

Yongick JEONG

Associate Professor
Manship School of Mass Communication
Louisiana State University

252 Hodges Hall, Baton Rouge, LA 70803
(225) 578-7381 (office), yjejong@lsu.edu

EDUCATION:

Ph.D. in Mass Communication (2007), *The University of North Carolina at Chapel Hill* (concentration in advertising and media effects); with distinction as the University Fellow (*William R. Kenan Fellow*)

M.A. in Communications (2003), *California State University, Fullerton* (concentration in Internet advertising); with distinction as *the Outstanding Graduate Student*

B.A. in Hotel Management (1997), *Kyonggi University, Korea*

ACADEMIC APPOINTMENTS:

Associate professor, Manship School of Mass Communication, *Louisiana State University* (Fall 2014 – present)

Associate Dean for Graduate Studies & Research, Manship School of Mass Communication, *Louisiana State University* (Summer 2018 – Summer 2022)

Area head, Manship School of Mass Communication, *Louisiana State University* (Fall 2013 – Spring 2018, Fall 2022)

Assistant professor, Manship School of Mass Communication, *Louisiana State University* (Fall 2007 – Spring 2014)

RESEARCH INTERESTS:

Emerging technology and advertising

Generative Artificial Intelligence (GenAI) (e.g., *ChatGPT*): Creativeness perception and ethical consideration, the effectiveness of GenAI ads and GenAI-generated persuasive messages, policy/regulation

Smart (AI) devices: Privacy concerns, protection, regulation, influences on ad effectiveness

Digital and social media: Visual attention, native ads, digital privacy, factors influencing ad effectiveness

General ad effectiveness

Audiences' evaluation of ads: Ad factors (e.g., ad length, frequency, clutter, serial order), media context factors (e.g., sitcoms, news shows, reality shows), consumer factors (e.g., viewing behaviors, viewing history, knowledge about the program, consumer engagement/sentiment)

Public communication (health and environment) / brand activism

Health and environmental public messages: Effectiveness of warning labels (health warning labels, ecolabels/green marketing disclosures, and food labels), the third person effect of various public messages

Brand activism: Impact of the 2020 BLM movement, Racial representation of ads

International communication

The impact of superstructures (e.g., politics, socio-economic status, and culture), and geopolitics: News coverage of global crises (e.g., COVID-19, natural disasters), the impact of superstructures and geopolitics on global events (e.g., U.S.-China trade war) and global phenomena (e.g., superheroes)

TEACHING INTERESTS & COURSES TAUGHT:

Teaching Interests: Advertising media planning, advertising campaigns, advertising management, introductory advertising courses, advertising theory, persuasion, research methods

Courses Taught: Advertising introduction, media planning, advertising campaigns, advertising management, research methods, media persuasion, quantitative audience analysis, LSU at Cannes (study abroad), graduate proseminar, advertising theory & process (graduate seminar), strategic communication strategy* (graduate campaign)

PUBLISHED JOURNAL ARTICLES:

Jeong, Y., Shaw, J., Richart, E., & Dunnam, C. C. (forthcoming). The impact of the 2020 BLM resurgence on the racial representations of ads and ad evaluations: Analysis of Super Bowl ads. *Journalism and Mass Communication Quarterly*.
<https://doi.org/10.1177/10776990241274740>

Jeong, Y., Diep, U., & Tran, H. (forthcoming). Examining the influences of message formats, context-induced moods, and issue-relevant determinants on the effectiveness of ecolabels. *Journal of Promotion Management*.
<https://doi.org/10.1080/10496491.2024.2403093>

