

# HYE JIN YOON

## EDUCATION

---

University of Georgia, Ph.D., Mass Communication (Advertising concentration), 2010  
University of Georgia, M.A., Mass Communication (Advertising concentration), 2006  
Korea University, B.A., Mass Communication (Advertising concentration), 2003

## ACADEMIC POSITIONS

---

Associate Professor (with Tenure), Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA	Aug. 2019 - Current
Associate Professor (with Tenure), Temerlin Advertising Institute, Southern Methodist University, Dallas, TX	Aug. 2016 – Aug. 2019
Assistant Professor, Temerlin Advertising Institute, Southern Methodist University, Dallas, TX	Aug. 2010 – Aug. 2016
Teaching Assistant/Research Assistant, Department of Advertising and Public Relations, University of Georgia, Athens, GA	Aug. 2005 – May 2010

## PEER-REVIEWED JOURNAL PUBLICATIONS

---

- Yoon, Hye Jin**, and Mina Lee (2021), "A Femvertising Campaign Always #LikeAGirl: Video Responses and Audience Interactions on YouTube," *Journal of Gender Studies*, published online.
- Huang, Yan, and **Hye Jin Yoon** (2021), "Prosocial Native Advertising on Social Media: Effects of Ad-Context Congruence, Ad Position, and Ad Type," *Journal of Social Marketing*, published online.
- Joo, Jinho, Yoon Joo Lee, and **Hye Jin Yoon** (2021), "Interdependent Self-Construal and Number of Twitter Followers: Consumer Responses to Alcohol Industry Corporate Social Responsibility (CSR) Campaign on Twitter," *International Journal of Advertising*, published online.
- Kim, Hanyoung, Youngji Seo, **Hye Jin Yoon**, Jeong-Yeob Han, and Youngjee Ko (2021), "The Effects of User Comment Valence of Facebook Health Messages on Intention to

Receive the Flu Vaccine: The Role of Pre-existing Attitude Toward the Flu Vaccine and Psychological Reactance," *International Journal of Advertising*, 40 (7), 1187-1208.

**Yoon, Hye Jin**, Sukki Yoon, Srdan Zdravkovic, Ivana Kursan Milakovic, Dario Miocevic, and Yung Kyun Choi (2021), "Comedic Violence in Advertising: Cultural Third-Person Effects among U.S., Korean, and Croatian Consumers," *International Journal of Advertising*, 40 (7), 1047-1072.

de Gregorio, Federico, Alexa Fox, and **Hye Jin Yoon\*** (2021), "Pseudo-reviews: Conceptualization and Consumer Effects of a New Online Phenomenon," *Computers in Human Behavior*, 114, 106545 (\*equal contribution among authors).

Lee, Yoon Joo, **Hye Jin Yoon**, and Nicole O'Donnell, (2020), "The Effect of Number of Follower Cues and Organization Type on Perceived Social Norm Responses to CSR Campaigns on Social Media: A Gender Comparison," *Journal of Interactive Advertising*, 20 (3), 225-239.

Lee, Mina, and **Hye Jin Yoon** (2020), "When Brand Activism Advertising Campaign Goes Viral: An Analysis of Always #LikeAGirl Video Networks on YouTube," *International Journal of Advanced Culture Technology*, 8 (2), 146-158 (South Korean journal).

Mayer, J. M., Kumar, P. & **Yoon, H. J.** (2019), "Does Sexual Humor Work on Mars, but Not on Venus? An Exploration of Consumer Acceptance of Sexually Humorous Advertising," *International Journal of Advertising*, 38 (7), 1000-1024.

**Yoon, H. J.** & Lee, Y. J. (2019), "Gender Differences in Arousal Priming Effects on Humor Advertising," *International Journal of Advertising*, 38 (3), 383-404.

Lee, Y. J., **Yoon, H. J.** & O'Donnell, N. (2018), "The Effects of Information Cues on Perceived Legitimacy of Corporate Social Responsibility Initiatives on Social Networking Sites," *Journal of Business Research*, 83, 202-214.

**Yoon, H. J.** (2018), "Creating the Mood for Humor: Arousal Level Priming in Humor Advertising," *Journal of Consumer Marketing*, 35 (5), 491-501.

