

## Sun Joo (Grace) Ahn

University of Georgia  
 Grady College of Journalism & Mass Communication  
 Department of Advertising & Public Relations  
 120 Hooper Street, Athens, Georgia 30602-3018  
 sjahn@uga.edu

### EDUCATION

---

- Doctor of Philosophy (Communication), June 2011  
 Stanford University, Stanford, CA  
 Advisor: Dr. Jeremy Bailenson  
 Dissertation: *Embodied Experiences in Immersive Virtual Environments: Effects on Pro-environmental Attitude and Behavior*
- Master of Arts (Communication), October 2008  
 Stanford University, Stanford, CA
- Bachelor of Arts (Communication, *magna cum laude*), May 2004  
 Seoul National University, Seoul, Korea
- Bachelor of Arts (Business Administration, *magna cum laude*), May 2004  
 Seoul National University, Seoul, Korea

### ACADEMIC AND PROFESSIONAL POSITIONS

---

#### University of Georgia

- Associate Professor, Grady College of Journalism & Mass Communication, Department of Advertising & Public Relations (July 2017 – Present)
- Assistant Professor, Grady College of Journalism & Mass Communication, Department of Advertising & Public Relations (August 2011 – May 2017)
- Founding Director, Games and Virtual Environments Lab (August 2011 – Present)
- Faculty affiliate, Center for Health and Risk Communication (August 2011 – Present)
- Fellow, Teaching Academy Fellows Program (August 2012 – Present)
- Mentee, Owen's Institute of Behavioral Research Grantsmanship Development Program (August 2012 – Present)
- Founding Team Leader, Obesity Initiative, Persuasive Health and Marketing Communications Team (August 2011 – May 2013)

### ACADEMIC PUBLICATIONS

---

**Refereed Journal Articles** (\* denotes students at the time of submission)

1. Kim, K., & **Ahn, S. J.** (in press). The role of gamification in enhancing intrinsic motivation to use a loyalty program. *Journal of Interactive Marketing*.
2. Kim, K., & **Ahn, S. J.** (2017). Rewards that undermine customer loyalty? A motivational approach to loyalty programs. *Psychology & Marketing*, 34(9), 842-852. doi: 10.1002/mar.21026
3. **Ahn, S. J.** (in press). Virtual exemplars in health promotion campaigns: Heightening perceived risk and involvement to reduce soft drink consumption in young adults. *Journal of Media Psychology*.
4. Kim, J., **Ahn, S. J.**, Reid, L., & Kwon, E. S.\* (2017). TV advertising engagement as a state of immersion and presence. *Journal of Business Research*, 76, 67-76. doi: 10.1016/j.jbusres.2017.03.001
5. **Ahn, S. J.**, Phua, J. J., & Shan, Y.\* (2017). Self-endorsing in digital advertisements: Using virtual selves to persuade physical selves. *Computers in Human Behavior*, 71, 110-121. doi: 10.1016/j.chb.2017.01.045
6. **Ahn, S. J.**, Bostick, J.\*, Ogle, E.\*, Nowak, K., McGillicuddy, K.\*, & Bailenson, J. N. (2016). Experiencing nature: Embodying animals in immersive virtual environments increases inclusion of nature in self and involvement with nature. *Journal of Computer-Mediated Communication*, 21(6), 399-419. doi: 10.1111/jcc4.12173
7. Kim, H. S. & **Ahn, S. J.** (2016). Exploring the relationship between video game play and depression: A population-level analysis of Korean adolescents. *Cyberpsychology, Behavior, & Social Networking*, 19(10), 628-634. doi: 10.1089/cyber.2016.0155
8. Phua, J., & **Ahn, S. J.** (2016). Explicating the “Like” on Facebook brand pages: The effect of intensity of Facebook use, number of overall “Likes,” and number of friends’ “Likes” on consumers’ brand outcomes. *Journal of Marketing Communications*, 22(5), 544-559. doi: 10.1080/13527266.2014.941000
9. Sweetser, K., **Ahn, S. J.**, Golan, G., & Hochman, A. (2016). Native advertising as a new public relations tactic. *American Behavioral Scientist*, 60(12), 1442-1457. doi: 10.1177/0002764216660138
10. **Ahn, S. J.**, Johnsen, K., Moore, J., Brown, S., Biersmith, M., & Ball, C.\* (2016). Using virtual pets to increase fruit and vegetable consumption in children: A technology-assisted social cognitive theory approach. *Cyberpsychology, Behavior, and Social Networking*, 19(2), 86-92. doi: 10.1089/cyber.2015.0224 **\*\*Feature Article**
11. **Ahn, S. J.**, Fox, J, Dale, K.R.\*, & Avant, J.A.\* (2015). Framing virtual experiences: Effects on environmental efficacy and behavior over time. *Communication Research*, 42(6), 839-863. doi: 10.1177/0093650214534973
12. **Ahn, S. J.**, Johnsen, K., Robertson, T., Moore, J., Brown, S., Marable, A., & Basu, A.\* (2015). Using virtual pets to promote physical activity in children: An application of the youth physical activity promotion model. *Journal of Health Communication*, 20(7), 807-815. doi: 10.1080/10810730.2015.1018597 **\*\*Featured Article in Health Communication Science Digest, Centers for Disease Control and Prevention**
13. **Ahn, S. J.** (2015). Incorporating immersive virtual environments in health promotion campaigns: A construal-level theory approach. *Health Communication*, 30(6), 545-556. doi: 10.1080/10410236.2013.869650
14. Fox, J., **Ahn, S. J.**, Janssen, J., Yeykelis, L., Segovia, K., & Bailenson, J. N. (2015). Avatars versus agents: A meta-analysis quantifying the effect of agency. *Human Computer Interaction*, 30(5), 401-432. doi: 10.1080/07370024.2014.921494
15. **Ahn, S. J.**, Bailenson, J. N., & Park, D.\* (2014). Short- and long-term effects of embodied experiences in immersive virtual environments on environmental locus of control and

