Sun Joo (Grace) Ahn

University of Georgia
Grady College of Journalism & Mass Communication
Department of Advertising & Public Relations
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EDUCATION

Doctor of Philosophy (Communication), June 2011
Stanford University, Stanford, CA

Master of Arts (Communication), October 2008
Stanford University, Stanford, CA

Bachelor of Arts (Communication), May 2004
Seoul National University, Seoul, Korea

Bachelor of Arts (Business Administration), 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 (August 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 (GAVEL; August 2011 – present)

Distinguished Scholar, Owens Institute of Behavioral Research (August 2018 – present)

Faculty affiliate, Center for Health and Risk Communication (August 2011 – present)

Faculty affiliate, Teaching Academy Fellows Program (August 2012 – present)

ACADEMIC PUBLICATIONS

Refereed Research Articles *(* denotes students/mentee authors)*

1 Dwivedi, Y. K., Hughes, L., Wang, Y., Alalwan, A. A., **Ahn, S. J.**, … & Wirtz, J. (in press). Metaverse Marketing: How the Metaverse Will Shape the Future of Consumer Research and Practice. *Psychology & Marketing*.

2 **Ahn, S**. **J**., Kim, J., Kim, J.* (in press). The future of advertising in virtual, augmented, and extended realities. *International Journal of Advertising*.

3 Pjesivac, I., **Ahn, S. J**., Kim, S.,* & Briscoe, A.* (in press). 360-degree journalism as a

gateway to information seeking: The role of enjoyment and spatial presence. *Journalism Practice*.

4 Schmidt, M., Rathbun, S., Johnsen, K., Novotny, E.*, Hahn, L.*, & **Ahn, S. J.** (in press). Agreement between Fitbit and ActiGraph estimates of physical activity in young children. *Measurement in Physical Education and Exercise Science*.

5 **Ahn, S. J**., Kim, J., Kim, J.* (2022). The bifold triadic relationships framework: A theoretical primer for advertising research in the metaverse. *Journal of Advertising, 51,* 592-607. doi: 10.1080/00913367.2022.2111729

6 Hatfield, H.,* **Ahn, S. J**., Klein, M.,* Nowak, K. (2022). Confronting whiteness through virtual humans: A review of 20 years of research in prejudice and racial bias using virtual environments. *Journal of Computer-Mediated Communication, 27,* zmac016. doi: 10.109/jcmc/zmac016.

7 **Ahn, S. J**., Nowak, K. L., & Bailenson, J. N. (2022). Unintended consequences of spatial presence on learning in virtual reality. *Computers & Education, 186*, 104532. doi: 10.1016/j.compedu.2022.104532

8 Wender, C.,* Tomporowski, P., **Ahn, S. J.**, & O'Connor, P. (2022). Virtual reality-based distraction pain, performance, and anxiety during and after moderate-vigorous intensity cycling. *Physiology & Behavior*, *250*, 113779. doi: 10.1016/j.physbeh.2022.113779

9 Ball, C.*, Novotny, E.*, **Ahn, S. J.**, Hahn, Lindsay*, Schmidt, M., Rathbun, S., & Johnsen, K. (2022). Scaling the virtual fitness buddy ecosystem as a school based physical activity intervention for children. *IEEE Computer Graphics and Applications, 42(1)*, 105-115. doi: 10.1109/MCG.2021.3130555.

10 Kim, J. H.*, Shinaprayoon, T.*, & **Ahn, S. J.** (2022). Virtual tours promote behavioral intention and willingness to pay via spatial presence, enjoyment, and destination image. *Journal of Current Issues & Research in Advertising, 43*, 90-105. doi: 10.1080/10641734.2021.1962441.

11 Fox, J., Pearce, K. E., Massanari, A. L., Riles, J. M., Szulc, Ł., Ranjit, Y. S., Trevisan, F., Soriano, C. R. R., Vitak, J., Arora, P., **Ahn, S. J.**, Alper, M., Gambino, A., Gonzalez, C., Lynch, T. L., Williamson, L. D., & Gonzales, A. L. (2021). Open science, closed doors? Countering marginalization through an agenda for ethical, inclusive research in Communication. *Journal of Communication*, *71*(5), 764-784. doi: 10.1093/joc/jqab029

12 **Ahn, S. J.**, Cripe, E. T., Foucault Welles, B., McGregor, S. C., Pearce, K. E., Usher, N., Vitak, J. et al. (alphabetical order; 2021). Academic caregivers on organizational and community resilience in academia (Fuck individual resilience). *Communication, Culture and Critique*, *14*(2), 301-305. doi: 10.1093/ccc/tcab027

13 **Ahn, S. J.,** Levy, L., Eden, A. L., Won, A. S., MacIntyre, B., & Johnsen, K. J. (2021). IEEEVR2020: Exploring the first steps toward standalone virtual conferences. *Frontiers in Virtual Reality*, *2*, 648575. doi: 10.3389/frvir.2021.648575

14 Rukangu, A.*, Mattingly, K.*, Franzluebbers, A.*, Tuttle, A.*, O'Neal, C., Robinson, D., **Ahn, S. J**., & Johnsen, K. (2020). Virtual family room: Bridging the physical distance with virtual reality. *Proceedings of Interservice/Industry Training, Simulation, and Education Conference*. *** Best Paper in the Simulation Division**

15 Bowman, N. D., **Ahn, S. J.**, & Mercer Kollar, L. M. (2020). The paradox of interactive media: The potential for video games and virtual reality as tools for violence prevention. *Frontiers in Communication, 5,* 580965. doi: 10.3389/fcomm.2020.580965

16 Hahn, L.*, Schmidt, M. D., Rathbun, S. L., Johnsen, K., Annesi, J. J., & **Ahn, S. J.** (2020). Using virtual agents to increase physical activity in young children with the Virtual Fitness Buddy Ecosystem: Study protocol for a cluster randomized trial. *Contemporary Clinical Trials*, *99*, 106181. doi: 10.1016/j.cct.2020.106181

17 Hahn, L.*, Rathbun, S., Schmidt, M., Johnsen, K., Annesi, J., & **Ahn, S. J.** (2020). Using virtual agents and activity monitors to autonomously track and assess self-determined physical activity among young children: A 6-week feasibility field study. *Cyberpsychology, Behavior, and Social Networking*, *23*, 471-478. doi: 10.1089/cyber.2019.0491

18 Nowak, G., Evans, N., Wojdynski, B., **Ahn, S. J.**, Len-Rios, M. … & McFalls, D. (2020). Using immersive virtual reality to improve the beliefs and intentions of influenza vaccine avoidant 18-to-49-year-olds: Considerations, effects, and lessons learned. *Vaccine, 38(5),* 1225-1233. doi: 10.1016/j.vaccine.2019.11.009.