**Yoon, H. J.** & La Ferle, C. (2018), "Saving Behavior Messaging: Gain/Loss Framing, Self/Family Orientations, and Individual Differences in Collectivism," *Journal of Advertising*, 47 (2), 146-160.

- Yoon, H. J.** (2018), "Using Humor to Increase Effectiveness of Shameful Health Issue Advertising: Testing the Effects of Health Worry Level," *International Journal of Advertising*, 37 (6), 914-936.
- Kim, Y. J. & **Yoon, H. J.** (2017), "Predicting Green Advertising Attitude and Behavioral Intention in South Korea," *Social Behavior and Personality*, 45, 1345-1364.
- Yoon, H. J.** (2017), "Motivating Savings Behavior with Public Service Advertisements: Using Social Norms and Benefit Information to Encourage Savings," *Journal of Nonprofit & Public Sector Marketing*, 29 (2), 148-168.
- Yoon, H. J.**, La Ferle, C. & Edwards, S. M. (2017), "Norm Effects on Gender in Social Marketing Advertising Campaigns Promoting Savings Behavior," *Journal of Current Issues & Research in Advertising*, 38 (1), 1-16.
- Weinberger, M., Swani, K., **Yoon, H. J.** & Gulas, C. (2017), "Understanding Responses to Comedic Advertising Aggression: The Role of Vividness and Gender Identity," *International Journal of Advertising*, 36 (4), 562-587.
- Muralidharan, S., **Yoon, H. J.**, Sung, Y., Miller, J. & Lee, A. (2017), "Following the Breadcrumbs: Analyzing Online Product Review Characteristics by Online Shoppers," *Journal of Marketing Communications*, 23 (2), 113-134.
- Yoon, H. J.**, La Ferle, C. & Edwards, S. M. (2016), "A Normative Approach to Motivating Savings Behavior: The Moderating Effects of Attention to Social Comparison Information," *International Journal of Advertising*, 35 (5), 799-822.
- Yoon, H. J.** & Kim, Y. (2016), "The Effects of Norm Beliefs and Age on Responses to Comedic Violence Advertising," *Journal of Current Issues & Research in Advertising*, 37 (2), 131-145.
- Yoon, H. J.** & Kim, Y. J. (2016), "Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model," *Journal of Promotion Management*, 22 (1), 49-70.
- Yoon, H. J.** (2015), "Humor Effects in Shame-Inducing Health Issue Advertising: The Moderating Effects of Fear of Negative Evaluation," *Journal of Advertising*, 44 (2), 126-139.
- Yoon, H. J.** (2015), "Comedic Violence in Advertising: The Role of Normative Beliefs and Intensity of Violence," *International Journal of Advertising*, 35 (3), 519-539.

- Yoon, H. J.** (2015), "Emotional and Cognitive Responses to Non-Humorous and Humorous Threat Persuasion Advertisements," *Journal of Current Issues & Research in Advertising*, 36, 52-69.
- Yoon, H. J.** & Kim, Y. (2014), "The Moderating Role of Gender Identity in Responses to Comedic Violence in Advertising," *Journal of Advertising*, 43 (4), 382-396.
- Kim, Y. & **Yoon, H. J.** (2014), "What Makes People "Like" Comedic Violence Advertisements? A Model for Predicting Attitude and Sharing Intention," *Journal of Advertising Research*, 54 (2), 217-232.
- Yoon, H. J.** & Mayer, J. M. (2014), "Do Humour and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," *International Journal of Advertising*, 33 (4), 725-740.
- Paek, H.-J., **Yoon, H. J.**, Lee, M., Ahn, H., & Reid, L. (2014), "Implicit Health Information in Cigarette Advertisements for Youth- and Adult-Oriented Brands between the Pre- and Post-Master Settlement Agreement Eras," *Health Communication Research*, 9, 1-42 (South Korean journal).
- Yoon, H. J.** & Tinkham, S. (2013), "Humorous Threat Persuasion in Advertising: The Effects of Humor, Threat Intensity, and Issue Involvement," *Journal of Advertising*, 42 (1), 30-41.
- Kim, Jooyoung & **Yoon, H. J.** (2013), "Association Ambiguity in Brand Extension," *Journal of Advertising*, 42 (4), 358-370.
- Yoon, H. J.** (2013), "Understanding Schema Incongruity as a Process in Advertising: Review and Future Recommendations," *Journal of Marketing Communications*, 19 (5), 370- 376.
- Han, J.-Y., Kim, J., **Yoon, H. J.**, Shim, S., McTavish, F. & Gustafson, D. (2012), "Social and Psychological Determinants of Levels of Engagement with an Online Breast Cancer Support Group: Posters, Lurkers, and Non-Users," *Journal of Health Communication*, 17 (3), 356-371.
- Paek, H.-J., **Yoon, H. J.** & Hove, T. (2011), "Not All Nutrition Claims Are Perceived Equal: Anchoring Effects and Moderating Mechanisms in Food Advertising," *Health Communication*, 26 (2), 159-170.
- Choi, H., **Yoon, H. J.**, Paek, H.-J. & Reid, L. N. (2011), "Thinking and Feeling' Products and 'Utilitarian and Value-Expressive' Appeals in Contemporary TV Advertising: A Content Analytic Test of Functional Matching and the FCB Model," *Journal of Marketing Communications*, 18 (2), 91-111.

