

CURRICULUM VITAE

Jeong-Yeob Han

Associate Professor
Director, Strategic Health & Risk Communication Program
Director, Analytics, Insights, & Measurement Club @ Grady
Department of Advertising and Public Relations
College of Journalism and Mass Communication
University of Georgia
134-C Journalism Bldg.
120 Hooper St.
Athens, GA 30602-3018
Phone: (706) 542-2711
E-mail: jeonghan@uga.edu

EDUCATION

Ph.D., 2008
University of Wisconsin–Madison
Major: Mass Communications
Minor: Statistics in Social Science
Dissertation: “*Examining Effective Use of an Interactive Health Communication System*”

M.A., 2001
Seoul National University, Seoul, South Korea
Major: Mass Communication
Thesis: “*The Relationship between Life Satisfaction and Users’ Motivations and Patterns within Internet Discussion Groups*”

B.A., 1999 with Distinction
Seoul National University, Seoul, South Korea

ACADEMIC POSITIONS

University of Georgia, August 2008 – Present
Associate Professor (with tenure), Department of Advertising and Public Relations, College of Journalism and Mass Communication - July 2015 – Present

- *Director, Strategic Health & Risk Communication Program*
- *Director, Grady Analytics, Insights, & Measurement Club*
- *Founding Director, Health & Environmental Advertising Research Team (HEART)*

Associate Professor (with tenure), Department of Telecommunications, College of Journalism and Mass Communication - July 2014 – June 2015

- *Chair, MA Graduate Committee, Department of Telecommunications* – 2010 – 2015

Assistant Professor, Department of Telecommunications, Grady College of Journalism and Mass Communication – August 2008 – June 2014

Seoul National University, March 1999 – June 2001

- *Teaching Assistant*, Department of Communication

RESEARCH POSITIONS

Department of Justice Office on Violence Against Women, Washington, DC., 2022-2024

- *Co-Investigator*, “Researcher-Practitioner Partnership to Promote Safety of Asian Women: Effectiveness of a Community-Based Intervention”

UGA Faculty Seed Grants in the Sciences Program, Athens, GA, 2021-2022

- *Co-Principal Investigator*, “Seeking Effective Advertising Appeals for Adults Who are Hesitant to COVID-19 Vaccination: The Role of Humor, Social Norm, and Threat Information”

Owens Institute for Behavioral Research, Athens, GA, 2019-2020

- *Co-Principal Investigator*, “Primary Prevention of Intimate Partner Violence in Immigrant Communities: Development of a Social Marketing Strategy”

University of Georgia Research Foundation, Athens, GA, 2012-2015

- *Principal Investigator*, “Social Media as a Cancer Communication Platform: A Multi-Step Analysis of Information and Support Exchanges in Breast, Prostate, and Colorectal Cancer Networks”

University of Georgia Research Foundation, Athens, GA, 2009-2010

- *Principal Investigator*, “Expression, Reception, and Interaction: How Online Support Groups produce Emotional and Psychological Benefits for Breast Cancer Patients”

Center of Excellence in Cancer Communication Research II, Madison, WI, 2008 - 2011

- *Research Consultant*, Communication Theory and Methods Core

Center of Excellence in Cancer Communication Research, Madison, WI, 2007 - 2008

- *Co-Principal Investigator*, “Insightful Expression and Emotional Reasoning: How Communication in CHESS Affects Message Senders”

Relatednow.com, LLC., Madison, WI, 2006

- *Research Consultant*, Technology-Based Professional Training Needs Assessment for Educators Serving Students with Special Needs

Center of Excellence in Cancer Communication Research, Madison, WI, 2005 - 2008

- *Research Assistant*, Methods and Statistics Core

Graduate School of Journalism and Mass Communication, Madison, WI, 2005 - 2006

- *Principal Investigator*, “Unraveling Uses and Effects of an Interactive Cancer Communication System”

Graduate School of Journalism and Mass Communication, Madison, WI, 2004 - 2005

- *Principal Investigator*, “Dynamics of Interaction within Health-related Online Support Groups”

Institute of Communication Research, Seoul, South Korea, 2000 – 2001

- *Research Assistant*, “Change of Public Broadcasting Television”

Institute of Communication Research, Seoul, South Korea, August 2000

- *Assistant Coordinator*, SNU-LG Fellowship Program

HONORS & AWARDS

- Research Affiliate, Institute of Creativity and Interaction, College of Communication, Hanyang University, South Korea – 2023 - Present

- Global Visiting Fellow, Department of Communication, Seoul National University, South Korea, Sponsored by the National Research Foundation of Korea – 2023
- University of Georgia ADPR Department Outstanding Teacher of the Year Award (Advertising) - 2023
- Korea Health Communication Association, Enzaim Best Article Award (2nd place) - 2021
- Grady Faculty Fellowship – 2020 - 2021
- Korea Health Communication Association, Enzaim Best Article Award (1st place) - 2019
- University of Georgia, William A. & Barbara R. Owens Institute for Behavioral Research (OIBR) Grantsmanship Development Program - 2017 - 2019
- ICA Health Communication Division, Top Paper Session (*lead author*) – 2016
- University of Georgia Career Center, recognized for “greatly contributing to the career development of UGA students” – 2015
- University of Georgia Career Center, recognized for “greatly contributing to the career development of UGA students” – 2014
- Department Nominee, Richard B. Russell Awards for Excellence in Undergraduate Teaching – 2012
- ICA Communication and Technology Division, Top Three Faculty Paper (*lead author*) – 2011
- ICA Health Communication Division, Top Paper Session (*lead author*) – 2008
- ICA Health Communication Division, ICA Travel Grant Award – 2008
- ICA Health Communication Division, Top Student-led Paper (*lead author*) – 2007
- AEJMC Communication Technology Division, Top Three Faculty Paper (*lead author*) – 2006
- AEJMC Communication Technology & Policy Division, Top Three Faculty Paper – 2005
- University of Wisconsin-Madison, Mass Communication Research Center, Top Four Student Paper – 2005
- University of Wisconsin-Madison, Graduate School, Vilas Research Travel Grant Award - 2005
- Seoul National University, Graduate School, SNU Alumni Fellowship – 1999-2000
- Seoul National University, Department of Communication, *Summa Cum Laude* – 1999

GRANTS WORK

Submitted/ Funded

National Research Foundation of Korea through BK21 Plus Program in support of “Global Visiting Fellowship”, Seoul National University, South Korea - \$10,000 – 5/25/23 – 7/25/23

Department of Justice Office on Violence Against Women in support of “Researcher-Practitioner Partnership to Promote Safety of Asian Women: Effectiveness of a Community- based Intervention” – \$477,000 – 01/01/2022-31/12/2024, Co-Investigator (30% EFT), w/ Joon Choi (Social Work) as Principal Investigator and Pamela Orpinas (Public Health) as Co-Investigator.