- behavior. *Computers in Human Behavior*, 39, 235-245. doi: 10.1016/j.chb.2014.07.025
16. **Ahn, S. J.**, & Bailenson, J. N. (2014). Self-endorsed advertisements: When the self persuades the self. *Journal of Marketing Theory and Practice*, 22(2), 135-136. doi: 10.2753/MTP1069-6679220203
  17. Johnsen, K., **Ahn, S. J.**, Robertson, T., Moore, J., Brown, S., Marable, A., Basu, A.\* (2014). Mixed reality virtual pets to reduce childhood obesity. *IEEE Transactions on Visualization and Computer Graphics*, 20(4), 523-530. doi: 10.1109/TVCG.2014.33
  18. Parks, P.\*, Cruz, R.\*, & **Ahn, S. J.** (2014). Don't hurt my avatar: The use and potential of digital self-representation in risk communication. *International Journal of Robots, Education, and Art*, 4(2), 10-18.
  19. **Ahn, S. J.**, Le, A. M. T., & Bailenson, J. N. (2013). The effect of embodied experiences on self-other merging, attitude, and helping behavior. *Media Psychology*, 16(1), 7-38. doi: 10.1080/15213269.2012.755877
  20. **Ahn, S. J.** & Bailenson, J. N. (2011). Self-endorsing versus other-endorsing in virtual environments: The effect on brand attitude and purchase intention. *Journal of Advertising*, 40(2), 93-106. doi: 10.2753/JOA0091-3367400207
  21. Jabon, M., **Ahn, S. J.**, & Bailenson, J. N. (2011). Automatically analyzing facial-feature movements to identify human errors. *IEEE Journal of Intelligent Systems*, 26(2), 54-63. doi: 10.1109/MIS.2009.106

#### Refereed Conference Proceedings

1. **Ahn, S. J.**, Fox, J., Hahm, J. M.\* (2014). Using virtual doppelgängers to increase personal relevance of health risk communication. *Lecture Notes in Computer Science*, 8637, 1-12. [12% acceptance rate]
2. Fox, J., & **Ahn, S. J.** (2014). Recommendations for designing maximally effective and persuasive health agents. *Lecture Notes in Computer Science*, 8637, 178-181.

#### Book Chapters

1. **Ahn, S. J.** (2017). Face & hair: Looks that change behaviors. In Banks, J. (Ed.), *Avatars, Assembled* (Chapter 5). Peter Lang.
2. **Ahn, S. J.**, & Fox, J. (2017). Immersive virtual environments, avatars, and agents for health. In Parrott, R. (Ed.), *Encyclopedia of Health and Risk Message Design and Processing*. New York, NY: Oxford University Press.
3. **Ahn, S. J.**, & Fox, J. (2016). Persuasive avatars: Extending the self through new media advertising. In Brown, R. E., Jones, V. K., & Wang, M. (Eds.), *The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era* (Vols. 1-2). Santa Barbara, CA: Praeger.
4. **Ahn, S. J.** (2016). Using avatars and agents to promote real world health behavior changes. In Combs, C. D., Sokolowski, J. A., & Banks, C. M. (Eds.), *The Digital Patient: Advancing Healthcare, Research, and Education* (Chapter 12, pp. 167-178). Hoboken, NJ: John Wiley & Sons, Inc.
5. Cowdery, J. E., & **Ahn, S. J.** (2015). The use of virtual worlds in health promotion. In Parvanta, C., Nelson, D. E., Parvanta, S. A., & Harner, R. N. (Eds.), *Essentials of Public Health Communication*. Sudbury, MA: Jones & Bartlett Learning, Inc.
6. Fox, J. & **Ahn, S. J.** (2013). Avatars: Portraying, exploring, and changing online and offline identities. In Luppicini, R. (Ed.), *Handbook of Research on Technoself: Identity in a Technological Society* (Chapter 14, pp. 255-271). Hershey, PA: Idea Group Global.
7. **Ahn, S. J.**, Fox, J., & Bailenson, J. N. (2011). Avatars. In Bainbridge, W. S. (Ed.),

*Leadership in Science and Technology: A Reference Handbook* (pp. 695-702).  
Thousand Oaks, CA: SAGE Publications.

8. **Ahn, S. J.**, Bailenson, J. N., Fox, J., & Jabon, M. (2010). Using automated facial expression analysis for emotion and behavior prediction. In Doeveling, K., von Scheve, C., & Konjin, E. A. (Eds.), *Handbook of Emotions and Mass Media* (pp. 349-369). London/New York: Routledge.

### **Bibliographies and Encyclopedia Entries**

1. Pasek, J., & **Ahn, S. J.** (2013). Experiments. In Moy, P. (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press. URL: [www.oxfordbibliographies.com](http://www.oxfordbibliographies.com).
2. Bailenson, J. N. & **Ahn, S. J.** (2008). Cognitive processing of visuals. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (Vol. 6, pp. 5325-5327). Washington, DC: International Communication Association.