- Kim, J., **Yoon, H. J.** & Lee, S. (2010), "Integrating Advertising and Publicity: A Theoretical Examination of the Effects of Exposure Sequence, Publicity Valence, and Product Attribute Consistency," *Journal of Advertising*, 39 (1), 97-113.
- Yoon, H. J.**, Paek, H.-J., Ahn, H. & Choi, H. (2010), "Are Food Ads Healthy? Examination of Television Food Advertising on Health Claims and Persuasion Strategies," *Research in Health Communication*, 1 (1) (South Korean journal).
- Yoon, H. J.** (2010), "Engaging in Risk-Involved Online Activities: Recognizing the Impact of Knowledge and Experience," *Web Journal of Mass Communication Research*, 19 (1).
- Yu, H., King, K. W. & **Yoon, H. J.** (2010), "How Much are Health Websites Influenced by Culture? Content Analysis of Online Diet Programs in the United States, United Kingdom, and Korea," *Journal of Promotion Management*, 16, 331-359.

## BOOK CHAPTERS

---

- Yoon, H. J.** (2014), "Advertising Effectiveness of Humor," in *Encyclopedia of Humor Studies*, Salvatore Attardo, ed., Thousand Oaks, CA: SAGE Publications, Inc., 12-15.

## CONFERENCE PRESENTATIONS

---

- Yoon, H. J.**, Lee, Y. J., & Sun, S. "Decoding Demarketing Advertising: The Role of Company Mission Commitment and Credibility on Demarketing Efforts." Accepted at the *American Academy of Advertising*, St. Petersburg, FL, March 2022.
- Kim, H., Seo, Y., **Yoon, H. J.**, Han, J. Y. & Ko, Y. "The Effects of User Comment Valence of Social Media Health Campaigns on Intention to Vaccinate: The Role of Psychological Reactance," accepted at the *American Academy of Advertising Conference*, San Diego, CA, March 2020.
- Yongwoog, J., Ryoo, Y. & **Yoon, H. J.** "Skip My Empathy: Impact of Goal and Emotion on Ad-Skipping Rate and ad Effectiveness," Poster presented at the *Association for Consumer Research Conference*, Atlanta, GA, October 2019.
- Joo, J., Lee, Y.-J. & **Yoon, H. J.** "Independent Self-Construal and System-Generated Cues: Causal Attribution in Corporate Social Responsibility Campaigns," Paper presented at the *Association for Education in Journalism and Mass Communication Conference*, Toronto, Canada, August 2019.
- Lee, M. & **Yoon, H. J.** "When Brand Activism Advertising Campaign Goes Viral: An Analysis

of Always #LikeAGirl Video Networks on YouTube," Paper presented at the *American Academy of Advertising Conference*, Dallas, TX, March 2019.

Huang, Y. & **Yoon, H. J.** "Pro-social Native Advertising on Social Media: The Impact of Ad Relevance and Ad Type," Paper presented at the *American Academy of Advertising Conference*, Dallas, TX, March 2019.

**Yoon, H. J.** "Humor Style Differences between United States and South Korea and Its Implications for Business and Marketing Communication," Poster presented at the *Summer American Marketing Association Conference*, Boston, MA, August 2018.

**Yoon, H. J.** & Lee, Y. J. "Gender Differences in Arousal Prime Effects on Humor Advertising," Paper presented at the *American Academy of Advertising Conference*, New York, NY, March 2018.