UGA Faculty Seed Grants in the Sciences Program in support of “Seeking Effective Advertising Appeals for Adults Who are Hesitant to COVID-19 Vaccination: The Role of Humor, Social Norm, and Threat Information” - \$9,720 – 07/01/2021-06/31/2022 – Co-Principal Investigator, w/ Hye Jin Yoon (Advertising) as Principal Investigator.

The Owens Institute for Behavioral Research (OIBR) Faculty Seed Grant Program in support of “Primary Prevention of Intimate Partner Violence in Immigrant Communities: Development of a Social Marketing Strategy” – \$10,000 -11/01/2019-10/31/2020 - Co-Principal Investigator, w/ Joon Choi (Social Work) as Principal Investigator; Pamela Orpinas (Public Health) as Co-Principal Investigator.

University of Georgia Office of the Senior Vice President for Academic Affairs and Provost in support of “Opinion Leaders and Bridges: Diffusion of Advice and Information in Weight-Loss Communities on Twitter” – Principal Investigator - \$5,000 – 06/01/14 – 08/12/14.

University of Georgia Office of the Senior Vice President for Academic Affairs and Provost in support of “mHealth Applications: Challenges and Opportunities” – Principal Investigator - \$5,000 – 07/01/13 – 06/30/14.

University of Georgia Research Foundation in support of “Social Media as a Cancer Communication Platform: A Multi-Step Analysis of Information and Support Exchanges in Breast, Prostate, and Colorectal Cancer Networks” – Principal Investigator – \$9,970 – 7/1/12 – 6/31/14.

University of Georgia Grady College of Journalism and Mass Communication - Research Support (\$5,000) – 2012-2013.

National Cancer Institute in support of Centers for Excellence in Cancer Communication Research II (P50-CA095817-06) – “Using Technology to Enhance Cancer Communication and Improve Clinical Outcomes” – Research Consultant (Communication Theory and Methods Core) – Research Consultant - \$2000, w/ Dhavan Shah as Core Leader – 10/1/08 – 9/30/10.

University of Georgia Research Foundation in support of “Expression, Reception, and Interaction: How Online Support Groups produce Emotional and Psychological Benefits for Breast Cancer Patients” – Principal Investigator – \$6,630 – 1/1/09 – 1/18/10.

University of Georgia Grady College of Journalism and Mass Communication - Research Support (\$4,000) – 05/07/09 – 08/16/09.

International Communication Association (Health Communication Division) in support of “Cancer-related Information Seeking within an Interactive Health Communication System: An Application of the Comprehensive Model of Information Seeking (CMIS)” – Research Travel Grant (\$150) – 5/22/08 – 5/26/08.

Center for Excellence in Cancer Communication Research in support of “Insightful Expression and Emotional Reasoning: How Communication in CHESS Affects Message Senders” – Co-Principal Investigator – \$18,211 – 4/15/07 – 03/15/08, w/ Dhavan Shah as Principal Investigator.

University of Wisconsin Graduate School in support of “How People Learn Using Interactive Cancer Communication Systems” – Vilas Research Grant (\$600) – 1/1/05 – 8/31/05.

University of Wisconsin Graduate School in support of “Unraveling Uses and Effects of an Interactive Cancer Communication System” – Principal Investigator – \$800 – 4/1/05 – 8/31/05.

University of Wisconsin Graduate School in support of “The Dynamics of Interaction within Health-related Online Support Groups” – Principal Investigator – \$1,000 – 5/1/04 – 8/30/04.

Submitted/ Not Funded

National Institute of Justice in support of “Promoting Safety of Asian Immigrant Women: Effectiveness of Faith Leader Training and Communication Campaign” - \$609,828 - 2022–2024 - Co-Investigator.

Georgia CTSA’s Pilot Translational & Clinical Studies (PTCS) Program (Category 2) in support of “Using a Citizen Science Approach and Mobile Technologies to Assess Family Routines on Health and Obesity for Future Population Interventions” – \$40,000 -01/01/2018-06/30/2018 - Co-Principal Investigator, w/ I. Budak Arpinar as Principal Investigator; Juliet Sekandi as Co-Principal Investigator.

UGA President’s Interdisciplinary Seed Grant Program in support of “Using a Citizen Science Approach and Mobile Technologies to Assess Community Perspectives on Health and Obesity for Future Population Interventions in Rural Georgia” – \$146,916 -04/01/2017-09/31/2018 - Co-Principal Investigator, w/ Juliet Sekandi as Principal Investigator; Marsha Davis & I. Budak Arpinar as Co-Principal Investigator.

Department of Health and Human Services (National Vaccine Program Office) in support of “Identifying and Testing Effective Childhood Vaccine Communication Strategies: A Triangulation Approach to Enhancing Vaccine Confidence among American Parents” – Co-Principal Investigator - \$239,938 – 2016 – 2017.

Social Science Korea (SSK) from the Korea National Research Foundation in support of “Problematic Use of Internet and Ethical Issues: Interdisciplinary Approach to their Solutions,” Hee-Jo Keum, Principal Investigator w/ Jeong-Yeob Han as Co-Investigator– Approximately \$70,000 — 09/1/10 – 08/31/13.

Georgia Cancer Coalition Cancer Research Awards Competition in support of “A Day In the Shoes of a Breast Cancer Patient: Using Embodied Experiences in Immersive Virtual Environments to Promote Screening and Early Detection of Breast Cancer” – \$98,923- Principal Investigator, w/ Grace Ahn as Co-Investigator – 2011.