### **Popular Press**

1. **Ahn, S. J.** (2016). Pokémon Go is AR's Foot in the Door to Our World. *IEEE Spectrum*. Available at: <http://spectrum.ieee.org/view-from-the-valley/consumer-electronics/gaming/pokemon-go-is-ars-foot-in-the-door-of-our-world>

### **Refereed Conference and Panel Presentations**

1. Kim, J., Shinaprayoon, T., & **Ahn, S. J.** (2017). Virtual tours promote behavioral intention and willingness to pay via spatial presence, enjoyment, and destination image. *Poster presented at the Association for Education in Journalism and Mass Communication Conference, August 9-12, Chicago, IL.*
2. Pjesivac, I., & **Ahn, S. J.** (2017). Virtual reality journalism: Emotions and news credibility. *Paper presented at the Association for Education in Journalism and Mass Communication Conference, August 9-12, Chicago, IL.*
3. Kim, K., & **Ahn, S. J.** (2017). The role of gamification in enhancing intrinsic motivation to use a loyalty program. *Paper presented at the American Academy of Advertising Global Conference, July 6-9, Tokyo, Japan.*
4. **Ahn, S. J.** (2017). The effect of gamification on physical activity behavior, motivation, and self-efficacy in older children—A field study on the efficacy of the virtual pet intervention. *Paper presented at the International Communication Association Annual Conference, May 21-30, 2017, San Diego, CA.*
5. McCain, J.\* & **Ahn, S. J.** (2017). The Proteus Effect, narcissism, and consumer behavior. *Poster presented at the International Communication Association Annual Conference, May 21-30, 2017, San Diego, CA. \*\* Top Poster Award in Game Studies Division*
6. **Ahn, S. J.**, Beharry, C., Hanus, M., King, K., & Rich, J. (2017). Using virtual reality to tell brand stories: The state of the art and future directions. *Panel discussion at the American Academy of Advertising Conference, March 23-26, 2017, Boston, MA.*
7. **Ahn, S. J.**, Nowak, K., & McGillicuddy, K.\* (2016). Processing information as a body of coral: The role of spatial presence on learning in immersive virtual environments. *Paper presented at the 102<sup>nd</sup> Annual National Communication Association Conference, November 10-13, Philadelphia, PA.*
8. **Ahn, S. J.**, & Hahm, J. M.\* (2016). Feeling the weight of obesity: Using virtual haptic feedback in virtual environments to promote risk perception in unhealthy snack choices among females. *Paper presented at the American Academy of Advertising Conference, March 17-20, Seattle, WA.*

9. Kim, K., & **Ahn, S. J.** (2016). Rewards that undermine customer loyalty? A motivational approach to loyalty programs. *Paper presented to the American Academy of Advertising Conference*, March 17-20, Seattle, WA.
10. **Ahn, S. J.**, Schultz, D. E., Kim, S. J., Hayes, J., Quesenberry, K., Evans, N., & Jones, V. (2016). From bombard and pay to provide and play: Defining and teaching the new advertising harbor. *Panel discussion at the American Academy of Advertising Conference*, March 17-20, Seattle, WA.
11. **Ahn, S. J.**, Beam, M., Gearhart, S., & Kalyanaraman, S. (2015). The unbearable filteredness of being online. *Panel discussion at the Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference*, August 6-9, San Francisco, CA.
12. **Ahn, S. J.**, Fox, J., Clarke, C., Harris, H., Greenleaf, W. (2015). #Risk: Using social and digital media for effective risk messages. *Panel discussion at the Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference*, August 6-9, San Francisco, CA.
13. **Ahn, S. J.**, Bostick, J.\*, Ogle, E.\*, & Bailenson, J. N. (2015). Embodying nature's experiences: Taking the perspective of nature with immersive virtual environments to promote connectedness with nature. *Paper presented to the Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference*, August 6-9, San Francisco, CA.
14. **Ahn, S. J.**, Johnsen, K., & Ball, C.\* (2015). Using virtual pets to promote fruit and vegetable consumption in children: A technology-assisted social cognitive theory approach. *Paper presented at the 101<sup>st</sup> Annual National Communication Association Conference*, November 19-22, Las Vegas, NV.
15. Kim, K.\*, & **Ahn, S. J.** (2015). Time to save the Earth: The effect of temporal frames within green advertisements on perceived temporal distance, personal relevance, environmental attitude and behavioral intentions between US and South Korea. *Paper presented at the 101<sup>st</sup> Annual National Communication Association Conference*, November 19-22, Las Vegas, NV.
16. **Ahn, S. J.**, Blanton, H., Christensen, J. L., Pena, J. F., & Sundar, S. S. (2015). Harnessing virtual worlds to promote real-world health. *Panel discussion at the 101<sup>st</sup> Annual National Communication Association Conference*, November 19-22, Las Vegas, NV.
17. **Ahn, S. J.** (2015). Using virtual exemplars in health campaigns to promote health behavior change: Reducing soft drink consumption. *Paper presented to the 65<sup>th</sup> Annual International Communication Association Conference*, May 21-25, San Juan, Puerto Rico. **\*\*Top Paper/Poster in Health Communication Division**
18. **Ahn, S. J.**, Fox, J., Hahm, J. M.\* (2014). Using virtual doppelgängers to increase personal relevance of health risk communication. *Paper presented at the 14<sup>th</sup> International Conference on Intelligent Virtual Agents (IVA 2014)*, August 27-29, Boston, MA.
19. Fox, J., & **Ahn, S. J.** (2014). Recommendations for designing maximally effective and persuasive health agents. *Paper presented at the 14<sup>th</sup> International Conference on Intelligent Virtual Agents (IVA 2014)*, August 27-29, Boston, MA.
20. **Ahn, S. J.**, Fox, J., Shan, Y.\*, Dale, K.\* (2014). When social activism on Facebook backfires: Unintended transgressionary effects of slacktivism with environmental social networking sites. *Paper presented at the 100<sup>th</sup> Annual National Communication Association Conference*, November 20-23, Chicago, IL.
21. **Ahn, S. J.** (2014). Incorporating immersive virtual environments in health promotion campaigns: A construal-level theory approach. *Paper presented at the 64<sup>th</sup> Annual International Communication Association Conference*, May 22-26, Seattle, WA.