**Yoon, H. J.** & Ahn, H. "When Two Worlds Collide - The Dark Triad Personality and the Humor in Comedic Violence Ads," Paper presented at the *American Academy of Advertising Global Conference*, Tokyo, Japan, July 2017.

Peng, Z. & **Yoon, H. J.** "The Interaction Effect between Music and Message Frame in Public Service Advertisements: A Congruity Approach," Paper presented at the *International Conference on Research in Advertising (ICORIA) Conference*, Ghent, Belgium, June 2017.

**Yoon, H. J.** & La Ferle, C. "Saving Behavior Messaging in the United States: Gain-Loss Framing, Self-Family Orientations, and Individual Differences in Collectivism," Paper presented at the *American Academy of Advertising Conference*, Boston, MA, March 2017.

**Yoon, H. J.\***, de Gregorio, F.\* & Fox, A.\* "Pseudo-Reviews: Conceptualization and Consumer Effects of a New Online Phenomenon," Poster presented at the *Society for Consumer Psychology Conference*, San Francisco, CA, February 2017 (\*These authors contributed equally to this work).

**Yoon, H. J.** & Sung, Y. "Creating the Mood for Humor: A Gender Identity Perspective," Poster presented at the *Association for Consumer Research Conference*, Berlin, Germany, October 2016.

**Yoon, H. J.** & Kim, E. "Humor Effects in Advertising on Human Papillomavirus (HPV): The Role of Information Salience, Humor Level, and Objective Knowledge," Paper presented at the *Association for Education in Journalism and Mass Communication Annual*

Conference, Minneapolis, MN, August 2016.

**Yoon, H. J.** "Creating the Mood for Humor: The Effects of Arousal Mood States in Humor Advertising," Paper presented at the *American Academy of Advertising Conference*, Seattle, WA, March 2016.

Mayer, J. M. & **Yoon, H. J.** "Exploring Complexities of Need for Humor's Effect in Efficacy of Humorous Threat Persuasion Advertising," Paper presented at the *Society for Marketing Advances Conference*, San Antonio, TX, November 2015.

**Yoon, H. J.** "Responses to Humor in Shame-Inducing Health Issue Advertisements with the Effects of Health Worry Levels," Poster presented at the *Association for Consumer Research Conference*, New Orleans, LA, October 2015.

**Yoon, H. J.** "Using Humor to Increase Persuasion of Shameful Health Issue Advertising: Testing the Effects of Individual's Health Worry Levels," Paper presented at the *Association for Education in Journalism and Mass Communication Annual Conference*, San Francisco, CA, August 2015.

**Yoon, H. J.** "Humor Effects in Shame-Inducing Health Issue Advertising: The Moderating Effects of Fear of Negative Evaluation," Paper presented at the *American Academy of Advertising Conference*, Chicago, IL, March 2015.

**Yoon, H. J.** "The Effects of Norm Beliefs and Violence Intensity on Responses to Comedic Violence Advertising," Paper presented at the *National Communication Association Conference*, Chicago, IL, November 2014.

**Yoon, H. J.** "Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model," Paper presented at the *National Communication Association Conference*, Chicago, IL, November 2014.

**Yoon, H. J. & La Ferle, C.** "Norm Effects on Gender in Social Marketing Campaigns Promoting Savings Behavior," Poster presented at the *Association for Consumer Research Conference*, Baltimore, MD, October 2014.

**Yoon, H. J.** "Motivating Savings Behavior in PSAs: The Effect of Social Norms and the Moderating Role of Financial Responsibility," Paper presented at the *Association for Education in Journalism and Mass Communication Annual Conference*, Montréal, Canada, August 2014.

Mayer, J. M. & **Yoon, H. J.** "Does Sexual Humor Work on Mars, But Not on Venus?" Paper

presented at the *Academy of Marketing Science Annual Conference*, Indianapolis, IN, May, 2014.

**Yoon, H. J. & La Ferle, C.** "A Normative Approach to Motivating Savings Behavior: The Moderating Effects of Attention to Social Comparison Information," Paper presented at the *American Academy of Advertising Annual Conference*, Atlanta, GA, March 2014.

**Yoon, H. J.** "Humor Style Differences in Communication between Korea and the United States" Paper presented at the *North East Texas Humor Research Conference*, Rockwall, TX, February 2014.