National Institutes of Health in support of “eHealth, Integrative Oncology Consultations, and Chemotherapy Side Effects” (R21) – Research Consultant, w/ Meg Wise as Principal Investigator – 2008-2009.

JOURNAL ARTICLES

** indicates graduate student co-author, mentored/guided by Dr. Han.*

44. Han, J. Y., Kim, H., Yoon, H. J., & *Seo, J. K. How Do Individuals With Conspiracy Beliefs Respond to Humorous Public Service Announcements Promoting COVID-19 Vaccination? The Role of Scientific Consensus and Vaccine Confidence. Forthcoming at *International Journal of Communication*. [IF 1.7]

43. Han, J. Y., & *Kim, H. (2023). How Health Media Environment and Communication Orientations Affect Health Outcomes: An Application of O₁-S-O₂-R Model. *Health Communication Research*, 22(3), 1-29. Lead article.

42. *Seo, Y., *Kim, H., *Ko, Y., Yoon, H. J., Han, J. Y., & *Lee, J. (2023). The Power of “Likes”: The Effects of “Liked By” and “Number of Likes” Cues on Perceived Descriptive Norms and Behavioral Intention to Receive the Flu Vaccine. Forthcoming at *Journal of Marketing Communications*.

41. Yoon, H. J., *Lee, J., Han, J. Y., *Ko, Y., *Kim, H., *Seo, Y., & *Seo, J. K. (2023). Using Humor to Increase COVID-19 Vaccination Intention for the Unvaccinated: The Moderating Role of Trust in Government. *Journal of Consumer Behaviour*, 22(5), 1084-1095. [IF 4.3]
40. *Ko, Y., *Kim, H., *Seo, Y., Han, J. Y., Yoon, H. J., *Lee, J., & *Seo, J. K. (2023). The Persuasive Effects of Narrative PSAs on COVID-19 Vaccination Intention: The Mediating Role of Empathy and Psychological Reactance. *Journal of Social Marketing*, 13(4), 490-509. [5-Year IF 2.7]
39. Choi, J., Orpinas, P., Han, J. Y., *Cho, S., Li, T., & Kim, C. (2022). Promoting Survivor Safety in Immigrant Communities: Online Simulation Training for Korean American Faith Leaders. *Journal of Interpersonal Violence*, 38(3-4). [5-Year IF 3.363]
38. *Kim, H., & Han, J. Y. (2021). Hope in the Depths of Despair: Theorizing about Hope in the Fear Appeal Context. *Health Communication Research*, 20 (1), 1-35. “2021 Enzaim Best Article Award (2nd place)” from Korea Health Communication Association.
37. *Kim, H., *Seo, Y., Yoon, H. J., Han, J. Y., & *Ko, Y. (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. [5-Year IF 6.264]
36. *Guan, M., Han, J.Y., Shah, D., & Gustafson, D. H. (2021). Exploring the Role of Social Support in Promoting Patient Participation in Health Care among Women with Breast Cancer. *Health Communication*, 36(13), 1581-1589. [5-Year IF 3.585]
35. *Kim, H., Han, J. Y., So, J., & *Seo, Y. (2020). An Investigation of Cognitive Processing of Fear Appeal Messages Promoting HPV Vaccination: Predictors and Outcomes of Magnitude and Valence of Cognitive Responses. *Journal of Health Communication*, 25(11), 885-894. [5-Year IF 4.3]
34. *Kim, H., Han, J. Y. & *Seo, Y. (2020). Effects of Facebook Comments on Attitude Toward Vaccines: The Roles of Perceived Distributions of Public Opinion and Perceived Vaccine Efficacy. *Journal of Health Communication*, 25 (2), 159-169. [5-Year IF 4.3]
33. Han, J.Y., Kim, E., *Lee, Y-I., Shah, D., & Gustafson, D. (2019). A Longitudinal Investigation of Empathic Exchanges in Online Cancer Support Groups: Message Reception and Expression Effects on Patients’ Psychosocial Health Outcomes. *Journal of Health Communication*, 24(6), 615-623. [5-Year IF 4.3]
32. *Kim, S., & Han, J.Y. (2018). Co-presence in Gamified Geosocial Mobile Fitness Applications: Its Determinants and Effects on Perceived Support, Exercise Self-Efficacy, and Exercise Adherence. *Health Communication Research*, 17(2), 33-67. “2019 Enzaim Best Article Award (1st place)” from Korea Health Communication Association.
31. *Keib, K., Himelboim, I., & Han, J.Y. (2018). Important Tweets Matter: Predicting Retweets in the #BlackLivesMatter Talk on Twitter. *Computers in Human Behavior*, 85, 106-115. [5-Year IF 8.582]
30. Han, J.Y., Hawkins, R., Baker, T., Shah, D.V., Pingree, S., & Gustafson, D. (2017). How Cancer Patients Use and Benefit from an Interactive Cancer Communication System. *Journal of Health Communication*, 22(10), 792-799. [5-Year IF 4.3]
29. *Kim, E., Scheufele, D.A., Han, J.Y., & Shah, D.V. (2017). Online Leaders in Online Cancer