19 Rukangu, A.*, Franzluebbers, A.*, Tuttle, A.*, Mattingly, K.*, O'Neal, C., Robinson, D., **Ahn, S. J.,** & Johnsen, K. (2020). Virtual family room: Bridging the long distance. *Proceedings of IEEEVR 2020 Workshop on Novel Input Devices and Interaction Techniques*.

20 Schmidt, M. D., Rathbun, S. L., Chu, Z.*, Boudreaux, B. D.,* Hahn, L.*, Johnsen, K., & **Ahn, S. J.** (2020). Agreement between Fitbit and Actigraph estimates of physical activity in young children. *Medicine and Science in Sports and Exercise, 52, 5 Supplement.*

21 **Ahn, S. J**., Hahm, J. M.*, & Johnsen, K. (2019). Feeling the weight of calories: Using haptic feedback as virtual exemplars to promote risk perception among young females on unhealthy snack choices. *Media Psychology, 22*, 626-652. doi: 10.1080/15213269.2018.1492939

22 **Ahn, S. J**., Johnsen, K., & Ball, C.* (2019). Points-based reward systems in gamification impact children's physical activity strategies and psychological needs. *Health Education & Behavior*, *46*(3), 417-425. doi: 10.1177/1090198118818241

23 Wender, C.*, **Ahn, S. J**., & O'Connor, P. (2019). Interactive virtual reality reduces quadriceps pain during high-intensity cycling. *Medicine & Science in Sports & Exercise*, 51(10), 2088-2097. Doi: 10.1249/MSS.0000000000002016

24 Kim, K., & **Ahn, S. J.** (2019). The moderating role of cultural background in temporal framing: Focusing on climate change awareness advertising. *Asian Journal of Communication*, *29*(4), 363-385. doi: 10.1080/01292986.2019.1624793

25 Ball, C.*, **Ahn, S. J.,** & Johnsen, K. (2019). Design and field study of motion-based informal learning games for a children's museum. *Proceedings of IEEEVR 2019 Workshop on Everyday Virtual Reality*.

26 McCain, J. L.*, **Ahn, S. J.**, & Campbell, W. K. (2018). Is desirability of the trait a boundary condition of the Proteus effect? A pilot study. *Communication Research Reports, 35,* 445-455. doi: 10.1080/08824096.2018.1531212

27 **Ahn, S. J.** (2018). Virtual exemplars in health promotion campaigns: Heightening perceived risk and involvement to reduce soft drink consumption in young adults. *Journal of Media Psychology, 30*, 91-103. doi: 10.1027/1864-1105/a000184

28 **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

29 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

30 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

31 **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

32 **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**

33 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

34 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

35 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

36 **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

37 **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**

38 **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

39 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

40 **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

41 **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

42 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

43 **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.

44 Fox, J., & **Ahn, S. J.** (2014). Recommendations for designing maximally effective and persuasive health agents. *Lecture Notes in Computer Science, 8637*, 178-181.

45 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.

46 **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

47 **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

48 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

Invited Editorials and Reports

1. **Ahn, S. J.,** et al. (2021 – alphabetical order). State of XR & Immersive Learning Outlook Report. *Immersive Learning Research Network*. Available at: https://immersivelrn.org/stateofxr_2021/
2. **Ahn, S. J**., Johnson, B. K., Krcmar, M., & Reinecke, L. (2021 - alphabetical order). Overcoming challenges and leveraging opportunities. *Media Psychology*. doi: 10.1080/15213269.2021.1875846
3. Eden, A., & **Ahn, S. J.** (2018). What's next? The future of digital entertainment. *Communication Research Reports, 35*, 379-380. doi: 10.1080/08824096.2018.1539439

Book Chapters

1. Novotny, E.,* & **Ahn, S. J.** (in press). Virtual reality in health communication. In E. Ho, C. Bylund, & J. van Weert (Eds.). *International Encyclopedia of Health Communication*. Wiley.
2. Novotny, E.*, Lee, J.*, & **Ahn, S. J.** (2023). Virtual reality as human machine communication. In A. Guzman, R. McEwen, & S. Jones (Eds.). *The SAGE Handbook of Human-Machine Communication.* SAGE.
3. **Ahn, S. J.** (2021). Designing for persuasion through embodied experiences in virtual reality. In T. de la Hera, J. Jansz, J. Raessens, & B. Schouten, *Persuasive Gaming in Context* (pp. 163-179). Amsterdam, Netherlands: Amsterdam University Press.
4. Cowdery, J. E., & **Ahn, S. J.** (2020). The use of virtual worlds in health promotion. In C. Parvanta, & S. Bass (Eds.), *Health communication: Strategies and skills for a new era*. Burlington, MA: Jones & Bartlett Learning.
5. McCain, J.*, Morrison, K.*, & **Ahn, S. J.** (2018). Gaming and behavior change. In D. Kuss (Ed.), *Oxford Handbook of Cyberpsychology* (2nd Edition). New York, NY: Oxford University Press.
6. **Ahn, S. J.** (2017). Face & hair: Looks that change behaviors. In J. Banks (Ed.), *Avatars, Assembled* (Chapter 5). Peter Lang.
7. **Ahn, S. J.**, & Fox, J. (2016). Persuasive avatars: Extending the self through new media advertising. In R. E. Brown, V. K. Jones, & M. Wang (Eds.), *The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era* (Vols. 1-2). Santa Barbara, CA: Praeger.
8. **Ahn, S. J.** (2016). Using avatars and agents to promote real world health behavior changes. In C. D. Combs, J. A. Sokolowski, & C. M. Banks (Eds.), *The Digital Patient: Advancing Healthcare, Research, and Education* (Chapter 12, pp. 167-178). Hoboken, NJ: John Wiley & Sons, Inc.
9. Cowdery, J. E., & **Ahn, S. J.** (2015). The use of virtual worlds in health promotion. In C. Parvanta, D. E. Nelson, S. A. Parvanta, & R. N. Harner (Eds.), *Essentials of Public*

Health Communication. Sudbury, MA: Jones & Bartlett Learning, Inc.

10. Fox, J. & **Ahn, S. J.** (2013). Avatars: Portraying, exploring, and changing online and offline identities. In R. Luppicini (Ed.), *Handbook of Research on Technoself: Identity in a Technological Society* (Chapter 14, pp. 255-271). Hershey, PA: Idea Group Global.
11. **Ahn, S. J.,** Fox, J., & Bailenson, J. N. (2011). Avatars. In W. S. Bainbridge (Ed.), *Leadership in Science and Technology: A Reference Handbook* (pp. 695-702). Thousand Oaks, CA: SAGE Publications.
12. **Ahn, S. J.,** Bailenson, J. N., Fox, J., & Jabon, M. (2010). Using automated facial expression analysis for emotion and behavior prediction. In K. Doeveling, C. von Scheve, & E. A. Konjin (Eds.), *Handbook of Emotions and Mass Media* (pp. 349-369). London/New York: Routledge.