**Yoon, H. J. & Kim, Y.** "The Effects of Norm Beliefs and Violence Intensity on Responses to Comedic Violence Advertising" Paper presented at the *North East Texas Humor Research Conference*, Rockwall, TX, February 2014.

**Yoon, H. J. & Kim, Y.** "Responses to Comedic Violence Advertising: Norm Beliefs and Age Effects," Poster presented at the *Association for Consumer Research Conference*, Chicago, IL, October 2013.

**Kim, Y. & Yoon, H. J.** "This Ad is Funny, But Will I Share It?" Poster presented at the *Association for Consumer Research Conference*, Chicago, IL, October 2013.

**Kim, Y. & Yoon, H. J.** "Characteristics of Consumers Favorable to Comedic Violence in Viral Ads," Paper presented at the *American Academy of Advertising Annual Conference*, Albuquerque, NM, April 2013.

**Yoon, H. J. & Kim, Y.** "The Moderating Role of Masculinity in Responses to Comedic Violence Advertising" Paper presented at the *North East Texas Humor Research Conference*, Dallas, TX, February 2013.

**Yoon, H. J. & Mayer, J. M.** "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," Paper presented at the *Winter Marketing Educator's Conference*, St. Petersburg, FL, February 2012.

**Mayer, J. M. & Yoon, H. J.** "Does Sexual Humor Work on Mars, But Not on Venus?" Paper presented at the *Winter Marketing Educator's Conference*, St. Petersburg, FL, February 2012.

**Kim, Y. J. & Yoon, H. J.** "Predicting Green Advertising Attitude and Behavior in South Korea: Utilizing a Modified HBM," Paper presented at the *American Academy of Advertising Asia-Pacific Conference*, Brisbane, Australia, June 2011.

- Han, J.-Y., Kim, J., **Yoon, H. J.**, Shim, M. & McTavish, F. "Who Engages More and Why? Testing Two Explanations for Participation in an Online Cancer Support Group" Paper presented at the *International Communication Association Conference (TOP 3 Faculty Paper)*, Boston, MA, May 2011.
- Shim, M., Kim, J., Han, J.-Y., **Yoon, H. J.** & McTavish, F. "Personal and Social Resources, Approach Coping, and Quality of Life: An Integrative Framework with Women with Breast Cancer," Paper presented at the *International Communication Association Conference*, Boston, MA, May 2011.
- Yoon, H. J.** & Tinkham, S. F. "Humorous Reappraisal of Threat in Advertising: Humor, Threat Intensity, and Past Experience Effects," Paper presented at the *American Academy of Advertising Annual Conference*, Mesa, AZ, April 2011.
- Han, J.-Y., Kim, J., **Yoon, H. J.**, Shim, M., McTavish, F. & Gustafson, D. "Social and Psychological Determinants of Levels of Engagement with an Online Breast Cancer Support Group: Posters, Lurkers, and Non-Users," Paper presented at the *Kentucky Conference on Health Communication Conference*, Lexington, KY, April 2010.
- Yoon, H. J.** & Tinkham, S. F. "Does Humor Go Well with Threat? The Effects of Humor and Issue Involvement in Public Service Announcements," Paper presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March 2010.
- Paek, H.-J., **Yoon, H. J.**, Lee, M., Ahn, H. & Reid, L. "Implicit Health Information in Cigarette Advertisements for Youth- and Adult-Oriented Brands between the Pre- and Post-Master Settlement Agreement Eras," Paper presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March 2010.
- Kim, J., **Yoon, H. J.** & Choi, Y. J. "Association Ambiguity Analysis for Developing Brand Extension Marketing Strategies," Paper presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March 2010.
- Yoon, H. J.** "Differences in Emotional and Cognitive Responses between Non-Humorous and Humorous Public Service Advertisements," Paper presented at the *Association for Education in Journalism and Mass Communication Annual Conference*, Boston, MA, August 2009.
- Paek, H.-J. & **Yoon, H. J.** "Not All Comparative Nutrient Claims Are Perceived Equal: Consequences of Anchoring Effects and Moderating Mechanisms in Food Advertising," Paper presented at the *American Academy of Advertising Conference*, Cincinnati, OH, March 2009.

**Yoon, H. J.** "Understanding Schema Incongruity as a Process in Advertising: Review and Future Recommendations," Paper presented at the *American Academy of Advertising Conference*, San Mateo, CA, March 2008.