- Jeong, Y.**, & Shaw, J. (forthcoming). Examining influences of personal factors on the first- and third-person evaluations of public health issues among young adults. *Health Marketing Quarterly*. <https://doi.org/10.1080/07359683.2024.2362476>
- Jeong, Y.**, Diep, U., & Tran, H. D. (2024, published online). The effectiveness of health warning labels and environmental warning labels in different contexts of advertisements and public service announcements. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2024.2323958>
- Jeong, Y.**, Shaw, J., & Weng, J. (2024). Covering COVID-19 in the U.S.: Factors influencing the news coverage of the global health crisis during different pandemic situations. *Journalism and Mass Communication Quarterly*, 101(3), 726-748. <https://doi.org/10.1177/10776990231211925>
- Yang, C., Kim, G., & **Jeong, Y.** (2023). Exploring strategies to promote health services online: The role of contextual priming, digital ad type, and health threat orientation in determining the effectiveness of health service ads. *Health Marketing Quarterly*, 40(1), 39-58. <https://doi.org/10.1080/07359683.2021.1997511>
- Jeong, Y.** & Lee, S. (2019). What determines international disaster coverage in the US news media? *Journalism*, 20(12), 1593-1610. <https://doi.org/10.1080/07359683.2021.1997511>
- Windels, K., Heo, J., **Jeong, Y.**, Porter, L., Jung, A., & Wang, R. (2018). My friend likes this brand: Do ads with social context attract more attention on social networking sites? *Computers in Human Behavior*, 84, 420-429. <https://doi.org/10.1016/j.chb.2018.02.036>
- Jeong, Y.** (2017). The impact of the length of preceding and succeeding ads on television advertising effectiveness. *Journal of Marketing Communications*, 23(4), 385-399. <https://doi.org/10.1080/13527266.2015.1048272>
- Jeong, Y.** & Kim, Y. (2017). Privacy concerns on social networking sites: Interplay among posting types, content, and audiences. *Computers in Human Behavior*, 69, 302-310. <https://doi.org/10.1016/j.chb.2016.12.042>
- Jeong, Y.**, & Lundy, L. (2015). Evaluating food labels and food messages: An experimental study of the impact of message format and product type on evaluations of magazine food advertisements. *Journal of Applied Communications*, 99(1), 52-66. <https://doi.org/10.4148/1051-0834.1040>
- Jeong, Y.**, & Coyle, E. (2014). What are you worrying about on social networking sites? Empirical investigation of young social networking site users' perceived privacy. *Journal of Interactive Advertising*, 14(2), 51-59. <https://doi.org/10.1080/15252019.2014.930678>
- Jeong, Y.**, & Tran, H. (2014). Detecting pod position effects in the context of multi-segment programs: Implications from four Super Bowl broadcasts. *Sport Marketing Quarterly*, 23(1), 5-16.
- Jeong, Y.**, Tran, H., & Zhao, X. (2012). How much is too much? The collective impact of repetition and position in multi-segment sports broadcast. *Journal of Advertising Research*, 52(1), 87-101. DOI:[10.2501/JAR-52-1-087-101](https://doi.org/10.2501/JAR-52-1-087-101)

- Jeong, Y.**, Kim, Y., & Zhao, X. (2011). Competing for consumer memory in television advertising: Interplay among ads, on-air promotions, and TV billboards. *International Journal of Advertising*, 30(4), 617-640. <https://doi.org/10.2501/IJA-30-4-617-640>
- Jeong, Y.** (2011). The impact of commercial break position on advertising effectiveness in different mood conditions. *Journal of Promotion Management*. 17(3), 291-314. <https://doi.org/10.1080/10496491.2011.596765>
- Jeong, Y.**, Sanders, M., & Zhao, X. (2011). Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness. *Journal of Marketing Communications*, 17(4), 263-279. <https://doi.org/10.1080/13527261003590259>
- Jeong, Y.**, & Mahmood, R. (2011). Reading the world's mind: Political, socio-economic, and cultural approaches to understanding worldwide Internet search queries. *International Communication Gazette*, 73(3), 234-252. <https://doi.org/10.1177/174804851039365>
- Jeong, Y.**, & Mahmood, R. (2010). Political, socioeconomic and cultural consideration of globalization on the Internet. *International Communication Research Journal*, 45(3-4), 2-27.
- Jeong, Y.**, An, D., & Kim, S. (2010). The impact of television billboards on the effectiveness of embedded ads in sports broadcasts. *Korean Journal of Advertising*, 21(4), 43-58.
- Jeong, Y.**, & King, C. M. (2010). Impacts of website context relevance on banner advertisement effectiveness. *Journal of Promotion Management*, 16(3), 247-264. <https://doi.org/10.1080/10496490903281395>
- Yu, H., Baek, T. H., **Jeong, Y.**, & Ju, I. (2010). How many plastic surgeons' websites contain information recommended by the ASPS advertising code of ethics? *Internet Journal of Law, Healthcare and Ethics*, 6(2).