22. **Ahn, S. J.**, Fox, J., & Park, D.\* (2014). Immersive virtual environments that promote environmental behaviors also encourage indulgent eating via the licensing effect. *Paper presented at the 64<sup>th</sup> Annual International Communication Association Conference*, May 22-26, Seattle, WA. **\*\*Top Paper in Communication and Technology Division**
23. **Ahn, S. J.**, Johnsen, K., Moore, J., Brown, S., Marable, A., Basu, A.\* (2014). Using virtual pets to promote exercising behavior in children: An application of the youth physical activity promotion model. *Paper presented at the 64<sup>th</sup> Annual International Communication Association Conference*, May 22-26, Seattle, WA.
24. **Ahn, S. J.**, Phua, J., & Shan, Y.\* (2014). Starring in your own LinkedIn job advertisement: The influence of self-endorsing, oneness, and involvement on brand attitude. *Paper presented to the American Academy of Advertising Conference*, March 27-30, Atlanta, GA.
25. **Ahn, S. J.**, Hahm, J. M.\*, Bae, S.\* (2014). Using virtual doppelgängers to increase personal relevance of health risk communication. *Paper presented to the American Academy of Advertising Conference*, March 27-30, Atlanta, GA.
26. Kim, J., **Ahn, S. J.**, Kwon, E. S.\* (2014). Dimensions of advertising engagement. *Paper presented to the American Academy of Advertising*, March 27-30, Atlanta, GA.
27. Phua, J. J., & **Ahn, S. J.** (2014). Explicating the “Like” on Facebook brand pages: The effect of intensity of Facebook use. *Paper presented to the American Academy of Advertising Conference*, March 27-30, Atlanta, GA.
28. Johnsen, K., **Ahn, S. J.**, Robertson, T., Moore, J., Brown, S., Marable, A., Basu, A.\* (2014). Mixed reality virtual pets to reduce childhood obesity. *Paper presented at the IEEE VR 2014 Conference*, March 29-April 2, Minneapolis, MN. **\*\* Best Conference Paper**
29. **Ahn, S. J.**, Bailenson, J., & Park, D.\* (2013). Felling a tree to save paper: Short- and long-term effects of immersive virtual environments on environmental self-efficacy, attitude, norm, and behavior. *Paper presented at the 63<sup>rd</sup> Annual International Communication Association Conference*, June 17-21, London, United Kingdom.
30. **Ahn, S. J.**, Fox, J., Dale, K.R.\*, & Avant, A.\* (2013). Framing embodied experiences in virtual environments: Effects on environmental self-efficacy and behavior over time. *Paper presented at the 63<sup>rd</sup> Annual International Communication Association Conference*, June 17-21, London, United Kingdom.
31. **Ahn, S. J.**, & Phua, J. (2013). Picture yourself... and like this brand: The effect of self-endorsing in advertisements within LinkedIn. *Paper presented at the 2013 American Academy of Advertising Conference*, April 4-7, Albuquerque, NM.
32. **Ahn, S. J.**, & Bailenson, J. (2012). Embodied experiences in immersive virtual environments: Effects on pro-environmental self-efficacy and behavior. *Paper presented at the 62<sup>nd</sup> Annual International Communication Association Conference*, May 24-28, Phoenix, AZ.
33. **Ahn, S. J.**, & Bailenson, J. (2011). Embodied experiences in immersive virtual environments: Effects on pro-environmental self-efficacy and behavior. *Paper presented at the 97<sup>th</sup> Annual Conference of the National Communication Association*, November 17-20, New Orleans, Louisiana.
34. Fox, J., **Ahn, S. J.**, Janssen, J., Yeykelis, L., Segovia, K., & Bailenson, J. N. (2010). Avatars versus agents: A meta-analysis quantifying the effect of agency. *Paper presented at the 96<sup>th</sup> Annual Conference of the National Communication Association*, November 14-17, San Francisco, CA.
35. **Ahn, S. J.**, & Bailenson, J. (2010). Virtual self-endorsing: How digital self-representations influence brand preference. In “Embodied Consumption: Understanding Avatared Consumers.” *Special session at the Association for Consumer Research Annual North*

*American Conference*. October 7-10, Jacksonville, FL.

36. **Ahn, S. J.**, & Bailenson, J. N. (2010). The effect of digitally augmented perspective taking ability on motivation, empathic attitude, and helpful behavior. *Paper presented at the 60<sup>th</sup> Annual International Communication Association Conference*, June 22-26, Singapore.
37. **Ahn, S. J.**, Bailenson, J. N., Fox, J., & Jabon, M. (2009). Using automated facial expression analysis for emotion and behavior prediction. *Interactive Scholar-to-Scholar presentation at the National Communication Association's 95th Annual Convention*. November 12-15, Chicago, IL. **\*\* Top Paper in Nonverbal Communication Division**
38. **Ahn, S. J.** & Bailenson, J. N. (2009). My picture is better than yours: Self-endorsing in online advertisements. *Paper presented at the 59th Annual International Communication Association Conference*. May 21-25, Chicago, IL.
39. **Ahn, S. J.**, Jabon, M., & Bailenson, J. N. (2009). Judging a book by the cover: Using facial expressions to predict performance. *Paper presented of the 59th Annual International Communication Association Conference*. May 21-25, Chicago, IL.
40. **Ahn, S. J.**, Jabon, M. E., & Bailenson, J. N. (2008). Facial expressions as predictors of online buying intention. *Paper presented at the 58th Annual International Communication Association Conference*. May 22-26, Montreal, Canada.