Bibliographies and Encyclopedia Entries

1. Novotny, E.*, & **Ahn, S. J.** (2021). Virtual reality. In E. Ho, C. Bylund, & J. van Weert (Eds.), *The International Encyclopedia of Health Communication*. Wiley.
2. Hudgens, L.*, Ramble, T.,* & **Ahn, S. J**. (2020). Digital interactive media and health behavior change. In J. van den Bulck (Ed.), *International Encyclopedia of Media Psychology*. Wiley-Blackwell.
3. **Ahn, S. J.**, & Fox, J. (2017). Immersive virtual environments, avatars, and agents for health. In R. Parrott (Ed.), *Encyclopedia of Health and Risk Message Design and Processing*. New York, NY: Oxford University Press.
4. Pasek, J., & **Ahn, S. J.** (2013). Experiments. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press. URL: www.oxfordbibliographies.com.
5. 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. Mutic, A., & **Ahn, S. J.** (2022). Virtual reality as a tool to communicate environmental health risk. *Panel presentation at the Pediatric Environmental Health Specialty Unit Annual Meeting, September 29, Virtual*.
2. Lee, J.,* Hahn, L., Novotny, E.,* Reed, G. L. & **Ahn, S. J.** (2022). Walking the moral plank: Using virtual reality to investigate moral decision-making in a tragedy of the commons dilemma. *Poster presented at the 6th annual Media & Morality Conference*, September 17-18, Michigan State University, East Lansing, MI.
3. Welch, G. et al. (2022). Inclusive and generalizable human subject research in XR. *IEEE International Symposium on Mixed and Augmented Reality (ISMAR) Workshop*, October 17-21, Singapore.
4. Venetis, M. K. et al. (2022). Honoring PLACE in health communication: Current and future direction in your career and the discipline. *Health Communication Doctoral and Early Career Scholars Preconference, National Communication Annual Conference,* November 16, New Orleans, LA.
5. Haley, H.,* & **Ahn, S. J.** (2022). Do Black Lives Matter in the empathy machine?

Investigating whiteness and immersion on creating a shared reality with 360-degree video. *Paper presented at the International Communication Association*, Paris, France, May 26-30. ** **Top Paper in the Information Systems Division**

6. Novotny, E.,* Lee, J.,* Lawhead, C.,* & **Ahn, S. J.** (2022). Controlling time in a virtual reality game: Impact on time perception, flow, and enjoyment. *Paper presented at the International Communication Association*, Paris, France, May 26-30. ** **Top Paper Runner Up in the Game Studies Division**
7. Pearce, K., **Ahn, S. J.**, Cripe, E., Dena, D., Foucault Welles, B., McGregor, S., & Steele, C. K. (alphabetical order after first author, 2022). Blue Sky Workshop: We fucking warned you: A reminder about institutional and organizational resilience. *Workshop held at the International Communication Association*, Paris, France, May 26-30.
8. Kim, J.,* **Ahn, S. J.,** & Kim, J. (2022). Virtual reality experience in tourism advertising: Roles of immersion and advertising engagement. *Paper presented at the American Academy of Advertising (AAA) Annual Conference*, St. Petersburg, FL, March 24-27, 2022.
9. **Ahn, S. J.** (2022, Organizer). Advertising in the Metaverse. *Pre-conference at the American Academy of Advertising Annual Conference*, St. Petersburg, FL, March 24.
10. Wender, C.,*, Tomporowski, P., **Ahn, S. J.**, & O'Connor, P. (2022). Virtual reality-based distraction on pain and performance during and after moderate-vigorous intensity cycling. *Poster presented at IEEEVR2022, Christchurch, New Zealand* (virtual conference due to COVID19), March 12-16.
11. **Ahn, S. J.**, Kim, J., Lyon, C. (2022 – alphabetical order). Life in the metaverse. *Panel presented at the Data for Good Program at the Terry College of Business*, University of Georgia, Athens, GA, February 10, 2022.
12. Lee, J.,* **Ahn, S. J.,** Wu, D.,* Lin, J.-H., & Kim, J. (2021). A second chance to protect yourself and others: The impact of interactivity and efficacy messages on influenza vaccination intentions in virtual reality (VR). *Paper presented at the National Communication Association Annual Conference,* Seattle, WA, November 18-21.
13. Hatfield, H.,* **Ahn, S. J.,** Klein, M.,* & Nowak, K. N. (2021). Confronting whiteness through virtual humans: A systematic review of 20 years of research in prejudice and racial bias using virtual environments. *Paper presented at the National Communication Association Annual Conference*, Seattle, WA, November 18-21. ** **Top Paper in the Human Communication & Technology Division**
14. Smink, A. R.,* Hahn, L.,* Trude, B.,* & **Ahn, S. J.** (2021). Embodied congruence as a framework for understanding user experiences with immersive technologies. *Paper presented at the Association for Education in Journalism and Mass Communication Conference*, virtual conference due to COVID-19, August 4-7. ** **Top Theory Paper in the Communication Theory & Methodology Division**
15. **Ahn, S. J.**, Eden, A., Won, A. S., Lee, J.*, Hwang, A.*, & Guthrie, W. S.* (2021). Conferencing together in social VR: The utility of collaborative virtual spaces for academic conferences. *Paper presented at the International Communication Association Conference*, virtual conference due to COVID-19, May 27-31.
16. Nowak, K., **Ahn, S. J.**, Eden, A., Keene, J. R., L'Pree Corsbie-Massay, C., Davis, S., & Veksler, A. (alphabetical order after first author, 2021). Rewarding the invisible work: A wish list of structural changes to better support, recruit, and retain diverse faculty. *Workshop presentation at the International Communication Association Conference*, virtual conference due to COVID-19, May 27-31.
17. Pearce, K., **Ahn, S. J.**, Cripe, E., Dena, D., Foucault Welles, B., Fu, S., McGregor, S., & Steele, C. K. (alphabetical order after first author, 2021). Caregiving and COVID:

Reimagining parenting and academia for a post-pandemic world. *Workshop at the International Communication Association Conference*, virtual conference due to COVID-19, May 27-31.