BOOK CHAPTERS:

- Jeong, Y.**, & Kim, Y. (2018). A review of Korea-related advertising research. In D. Jin & N. Kwak (Eds.), *Communication, Digital Media and popular Culture in Korea: An Annotated Bibliography*. Lexington Books: Lanham, MD.
- Ham, C., **Jeong, Y.**, & Hitchon, J. (2018). Annotated bibliographies of Korea-related advertising research and research trends (1978-2018). In K. Youm & N. Kwak (Eds.), *Korea Communication, Media, and Culture*. Lexington Books: Lanham, MD.

SELECTED CONFERENCE PRESENTATIONS:

- Jeong, Y.**, Shaw, J., & Tran, H. D. (2023). Considering consumer privacy: Influences of ad, personal privacy, and product use factors on effectiveness of smart device ads, *American Academy of Advertising (AAA)*, Denver, CO.
- Shaw, J., Ritchart, E., Dunnam, C. C. & **Jeong, Y.** (2022). The impact of the 2020 BLM movement on the ethnic representation of ads: Content analysis of Super Bowl ads, *American Academy of Advertising (AAA)*, St. Petersburg, FL.
- Shaw, J., Kim, S., & **Jeong, Y.** (2021). Determination of the factors influencing the third-person effects in health and environmental concerns, *Association for Education in Journalism and Mass Communication (AEJMC)*, virtual conference.
- Jeong, Y.**, Lee, S., & Kim, G. (2021). An eye-tracking study of warning labels: Visual attention to warning labels in different context conditions, *International Communication Association (ICA)*, virtual conference.
- Kim, G., Yang, C., & **Jeong, Y.** (2019). How to promote health products online: The role of contextual priming, digital ad type and health threat orientation in determining the effectiveness of health product ads, *Association for Education in Journalism and Mass Communication (AEJMC)*, Toronto, Canada.
- Jeong, Y.**, Kim, G., & Yang, C. (2019). The third person effect and perceived threat of health and environmental issues in differing PSAs. *American Academy of Advertising (AAA) Global Conference*, Beijing, China.
- Kim, G., **Jeong, Y.**, & Skupski, I. (2019). The role of ad likeability in the relationship between ad factors and consumer engagement on Twitter, *American Academy of Advertising (AAA)*, Dallas, TX.
- Kim, G., Skupski, I., & **Jeong, Y.** (2018). Another Super Bowl study: An exploratory research on the impacts of ad effectiveness factors on consumer engagement on social media, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington D.C. (*division top paper)
- Jeong, Y.**, & Kim, G. (2018). An eye-tracking examination of the visual attention to digital advertisements on general websites and social media, *International Communication Association (ICA)*, Prague, Czech Republic.
- Jeong, Y.**, & Kim, G. (2018). An eye-tracking study to examine the visual attention of ads on social media, *American Academy of Advertising (AAA)*, New York, NY.
- Jeong, Y.**, Heo, J., & Jung, A. (2017). A paradox of personalized ads on social media: An empirical investigation of ad relevance and privacy concern, *National Communication Association (NCA)*, Dallas, TX.
- Jeong, Y.** & Kim, Y. (2016). What concerns you the most on social networking sites (SNSs), your posting or others'? A study on the interplay among the type of posting, information type, and privacy concerns, *Marketing EDGE Direct/ Interactive Marketing Research Summit*, Los Angeles, CA.
- Jeong, Y.**, Porter, L., Windels, K., Wang, R., Jung, A., & Heo, J. (2016). Can you see? An eye-tracking approach to examine the effectiveness of native