**Yoon, H. J.** "Engaging in Risk-involved Online Activities: Recognizing the Impact of Knowledge and Experience," Paper presented at the *American Academy of Advertising Conference*, San Mateo, CA, March 2008.

**Yoon, H. J., Paek, H.-J., Ahn, H., & Choi, H.** "Are Food Ads Healthy? Examination of Television Food Advertising on Health Claims and Persuasion Strategies," Paper presented at the *American Academy of Advertising Conference*, San Mateo, CA, March 2008.

**Kim, J., Yoon, H. J. & Lee, S.** "Integrating Advertising and Publicity: The Effects of Exposure Sequence, Publicity Valence and Product Attribute Consistency," Paper presented at the *American Academy of Advertising Conference*, San Mateo, CA, March 2008.

**Choi, J., Yoon, H. J., Kim, H. & Kim, J.** "Publication Productivity and Topic Trends of Asian Countries in Three Leading U.S. Advertising Journals from 1996 to 2005," Paper presented at the *American Academy of Advertising Asia-Pacific Conference*, Seoul, Korea, May 2007.

**Yoon, H. J. & King, K. W.** "The Presence and Portrayal of Racial Minorities in Magazine Advertising," Paper presented at the *American Academy of Advertising Conference*, Burlington, VT, April 2007.

**Choi, J., Yoon, H. J., Kim, H. & Kim, J.** "Publication Productivity and Topic Trends in Advertising Research: 1996 through 2005," Paper presented at the *Association for Education in Journalism and Mass Communication Conference*, San Francisco, CA, August 2006.

## RESEARCH GRANTS

---

### Internal Grants

"Seeking Effective Advertising Appeals for Adults Who are Hesitant to COVID-19 Vaccination: The Role of Humor, Social Norm, and Threat Information," UGA Faculty Seed Grants in the Sciences Program for \$9,720, UGA, Athens, GA, July 2021 (PI)

"The Role of Relevance in the Effectiveness of Native Advertising on Social Media," SMU University Research Council Research Grant for \$3,000, SMU, Dallas, TX, April 2018 (Co-PI)

““It’s a Plus/Minus Numbers Game!”: Testing the Viability of Advergames in Reinforcing the Relationship between Calorie Intake and Exercise,” SMU University Research Council Research Grant for \$4,560, SMU, Dallas, TX, January 2018 (Co-PI)

“When Two Worlds Collide – The Dark Triad Personality and the Humor in Comedic Violence Ads,” SMU Meadows Faculty Development Research Grant for \$1,600, SMU, Dallas, TX, October 2017 (PI)

“The Effects of Humor and Guilt in Social Marketing Campaigns for Shameful Health Issues,” TAI Research Grant for \$600, SMU, Dallas, TX, October 2016 (PI)

“Creating the Mood for Humor: A Gender Identity Perspective,” University Research Council Travel Grant for \$3,190 to attend *Association for Consumer Research Conference*, Berlin, Germany, SMU, Dallas, TX, October 27-30, 2016 (PI)

“The Moderating Effects of the Dark Triad Personality on Responses to Comedic Violence Advertising,” TAI Research Grant for \$850, SMU, Dallas, TX, February 2016 (PI)

“Motivating Savings Behavior amongst Hispanic Americans through Collectivistic Ideals: The Effects of Norm, Benefit, and Cultural Differences,” TAI Research Grant for \$2,555, SMU, Dallas, TX, October 2014 (PI)

“Creating The Mood for Humor: The Role of Initial Affect States in Humor Advertising,” TAI Research Grant for \$1,000, SMU, Dallas, TX, April 2014 (PI)

“A Normative Approach to Motivating Savings Behavior: The Interaction Effects of Savings Norm and Benefit Information in Advertising,” Meadows Faculty Development Research Grant for \$2,750, SMU, Dallas, TX, September 2012 (PI)

“Predicting Green Advertising Attitude and Behavior in South Korea: Utilizing a Modified Health Belief Model,” SMU University Research Council Travel Grant for \$3,190 to attend *American Academy of Advertising Asia-Pacific Conference*, Brisbane, Australia, SMU, Dallas, TX, June 8-11, 2011 (PI)