18. Bowman, N. & Korani, T., Barreda-Angeles, M., & **Ahn, S. J.** (2021). Facing the future, with the future in your face: Challenge and opportunities of immersive journalism and storytelling. *Panel presentation at the Broadcast Education Association (BEA) 2021 Conference*, virtual conference due to COVID-19, April 10-13.
19. Johnsen, K., MacIntyre, B., & **Ahn, S. J.** (2020). New models for online social experiences supporting immediate needs of NSF REU students, conferences and the advancement of remote research. *NSF RAPID PREPARE Workshop*, virtual workshop due to COVID-19, December 15.
20. **Ahn, S. J.,** Henry Fuchs, Aleshia Hayes, & Anthony Steed (2020 – alphabetical order). Social XR – The future of social interaction in the new normal. *Panel presentation at the International Conference on Artificial Reality and Telexistence & Eurographics Symposium on Virtual Environments (ICAT-EGVE 2020)*, virtual conference due to COVID-19, December 4.
21. **Ahn, S. J.,** & Walter, N. (2020 – alphabetical order). Creating a lab: Strategies & people. *Panel at the National Communication Association Health Communication Biannual Doctoral and Early Career Scholar Preconference*, virtual conference due to COVID-19, November 18.
22. Rukangu, A.*, Mattingly, K.*, Franzluebbers, A.*, Tuttle, A.*, O'Neal, C. W., Robinson, D. T., **Ahn, S. J**., & Johnsen, K. (2020). Virtual family room: Bridging the physical distance with virtual reality. Paper presented at Interservice/Industry Training, Simulation and Education Conference, November 30-December 4, Orlando, FL. ** **Best Paper in Simulation Division**
23. **Ahn, S. J.,** Bowman, N., Kollar, L., Bowen, D., Estefan, L., Barthalow, B., & Mercado, M. (2020 – alphabetical order). Gaming, virtual reality, and augmented reality: The role of interactive media in violence prevention for youth and young adults. Paper presented at the *American Public Health Association Annual Meeting and Expo*, virtual conference due to COVID-19, October 24-28.
24. Pjesivac, I., **Ahn, S. J.,** Briscoe, A.*, & Kim, S.* (2020). 360° journalism and information seeking: The role of enjoyment and spatial presence. Paper presented at the 70th *International Communication Association Annual Conference*, Gold Coast, Australia (physical conference canceled due to COVID-19).
25. Hahn, L.*, Rathbun, S., Schmidt, M., Johnsen, K., Annesi, J., & **Ahn, S. J**. (2020). Using virtual agents and activity monitors to autonomously track and assess self-determined physical activity among young children: A 6-week feasibility field study. *10th Annual Southeastern Pediatric Research Conference*, Atlanta, GA (physical conference canceled due to COVID-19).
26. **Ahn, S. J.,** & Hahn, L.* (2019). A survival guide to grantsmanship for communication scholars. *Paper presented at the National Communication Association Annual Conference,* Baltimore, MD. ** **Top Paper in Training and Development Division**
27. **Ahn, S. J.,** & Bowman, N. (2019). Examining the utility of presence: 20 years of presence research and future directions. *Poster presented at the Technology, Mind, & Society, American Psychology Association Conference*, Washington, DC.
28. **Ahn, S. J.,** & Kim, J. (2019). Sponsored virtual experiences in immersive virtual worlds. *Paper presented at Korea Advertising Society 2019 Scholars Global Colloquium*, Seoul, Korea.
29. Schmidt, M. D., Boudreaux, B. D.*, Chu, Z.*, Johnsen, K., Rathbun, S. L., & **Ahn, S. J.**

(2019). Actigraph GT9X wear time and steps in elementary school children: Influence of using step feedback on the device display. *International Conference on Ambulatory Monitoring of Physical Activity and Movement*, June, Maastircht, The Netherlands.

30. Smink, A. R.*, Trude, B.*, Hahn, L.*, & **Ahn, S. J**. (2019). Embodied interaction in augmented reality games: Does embodied congruence enhance the user experience? *Work-in-progress Abstract for the 5th International Augmented and Virtual Reality Conference*, Munich, Germany.

31. **Ahn, S. J.,** Johnsen, K., Babu, S., Borst, C., Southgate, E., & Sugimoto, M. (2019 – alphabetical order). Implementing virtual reality at scale in the field – challenges of spaces and places. *Panel discussion at the IEEE VR 2019 Annual Conference*, Osaka, Japan.

32. Wender, C. L. A.*, **Ahn, S. J.,** & O'Connor, P. J. (2019). Pre-exercise perceptions of energy and fatigue are significantly related to performance during sprint interval cycling. *Poster session presented at the American College of Sports Medicine, Annual Meeting*, Orlando, FL.

33. Smink, A. R.*, Trude, B.*, Hahn, L., & **Ahn, S. J.** (2019). Embodied interaction in augmented reality games: Does embodied congruence enhance the user experience? *Paper presented at the International Communication Association Annual Conference*, Washington, D. C.

34. Boudreaux, B. D.*, Chu, Z.*, **Ahn, S. J.,** Johnsen, K., Rathbun, S. L., & Schmidt, M. D. (2019). Agreement between Fitbit and Actigraph estimates of physical activity in young children. *Abstract presented at the 2019 SEACSM Annual Meeting*, Greenville, SC.

35. Lee, J.*, Eden, A., Beyea, D.*, Lee, S.*, Yao, S. X.*, & **Ahn, S. J.** (2019). From solo to social: Exploring social affordances in VR chat platforms. *Paper presented at the International Communication Association Annual Conference*, Washington, D. C.

36. Finding postdoctoral positions and hiring postdoctoral candidates. Health Communication Doctoral and Early Career Scholars Preconference (2018). *Panel discussion at the National Communication Annual Conference, November 6-10, Salt Lake City, UT*.

37. Wender, C. L.*, **Ahn, S. J**., & O'Conor, P. J. (2018). Interactive virtual reality reduces quadriceps pain intensity during high-intensity interval leg cycling exercise. *Poster presented at the World Congress of Pain of the International Association for the Study of Pain, September 12-16, Boston, MA*.

38. **Ahn, S. J.,** Hahm, J. M.*, & Johnsen, K. (2018). Feeling the weight of calories: Using haptic feedback as virtual exemplars to promote risk perception among young females on unhealthy snack choices. *Paper presented at the International Communication Association Annual Conference, May 24-28, Prague, Czech Republic*.

39. **Ahn, S. J.**, Johnsen, K., Ball, C.*, & Marable, A. (2018). Points-based reward systems in gamification impact children's physical activity strategies and psychological needs. *Paper presented at the International Communication Association Annual Conference, May 24-28, Prague, Czech Republic*.