- advertisements on social networking sites, *International Communication Association* (ICA), Fukuoka, Japan.
- Kim, Y., & **Jeong, Y.** (2016). Predicting information disclosure on Facebook: The role of self-monitoring and concern for privacy, *International Communication Association* (ICA), Fukuoka, Japan.
- Windels, K., **Jeong, Y.**, Porter, L., Wang, R., Jung, A., & Heo, J. (2016). All eyes on privacy: An eye-tracking study examining the relationship between privacy concerns and socially-referred native ads on social networking sites, *American Academy of Advertising* (AAA), Seattle, WA.
- Jeong, Y.** (2015). The effectiveness of warning labels and ecolabels in different contexts, *Association for Education in Journalism and Mass Communication* (AEJMC), San Francisco, CA.
- Jeong, Y.** & Lee, S. (2015). Determining the factors influencing the news values of international disasters in the U.S. news media, *Association for Education in Journalism and Mass Communication* (AEJMC), San Francisco, CA.
- Jeong, Y.** (2014). The effectiveness of ecolabels among young adults: Environmental warning messages in differing message contexts, *Association for Education in Journalism and Mass Communication* (AEJMC), Montreal, Canada.
- Jeong, Y.**, & Lundy, L. (2014). Evaluating food labels and food messages: An experimental study of the impact of message format and product type on evaluations of magazine food advertisements, *Association for Education in Journalism and Mass Communication* (AEJMC), Montreal, Canada.
- Jeong, Y.**, & Kim, Y. (2013). Understanding the effectiveness of ecolabels: Exploring message formats, context-induced moods, and issue-relevant determinants, *Association for Education in Journalism and Mass Communication* (AEJMC), Washington D.C.
- Jeong, Y.**, & Kamal, M. (2012). What are you searching for? Determination of the role of political, socioeconomic and cultural superstructures on public interest formations around the world, *National Communication Association* (NCA), Orlando, FL.
- Jeong, Y.**, & Coyle, E. (2012). What are you worrying about on social networking sites? Empirical investigation of young social networking site users' perceived privacy, *Association for Education in Journalism and Mass Communication* (AEJMC), Chicago, IL.
- Kamal, M., & **Jeong, Y.** (2012). Cultural imperialism revisited: Empirical determination of the role of superstructures on Internet searches of international issues, *Association for Education in Journalism and Mass Communication* (AEJMC), Chicago, IL.
- Jeong, Y.** (2012). Determinants of warning label effectiveness: The interplay among message formats, context-induced moods, and personal interests, *International Communication Association* (ICA), Phoenix, AZ.