- Support Groups: An Investigation of their Antecedents and Consequences. *Health Communication*, 32(2), 142-151. [5-Year IF 3.585]
28. *Kim, E., *Hou, J., Han, J.Y., & Himelboim, I. (2016). Predicting Retweet Behavior in Breast Cancer Social Networks: Network and Content Characteristics. *Journal of Health Communication*, 21(4), 479-486. Corresponding author. [5-Year IF 4.3]
27. Han, J.Y., *Hou, J., *Kim, E., & Gustafson, D. (2014). Lurking as an Active Participation Process: A Longitudinal Investigation of Engagement with an Online Cancer Support Group. *Health Communication*, 29(9), 911-923. [5-Year IF 3.585]
26. Becker, L.B., Han, J.Y., *Wilcox, D., & Vlad, T. (2014). The Effects of Pre-University Study of Journalism on Entry to the Job Market. *Journalism and Mass Communication Quarterly*, 91(2), 344-356. [5-Year IF 4.409]
25. Himelboim, I., & Han, J.Y. (2014). Cancer Talk on Twitter: Community Structure and Information Sources in Breast and Prostate Cancer Social Networks. *Journal of Health Communication*, 19(2), 210-25. [5-Year IF 4.3]
24. Han, J.Y. (2012). A Longitudinal Study of Use of an Interactive Health Communication System. *Health Communication*, 27(4), 319-330. Lead article. [5-Year IF 3.585]
23. *Kim, E., Han, J.Y., *Moon, T.J., Shaw, B., Shah, D.V., McTavish, F., & Gustafson, D.H. (2012). The Process and Effect of Supportive Message Expression and Reception in Online Cancer Support Groups. *Psycho-Oncology*, 21, 531-540. [5-Year IF 3.231]
22. Han, J.Y., Kim, J-H., *Yoon, H.J., Shim, M., 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. [5-Year IF 4.3]
21. Hawkins, R.P., Pingree, S., Baker, T.B., Roberts, L.J., Shaw, B.R., McDowell, H.E., Serlin, R.C., Dillenburg, L., *Swoboda, C.M., Han, J.Y., Stewart, J.A., Carmack, C.L., Salner, A., Schlam, T.R., McTavish, F., Gustafson, D.H. (2011). Integrating eHealth with Human Services for Breast Cancer Patients. *Translational Behavioral Medicine*, 1(1), 146-154. [5-Year IF 3.934]
20. *Kim, E., Han, J.Y., Shah, D.V., Shaw, B., McTavish, F., Gustafson, D.H., & Fan, D. (2011). Predictors of Supportive Message Expression and Reception in an Interactive Cancer Communication System. *Journal of Health Communication*, 16(10), 1106-1121. [5-Year IF 4.3]
19. Han, J.Y. (2011). Transaction Logfile Analysis in Health Communication Research: Challenges and Opportunities. *Patient Education and Counseling*, 82(3), 307 - 312. [5-Year IF 2.858]
18. Baker, T.B., Hawkins, R.P., Pingree, S., Roberts, L., McDowell, H., Shaw, B., Serlin, R.C., Dillenburg, L., *Swoboda, C., Han, J.Y., Stewart, J., Carmack-Taylor, C., Salner, A., Schlam, T., McTavish, F., & Gustafson, D.H. (2011). Optimizing eHealth Breast Cancer Interventions: Which Types of eHealth Services are Effective? *Translational Behavioral Medicine*, 1(1), 134-145. [5-Year IF 3.934]
17. *Kim, E., Scheufele, D.A., & Han, J.Y. (2011). Structure or Predisposition? Exploring the Interaction between Discussion Orientation and Discussion Heterogeneity on Political Participation. *Mass Communication and Society*. 14(4), 502-526. [5-Year IF 4.435]

16. Shim, M., Cappella, J. N., & Han, J.Y. (2011). How Does Insightful and Emotional Disclosure Bring Potential Health Benefits? Study Based on Online Support Groups for Women with Breast Cancer. *Journal of Communication*, 61(3), 432-454. [5-Year IF 8.609]
15. Han, J.Y., Shah, D.V., *Kim, E., *Namkoong, K., *Lee, S.Y., *Moon, T.J., *Cleland, R., *Bu, Q. L., McTavish, F., & Gustafson, D. H. (2011). Empathic Exchanges in Online Cancer Support Groups: Distinguishing Message Expression and Reception Effects. *Health Communication*, 26(2), 185-197. [5-Year IF 3.585]
14. Hawkins, R.P., Pingree, S., Shaw, B., Serlin, R., Swoboda, C., Han, J.Y., Carmack-Taylor, C., & Salner, A. (2010). Mediating Processes and Effects of Two Communication Interventions for Breast Cancer Patients. *Patient Education and Counseling*, 81, S48-53. [5-Year IF 2.858]
13. Hawkins, R.P., Han, J.Y., Pingree, S., Shaw, B., Baker, T., & Roberts, L. (2010). Interactivity and Presence of Three eHealth Interventions. *Computers in Human Behavior*, 26(5), 1081-1088. [5-Year IF 8.582]
12. Kim, J-H., Han, J.Y., Shaw, B., McTavish, F., Gustafson, D. H. (2010). The Roles of Social Support and Coping Strategies in Predicting Breast Cancer Patients' Emotional Well-being: Testing Mediation and Moderation Models. *Journal of Health Psychology*, 15(4), 543-552. [5-Year IF 3.526]
11. Han, J.Y., Wise, M., *Kim, E., *Pingree, R., Hawkins, R., Pingree, S., McTavish, F., & Gustafson, D. (2010). Factors Associated with Use of Interactive Cancer Communication System: An Application of the Comprehensive Model of Information Seeking (CMIS). *Journal of Computer-Mediated Communication*, 15, 367-388. Lead article. [5-Year IF 10.170]
10. Namkoong, K., Shah, D.V., Han, J.Y., *Kim, S., *Yoo, W., Fan, D., McTavish, F., & Gustafson, D.H. (2010). Expression and Reception of Treatment Information in Breast Cancer Support Groups: How Health Self-Efficacy Moderates Effects on Emotional Well-Being. *Patient Education and Counseling*, 81, S41-47. [5-Year IF 2.858]
9. McDowell, H., *Kim, E., Shaw, B., Han, J.Y., & *Gumieny, L. (2010). Predictors and Effects of Training on an Online Health Education and Support System for Women with Breast Cancer. *Journal of Computer-Mediated Communication*, 15, 412-426. [5-Year IF 10.170]
8. Han, J.Y., Hawkins, R.P., Shaw, B., *Pingree, S., McTavish, F. & Gustafson, D. (2009). Unraveling Uses and Effects of an Interactive Health Communication System. *Journal of Broadcasting & Electronic Media*, 53(1), 112 - 133. [5-Year IF 3.601]
7. Han, J.Y., Shaw, B., Hawkins, R.P., Pingree, S., McTavish, F., & Gustafson, D. (2008). Expressing Positive Emotions within Online Support Groups by Women with Breast Cancer. *Journal of Health Psychology*, 13(8), 1002 - 1007. [5-Year IF 3.526]
6. Shaw, B., Han, J.Y., Hawkins, R.P., McTavish, F., & Gustafson, D.H. (2008). Communicating about Self and Others within an Online Support Group for Women with Breast Cancer and Subsequent Outcomes. *Journal of Health Psychology*, 13(7), 930 - 939. [5-Year IF 3.526]
5. Shaw, B., DuBenske, L., Han, J.Y., Cofta-Woerpel, L., Bush, N., Gustafson, D.H., & McTavish, F. (2008). Antecedent Characteristics of Online Cancer Information Seeking Behaviors Among Rural Breast Cancer Patients: An Application of the Cognitive-Social Health Information Processing (C-SHIP) model. *Journal of Health Communication*, 13(4), 389 - 408. [5-Year IF 4.3]