40. **Ahn, S. J.,** Fox, J., & Hahm, J. (2018). 'Til (virtual) death do us apart: The impact of virtual near-death experiences on interpersonal interactions. *Paper presented at the International Communication Association Annual Conference, May 24-28, Prague, Czech Republic*.

41. **Ahn, S. J.,** Nowak, K. L., & Bailenson, J. N. (2018). Learning through embodied experiences: Segmentation as a tool to support recall in immersive virtual environments. *Paper presented at the International Communication Association Annual Conference, May 24-28, Prague, Czech Republic*.

42. **Ahn, S. J.,** & Hahm, J. M.* (2018). Virtual near-death experiences: The impact of mortality

salience on brand preferences. *Paper presented at the American Academy of Advertising Annual Conference, March 22-25, New York, NY*.

43. **Ahn, S. J.,** Demos, A., Hudson, S., Kim, J., King, K., Taylor, C. R., & Wacksman, B. (2018). Technology innovation and advertising: Implications for education and research. *Panel discussion at the American Academy of Advertising Annual Conference, March 22-25, New York, NY*.

44. 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.*

45. 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.*

46. 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*.

47. **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*.

48. 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 in Game Studies Division**

49. **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*.

50. **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 102nd Annual National Communication Association Conference, November 10-13, Philadelphia, PA.*

51. **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.

52. 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.

53. **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.

54. **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.*

55. **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*.

56. **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*.

57. **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 101st Annual National Communication Association Conference, November 19-22, Las Vegas, NV.*

58. 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 101st Annual National Communication Association Conference, November 19-22, Las Vegas, NV.*

59. **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 101st Annual National Communication Association Conference, November 19-22, Las Vegas, NV.*

60. **Ahn, S. J.** (2015). Using virtual exemplars in health campaigns to promote health behavior change: Reducing soft drink consumption. *Paper presented to the 65th Annual International Communication Association Conference*, May 21-25, San Juan, Puerto Rico. ****Top Paper in Health Communication Division**

61. **Ahn, S. J.**, Fox, J., Hahm, J. M.* (2014). Using virtual doppelgängers to increase personal relevance of health risk communication. *Paper presented at the 14th International Conference on Intelligent Virtual Agents (IVA 2014),* August 27-29, Boston, MA.

62. Fox, J., & **Ahn, S. J.** (2014). Recommendations for designing maximally effective and persuasive health agents. *Paper presented at the 14th International Conference on Intelligent Virtual Agents (IVA 2014),* August 27-29, Boston, MA.

63. **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 100th Annual National Communication Association Conference*, November 20-23, Chicago, IL.

64. **Ahn, S. J.** (2014). Incorporating immersive virtual environments in health promotion campaigns: A construal-level theory approach. *Paper presented at the 64th Annual International Communication Association Conference*, May 22-26, Seattle, WA.

65. **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 64th Annual International Communication Association Conference*, May 22-26, Seattle, WA. ****Top Paper in Communication and Technology Division**

66. **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 64th Annual International Communication Association Conference,* May 22-26, Seattle, WA.

67. **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.

68. **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.

69. 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.

70. 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.

71. 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**

72. **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 63rd Annual International Communication Association Conference,* June 17-21, London, United Kingdom.

73. **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 63rd Annual International Communication Association Conference*, June 17-21, London, United Kingdom.

74. **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.

75. **Ahn, S. J**., & Bailenson, J. (2012). Embodied experiences in immersive virtual environments: Effects on pro-environmental self-efficacy and behavior. *Paper presented at the 62nd Annual International Communication Association Conference,* May 24-28, Phoenix, AZ.

76. **Ahn, S. J**., & Bailenson, J. (2011). Embodied experiences in immersive virtual environments: Effects on pro-environmental self-efficacy and behavior. *Paper presented at the 97th Annual Conference of the National Communication Association*, November 17-20, New Orleans, Louisiana.

77. 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 96th Annual Conference of the National Communication Association*, November 14-17, San Francisco, CA.

78. **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.

79. **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 60th Annual International Communication Association Conference*, June 22-26, Singapore.

80. **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**

81. **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.

82. **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.

83. **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 as PI/Multiple PI or Co-PI

2022-2023, "Positive Youth Development in the Metaverse – Development of a Virtual Reality Afterschool Program for Middle Childhood Youth," Georgia Clinical & Translational Science Alliance (CTSA) Pilot Grant, for $40,000 (PI)

2021-2026, "Center for Children's Health Assessment, Research Translation, and Combating Environmental Racism (CHARTER)," National Institutes of Health, for $4,505,592 (MPI)

2021-2023, "Salient, Interactive, Relevant, Confidence, and Action (SIRCA): Using Virtual Reality Storm Surge Simulations to Increase Risk Perception and Prevention Behaviors," Department of Commerce, National Oceanic and Atmospheric Administration, for $499,931 (PI)

2021-2023, "Pediatric Environmental Health Specialty Unit (PEHSU) Program," EPA/CDC COVID/Environmental Justice Supplement, for $25,200 (PI)

2021-2023, "Pediatric Environmental Health Specialty Unit (PEHSU) Program," EPA/CDC, for $25,200 (PI)

2020-2022, "RAPID: New Models for Online Social Experiences Supporting Immediate Needs of NSF REU Students, Conferences and the Advancement of Remote Research," National Science Foundation, for $100,005 (Co-PI)

2019-2021, "Overcoming Physical Distances with the Virtual Family Room: Virtual and Augmented Reality Communication Platforms for Deployed Military Families," Presidential Interdisciplinary Seed Grant Program, University of Georgia, for $145,767.15 (PI)

2017-2022, "The Virtual Fitness Buddy Ecosystem: Using Digital Technology to Promote and Sustain Moderate-to-Vigorous Intensity Physical Activity in Children," National Institutes of Health, for $3,316,724 (PI) – 4th 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, "Virtual Reality Journalism: Emotions and News Credibility," Association for Education in Journalism and Mass Communication (AEJMC) Emerging Scholar Grant, for $3,500 (Co-PI)

2017-2018, Kappa Tau Alpha Research Grant, for $800 (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)

Funded as Co-Investigator

2019-2021, "Virtual reality in clinical pathology: A comparison of efficacy, student perceptions and motivation with traditional teaching modalities," DVM-Scholarship of Teaching and Learning Educational Grant Program, University of Georgia, for $20,520 (Co-I)

2017-2019, "The Resilient Design and Immersive Outreach CoLaboratory at Skidaway: An Interdisciplinary Partnership on Skidaway Island to Demonstrate and Achieve Resilience," Presidential Interdisciplinary Seed Grant Program, University of Georgia, for $136,085 (Co-I)

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)