- Jeong, Y.** (2012). Read responsibly: The processing of warning messages by young adults in differing message conditions, *American Academy of Advertising (AAA)*, Myrtle Beach, SC.
- Kulkani, A., **Jeong, Y.**, & Christensen, B. (2011). Age and gender consideration of female models' sexuality in fashion magazine advertisements, *International Communication Association (ICA)*, Boston, MA.
- Jeong, Y.**, & Kim, Y. (2010). Finding the right spot: The effect of the length of preceding and succeeding ads on television advertising effectiveness, *Association for Education in Journalism and Mass Communication (AEJMC)*, Denver, CO.
- Jeong, Y.**, & Lee, S. (2010). A study on the news values of international disasters: Change of determinants on news coverage of international disasters in the U.S. news media, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.**, & Park, H. (2010). The influence of political, socioeconomic, and cultural superstructures on forming global public interests on the Internet, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.**, Kulkani, A., & Kim, N. (2010). Circulation and geographic determinations of advertising placements in Internet newspapers, *International Communication Association (ICA)*, Singapore, Singapore.
- Kulkani, A., & **Jeong, Y.** (2010). Impact of endorser and message appeal on the success of an online AIDS PSA, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.** (2010). The impact of commercial break position on advertising effectiveness in different mood conditions, *American Academy of Advertising (AAA)*, Minneapolis, MN.
- Jeong, Y.**, & Porter, L. (2009). Advertising in a live drama: Audiences' game involvement in the Super Bowl and advertising effectiveness, *Association for Education in Journalism and Mass Communication (AEJMC)*, Boston, MA.
- Jeong, Y.**, & Varma, T. (2009). A study on the news values of international disasters: Determinants of news coverage of international disasters in the U.S. news media, *Association for Education in Journalism and Mass Communication (AEJMC)*, Boston, MA.
- Jeong, Y.** (2009). The effectiveness of the length of commercials in different types of television programs, *International Communication Association (ICA)*, Chicago, IL.
- Jeong, Y.**, Varma, T., & Mahmood, R. (2009). Convergence or globalization: An examination of the influence of the superstructures on Korean public opinion on the Internet, *International Communication Association (ICA)*, Chicago, IL.
- Jeong, Y.**, & Tran, H. (2008). Detecting pod position effects in the context of multi-segment programs: Implications from four Super Bowl broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.

- Jeong, Y.** (2008). What to think about and what to search about: A time-series analysis of agenda-setting function of traditional media on public interest on the Internet, *International Communication Association (ICA)*, Montreal, Canada.
- Mahmood, R., & **Jeong, Y.** (2008). Superstructures and globalization of gendered public interests: Political, socio-economic, and cultural determination of gendered worldwide search queries on the Internet, *International Communication Association (ICA)*, Montreal, Canada.
- Tran, H., & **Jeong, Y.** (2008). Collective impact of repetition and position on advertising effectiveness in multi-segment broadcast, *American Academy of Advertising (AAA)*, San Mateo, CA.
- Jeong, Y.**, & Mahmood, R. (2007). The role of superstructures in globalization: Political, socio-economic, and cultural determination of worldwide public interests on the Internet, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington, D.C.
- Jeong, Y.**, & Tran, H. (2007). Where would ads work during multi-segment broadcasts? A four-year research of advertising position effects in Super Bowl broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington, D.C.
- Jeong, Y.**, & Hester, J. B. (2007). Three ads in a pod: The impact of the length of the immediately surrounding commercials on advertising effectiveness, *American Academy of Advertising (AAA)*, Burlington, VT.
- Jeong, Y.**, & Hester, J. B. (2006). Brought to you by...: The impact of television billboards on advertising effectiveness in sports broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, San Francisco, CA.
- Jeong, Y.**, & Mahmood, R. (2006). How different are your search terms from mine? Political, socio-economic, and cultural approaches to understanding worldwide Internet search queries, *International Communication Association (ICA)*, Dresden, Germany.
- Hester, J. B., & **Jeong, Y.** (2006). Magazine ad pricing revisited: Setting rates vs. selling pages, *American Academy of Advertising (AAA)*, Reno, NV.
- Jeong, Y.**, & Kim, K. (2005). Advertising in sports broadcasts: Relationship between context effects and positions of commercial break, *National Communication Association (NCA)*, Boston, MA.
- Jeong, Y.** (2005). Length versus frequency: Deconstructing myths in advertising research, *Association for Education in Journalism and Mass Communication (AEJMC)*, San Antonio, TX.
- Jeong, Y.** & King, C. M. (2005). Impacts of website context relevance on banner advertisement effectiveness, *International Communication Association (ICA)*, New York, NY.