4. Wise, M., Han, J.Y., Shaw, B., McTavish, F., & Gustafson, D. (2008). Effects of Using Online Narrative and Didactic Information on Healthcare Participation for Breast Cancer Patients. *Patient Education and Counseling*, 70(3), 348 - 356. [5-Year IF 2.858]
3. Shaw, B., Han, J.Y., Kim, E., Gustafson, D., Hawkins, R.P., Cleary, J., McTavish, F., Pingree, S., Eliason, P., & Lumpkins, C. (2007). Effects of Prayer and Religious Expression within Computer Support Groups on Women with Breast Cancer. *Psycho-Oncology*, 7, 676 - 687. [5-Year IF 3.231]
2. Shaw, B., Han, J.Y., Hawkins, R.P., Stewart, J., McTavish, F. & Gustafson, D. (2007). Doctor-Patient Relationship as Motivation and Outcome: Examining Uses of an Interactive Cancer Communication System. *International Journal of Medical Informatics*, 76, 274 - 282. [5-Year IF 5.143]
1. Shaw, B., Han, J.Y., Baker, T., Witherly, J., Hawkins, R., McTavish, F., & Gustafson, D. (2007). How Women with Breast Cancer Learn Using Interactive Cancer Communication Systems. *Health Education Research*, 22, 108 - 119. [5-Year IF 2.368]

MANUSCRIPT IN PROGRESS

6. Kim, H., Yoon, H. J., Han, J. Y., *Seo, J. K., & *Ko, Y. The Order Effects of Humor and Risk Messaging Strategies in Public Service Announcements Promoting COVID-19 Vaccinations: The Moderating Role of Trust in Science. Revise and Resubmit at *International Journal of Advertising*
5. *Kim, S., & Han, J. Y. The Role of Health Beliefs toward Partners and Emotions in Predicting HPV Vaccine Acceptability: Application of an Extended Health Belief Model in the Context of HPV Vaccination. Revise and Resubmit at *Journal of Social Science*.
4. *Chou, W., Han, J. Y., Su, Y., & Zhang, J. Impact of Analogical Articulation on Sports Sponsorship Effectiveness: A Perspective of Sponsorship-Linked Advertising. Under Review at *Sage Open*.
3. Choi, Y.J., Orpinas, P., Han, J.Y., Han, J., Park, S.J., *Yoon, Y., *Cho, S., Li, T., Kim, C. Interventions that matter: Researcher-practitioner partnership in IPV prevention in immigrant communities. Under Review at *Frontiers in Public Health*.
2. *Seo, J. K., Kim, H., Yoon, H. J., *Ko, Y., Han, J. Y., & Seo, Y. Are Interactive PSA Formats Always Effective? The Interaction Between Empathy-Inducing Message Content, Carousel Formats, and Connectedness with Nature in Pro-Environmental Campaigns. Under Review at *International Journal of Advertising*
1. Kim, H., Zhang, W., Han, J. Y., *Seo, J. K., Yoon, H. J., & Ko, Y. Talking with AI about Mental Health: The Role of Perceived Message Contingency and Outcome Relevant Involvement. Under Review at *Computers in Human Behavior*

CONFERENCE PAPERS

65. Kim, H., Zhang, W., Han, J. Y., *Seo, J. K., Yoon, H. J., & *Yeon, J. (2024, June). Talking with AI about Mental Health: The Role of Perceived Message Contingency and Outcome Relevant Involvement.

Paper to be presented to Human-Machine Communication Division of the International Communication Association Annual Conference, Gold Coast, Australia.

64. *Seo, J. K., Kim, H., *Ko, Y., Han, J. Y., & *Lee, J. (2024, March). Are Interactive PSA Formats Always Effective? The Role of Connectedness with Nature in the Interplay between Message Content and PSA Formats for Pro-Environmental Campaigns. Paper to be presented to American Academy of Advertising (AAA) Annual Conference, Portland, OR.
63. *Chen, Y., *Yoon, Y., *Ko, Y., Choi, Y. J., Han, J. Y., & Orpinas, P. (2024, January). Attitudes toward domestic violence and intention to intervene in domestic violence situations among Asian Americans. 28th Annual Conference of the Society for Social Work and Research. Washington, DC.
62. Choi, Y. J., *Yoon, Y., *Chen, Y., *Ko, Y., Han, J. Y., & Orpinas, P. (2024, January). Perceived community support and acceptance of domestic violence among Asian immigrants: Moderating effect of nativity status. 28th Annual Conference of the Society for Social Work and Research. Washington, DC.
61. Kim, H., Yoon, H. J., Han, J. Y., Seo, J. K., & *Ko, Y. (2023, August). The Order Effects of Humor and Risk Messaging Strategies in Public Service Announcements Promoting COVID-19 Vaccinations: The Moderating Role of Trust in Science. Paper presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
60. *Kim, H., & Han, J. Y. (2023, May). Unraveling The Effect of Social Media-Based Mental Health Campaigns During the COVID-19 Pandemic: Social Support Reception, Expression, and Coping Strategies. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Toronto, Canada.
59. *Cho, S., Choi, Y. J., Han, J. Y., Kim, H. Y. & Orpinas, P. (2023, March). Family Violence among Korean Immigrants: Age and Gender Differences in Cultural and Practical Barriers to Seek Help. Annual Conference of Texas Association for Marriage and Family Therapy (TAMFT), Austin, TX
58. *Hahm, J. M., & Han, J. Y. (2023, March). The Impact of Social Distance and Message Framing on Young Adults' Response to the Anti-vaping PSAs on Instagram: The Mediating Role of Psychological Reactance. Paper presented to American Academy of Advertising (AAA) Annual Conference, Denver, CO.
57. *Seo, J. K., Kim, H., *Ko, Y., Yoon, H. J., Han, J. Y., & Seo, Y. (2023, March). Are Interactive PSA Formats Always Good? Testing the Identifiable Victim Effect with Instagram Carousel Posts for Pro-Environmental Campaigns. Paper presented to American Academy of Advertising (AAA) Annual Conference, Denver, CO.
56. *Ko, Y., *Kim, H., *Seo, Y., Han, J. Y., Yoon, H. J., *Lee, J., & *Seo, J. K. (2022, May). The Persuasive Effects of Narrative PSAs on COVID-19 Vaccination Intention: The Mediating Role of Empathy and Psychological Reactance. Paper presented to Health Communication Division of the International Communication Association Annual Conference, Paris, France.
55. Choi, Y. J., Han, J. Y., *Kim, H., *Cho, S., & Orpinas, P. (2022, January). Identifying Communication Campaign Messages to Prevent Intimate Partner Violence Among Korean American Immigrants. Paper presented to the 26th Annual Conference of the Society for Social Work and Research (SSWR), Washington, DC.