Awards and Honors

2022: Collaborative Scholars Grant, Association for Education in Journalism and Mass Communication ($2,000, AEJMC)

2022: Owen's Institute for Behavioral Research, Bold New Initiative Funds, University of Georgia ($25,000)

2022: Top Paper, Information Systems Division, International Communication Association

2022: Top Paper Runner Up, Game Studies Division, International Communication Association

2021: Top Paper, Human Communication & Technology Division, National Communication Association

2021: Top Theory Paper, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication (AEJMC)

2021: Owen's Institute for Behavioral Research, Bold New Initiative Funds, University of Georgia ($14,000)

2020: Best Paper, Simulation Division, Interservice/Industry Training, Simulation, and Education (I/ITSEC) Conference

2019: Krieghbaum Under-40 Award, Association for Education in Journalism and Mass Communication (AEJMC)

2019: University of Georgia First-Year Odyssey Teaching Award

2019: Top Paper, Training and Development Division, National Communication Association

2018: University of Georgia Career Center Faculty Recognition for high impact on student career

development

2017: Early Career Award in Health Communication, National Communication Association (Inaugural)

2017: AEJMC Emerging Scholar Award

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

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

2017: Top Poster, Game Studies Division, International Communication Association

2017: Distinguished Reviewer Award, Journal of Media Psychology

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

2015: Top Paper, Health Communication Division, International Communication Association

2014: Top Paper, Communication and Technology Division, International Communication Association

2014: Best Paper, 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, Nonverbal Communication Division, National Communication Association

TEACHING EXPERIENCE

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)
JRMC 8130: Virtual Experiences and Extended Realities (MA/PhD)
ADPR 5990: Virtual Reality in Persuasive Communication
FYOS 1001: First Year Odyssey

International Teaching

Ewha Women's University: Understanding Advertising, Virtual Reality in Mass Communication
Sungkyunkwan University: XR in Sports Science

Stanford University

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

Invited as Chairperson

Present and Future of Convergence in Sports: An International Forum. Sungkyunkwan University, Seoul, Korea, November 18, 2022.

Invited as Keynote Speaker

Metaverse: Recent trends and takeaways from U.S. research. *Invited Keynote Speech at the Korea University Research and Business Foundation at Sejong Campus*, Korea University, Sejong, Korea, November 22, 2022.

Holistic Ecosystem for Wellness (HEW) for children with autistic spectrum disorder (ASD). *Invited Keynote Speech, How COVID has Changed Health Communication: A New Path Forward,* University of Minnesota, October 20, 2022.

Designing and scaling IMX programs for community-level interventions. *Invited Keynote Speech at the ACM International Conference on Interactive Media Experiences (IMX)*, Aveiro, Portugal, June 23, 2022.

The future of immersive and interactive media in sports and exercise science. *Invited Keynote Speech at the Sports Interaction Science Online Seminar 2021, Sungkyunkwan University*, Seoul, Korea, December 11, 2021.

The promises and pitfalls of extended realities in education and training. *Invited Keynote Speech at the Virtual Teaching Conference, University of South Carolina*, Columbia, SC, March 9, 2020.

Designing virtual experiences for lasting attitude and behavior change. *Invited Keynote Speech at the South Eastern Medical Illustration Meeting 2019*, Athens, GA, February 9, 2019.

Invited as Guest Speaker

Children's cognitive abilities in the metaverse – what do they know and when. *Invited talk to the Federal Trade Commission event, Protecting Kids from Stealth Advertising in Digital Media*, Federal Trade Commission (FTC), October 19, 2022.

State of the art in virtual and augmented reality research and key takeaways. *Invited talk to the Metaverse Contents Global Support Project, National IT Industry Promotion Agency (NIPA),* South Korea, October 5, 2022.

A communication-centered approach to investigating extended realities and the metaverse. *Invited talk to the Honors College Lunchbox Lectures*, University of Georgia, September 29, 2022.

A communication-centered approach to investigating extended realities and the metaverse. *Invited talk to the UPS Global Communications Team*, Atlanta, GA, August 9, 2022.

Designing and scaling XR programs for community-level health interventions. *2022 Network Seminar Series, Korea University Anam Hospital Research Division*, Seoul, South Korea, July 27, 2022.

A human-centered approach to investigating extended realities and the metaverse. *Invited talk at Empathic Computing Laboratory, University of Auckland*, New Zealand, May 18, 2022.

Experiencing creativity in virtual reality. *Invited talk at the Torrance Festival of Ideas*, Athens, GA, April 19, 2022.

Virtual reality: Uses and implications for journalism and communication. *Invited seminar for the Business & Public Communications Fellow Program*, University of Georgia, February 23,

2022.

Persuasive Communication through Virtual Experiences. *Invited talk at Korea Advanced Institute of Science and Technology (KAIST), College of Business Seminar Series*, Seoul, South Korea, December 2, 2021.

Metaverse, a primer: How should we approach it? *Invited talk at the Samsung Economic Research Institute (SERI) Colloquium*, Seoul, South Korea, October 13, 2021.

A human-centered approach to investigating extended realities and the metaverse. *Invited talk at Korea Advanced Institute of Science and Technology (KAIST) KI-ITC Augmented Reality Research Center Colloquium*, Daejeon, South Korea, July 21, 2021.

Virtual reality – Approaches from a communication perspective. *Invited talk at the Invited Lecture Series II, Institute of Communication Research, Seoul National University*, Seoul, Korea, June 28, 2021.

Deployed service members' performance improve with XR-based shared family experiences. *Invited talk at Tech Grove Connect Webinar Speaker series, National Training and Simulation Association*, March 11, 2021.

The Virtual Fitness Buddy Ecosystem – Using virtual reality to promote children's physical activity. *Invited talk at Bridging Digital Research and Community/Patient Engagement Strategies to Advance a Healthy Georgia, Georgia Clinical & Translational Science Alliance*, virtual meeting, September 21, 2020.

How virtual reality can transform the way we learn and communicate. *Invited talk at Edtech Korea 2020*, Seoul, Korea, September 11, 2020.

The promises and pitfalls of extended realities in education and training. *Invited talk at the Human Resource Leadership Forum,* Atlanta, GA, August 27, 2020.

Virtual interactions that impact physical behaviors: Virtual reality's promises and pitfalls in communication. *Invited talk at the Information & Media Ph.D. Speakers Series, Michigan State University, East Lansing*, MI, February 14, 2020.

Virtual interactions that impact physical behaviors: Virtual reality's promises and pitfalls in health communication. *Invited talk at the Annenberg School for Communication and Journalism, University of Southern California*, Los Angeles, CA, November 4, 2019.