## GRANTS, AWARDS, AND HONORS

---

### Grants

#### *Funded*

- 2017-2022, "The Virtual Fitness Buddy Ecosystem: Using Digital Technology to Promote and Sustain Moderate-to-Vigorous Intensity Physical Activity in Children," National Institutes for Health, for \$3,316,724 (PI) – 4<sup>th</sup> percentile
- 2017-2018, "Virtual Experience Lab (VR Arcade) for Students and Faculty – Student Technology Fee Proposal," University of Georgia, for \$33,592 (PI)
- 2017-2018, "Establishing a Portable, High Immersion Virtual Reality Laboratory to Support First Year Odyssey Seminars and Learning Communities," Office of Vice President for Instruction Grant, University of Georgia, for \$35,000 (Co-PI)
- 2017-2018, "Using Virtual/Augmented Reality and Eye Tracking Technologies to Improve and Inform Adult Vaccine Communication and Education," ORAU-Directed Research and Development Partnership Grant, Oak Ridge Associated Universities, for \$75,000 (Co-I)
- 2017-2019, "The Resilient Design and Immersive Outreach CoLaboratory at Skidaway: An Interdisciplinary Partnership on Skidaway Island to Demonstrate and Achieve Resilience," Interdisciplinary Seed Grant Program, University of Georgia, for \$136,085 (Co-I)
- 2017-2018, "Virtual Reality Journalism: Emotions and News Credibility," Association for Education in Journalism and Mass Communication (AEJMC) Emerging Scholar Grant, for \$3,500 (Co-PI)
- 2015-2017, "EAGER: Collaborative Research: Virtual STEM Buddies for Personalizing Learning Experiences in Free Choice Informal Learning Settings," National Science Foundation, for \$150,769 (Co-PI)
- 2015-2016, Owen's Institute for Behavioral Research Pilot Fund, University of Georgia, for

\$3,000 (PI)

2013-2014, “Pump It Up- Embodied Experiences in Virtual Environments to Promote Health Self-Efficacy and Behavior,” University of Georgia Research Foundation, for \$12,000 (PI)

2012-2013, “Using Virtual Environments to Communicate Anti-Obesity Strategies: Visualizing the Danger of Sugary Drinks,” University of Georgia Research Foundation, for \$10,070 (PI)

2012-2013, Departmental grant for Games and Virtual Environments Lab, University of Georgia, for \$10,000

2013-2014, “Vicarious Modeling – Encouraging Exercising Behavior Through Virtual Pets,” funded, University of Georgia, Office of the Vice President for Research, for \$25,000 (PI)

2013-2014, “Interactive Tools for Enhancing Instruction of Veterinary Diagnostic Skills,” funded, University of Georgia Innovative Instruction Grant, for \$5,000 (Co-PI)

### **Awards and Honors**

2017: University of Georgia Charles B. Knapp Early Career Scholar Award

2017: AEJMC Emerging Scholar Grant

2017: Department of Advertising and Public Relations, Outstanding Teacher Award nominee

2017: Top Poster Award in Game Studies Division of the International Communication Association

2015: Mary Alice Shaver Promising Professor Award, American Academy of Advertising

2015: Top Paper/Poster in the Health Communication Division of the International Communication Association

2014: Top Four Paper in the Communication and Technology Division of the International Communication Association

2014: Best Paper at IEEE VR 2014 Conference

2014: University of Georgia’s Superstar Researcher Recognition, Office of the Provost

2014: University of Georgia Career Center Faculty Recognition for high impact on student career development

2013: University of Georgia, Office of the Senior Vice President for Academic Affairs and Provost, Faculty Summer Support (\$5,000)

2013: University of Georgia, Office of the Senior Vice President for Academic Affairs and Provost, Provost Travel Grant Award (\$2,000)

2011: University of Georgia, Office of the Senior Vice President for Academic Affairs and Provost, Provost Travel Grant Award (\$2,000)

2009: Top Paper Award in the Nonverbal Communication Division of the National Communication Association

2006-2011: Doctoral Study Fellowship, Korea Foundation for Advanced Studies

- Most competitive fellowship program in South Korea.

- Only Communication student selected in Korea in 2006

- Full coverage of tuition, stipend, and insurance (approximately \$300,000)

2006-2010: Department of Communication Fellowship, Stanford University

2002-2004: Graduate Student Scholarship, Korea Foundation for Advanced Studies

- Only Communication student selected in Korea



## TEACHING EXPERIENCE

---

### Assistant Professor, University of Georgia

ADPR 3130: Advertising Research Methods  
 ADPR 5140: Advertising & Society  
 ADPR 5170: Advanced Studies in ADPR  
 JRMC 9010: Mass Communication Theory (PhD)  
 JRMC 8016: Media Interaction Design and Usability (MA/PhD)  
 FYOS 1001: First Year Odyssey  
 EWHA 36041: Understanding Advertising

### Teaching Assistant / Section Leader Courses

Communication 170/270: Communication and Children I, Winter 2009, Stanford University  
 Communication 108/208: Media Processes and Effects, Fall 2008, Stanford University  
 Communication: Information and Culture Technology, 2004, Seoul National University

### Instructor / Mentor

Virtual Reality Intensive Training Seminar, Stanford University (Summer quarter, 2006-2011)