- Jeong, Y.**, Kim, K., & Shin, W. (2005). Agenda building function of Internet searches: Measuring the unique contribution of the public agenda on the media agenda, *International Communication Association (ICA)*, New York, NY.
- Jeong, Y.**, & Kim, K. (2005). Advertising in sports broadcasts: Relationship between context effects and positions of commercial break, *Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium*, Athens, GA.
- Jeong, Y.**, Kim, K., & Zhao, X. (2004). Quarter position effect during Super Bowl broadcast: How advertising effectiveness changes as a game goes on, *Association for Education in Journalism and Mass Communication (AEJMC)*, Toronto, Canada.

OTHER RESEARCH PRESENTATION:

- Jeong, Y.**, & Kim, Y. (2017). A review of Korea-related advertising research, *Korean Communication Forum*, Honolulu, HI.
- Jeong, Y.** (2006). The Impact of the length of immediately neighboring commercials on advertising effectiveness, *National Communication Association - National Doctoral Honors Seminar*, West Lafayette, IN.

OTHER PUBLISHED WORK:

- Jeong, Y.** (2018, Mar./Apr.). Feminism, #MeToo and #Timesup in advertising. *The Ad* (Korean advertising trade journal)
- Jeong, Y.** (2018, Jan./Feb.). Smart devices and privacy concern. *The Ad* (Korean advertising trade journal)
- Jeong, Y.** (2017, Nov./Dec.). Livestreaming marketing trend. *The Ad* (Korean advertising trade journal)
- Jeong, Y.** (2016, Sep./Oct.). The eight trends of data-driven marketing. *The Ad* (Korean advertising trade journal)

RESEARCH IN PROGRESS (AS OF FALL 2024):

[Revisions]

Coyle, E., Shaw, J., & **Jeong, Y.** How do consumers' smart device privacy perspectives compare to U.S. privacy law protections?: A comparison of legal protections and consumers' perceptions for privacy (*Communication Law & Policy*)

Jeong, Y., Shaw, J., & Coyle, E. Exploring smart device privacy: Factors affecting user concerns, protection, satisfaction with protection, and the need for regulation (*Mass Communication and Society*)

[Manuscripts under review]

Jeong, Y., & Shaw, J. To each (device) their own: Privacy impacts on smart speaker and video doorbell advertising effectiveness (*International Journal of Advertising*)

[Manuscripts completed]

- Smart device advertising

A study of smart device ads: The impact of privacy-related factors on ad effectiveness

To each (device) their own: Privacy impacts on smart speaker and video doorbell advertising effectiveness

- International communication

The examination of the influence of superstructures and geopolitical relationships on global public engagement on the U.S.-China trade war on social media (target journal - *International Communication Research Journal*)

- Visual attention (eye-tracking)

An eye-tracking study of warning labels: Visual attention to warning labels in different context conditions (target journal – *International Journal of Advertising*)

An eye-tracking examination of the visual attention to digital advertisements on general websites and social media (target journal - *Journal of Interactive Advertising*)

An eye-tracking study to examine the visual attention of ads on social media (target journal - *Journal of Interactive Advertising*)

ACADEMIC PROFESSIONAL EXPERIENCE:

Research assistant, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Spring 2007)

Instructor of record, (*Advertising Media*, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2006)

Assistant director, *Center for Research in Journalism and Mass Communication*, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2004 – Spring 2006)

Coordinator/Interpreter, *Media Management Fellowship Program*, sponsored by the *Korea Press Foundation* and the School of Journalism and Mass Communication at *The University of North Carolina at Chapel Hill* (Summer 2005)

Assistant coordinator, *Dow Jones Newspaper Internship Program*, directed by Professor Bill Cloud, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Summer 2005)

Teaching assistant, *International Communication* (JOMC146, Robert L. Stevenson), School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2004, Spring 2005)

Assistant coordinator, *Dow Jones Newspaper Internship Program & Knight Foundation's Institute for Midcareer Copy Editors*, directed by Professor Bill Cloud, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Summer 2004)

Part-time research assistant, *Korea Broadcasting Advertising Corporation (KOBACO)*, Seoul, Korea (Summer 1996)

