courses Taught

School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina

- JOUR801: Communications Research Design
- JOUR717: Applied Mass Communication Research – Content Analysis
- JOUR701: Research Methods in Mass Communications
- JOUR790: The Mass Media and American Politics

Department of Communication & Journalism, Auburn University, Auburn, Alabama

- COMM7650: The Mass Media and American Politics

New Courses Developed

School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina

- JOUR711: Applied Mass Communication Research – Content Analysis
- JOUR5XX: Political Public Relations

Department of Communication & Journalism, Auburn University, Auburn, Alabama

- PRCM3380 International Public Relations
- PRCM3490 Public Relations in Political Process

Graduate Thesis/Dissertation Committee Chair

School of Journalism and Mass Communications, University of South Carolina, Columbia, SC

- Farah T. Alrefai (PhD, Spring 2013)
- Sang-Hwa Oh (PhD, Spring 2014)
- Ho Kyung Kim (PhD, Spring 2014)
- Maia Mikashavidze (PhD, Summer 2014)
- Hwalbin Kim (PhD., Summer 2017)
- Katherine LaPrad (PhD, Fall 2018)
- Jo-Yun Li (PhD, Spring 2018)
- Joon Kyung Kim (PhD, Spring 2019)
- Soo Yun Kim (MA, Spring 2012)
- Ken Cardell (MA, Summer 2017)

Department of Communication & Journalism, Auburn University, Auburn, Alabama

- Erin Schwedler (MA, Spring 2006)
- Doo-Hun Choi (MA, Spring 2009)
- Katherine C. Irwin (MA, Summer 2009)

Graduate Thesis/Dissertation Committee Member

School of Journalism and Mass Communications, University of South Carolina, Columbia, SC

- Caroline Foster (PhD, Summer 2013)
- Patrick Sharbaugh (MA, Summer 2012)
- Jasem Alqaseer (PhD, Spring 2013)
- Joseph Kasko (PhD, Fall 2014)
- Diana Sisson (PhD, Spring 2015)
- Christopher Frear (PhD, Fall 2018)
- Nanlan Zhang (MA, Fall 2016)
- James Corfield (MA, Spring 2017)

Department of Political Science, University of South Carolina, Columbia, SC

- Eun Jeong Soh (PhD, Spring 2013)

Arnold School of Public Health, University of South Carolina, Columbia, SC

- Dien Anshari (PhD, Fall 2014)
- Nicholas Younginer (PhD, Summer 2016)

Department of Communication & Journalism, Auburn University, Auburn, Alabama

- Jennifer Gill (MA, Spring 2006)

- Kelly Shaw (MA, Spring 2006)
- Jonathan Seifried (MA, Spring 2006)
- Elizabeth Woodruff (MA, Spring 2006)
- Nicole Cann (MA, Summer 2006)
- Nicole M. Murray (MA, Spring 2009)
- Joshua G. McFall (MA, Spring 2009)
- Shannon C. Gally (MA, Spring 2009)

External Examiner for Graduate Committee

Deanna Koepke (Ph.D., Spring 2009)

- College of Human & Organization Development, Fielding Graduate University, Santa Barbara, California

Guest Lecture

Public Health and the Media (March, 2016)
HPEB820 Public Health Advocacy & Policy
University of South Carolina

Public Health and the Media (March, 2014)
HPEB820 Public Health Advocacy & Policy
University of South Carolina

Framing in Public Relations: Ethical Concerns (October 2013)
JOUR563 Public Relations Ethics
University of South Carolina

News Framing and Public Health Implications (September, 2013)
COMM410 Analysis of Communication Practice
College of Charleston

Framing, Agenda-Setting, and Priming: Implications for PR Writing (September, 2013)
JOUR436 Public Relations Writing
University of South Carolina

Analyzing Public Health Content in News Media (March, 2013)
HPEB820 Public Health Advocacy & Policy
University of South Carolina

Agenda Setting, Priming, and Framing Functions of the Media and Public Health Implications (March, 2012)
HPEB820 Public Health Advocacy & Policy
University of South Carolina

Understanding Today's World through Different Lenses (April, 2009)
Honors Lyceum Lecture Series

Auburn University

Developing a Survey Questionnaire (October, 2006)
 PRCM4510 Survey Research Methods (taught by Dr. Brigitta Brunner)
 Auburn University

History of Mass Media Effect Research (May, 2005)
 COMM7600 Mass Communication Theory (taught by Dr. Susan Brinson)
 Auburn University