## INVITED LECTURES

---

- Embodied experiences in immersive virtual environments: Virtual interactions that influence physical behaviors. *Invited talk at the School of Computing, KAIST Interaction Lab, Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea, July 19, 2017.*
- Persuasive technologies: Using immersive virtual environments for attitude and behavior change. *Invited talk at the School of Business and Technology Management, Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea, July 19, 2017.*
- Immersive virtual environments: Synchronization of human, virtual, and reality factors. *Invited talk at the International Summer School Conference, Synchronization in Communication Systems, Michigan State University, June 2, 2017.*
- AR/VR—Drop the Gaming and Hype, Start the Business Innovation. *Invited panel speaker at the Wireless Technology Forum, Atlanta, GA, May 18, 2017.*
- Virtual interactions that impact physical behaviors: Applications in consumer psychology and health contexts. *Invited talk at the Temerlin Advertising Institute Visiting Scholar Program, Southern Methodist University, April 13, 2017.*
- Virtual interactions that promote physical changes: Investigations using immersive virtual environments. *Invited talk at the Communication Lecture Series, Department of Communication, University of Connecticut, March 23, 2017.*
- Virtual experiences in virtual spaces: Effects on persuasion and behavior change. *Invited talk at the 2017 Alumni Seminar: A Sense of Place, Alumni Association, University of Georgia, February 18, 2017.*
- Virtual reality, what is next? *Invited panel discussion at Georgia State University, VR Day Event, January 12, 2017.*
- Virtual risks that change physical behaviors: Using immersive virtual environment simulations to promote risk perceptions and preventive behaviors. *Invited talk at the Mary Junck Research Colloquium at the University of North Carolina-Chapel Hill, November 3, 2016.*

- Pokémon Go or No Go? Presented by Wireless Technology Forum. *Invited panel speaker at the GSMA Mobility Live Conference*, November 2, 2016.
- Persuasive avatars: Extending the self through marketing in virtual worlds. *Invited presentation at FutureX Live: Alternate Realities, Technology, and Innovation Conference, Moxie*. October 27, 2016.
- Using Avatars and Agents to Promote Real World Health Behavior Change. *Invited talk at the Department of Communication, University of Washington*, March 17, 2016.
- Making Better Health Decisions With Virtual Experiences. *Invited talk at the Foods and Nutrition Seminar, College of Family and Consumer Sciences, University of Georgia*, February 24, 2016.
- Persuasive Technologies: Using Immersive Virtual Environments to Promote Attitude and Behavior Change in Health and Consumer Behavior. *Invited talk at the Media Effects Research Lab, Pennsylvania State University*, December 8, 2015.
- Persuasive Technologies: Using Immersive Virtual Environments to Promote Attitude and Behavior Change. *Invited talk at the Department of Communication Science, VU University Amsterdam, Netherlands*, September 15, 2015.
- Persuasive Technologies: Using Immersive Virtual Environments to Promote Attitude and Behavior Change. *Invited talk at the Amsterdam School of Communication Research, University of Amsterdam, Netherlands*, September 14, 2015.
- Virtual Reality, Reality, and Human Behavior: A Tripartite Interaction. *Invited talk at the Laboratory for the Study of Social Interaction Speaker Series, University of Georgia*, August 28, 2015.
- Virtual Reality, Reality, and Human Behavior: A Tripartite Interaction. *Invited talk at the LG Electronics Central Research and Development Center, Seoul, Korea*, July 24, 2015.
- Impactful Risk Communication With Virtual Environments – Applications in Health and Environmental Communication. *Invited talk at The Ohio State University, Columbus, OH*, April 17, 2015.
- Taking the Perspective of Animals with Virtual Reality to Feel Connected With Nature. *Invited talk at New York University, Digital Animals Conference, New York, NY*, February 20, 2015.
- Using Immersive Virtual Environments to Impact Attitudes, Behaviors, and Lifestyles. *Invited talk at the Coca-Cola Headquarters, Atlanta, GA*, February 9, 2015.
- Using Immersive Virtual Environments to Impact Health Behaviors. *Invited talk to the Tobacco Center of Regulatory Science, Annenberg School for Communication, University of Pennsylvania*, October 29, 2014.
- Using Digital Media Technology to Promote Prosocial Behaviors. *Invited talk to the Department of Communication, Virginia Tech*, April 7, 2014.
- Closing the Present-Future Gap with Virtual Simulations. *Invited talk at the Symposium on the Book: Enacting the Future, Wilson Center for Humanities and Arts, University of Georgia*. February 1, 2014.
- Embodied Experiences in Immersive Virtual Environments as Vehicles of Behavior Modification. *Invited lecture at the College of Family and Consumer Sciences, University of Georgia*, November 16, 2012.
- The Extra Dimension – Creative PR Solutions for the Future. *Invited lecture to the LG Global PR Benchmarking Program, University of Georgia*, August 23, 2012.
- Recent Trends in Virtual Environments and Research Applications. *Invited lecture to the Department of Computer Education, Cheongju National University of Education, Cheongju, Korea*, August 1, 2012.

Immersive Virtual Environments in Advertising and Promotional Campaigns. *Invited lecture to ADPR 5740/7740 (Advertising and Communication Campaigns), University of Georgia in collaboration with Turner Entertainment, February 7, 2012.*

Immersive Virtual Environments: Research and Applications. *Invited lecture to NMIX4220/4221 (Digital Brown Bag), University of Georgia, January, 31, 2012.*

Grady Research Colloquium: Using Immersive Virtual Environments as Tools to Study People. *Invited lecture to Grady College of Journalism & Mass Communication, University of Georgia, October 6, 2011.*

Virtual Worlds and How They Can Influence Our Behavior. *Invited lecture to Stanford Science Outreach Summer Fellowship Program, August 2, 2010.*

Virtual Reality and Social Science: The Study of People. *Invited seminar to Korea Advanced Institute of Science and Technology (KAIST), Graduate School of Information and Media Management, July 8, 2010.*