GRANTS, AWARDS, SCHOLARSHIPS, & DISTINCTIONS:

[Teaching Awards]

Recipient, Donald G. Hileman Award (2024)

Recipient, Tiger Athletic Foundation (TAF) President's Award (2018)

Recipient, AAF District 7 Ralph Sims 2015 Advertising Education Award of Excellence (2015)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2015)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2013)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2012)

[Research Professorships/Grants]

Recipient, *Thomas O. & Darlene Wood Ryder Distinguished Professorship*, Louisiana State University (2023 – present)

Recipient, *John H. Bateman Professorship*, Louisiana State University (2018 – 2023)

Recipient, *Remal Das and Lachmi Devi Bhatia Memorial Professorship*, Louisiana State University (2015 – 2018)

Recipient (member of Digital Advertising Research Team, DART), *Doris Westmoreland Darden #2 Professorship*, Louisiana State University (2015 – 2017)

Recipient, *D. Jensen Holliday Professorship*, Louisiana State University (2014 – 2015)

Recipient, *Bank One/Bateman Professorship*, Louisiana State University (2013 – 2014)

Recipient, *Joe D. Smith/Hibernia Professorship*, Louisiana State University (2011 – 2013)

Recipient, *Blue Cross/Blue Shield Professorship*, Louisiana State University (2010 – 2011)

Recipient, *Howard and Nantelle Mitchiner Gittinger Professorship*, Louisiana State University (2009 – 2010)

Recipient, *Summer Research Stipend*, Louisiana State University (2009)

Recipient, *Bart Swanson Professorship, Louisiana State University* (2008 – 2009)

[Personal Distinctions]

University Fellow (*William R. Kenan*), *The University of North Carolina at Chapel Hill* (2003 – 2008)

Invitee, *National Communication Association Doctoral Honors Seminar*, Purdue University, West Lafayette (July 2006)

Recipient, *Outstanding Graduate Student Award, Communications, California State University, Fullerton* (2003)

Member, *PHI KAPPA PHI* (The Honor Society), *KAPPA TAU ALPHA* (National Honor Society in Journalism and Mass Communication), *PHI BETA DELTA* (Honor Society for International Scholars)

Recipient, *Silver Award*, Student Ad Competition, *Sports Seoul Newspaper Inc.*, Korea (1996)

[Other Distinctions - National Student Advertising Competition (NSAC)]

Second Place, 2024 AAF NSAC – District 7

Third Place, 2023 AAF NSAC – District 7

First Place, 2017 AAF NSAC – District 7

First Place, 2016 AAF NSAC – District 7

First Place, 2015 AAF NSAC – District 7

Fourth Place, 2015 AAF NSAC – National Final Competition (Las Vegas, NV)

Second Place, 2014 AAF NSAC – District 7

Second Place, 2011 AAF NSAC – District 7

Second Place, 2010 AAF NSAC – District 7

ACADEMIC AFFILIATIONS:

American Academy of Advertising (AAA), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), National Communication Association (NCA)

ADVISORY COMMITTEE:

[Masters chaired]

Completed: Arti Kulkarni (2009); Amber Grove (2011, co-chair with Peggy DeFleur);
Cydney Palmer (2011); Mirzoyan Viktorya (2013); Ellen Sturgill (2014); Ian

Skupski (2019); Justin Weng (2021, mass communication); Jessica Shaw (2022); Douglas Groat (2023); Peyton Conlin (2023); Josi Revielle (2024); Sophee Sanderson (2024)

In progress: Shawn Griffin

[Masters committee]

Completed: Mallory Broussard (2011); Krista Baron (2011); Jessica Hutchinson (2013); Rebecca Lang (2013); Minjie Li (2014); Richard Carman (2015); John Evans (2015); Ashley Lee (2015); Sarah Voelkel (2015); KeAmber Council (2019); Devonie Miguez (2019); Nayita Wilson (2019); Emily Ritchart (2022); Cole Catherine Dunnam (2022); Olivia Nuss (2022); Justin Weng (2022, applied statistics), Saachi Chugh (2022), Everton Pereira Carvalho (2022); Claire Ashworth (2023), Caroline Cantrelle (2023), Keely Diebold (2023), Doria Martingayle (2023), Rebecca Peterson (2023)