Ethical Issue in Public Health Campaigns (June, 2003)
 Invited lecture given to the Department of Advertising and Public Relations
 Hanyang University, Ansan, Korea

Participation in Professional Teaching Development Activities

Certificate for Online Teaching (January – April, 2018)
 Center for Teaching Excellence
 University of South Carolina

Pipeline for Academy Leaders (August 2016 – April 2017)
 University of South Carolina, Columbus, South Carolina

International Teaching Assistant Training Program (August – December 1997)
 College of Agriculture and Life Sciences, Cornell University, Ithaca, New York

Graduate Teaching Assistant Workshop (August 1997)
 Cornell University, Ithaca, New York

SERVICE

Editorial service

Associate Editor (January 2016 – present)
Journalism & Mass Communication Quarterly

Editorial Board Member

- *Mass Communication & Society* (November 2013 – present)
- *Journalism & Mass Communication Quarterly* (December 2013 – present)
- *Environmental Communication* (May 2016 – present)

Ad Hoc Manuscript Reviewer for Journals

- *Journal of Computer-Mediated Communication*
- *Mass Communication & Society*
- *Tobacco Control*
- *Political Communication*

- *Journal of Health & Social Behavior*
- *Journal of Health Communication*
- *The International Journal of Press/Politics*
- *American Journal of Media Psychology*
- *International Journal of Public Opinion Research*
- *CyberPsychology and Behavior*
- *Public Opinion Quarterly*
- *Asian Journal of Communication*
- *Communication Research*
- *Journalism and Mass Communication Quarterly*
- *Science Communication*
- *Social Problems*
- *Journal of Communication*
- *Journal of Applied Communication Research*
- *Media Psychology*
- *Journal of Broadcasting & Electronic Media*

Conference Paper Judge

- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2016 Convention
- Communicating Science, Health, Environment, Risk Division, Association for Education in Journalism and Mass Communication (AEJMC), 2016 Convention
- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2015 Convention
- Communicating Science, Health, Environment, Risk Division, Association for Education in Journalism and Mass Communication (AEJMC), 2014 Convention
- Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2014 Convention
- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2014 Convention
- Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2014 Midwinter Convention
- Korean American Communication Association, International Communication Association (ICA), 2014 Convention
- Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2013 Convention
- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2013 Convention
- Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2012 Midwinter Conference
- Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2012 Convention
- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2012 Convention
- Communicating Science, Health, Environment, and Risk Division, Association for Education in Journalism and Mass Communication (AEJMC), 2011 Convention
- Communication Theory and Methodology Division, Association for Education in Journalism and Mass

- Communication (AEJMC), 2009 Convention
- Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2008 Convention
- Korean American Communication Association, Association for Education in Journalism and Mass Communication (AEJMC), 2008 Convention
- Political Communication Division, International Communication Association (ICA), 2005 Convention
- Mass Communication Division, International Communication Association (ICA), 2004 Convention
- Mass Communication Division, International Communication Association (ICA), 2002 Convention

National/International Organizations

Research Session Discussant (August 2018)
Korean American Communication Association 40th Anniversary Conference
Washington, DC.

Program Chair (July 2017 – August 2018)
The 40th Anniversary Conference
Korean American Communication Association (KACA)

Member (April 2017 – present)
Ewha-KACA Award Committee
Korean American Communication Association (KACA)

Reviewer (May 2016 – present)
Article of the Year Award
Communicating Science, Health, Environment and Risk (ComSHER) Division of AEJMC

Advisory Board Member (August 2015 - present)
Korean American Communication Association (KACA)

Research Co-chair (August 2014 – July 2015)
Mass Communication and Society Division
Association for Education in Journalism and Mass Communication (AEJMC)

Teaching Committee Co-Chair (August 2013 – July 2014)
Mass Communication and Society Division
Association for Education in Journalism and Mass Communication (AEJMC)

Award Committee Co-Chair (August 2012 – July 2013)
Mass Communication and Society Division
Association for Education in Journalism and Mass Communication (AEJMC)

Research Co-chair (August 2011 – July 2012)
Mass Communication and Society Division
Association for Education in Journalism and Mass Communication (AEJMC)

President (September 2011 – August 2013)

Korean American Communication Association (KACA)

Vice President (September 2009 – August 2011)
Korean American Communication Association (KACA)

Tankard Book Award Reviewer (November 2010 – March 2011)
Association for Education in Journalism and Mass Communication (AEJMC)

Grant Proposal Reviewer (2006)
The Israel Science Foundation

External Reviewer for Hiring

- The Wee Kim Wee School of Communication and Information
Nanyang Technological University, Singapore
2012
- Arnold School of Public Health
University of South Carolina
2012