Using Immersive Virtual Environments for Social Science Research. *Invited lecture to Stanford Research Experience Program, April 28, 2010.*

Roundtable – Insights for the Future: Adolescents’ Media Use. *Invited lecture to Media X, February 11, 2009.*

### **Guest Class Lectures**

Incorporating Virtual Elements in Television Marketing Campaigns. *Invited lecture to ADPR 5740/7740 (Advertising and Communication Campaigns), University Georgia in collaboration with TBS, June 19, 2012.*

Using Immersive Virtual Environments in Digital Advertising. *Invited lecture to ADPR 5990 (Digital Advertising), University of Georgia, November 1, 2011.*

The Media Equation: How Computers Interact with People. *Invited lecture to Communication 166/266 (Virtual People), Stanford University, April 5, 2011.*

The Media Equation: How We Deal with New Media on Our Own Terms. *Invited lecture to JOMC 705 (Theories of Mass Communication), University of North Carolina-Chapel Hill, December 1, 2010.*

Human Interaction and Behavior in Virtual Environments. *Invited lecture to Computer Science 422 (Intelligent Avatars Lab), Stanford University, May 17, 2010.*

Persuasive Communication: Elaboration Likelihood Model. *Invited lecture to Communication 108/208: Media Processes and Effects, Stanford University, Fall 2008.*

---

## **SERVICE & PROFESSIONAL ACTIVITIES**

---

### **University of Georgia**

#### *Standing Committees*

Admissions Committee, Grady College of Journalism and Mass Communication (Fall 2016-present)

Search Committee, Joint hiring for Engineering and Grady College of Journalism and Mass Communication (Fall 2014-Spring 2015)

Search Committee, Interdisciplinary Digital Arts (Fall 2013-Spring 2014)

Grady Executive Committee (Fall 2013-Fall 2015)

ADPR Advisory Committee (Fall 2012-present)

Center for Health and Risk Communication Director search committee (Fall 2011)

#### *Selected Consulting Events*

Faculty co-host, Grady College/LG Global PR Benchmarking Program (Spring 2012)  
 Faculty advisor, ADPR 5740/7740 Advertising and Communication Campaigns (Spring 2012) –  
 “TNT Falling Skies Promotion Campaign” for Turner Entertainment  
 Faculty advisor, ADPR 5740/7740 Advertising and Communication Campaigns (Summer 2012) –  
 “TBS Cougar Town Promotion Campaign” for Turner Entertainment

#### *Graduate Student Committees and Research Mentoring*

Academic Advisor: Dooyeon Park (PhD), Jung Min Hahm (PhD)  
 Thesis Committees: Megan Ward (MA), Seola Kim (MA)  
 CURO Undergraduate Research Project: Arthur Chandler (BA)

#### **Development Activities**

2017: Grady ADPR Silicon Valley Excursion  
 2013: 23<sup>rd</sup> Academic Affairs Faculty Symposium: Learning Places – Learning Spaces, New Ways  
 of Student Learning  
 - Participated in small group, large group, and panel discussions on traditional lectures,  
 small group settings, online education, study abroad, social media, mentoring and other  
 learning environments.  
 - Proposed a formal letter of recommendation to the Provost to enhance student learning  
 through improved and expanded opportunities for experiential learning in and outside of  
 classrooms.  
 2013: University of Georgia, Obesity Initiative, State-of-the-Art Conference on Graduate  
 Interdisciplinary Instruction in Obesity and Weight Management  
 - Full day conference on developing interdisciplinary graduate instruction in obesity across  
 the Southeastern Conference states.  
 2012-2013: University of Georgia, Owen Institute for Behavioral Research, Faculty Mentoring  
 Program.  
 - Selected as one of three mentees through a university-wide competitive review process.  
 2012-2013: Teaching Academy Fellows Program  
 - Selected as a mentee through a university-wide competitive review process.  
 2012: Write Winning Grant Proposals Seminar  
 - Full day training for writing federal grant proposals

#### **Professional Affiliations**

American Academy of Advertising (AAA)  
 Association for Consumer Research (ACR)  
 Association for Education in Journalism and Mass Communication (AEJMC)  
 International Communication Association (ICA)  
 Korean American Communication Association (KACA)  
 National Communication Association (NCA)

#### **Reviewer for Journals**

Media Psychology (Editorial Board)  
 International Journal of Robots, Education and Art (Editorial Board)  
 Behavior Research Methods  
 Communication Research  
 Health Communication  
 Health Psychology  
 Human Communication Research  
 International Journal of Environmental Research and Public Health  
 International Journal of Human-Computer Studies  
 Journal of Advertising  
 Journal of Communication  
 Journal of Computer-Mediated Communication  
 Journal of Interactive Advertising  
 Journal of Interactive Marketing

Journal of Marketing Research  
 Journal of Media Psychology  
 Journal of Nonverbal Behavior  
 Journal of Social and Personal Relationships  
 New Ideas in Psychology  
 Social Psychology  
 PLoS One  
 Political Communication  
 PRESENCE: Teleoperators and Virtual Environments

### Reviewer for Conferences

NCA (National Communication Association)  
 AAA (American Academy of Advertising)  
 AEJMC (Association for Education in Journalism and Mass Communication)  
 CHI (Computer-Human-Interaction)  
 ICA (International Communication Association)  
 ICFDG (International Conference on Foundations of Digital Games)  
 SIGGRAPH (Special Interest Group on GRAPHics and Interactive Techniques)  
 VR2015

### Reviewer for Grants

Israel Science Foundation  
 National Institutes of Health  
 National Science Foundation