Virtual experiences that impact physical health behaviors: Predictors, outcomes, and processes. *Invited talk at the Department of Behavioral Sciences and Health Education, Emory University*, Atlanta, GA, October, 17, 2019.

Embodied Experiences in Immersive Virtual Environments as Vehicles of Behavior Modification. *Invited talk at the Department of Communication, University of Buffalo*, Buffalo, NY, October 25, 2019.

Designing research to measure the impact of VR. *Invited panel at Oculus Connect 6*, San Jose, CA, September 25, 2019.

Virtual experiences that impact physical behaviors: Predictors, outcomes, and processes. *Invited talk at Florida Interactive Entertainment Academy, University of Central Florida*, Orlando, FL, September 20, 2019.

Virtual experiences that impact physical behaviors: The power of virtual persuasion. *Invited talk at Magic Leap*, Plantation, FL, August 21, 2019.

Impacting attitudes and behaviors with virtual reality: Studies in persuasive communication. *Invited talk at the Graduate School of Information Science and Technology, University of Tokyo,* Japan, April 23, 2019.

The physical and measurable impact of virtual experiences on consumer attitudes and behaviors. *Invited talk at the Graduate School of Business and Finance, Waseda University*, Tokyo,

Japan, April 22, 2019.

Effectiveness of VR for learning and behavior change. *Invited panelist at the US-China Smart Education Conference, University of North Texas,* Denton, TX, March 18, 2019.

Impacting attitudes and behaviors with virtual reality: Studies in persuasive communication. *Invited as the Inaugural Speaker for the Distinguished Guest Lecture Series, Oakland University*, Rochester, MI, March 6, 2019.

Full body immersion. *Invited panelist at The New Storytellers Annual Symposium, Phi Center,* Montreal, Canada, December 3-5, 2018.

The power of virtual reality to change behaviors. *Invited talk at the Future of Storytelling Annual Symposium*, New York, October 2-4, 2018.

Designing for persuasion through embodied experiences in immersive virtual environments. *Invited talk at the Environmental Health Science Seminar, University of Georgia*, Athens, GA, September 14, 2018.

Designing for persuasion: Embodied experiences in virtual environments. *Invited talk at National Chengchi University,* Taipei, Taiwan, June 21, 2018.

Designing for persuasion: Embodied experiences in virtual environments. *Invited talk at National Chiao Tung University,* Hsinchu, Taiwan, June 19, 2018.

Virtual interactions that impact physical behaviors. *Invited talk at Georgia Junior Science and Humanities Symposium, University of Georgia*, February 27, 2018.

Virtual interactions that impact physical behaviors. *Invited talk at the College of Media, Communication, and Information, University of Colorado-Boulder*, December 11, 2017.

VR and environment colloquium, *Invited talk in AltSpace VR*, November 14, 2017.

Embodying experiences in immersive virtual environments for attitude and behavior change. *Invited talk at Persuasive Gaming in Context Conference, CHI PLAY,* Amsterdam, Netherlands, October 15, 2017.

Embodying experiences in virtual reality for attitude and behavior change. *Invited talk at Moxie FutureX Live: Engineered Consciousness,* Atlanta, GA*,* October 5, 2017.

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.

SERVICE & PROFESSIONAL ACTIVITIES

University of Georgia

Standing Committees

University

Advisory Committee for Active Learning (Fall 2022-present)
University Task Force on the Future of Teaching and Learning (Fall 2021-present)
First Year Odyssey Seminar Program Advisory Board (Fall 2021-Spring 2023)
Provost Task Force on Academic Excellence (Spring 2020-Spring 2021)
James L. Carmon Scholarship Review Committee, Office of Research (Fall 2017-Fall2020)

College

Diversity Committee, Grady Faculty Representative (Fall 2022 – present)
Admissions Committee, Grady College of Journalism and Mass Communication (Fall 2016-Fall 2018)
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)

Department

ADPR Business & Public Communication Fellows Program Affiliate Faculty (Fall 2020-present)
ADPR International Visiting Scholars Committee (Fall 2012-present)
ADPR Advisory Committee (Fall 2012-present)
Center for Health and Risk Communication Director search committee (Fall 2011)

Graduate Student Committees and Research Mentoring

Academic Advisor: Dooyeon Park (PhD), Jihoon Kim (PhD), Bryan Trude (PhD), Carly Wender (PhD), William Scott Guthrie (PhD), Matthew Klein (PhD), Haley Hatfield (PhD), Alexandra Frank (PhD) Joshua Skelton (MA), Ryan Thibodeau (MA)

Thesis Committees: Megan Ward (MA - 2013), Seola Kim (MA - 2013), Thitapa Shinaprayoon (PhD - 2017), Dooyeon Park (Chair, PhD - 2019), Carly Wender (PhD - 2020), Jihoon Kim (Chair, PhD - 2021), Bryan Trude (Chair, PhD - 2022), Chisom Okoli (PhD – present), Yanyun Wang (PhD – present, external member at University of Illinois, Urbana-Champaign), Pedro Silva (PhD – present, external member at Georgia Tech)

Postdoctoral Research Associates: Lindsay Hahn (2018 – 2020), Eric Novotny (2020 – 2022), Joomi Lee (2020 – present), Inyoung Park (2021-2022), Joshua Baldwin (2022 – present)

CURO Undergraduate Research Project: Arthur Chandler (BA), Jaime Conlan (BA - 2018)

Young Dawgs High School Research Mentoring Program: Elizabeth Chandler (11th grade - 2020), Sophia Beasley (12th grade – 2022)

Visiting International Students: Anne Smink (PhD, University of Amsterdam - 2018)

Professional Development (competitively selected)

UGA 2 Million Dollar Club (inaugural cohort)

- Faculty members who have more than $2 million in current extramural funding
- Focused on networking and developing new project ideas

UGA Leading Large Integrative Research Teams (inaugural cohort)

- Faculty members who are very grant successful and engaged in interdisciplinary research
- Focused on training for large program leadership

UGA NSF I-Corps Training Program (Cohort 10)

- Accelerator program to develop intellectual ideas into the marketplace for commercialization

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)
IEEE
Korean American Communication Association (KACA)
National Communication Association (NCA)

Academic Conference Committees

2021-present: Social Media Director, Communication Theory & Methodology Division*, AEJMC*
2019-2020: Chair, Publicity Committee, *IEEE VR*
2018-2019: Newsletter Committee, *Korean American Communication Association*
2018-2019: Research Committee, *American Academy of Advertising*
2016-2017: Research Committee, *American Academy of Advertising*
2014-2015: Nominations Committee, Human Communication and Technology Division, *National Communication Association*