[Ph.D. dissertation – chaired]

Completed: Nichole Santee (2024)

[Ph.D. dissertation – committee]

Completed: Mia Kamal (2017); A-Reum Jung (2018)

In progress: Christine Swartz (2024 – present)

[Undergraduate honor thesis – committee]

Completed: Alexander Spencer (2022)

SERVICE:

[LSU Manship School of Mass Communication Service]

Digital advertising area head, digital advertising faculty search chair (2018, 2022-23), Lamar postdoctoral researcher (health communication) search (2022), graduate admission, curriculum and assessment, grant/undergraduate research, budget review, Kappa Tau Alpha (KTA), internships, management, admissions/appeals, MC3018 (Foundations in Media Research), full-time and part-time faculty (accreditation committee), advertising faculty searches, associate dean for graduate studies search

Student organization advisor:

Advisor, American Advertising Federation – LSU Chapter (2010 – 2016)

Founder/Advisor, Madison Avenue Project (MAP) – Advertising portfolio club (2012 – 2016)

[University Service]

Manship School of Mass Communication Dean search committee (2022 – 2023)

Internationalization Committee (2021 – present)

Office of Research & Economic Development (ORED) Associate Vice President (AVP) of Social Sciences, Humanities (SSH) and Allied Fields search committee (Summer-Fall 2019)

International Student Scholarship Committee (2016 – 2021)

LSU Global (Academics & Quality Committee, 2014 – 2021)

Faculty Senate (2015 – 2017)

LSU Discover – Undergraduate Research Funding proposal review (2018, 2021)

University advisor:

Chancellor's Future Leaders in Research, Faculty advisor (2008)

Advisor, CXC Distinguished Communicators Program:

Alicia Haefele (2009 – 2010), Ebony Nicholas (2013 – 2014), Ana Argueta (2014 – 2015)

Dean's Representative Dissertation Committee:

John Patrick Bray (Theatre Studies, 2011); Abhishek Bharad (Agricultural Economics, 2012-2014); Justin Ericson (Cognitive Psychology, 2013 - 2014); Julie Henriquez (Human Resource Education, 2017); William Montgomery (Music, 2019); Danli Chen (Marketing, 2022)

[Academic Service]

Journal reviews:

Advertising Research (Korean advertising journal), Asian Communication Research (editorial review board), Computer in Human Behavior, Electronic Journal of Communication, International Communication Gazette, International Journal of Advertising (editorial review board)*, Journal of Advertising Research, Journal of Asian Communication, Journal of Interactive Advertising, Journal of International & Intercultural Communication, Journalism & Mass Communication Quarterly, Mass Communication and Society*

Conference reviews:

American Academy of Advertising (AAA), American Academy of Advertising Global, Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), National Communication Association (NCA), Society for Marketing Advances (SMA)

External grant review:

West Virginia University, 2013 Senate Research Grant Application Review

[General Service]

Communication director, Korean American Association of Baton Rouge (2016 – 2018)

Committee member, Korean American Communication Association (KACA) – Newsletter committee (2015 – 2016)

Secretary, Korean American Communication Association (KACA), (2009 – 2013)

Election Committee, Korean American Communication Association (KACA), (2011, 2013)

Principal, Korean Language School in Baton Rouge, (2009 – 2010)

Teacher, Korean Language School in Baton Rouge, (2007 – 2010; 2011 - 2013)

Outreach committee, Korean American Communication Association (KACA), (2007 – 2009)

Student board member, Korean American Communication Association (KACA), (2006 – 2007)

Infantryman, South Korean Army, (1992 – 1993)

[Updated 09/2024]