### Academic Conference Committees

2016-2017: Research Committee, *American Academy of Advertising*  
 2014-2015: Nominations Committee, Human Communication and Technology Division, *National Communication Association*

### Selected Media Coverage

- Can VR Make You a Better Person? *NBC News*, December 30, 2016. Available at: <http://www.nbcnews.com/mach/technology/can-virtual-reality-make-you-better-person-n700816>
- Is Virtual Reality a New Frontier for Environmental Communication? *Sierra Magazine*, November 17, 2016. Available at: <http://www.sierraclub.org/sierra/2016-6-november-december/green-life/virtual-reality-new-frontier-for-environmental>
- Virtual Reality Project Lets Users See Life as a Doomed Cow or a Piece of Coral. *The Guardian*, October 3, 2016. Available at: <https://www.theguardian.com/environment/2016/oct/03/virtual-reality-project-lets-users-see-life-as-a-doomed-cow-or-piece-of-coral>
- Can a Virtual Reality Experience Change How We Make Decisions? *Southern California Public Radio (member of NPR)*, September 2, 2016. Available at: <http://www.scpr.org/programs/take-two/2016/09/02/51802/can-a-virtual-reality-experience-change-how-we-mak/>
- Can Virtual Reality Hijack Our Brains? *BBC World Service, The Inquiry*, May 17, 2016. Available at: <http://www.bbc.co.uk/programmes/p03vfd50>
- Virtual Reality May Help Fight Obesity Epidemic. *Tech Times*, February 29, 2016. Available at: <http://www.techtimes.com/articles/137321/20160229/virtual-reality-may-help-fight-obesity-epidemic.htm>
- Can Virtual Reality Help Fight Obesity? *Mary Ann Liebert, Inc. Publishers*, February 23, 2016. Available at: <http://www.liebertpub.com/global/pressrelease/can-virtual-reality-help-fight-obesity/1838/>
- Health Communication Science Digest (feature article of interest). *Centers for Disease Control and*

*Prevention*, Office of the Associate Director for Communication. August 2015, Volume 6, Issue 8e. Available at: <http://www.cdc.gov/healthcommunication/pdf/sciencedigest/hcsd6-8e.pdf>

Virtual Reality Simulations Offer Potential for Breakthrough in Preventive Care. *Wall Street Journal*, June 28, 2015. Available at: <http://www.wsj.com/articles/virtual-reality-simulations-offer-potential-for-breakthrough-in-preventive-care-1435245358>

Virtual Reality – A New World of Opportunity for Marketers. *WGSN*, February 10, 2015. Available at: [http://www.wgsn.com/en/login/?r=/content/board\\_viewer/#/56737/page/1](http://www.wgsn.com/en/login/?r=/content/board_viewer/#/56737/page/1)

Virtual Reality Can Make Us Better People. *BYU Radio – The Morning Show*, Aired on February 3, 2015. Available at: <http://www.byuradio.org/episode/a76ce675-2c29-4e81-b872-f90b800aaf63/the-morning-show-virtual-reality-housing-discrimination-urban-ecology>

Could Virtual Reality Make Us Better People? *Fast Company*, January 25, 2015. Available at: <http://www.fastcoexist.com/3041200/could-virtual-reality-make-us-better-people>

Virtual Reality Can Make Us Nicer, *Hypergrid Business*, November 22, 2013. Available at: <http://www.hypergridbusiness.com/2014/11/virtual-reality-can-make-us-nicer/>

Child's Play May Spur Fight Against Global Warming. *Scientific American*, July 17, 2014. Available at: [http://www.scientificamerican.com/article/child-s-play-may-spur-fight-against-global-warming/?&WT.mc\\_id=SA\\_DD\\_20140718](http://www.scientificamerican.com/article/child-s-play-may-spur-fight-against-global-warming/?&WT.mc_id=SA_DD_20140718)

Virtual Pet Leads to Increased Physical Activity for Kids, UGA Research Says. *UGA News & Athens Banner Herald*, August 14, 2014. Available at: <http://news.uga.edu/releases/article/virtual-pet-increase-physical-activity-for-kids/>, and <http://onlineathens.com/uga/2014-08-14/virtual-pet-leads-increased-physical-activity-kids-uga-research-says>

UGA Researchers Find Virtual Pets Help Increase Physical Activity, Reduce Obesity. *Red & Black*, June 5, 2014. Available at: [http://www.redandblack.com/uganews/uga-researchers-find-virtual-pets-help-increase-physical-activity-reduce/article\\_622d98c8-f011-11e3-b5ef-0017a43b2370.html?mode=jqm](http://www.redandblack.com/uganews/uga-researchers-find-virtual-pets-help-increase-physical-activity-reduce/article_622d98c8-f011-11e3-b5ef-0017a43b2370.html?mode=jqm)

Virtual Reality: Advertising's Next Big Thing? *Advertising Age*, July 28, 2014. Available at: [http://adage.com/article/digital/virtual-reality-advertising-s-big-thing/294328/?utm\\_source=daily\\_email&utm\\_medium=newsletter&utm\\_campaign=adage&tll=1407121637](http://adage.com/article/digital/virtual-reality-advertising-s-big-thing/294328/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&tll=1407121637)

Can a Virtual Environment Make You an Environmentalist? *Psychology Today*, January 21, 2014. Available at: <http://www.psychologytoday.com/blog/better-living-technology/201401/can-virtual-environment-make-you-environmentalist>

### **Professional Experience**

2004-2005: Assistant Manager of Survey & Research Division, Korea Foundation for Asian Culture Exchange, Korean Ministry of Culture and Tourism

- Coordinated the United Nations Development Program for Asian culture industries, supervising a \$200,000 culture industry research project