External Reviewer for Tenure and Promotion

- Department of Communication
Mississippi State University
2018
- Walter Cronkite School of Journalism and Mass Communication
Arizona State University
2018
- School of Communication
Florida State University
2018
- School of Communications
University of Hawai'i at Manoa
2017
- College of Communication Arts and Science
Michigan State University
2017
- Department of Communication
The University of Texas at San Antonio
2017
- The Greenlee School of Journalism and Communication
Iowa State University
2016
- School of Media & Communication
Bowling Green State University
2015
- The Chinese University of Hong Kong
2014
- The Greenlee School of Journalism and Communication

Iowa State University
2013

University/College Service

University Faculty Senate

- University of South Carolina (August 2011 – Spring 2014)

Faculty Adviser

- Korean International Student Association (March 2014 – present), University of South Carolina, Columbia, South Carolina
- Auburn University Korean Student Organization (January 2005 – May 2009), Auburn University, Auburn, Alabama
- Advertising Club (May 2002 - May 2004), Saint Mary's College, Notre Dame, Indiana
- Campus Cable Television (September 2003 - May 2004), Saint Mary's College, Notre Dame, Indiana

Graduate Faculty

- University of South Carolina (August 2009 – present)
- Auburn University, Auburn, Alabama (September 2004 – May 2009)

Grant Reviewer

- Science and Health Communication Research Grant (January, 2010 – present).
University of South Carolina, Columbia, South Carolina
- Faculty Development Grant Review (February, 2010).
College of Mass Communications and Information Studies, University of South Carolina, Columbia, South Carolina

Committees (Member)

- Associate/Assistant Graduate Deans' Council (August 2016 – present). University of South Carolina, Columbia, South Carolina
- Health Communication Certificate Admissions Committee (January 2016 – present). Arnold School of Public Health, University of South Carolina
- University Committee on International Studies (May 2011 – August 2012). University of South Carolina, Columbia, South Carolina
- Fulbright Campus Evaluation Committee (September 2011 – present). University of South Carolina, Columbia, South Carolina
- IT Liaison with the College of Liberal Arts (April 2005 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Teaching, Learning, and Technology Roundtable (September 2003 - May 2004). Saint Mary's College, Notre Dame, Indiana

Department Service

- Associate Director for Graduate Studies and Research (January 2016 – present)
School of Journalism & Mass Communications
University of South Carolina, Columbia, South Carolina
- Head (March, 2012 – present)
Public Relations Sequence
School of Journalism and Mass Communications
University of South Carolina, Columbia, South Carolina

Academic Advising

- Department of Communication & Journalism (January 2005 – May 2009), Auburn University, Auburn, Alabama
- Department of Communication Studies (August 2001 - May 2004), Saint Mary's College, Notre Dame, Indiana

Committees (Chair)

- Public Relations Faculty Search Committee (May 2016 – October 2016)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- ACEJMC Self-Study Committee: Chapter 5: Scholarship, Research, and Professional Activities (September 2015 – present)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Tenure & Promotion Select Committee (April 2014 – May 2015)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Public Relations Faculty Search Committee (February 2014 – present)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Health and Science Communication Search Committee (November 2012 – February 2013)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Ph.D. Admission Committee (December 2010 – August 2011; September 2012 – December 2013; October 2014 - present). School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Graduate Council (October 2010 – September 2011, October 2015 – present). School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Research and Creative Scholarship Committee (September, 2010 – present).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Technology Committee (April 2005 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama

Committees (Member)

- Public Relations Instructor Search (April 2015 – present)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- SJMC Director Search Committee (September 2013 – March 2014).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Curriculum Committee (September 2012 – Fall 2013)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- MMC Program Review Sub-committee (April 2012 – Fall 2013)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Ph.D. Admission Committee (September 2011 – August 2012).
- PR Management Curriculum Sub-committee (October 2011 – December 2012)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- PR Research Curriculum Sub-Committee (August 2011 – December 2012)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Graduate Recruitment Sub-committee (August 2011 – present)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Health and Strategic Communication Search Committee (August 2011 – May 2012).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Tenure and Promotion Committee (August 2011 – present)
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Health and Strategic Communication Search Committee (April 2011 – May 2011).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Mass Communications Sequence Curriculum Committee (November, 2010 – Fall 2012). School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Accreditation Self-Study Committee (August 2009 – November 2010).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Graduate Council (August 2009 – May 2013, August 2014 - present).
School of Journalism & Mass Communications, University of South Carolina, Columbia, South Carolina
- Communication-Public Relations Search Committee (November 2008 – April 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Assessment and Accreditation Committee (August 2008 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Executive Committee (August 2008 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Promotion and Tenure Committee (August 2008 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama

- Film-Studies Search Committee (February – May 2008). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Curriculum Committee (September 2007 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Research Committee (August 2006 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Qualifier Review Board (May 2006 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Graduate Student Award Committee (March 2006 – December 2007). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Policies and Procedures Task Force (September 2005 – January 2006). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Graduate Admission Committee (August 2005 – May 2008). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Department Public Relations (August 2005 – May 2009). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Tech Support (August 2004 - April 2005). Department of Communication & Journalism, Auburn University, Auburn, Alabama
- Accreditation Self-Study Committee (August 2004 – November 2005). Department of Communication & Journalism, Auburn University, Auburn, Alabama

Community Service

Member, English Ministry Pastor Search (November 2013 – present)
Korean Community Presbyterian Church in Columbia, Columbia, South Carolina

Member, Steering Committee (June 2010 – May, 2012)
Columbia Korean Language School, Columbia, South Carolina

Volunteer (September 2006 – May 2009)
American Red Cross Lee County Alabama Chapter

Youth Group Director

- Korean Church at Auburn, Auburn, Alabama (August 2004 – December 2005)
- Michiana Korean Church, Elkhart, Indiana (March 2002 - May 2003)

General Secretary (December 2000 - August 2001)
Korean Church at Cornell, Ithaca, New York

Member, Steering Committee (December 1997 - November 2000)
Korean Church at Cornell, Ithaca, New York

GRANTS, AWARDS, AND RECOGNITIONS

Top Research Paper Award

With Oh, S.-H., Kim, H.B., and Kim, S.Y.

Annual Conference of the Korea Health Communication Association
May 2016

Excellence in Teaching Award

Mortar Board National College Senior Honor Society
The University of South Carolina
November 2014

Summer Research Award (\$2,000)

Department of Health and Environmental Control
Columbia, South Carolina
Summer 2012

Third-Place Award

Social Science Division at the Auburn University Research Symposium.
April 2012

Faculty Stimulus Grant (\$5,000)

The College of Mass Communication and Information Science
Spring 2011

Principal Investigator (\$257,447)

(with Dr. Andrea Tanner, Co-PI and Dr. Daniela Friedman, Co-PI)

“A comprehensive assessment of the knowledge, perceptions, and communication needs about clinical trials among adults in rural South Carolina”

The Duke Endowment via the Health Science South Carolina Center for Healthcare Quality and Clinical Effectiveness (Grant Number: HSC2011-CT-01)
01/15/2011 – 12/15/2013

Small Project Grant (\$3,000)

The Science and Health Communication Research Group
University of South Carolina
Fall 2010

Summer Research Award (\$10,000)

Department of Health and Environmental Control
Columbia, South Carolina
Summer 2010

Startup Research Fund (\$5000 each year for three years)

School of Journalism and Mass Communications
University of South Carolina
Fall 2009

Sarah A. Bronczek Fund for Excellence (\$950)

Department of Communication & Journalism
Auburn University

Fall 2008

Competitive Summer Grant (\$10,000)

College of Liberal Arts
Auburn University
Summer 2008

Sarah A. Bronczek Fund for Excellence (\$1,000)

Department of Communication & Journalism
Auburn University
Summer 2007

Summer Travel Grant (\$1,000)

College of Liberal Arts
Auburn University
Summer 2007

Summer Research Grant (\$5,000)

College of Liberal Arts
Auburn University
Summer 2007

Semester Release from Teaching

College of Liberal Arts
Auburn University
Spring 2007

Auburn University Global Tiger Certificate

In recognition of the contributions to international education and leadership
Auburn University, Auburn Alabama
November 2005

Study and Travel Grant (\$5,800)

Center for Women's Inter-Cultural Leadership
Saint Mary's College, Notre Dame, Indiana
April 2003

Top Three Paper Award

Political Communication Division
The annual conference of the International Communication Association, Acapulco, Mexico
June 2000

Anson Rowe Award for Academic and Research Excellence

Graduate School, College of Agriculture and Life Sciences
Cornell University, Ithaca, New York
May 1998

PROFESSIONAL MEMBERSHIP

Association for Education in Journalism and Mass Communication (AEJMC)

Korean American Communication Association (KACA)

Science and Health Communication Research Group (SHCRG)