### **External Grants**

“Increasing The Effectiveness of Animal Adoption Public Service Advertisements: The Effects of Music and Message Frame,” Sam Taylor Fellowship for \$1,500, 2017 (PI)

“Reversing the Learned Helplessness of Poverty through Cognitive and Emotional Intervention Advertising Messages,” Sam Taylor Fellowship for \$2,000, 2016 (PI)

“Motivating Healthy Lifestyles through Guilt and Humor in Social Marketing Campaigns,” Sam Taylor Fellowship for \$2,000, 2015 (PI)

“Motivating Savings Behavior amongst Hispanic Americans through Collectivistic Ideals: The Effects of Norm, Benefit, and Cultural Differences,” Sam Taylor Fellowship for \$1,995, 2014 (PI)

“Humor Effects in Reducing Shame in Health Communication: Shame-Proneness and Humor Level Effects,” Sam Taylor Fellowship for \$2,000, 2013 (PI)

## TEACHING EXPERIENCE

---

UGA - JRMCI 8110	Advertising Media Planning
UGA - ADPR 5741/7741	Integrated ADPR Campaigns
UGA - ADPR 5740/7740	Advertising & Communication Campaigns
UGA - ADPR 3120	Media Activation & Strategy
SMU - ADV 6392	Quantitative and Qualitative Research (Graduate)
SMU - ADV 6374	International Advertising (Graduate)
SMU - ADV 6320	Digital Media Engagement Strategies (Graduate)
SMU - ADV 4374	International Advertising
SMU - ADV 4317	Consumer Behavior
SMU - ADV 3376	Advertising Media
SMU - ADV 2332	Digital Media Strategy 1
UGA - ADPR 3140	Advertising and Society
UGA - ADPR 3130	Advertising Research

## GRADUATE/UNDERGRADUATE RESEARCH ADVISING

---

UGA Dissertation Committee Co-Chair: Shuoya Sun (Fall 2019 - Current)

UGA Dissertation Committee Member: Youngjee Ko (Summer 2021 - Current)

SMU Thesis chair: Ziyi (Rachel) Zhang (M.A.)

- Paper presented at the *International Conference on Research in Advertising (ICORIA) Conference*, Ghent, Belgium, June 2017.

SMU Thesis committees: Erin Hendrick (M.A.), Marin Berardi (M.A.)

SMU Engaged Learning Research Project: Arianna Santiago (B.S.)

## INVITED LECTURES AND TALKS

---

“Humor in Advertising,” invited guest lecture in JRMC 8160 Advertising Psychology, UGA, Athens, GA, October 21, 2021.

“Humor in Advertising: What Makes it Work?” invited guest lecture at the Faculty of Economics, Business, and Tourism, University of Split, Split, Croatia, April 16, 2021.

“A Primer on Humor Advertising and Future Research Directions,” invited lecture at the AIM Club at Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA, November 12, 2019.

“Using Marketing Communications to Do Good in the Digital Era,” invited talk to Executive Advisory Council at Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA, October 25, 2019.

“Experimental Methods in Persuasion and Risk Communication,” invited talk at doctoral seminar at Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA, February 6, 2018.

“How to Write a Publishable Paper: Analysis, Discussion, and Limitations,” invited lecture at the American Academy of Advertising Preconference, Seattle, WA, March 17, 2016.

## HONORS AND AWARDS

---

*Journal of Interactive Advertising* Best Reviewer Award, 2019

Sam Taylor Fellowship Award, 2018

SMU University Research Council Research Grant, SMU, Dallas, TX, April 2018

*Journal of Advertising* Best Reviewer Award, 2018

Temerlin Advertising Institute Scholar of the Year Award, SMU, Dallas, TX, April 2018

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2018

Member of the SMU Emerging Leaders Class of 2017, SMU, Dallas, TX, Fall 2017

- Attended weekly seminars and forums on university leadership

Temerlin Advertising Institute Service Award, SMU, Dallas, TX, April 2017

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2017

Temerlin Advertising Institute Scholar of the Year Award, SMU, Dallas, TX, April 2016