54. Orpinas, P., Choi, Y. J., Han, J.Y., & *Cho, S. (2021, October). Prevention of Intimate Partner Violence: Impact of a Virtual Case Simulation Training for Religious Leaders. Paper presented to the Annual Conference of the American Public Health Association (APHA), Denver, CO
53. *Chou, W., Han, J. Y., & Zhang, J. (2021, June). The More You Win, The Less You Believe? An Examination of the Moderating Effect of Team Performance on Attitude Toward Message of Sport Fan's Superstitions. Paper presented to North American Society for Sport Management Annual Conference (Virtual).
52. *Kim, H., *Seo, Y., Yoon, H. J., Han, J. Y., & *Ko. Y. (2020, March). The Effects of User Comment Valence of Social Media Health Campaigns on Intention to Vaccinate: The Role of Psychological Reactance. Paper presented to American Academy of Advertising (AAA) Annual Conference, San Diego, CA.
51. *Kim, H., *Seo, Y., & Han, J. Y. (2019, May). Effects of Social Media Comments on Attitude toward Vaccines: The Roles of Perceived Public Consensus and Perceived Vaccine Efficacy. Paper presented to Health Communication Division of the International Communication Association Annual Conference, Washington, D.C.
50. *Seo, Y., *Kim, H., & Han, J. Y. (2019, May). What You Believe Might Not Be True: False Consensus Effect and the Flu Vaccine Controversy. Paper presented to Mass Communication Division of the International Communication Association Annual Conference, Washington, D.C.
49. *Kim, H., *Lee, Y-I., & Han, J. Y. (2018, August). Hope in the Depths of Despair: Theorizing about Hope in the Fear Appeal Context. Paper presented to the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
48. Han, J. Y., *Kim, H., *Lee, Y-I., & Kim, E., (2018, May). How Health Information Environment and Communication Orientations Affect Health Outcomes: Testing O₁-S-O₂-R Model Among U.S. Adults. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Prague, Czech Republic.
47. *Kim, H., Han, J. Y., & *Seo, Y. (2018, May). Integrating Message Elaboration Perspectives into Fear Appeal Models: The Mediating Role of Cognitive Elaboration and the Moderating Role of Response Efficacy. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Prague, Czech Republic.
46. Han, J.Y., Kim, E., & *Lee, Y-I. (2017, May). A Longitudinal Investigation of Empathic Exchanges in Online Cancer Support Groups: Message Reception and Expression Effects on Patient's Health Outcomes. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, San Diego, CA.
45. *Guan, M., & Han, J.Y. (2017, May). Exploring the Role of Social Support in Promoting Patient Participation in Health Care among Women with Breast Cancer. Paper presented to the Interpersonal Communication Division of the International Communication Association Annual Conference, San Diego, CA.
44. Han, J.Y., Hawkins, R., Baker, T., Shah, D.V., Pingree, S., & Gustafson. D. (2016, June). How Cancer Patients Use and Benefit from an Integrated eHealth System. Paper presented to the Health Communication Division of the International Communication Association Annual Conference,

Fukuoka, Japan. “Top Faculty Paper Award” Designation.

43. *Lee, Y-I, & Han, J. Y. (2016, June). Does Generational Differences and Emotion Matter to Predictors for Cancer Risk Perception? Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Fukuoka, Japan.
42. *Lee, S & Han, J.Y. (2015, May). Exploring Reciprocity and Health Messages in the Social Network Context: Integrated Social Networks and Content Analyses of Weight-Loss Strategies in Twitter. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, San Juan, PR.
41. Kim, E, *Hou, J., Han, J.Y., & Himelboim, I. (2014, August). Predicting Retweet Behavior in Breast Cancer Social Networks: Network and Content Characteristics. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
40. *Kim, S., & Han, J.Y. (2014, May). Co-presence in Gamified mHealth Contexts: Its Determinants and Effects. Paper presented to the Communication and Technology Division of the International Communication Association Conference, Seattle, WA.
39. Becker, L.B., *English, C., Vlad, T., & Han, J.Y. (2013, November). What Kind Of A Dog Is That? Examining the Relationship Between Public Assessments Of Media And Of Other Institutions. Paper presented to the Midwest Association for Public Opinion Research Conference, Chicago, IL.
38. Kim, E, Scheufele, D.A., Han, J.Y., & Shah, D.V. (2013, August). Online Leaders in Online Cancer Support Groups: An Investigation of their Antecedents and Consequences. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
37. Han, J.Y., *Hou, J., Kim, E., & Gustafson, D. (2013, June). Lurking as an Active Participation Process: A Longitudinal Investigation of Engagement with an Online Cancer Support. Paper presented to the Communication and Technology Division of the International Communication Association Conference, London, UK.
36. Himelboim, I., & Han, J.Y. (2012, August). Cancer Talk on Twitter: Community Structure and Information Sources in Breast and Prostate Cancer Social Networks. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
35. Himelboim, I., & Han, J.Y. (2012, March). Cancer Talk on Twitter: Patterns of Information Seeking in Breast and Prostate Cancer Networks. Paper presented at the International Network for Social Network Analysis (INSNA) Annual Convention. Redondo Beach, CA.
34. Shah, D., *Namkoong, K., *Moon, T.J., *Chih, M., & Han, J.Y. (2011, August). Explicating Use of ICTs in Health Contexts: Entry, Exposure, and Engagement. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.
33. *Namkoong, K., Shah, D., *McLaughlin, B., Han, J.Y., *Chih, M., *Cleland, R., Hull, S., *Kim, E., & *Kim, S. (2011, August). An Analytic Method for Computer-Mediated Communication (CMC): Distinguishing the Message Expression and Reception Effects in Online Social Networks. Paper

presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

32. Han, J.Y., Kim, J-H., *Yoon, H.J., Shim, M., McTavish, F., & Gustafson, D. (2011, May). Who Engages More and Why? Testing Two Explanations for Participation in an Online Cancer Support Group. Paper presented to the Communication and Technology Division of the International Communication Association Conference, Boston, MA.
“Top Three Faculty Paper” Designation.

31. Shim, M., Kim, J-H., Han, J-Y., *Yoon, H.J., McTavish, F., & Gustafson, D. (2011, May). Personal and social resources, approach coping, and quality of life: An integrative framework with women with breast cancer. Paper presented to the Health Communication Division of the International Communication Association Conference, Boston, MA.

30. *Kim, E., Han, J.Y., *Moon, T.J., Shaw, B., Shah, D.V., McTavish, F., & Gustafson, D.H. (2010, August). Investigating the process and effect of the reception and provision of emotional social support on breast cancer patients' health outcomes in online cancer support groups. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication Conference, Denver, CO.

29. Han, J.Y., Shah, D.V., *Kim, E., *Namkoong, K., *Lee, S.Y., *Moon, T.J., *Cleland, R., *Bu, Q.L., McTavish, F., & Gustafson, D. H. (2010, June). Empathic Exchanges in Online Cancer Support Groups: Distinguishing Message Expression and Reception Effects. Paper presented to the Health Communication Division of the International Communication Association Conference, Singapore.

28. *Kim, E., Han, J.Y., Shah, D.V., Shaw, B., McTavish, F., & Gustafson, D.H. (2010, June). Predictors of Participation in Computer Support Group for Breast Cancer: Focusing on Supportive Communication Behaviors during Discussion. Paper presented to the Communication and Technology Division of the International Communication Association Conference, Singapore.

27. *Namkoong, K., Shah, D.V., Han, J.Y., *Kim, S., *Yoo, W., McTavish, F., & Gustafson, D.H. (2010, June). Exchanging Treatment Information in Breast Cancer Support Groups: How Health Self-Efficacy Moderates Effects on Emotional Well-Being. Paper presented to the Communication and Technology Division of the International Communication Association Conference, Singapore.

26. Han, J.Y., Kim, J-H., Shim, M., *Yoon, H.J., Gustafson, D., & McTavish, F. (2010, April). Social and Psychological Determinants of Levels of Engagement with an Online Breast Cancer Support Group: Posters, Lurkers, and Non-Users. Paper presented to the 2010 Kentucky Conference on Health Communication (KCHC), Lexington, KY.

25. Han, J.Y., Shah, D.V., *Kim, E., *Namkoong, K., *Lee, S.Y., *Moon, T.J., McTavish, F., & Gustafson, D. H. (2009, April). Empathy in Online Cancer Support Groups: Distinguishing Message Expression and Reception Effects. Paper presented to the National Cancer Institute's Centers of Excellence in Cancer Communication Research II (CECCR II) Grantee Meeting, Denver, CO. (*invited*).

24. Shim, M., Cappella, J. N., & Han, J.Y. (2009, May). How Does Insightful and Emotional Disclosure Bring Potential Health Benefits? Study Based on Online Support Groups for Women with Breast Cancer. Paper presented to the Health Communication Division of the International Communication Association Conference, Chicago, IL.

23. Han, J.Y. (2009, May). Examining Effective Use of an Interactive Health Communication System. Paper presented to the Communication and Technology Division of the International Communication Association Conference, Chicago, IL.
22. Shaw, B., Han, J.Y., Hawkins, R.P., McTavish, F. & Gustafson, D. (2008, August). Communicating about self and others within an online support group for breast cancer patients. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
21. Han, J.Y., *Pingree, R., Hawkins, R., Wise, M., Pingree, S., McTavish, F., & Gustafson, D. (2008, May). Cancer-related Information Seeking within an Interactive Health Communication System: An Application of the Comprehensive Model of Information Seeking (CMIS). Paper presented to the Health Communication Division of the International Communication Association Conference, Quebec, Canada. “Third Place Student Paper” Designation.
20. Hawkins, R.P., Pingree, S., Shaw, B., Serlin, R., Swoboda, C., Han, J.Y., Carmack-Taylor, C., & Salner, A. (2008, May). Mediating processes and effects of two communication interventions for breast cancer patients. Paper presented to the Health Communication Division of the International Communication Association Conference, Quebec, Canada.
19. McDowell, H., Shaw, B., Han, J.Y., & McTavish, F. (2007, September). Examining the role of training in breast cancer patients’ use of an online health education and support system. Paper presented to the 9th World Congress of Psycho-Oncology, London, United Kingdom.
18. Han, J.Y., Shaw, B., Hawkins, R.P., Pingree, S., McTavish, F. & Gustafson, D. (2007, May). Exploring the role of expressing positive emotions within online support groups on women with breast cancer. Paper presented to the Health Communication Division of the International Communication Association Conference, San Francisco, CA. “Top Student-led Paper” Designation.
17. Shaw, B., Han, J.Y., Hawkins, R.P., McTavish, F. & Gustafson, D. (2007, May). Communicating about self and others within an online support group for women with breast cancer and subsequent outcomes. Paper presented to USC-IPR/NIH Conference on Interdisciplinary Science, Health Promotion, and Disease Prevention Conference, Pasadena, CA.
16. Shaw, B., Han, J.Y., Bernard, L., Cofta-Woerpel, L., Bush, N., Gustafson, D. & McTavish, F. (2007, May). Predictors of online cancer information seeking behaviors among rural breast cancer patients: An application of the Cognitive-Social Health Information Processing (C-SHIP) Model. Paper presented to the Health Communication Division of the International Communication Association Conference, San Francisco, CA.
15. Hawkins, R.P., Han, J.Y., Pingree, S., Shaw, B., Baker, T., & Roberts, L. (2007, May). Interactivity and presence of three eHealth interventions. Paper presented to the Communication and Technology Division of the International Communication Association Conference, San Francisco, CA.
14. Shaw, B., Han, J.Y., *Kim, E., Gustafson, D., Hawkins, R.P., McTavish, F., Cleary, J., Eliason, P. & Lumpkins, C. (2006, October). Effects of prayer and religious expression within computer support groups on women with breast cancer. Paper presented at Mednet 2006: 11th World Congress on Internet in Medicine, Toronto, Canada.
13. Shaw, B., DuBenske, L., Han, J.Y., Gustafson, D., & McTavish, F. (2006, October). Predictors of online information seeking behaviors: Comparing patterns of urban African American and rural