Journal Review Activities

Editorial Roles

Media Psychology (Co-Editor-in-Chief)
Communication Research Reports (Guest Editor-in-Chief)
Multimodal Technologies and Interaction (Guest Editor-in-Chief)
Journal of Media Psychology (Guest Editor-in-Chief)

Communication Monographs (Associate Editor)
Journal of Interactive Advertising (Associate Editor)
Frontiers in Virtual Reality—Virtual Reality in Medicine (Review Editor, Editorial Board)
Communication Research (Editorial Board)
Health Communication (Editorial Board)
Human Communication Research (Editorial Board)
Journal of Advertising (Editorial Board)
Journal of Computer-Mediated Communication (Editorial Board)
Journal of Current Issues and Research in Advertising (Editorial Board)

Manuscript Reviewer

Behavior Research Methods
Computers in Human Behavior
Communication Research
Cyberpsychology, Behavior, and Social Networking
Educational Psychology
Environmental Communication
Health Communication
Health Psychology
International Journal of Advertising
International Journal of Communication
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 Health 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
Journalism and Mass Communication Quarterly
New Ideas in Psychology
New Media & Society
Social Psychology
PLoS One
Political Communication
PRESENCE: Teleoperators and Virtual Environments
Psychology & Marketing

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)
IEEEVR
ISMAR (IEEE International Symposium on Mixed and Augmented Reality)
SIGCHI (Special Interest Group on Computer Human Interaction)
SIGGRAPH (Special Interest Group on GRAPHics and Interactive Techniques)

Reviewer and Panelist for Grants

Israel Science Foundation
National Institutes of Health
National Science Foundation

External Reviewer for Tenure and Promotion

2022: Northeastern University, University of Vienna
2022: Nanyang Technical University, Singapore
2021: University of California, Davis
2021: University of Toronto, Canada
2019: Vrije University Amsterdam, Netherlands
2019: Texas Tech University
2018: University of Connecticut
2018: West Virginia University

Academic Conference Mentoring Activities

2022: Mentor, Doctoral Student and Early Career Scholars Mentoring Program, *American Academy of Advertising*
2022: Mentor, Doctoral Consortium, *International Communication Association, Communication and Technology Division*
2019-present: Mentor, Doctoral Consortium, *IEEE VR*
2018-present: Mentor, Doctoral and Early Career Health Communication Pre-conference, *National Communication Association*
2016-2018: Mentor, Korean American Communication Association, *National Communication Association*

Consulting Activities

2022: Samsung Economic Research Institute, South Korea
2021: Media & Future Institute, South Korea
2019: Meta (formerly Oculus), Harmony Labs
2018: POSCO America Corp
2017: FlowFound
2012: LG Global PR
Turner Entertainment

Selected Media Coverage

Hurricanes in the metaverse could save lives in reality. *WSB-TV, Channel 2 News*, November 18, 2022. Available at: https://www.wsbtv.com/news/local/clarke-county/hurricanes-metaverse-could-save-lives-reality/KN6U6FSVPZEOZC4YNRVSDB4UBY/?fbclid=IwAR1yA2q-G7a223qnB5NmzQFaA254NvPYP-gVBq3SixIwjT34bVtB1Za6Qew

Integrating virtual reality in our everyday lives. *TEDx*, April 1, 2022. Available at: https://www.ted.com/talks/sun_joo_grace_ahn_integrating_virtual_reality_in_our_everyday_lives

Are virtual worlds safe for children? *The Wall Street Journal*, February 26, 2022. Available at: https://www.wsj.com/articles/are-virtual-worlds-safe-for-children-11645880401

What the metaverse might mean for kids. *National Geographic*, February 23, 2022. Available at: https://www.nationalgeographic.com/family/article/what-the-metaverse-might-mean-for-kids

Experience the metaverse for 24 hours. World News Now! *Korea Broadcasting System*, South Korea, December 18. Available at: https://news.kbs.co.kr/news/view.do?ncd=5351765

[Reporter Files] If you could be anything in the world, what would you be? Freedom in the Metaverse. *Seoul Broadcasting System (SBS) News*, South Korea, July 11, 2021. Available at: https://news.sbs.co.kr/news/endPage.do?news_id=N1006386880

Boosting flu vaccine rates with VR. *Ivanhoe Broadcast News*, August 6, 2020. Available at: https://www.ivanhoe.com/family-health/boosting-flu-vaccine-rates-with-vr/

The internet wants to keep you 'doom-scrolling.' Here's how to break free. *The Washington Post*, July 30, 2020. Available at: https://www.washingtonpost.com/lifestyle/wellness/coronavirus-doom-scrolling-stop/2020/07/29/2c87e9b2-d034-11ea-8d32-1ebf4e9d8e0d_story.html

Can virtual reality increase flu vaccines? Oak Ridge scientists say new game could help. *Knoxville News Sentinel*, January 16, 2020. Available at: https://www.knoxnews.com/story/news/2020/01/16/oak-ridge-scientists-make-virtual-reality-game-promote-flu-vaccination/4459573002/

Study by Oak Ridge scientists shows virtual reality could boost low flu vaccine rates. *WBIR News*, January 03, 2020. Available at: https://www.wbir.com/video/news/health/study-by-oak-ridge-scientists-shows-virtual-reality-could-boost-low-flu-vaccine-rates/51-e91c49f8-47f3-4106-82a7-831475b06932

What happens if you skip your flu vaccine? This VR game shows the deadly consequences. *Fast Company*, December 09, 2019. Available at: https://www.fastcompany.com/90439373/what-happens-if-you-skip-your-flu-vaccine-this-vr-game-shows-you-the-deadly-consequences

Helping to serve underserved populations through VR research (pp. 144-146). *Forbes Korea*, September, 2019. Available at: https://jmagazine.joins.com/forbes/view/327325

Reality check. *Geographical Magazine* (pp. 26-31), September, 2018. Available at: https://static1.squarespace.com/static/5a93ec1485ede1bd7a90482a/t/5b76ecd22b6a28b173d1559e/1534520538715/Feature+-+VR+Wildlife+%281%29.pdf

What virtual reality can and can't do for your brand. *Contently: The Content Strategist,* March 28, 2018. Available at: https://contently.com/strategist/2018/03/28/virtual-reality-your-brand/

How to fight gladiators without spilling your drink. *Fast Company*, March 28, 2018. Available at: https://www.fastcompany.com/40541029/how-to-fight-gladiators-without-spilling-your-drink

How virtual reality is changing the car-buying experience. *CBS News*, January 15, 2018. Available at: https://www.cbsnews.com/news/how-virtual-reality-is-changing-the-car-buying-experience/

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 Highjack 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. *The 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

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

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

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&ttl=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