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2016

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2015

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2014

Post-3rd Year Faculty Leave, SMU, Dallas, TX, Fall 2013

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2013

Meadows Summer Research Fellowship, SMU, Dallas, TX, 2011

Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, 2010

Outstanding Teaching Assistant, Grady College, University of Georgia, Athens, GA, 2010  
American Academy of Advertising Dissertation Competition Award, \$1,600, 2010  
Broun Dissertation Research Fund, University of Georgia, Athens, GA, \$1,000, 2009  
Teaching Assistantship, University of Georgia, Athens, GA, Fall 2005-Summer 2010  
First Class Honors, Korea University, Seoul, Korea, 2001-2003  
Scholarship, Hankuk University of Foreign Studies, Seoul, Korea, 2000-2001

## **SCHOLARLY EDITORIAL ACTIVITIES**

---

### **Associate Editor**

*International Journal of Advertising*

### **Editorial Review Board Member**

*Journal of Advertising*

*Journal of Current Issues & Research in Advertising*

*Journal of Interactive Advertising*

### **Ad Hoc Reviewer**

#### **Academic Journals**

*Annals of the International Communication Association*

*Journal of Business Research*

*Journal of Cross-Cultural Psychology*

*International Journal of Advertising*

*Journal of Consumer Affairs*

*Journal of Marketing Communications*

*Journal of Promotion Management*

*Human Communication Research*

*Journal of Health Communication*

*Communication Monographs*

*Nonprofit and Voluntary Sector Quarterly*

*Telematics and Informatics*

### **Conferences**

*AMA Winter Academic Conference*

*AMA Summer Academic Conference*

*Association for Consumer Research Conference*

*Society for Consumer Psychology Conference*

*American Academy of Advertising Conference*

*American Academy of Advertising Global Conference*

*International Conference on Research in Advertising (ICORIA)*

*National Communication Association Conference*  
*Association for Education in Journalism and Mass Communication Conference*

## **SERVICES**

---

### **Professional Academic Service**

American Academy of Advertising, Publications Committee, 2018-Present

- Oversees *Journal of Advertising*, *Journal of Interactive Advertising*, and *Journal of Current Issues & Research in Advertising* publication issues

American Academy of Advertising, International Advertising Education Committee, 2015-2018

American Academy of Advertising, Strategic Planning Committee, 2016-2017

American Academy of Advertising, Research Committee, 2015

TAI/Ad Age American Academy of Advertising White Paper Competition Committee Chair, 2012

### **University Service**

Grady Scholarship/ Awards Committee, UGA, Athens, Spring 2022

Post-Promotion Review Committee, UGA, Athens, Spring 2019

TAI Undergraduate Digital Media Strategy Specialization Committee Chair, SMU, TX, 2018-2019

TAI Graduate Committee Member, SMU, TX, Summer 2018-2019

SMU Institutional Review Board (IRB) Committee Member, SMU, TX, Summer 2018-2019

TAI Digital Media Specialist Seminar Organizer, SMU, TX, Fall 2018-2019

SMU Faculty Senate Ethics and Tenure Committee, SMU, TX, 2016-2019

Provost's Cultural Intelligence Committee Editorial Board Member, SMU, TX, 2016-2019

- Created educational content on Asian American culture to help enhance the cultural intelligence of the SMU community

TAI Curriculum Assessment Chair, SMU, TX, 2011-2019

Student Curriculum Advising, SMU, TX, 2010-2019

TAI Visiting Scholars Research Brown Bag Organizer, SMU, TX, 2015-2018

TAI Undergraduate Curriculum Committee Chair, SMU, TX, 2012-2018

TAI Promotion and Tenure Review Committee, SMU, TX, Fall 2017

Meadows School Promotion and Tenure Review Committee, SMU, TX, Fall 2016

TAI Tenure-Track Faculty Search Committee Chair, SMU, TX, Fall 2016

TAI Creative Lecturer Faculty Search Committee Chair, SMU, TX, Spring 2016

TAI Tenure-Track Faculty Search Committee Chair, SMU, TX, Fall 2014

SMU University Council on General Education, SMU, TX, 2011-2012

- Reviewed the University Curriculum

Meadows Academic Policies Committee, SMU, TX, 2011-2012

- Monitored the Meadows curriculum and interdisciplinary academic programs

TAI Tenure-Track Faculty Search Committee Member, SMU, TX, 2011

Meadows Dean's Faculty Advisory Board, SMU, TX, 2010-2011

- Advised the school dean on policy matters

## **PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS**

---

Google Analytics Certification, Google Ads Certification, IRB Member CITI (Collaborative Institutional Training Initiative) Program Certification