Caucasian breast cancer patients. Paper presented at Mednet 2006: 11th World Congress on Internet in Medicine, Toronto, Canada.

12. Han, J.Y., Pingree, R., Hawkins, R., Pingree, S., Gustafson, D., & McTavish, F. (2006, September). Cancer-related Information Seeking within an Interactive Cancer Communication System. Paper presented at the Critical Issues in eHealth Research Conference: Toward Quality Patient-Centered Care, Bethesda, MD.

11. Wise, M., Han, J.Y., Shaw, B., McTavish, F. & Gustafson, D. (2006, September). Effects of online narrative and expository information use on healthcare participation for breast cancer patients. Paper presented to the Critical Issues in eHealth Research Conference, Bethesda, MD.

10. Han, J.Y., Hawkins, R.P., Shaw, B., Pingree, S., McTavish, F. & Gustafson, D. (2006, August). Unraveling uses and effects of an interactive cancer communication system. Paper presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication Conference, San Francisco, CA. "Top Three Faculty Paper" Designation.

9. Shaw, B., Han, J.Y., Hawkins, R.P., Stewart, J., McTavish, F. & Gustafson, D. (2006, June). Doctor-patient relationship as motivation and outcome: Examining uses of an interactive cancer communication system. Paper presented to the Health Communication Division of the International Communication Association Conference, Dresden, Germany.

8. Shaw, B., Han, J.Y., McTavish, F., Gustafson, D., Witherly, J. & Hawkins, R.P. (2006, June). Enhancing learning outcomes in an interactive cancer communication system: Examining the efficacy of peer and expert support. Paper presented to the Health Communication Division of the International Communication Association Conference, Dresden, Germany.

7. Kim, E., Scheufele, D.A., & Han, J.Y. (2005, November). Structure or Predisposition? Exploring the interaction between discussion orientation and discussion heterogeneity on political participation. Paper presented to the Midwest Association for Public Opinion Research Conference, Chicago, IL.

6. Han, J.Y. (2005, August). Unraveling Uses and Effects of Interactive Cancer Communication Systems (ICCSs). Paper presented to the NCI's Centers of Excellence in Cancer Communication Research (CECCR) Grantees Meeting, St. Louis, MO.

5. Shaw, B., Han, J.Y., Hawkins, R., McTavish, F., & Gustafson, D. (2005, August). How people learn using interactive cancer communication systems. Paper presented to the Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication Conference, San Antonio, TX. "Top Three Faculty Paper" Designation.

4. Shaw, B., & Han, J.Y. (2005, May). Diffusion and dialogue: Four online living laboratories. A panel presented in honor of Everett Rogers. Paper presented to the Health Communication Division of the International Communication Association Conference, New York, NY.

3. Kim, E., & Han, J.Y. (2004, August). Trust, Efficacy, and Online Political Activities: How People with Low Political Trust Participate in Alternative Online Political Activities. Paper presented to the Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication Conference, Toronto, Canada.

2. Han, J.Y., & Kim, E. (2004, August). Using interactive media to promote health behavior: The role of motivation, information seeking, and interpersonal communication. Paper presented to the

Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication Conference, Toronto, Canada.

1. Kim, E., & Han, J.Y. (2004, May). The antecedents of online political activities: How news media use and political orientation promote civic engagement. Paper presented to the American Association for Public Opinion Research Conference, Phoenix, AZ.

INVITED TALKS

31. “Designing Social Support Intervention Using Communication Technology,” Edward R. Murrow College of Communication, Washington State University, February 6, 2024.

30. “Social Support Exchanges in Cancer-related Online Support Networks: Theoretical Background and Empirical Findings,” College of Communication, National Chengchi University (NCCU), Taiwan, December 27, 2023.

29. “Laughing Matters: The Impact of Humorous Public Service Announcements Promoting COVID-19 Vaccination,” Mass Communication Research Center (MCRC) Health Communication Symposium, School of Journalism and Mass Communication, University of Wisconsin-Madison, December 11, 2023.

28. “Career Development Seminar for Graduate Student”, Department of Communication, Seoul National University, South Korea, July 12, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

27. “Social Support Exchanges in Online Cancer Support Networks: Current Status and Future Direction”, Department of Communication, Seoul National University, South Korea, July 10, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

26. “Integrating Methodological Approaches – Advancing the Science of eHealth Campaigns”, Department of Communication, Seoul National University, South Korea, June 29, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

25. Workshop on “Computer-aided Content Analysis – Basics and Applications”, Department of Communication, Seoul National University, South Korea, June 26, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

24. Workshop on “Transaction Logfile Analysis - Processes and Issues”, Department of Communication, Seoul National University, South Korea, June 22, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

23. “eHealth Research Design and Evaluation - Challenges and Opportunities”, Department of Communication, Seoul National University, South Korea, June 19, 2023. Supported by BK21 Plus Program funded by the National Research Foundation of Korea.

22. Workshop on “Healthy Supporter Relationship,” organized by Jeong-Yeob Han (Georgia), Joon Choi (Georgia State), Hyun A Lee (KCSC). Greater Washington D.C. area Korean faith organizations and community leaders, June 12, 2023. Supported by the Department of Justice Office on Violence Against Women.

21. “Domestic Violence Prevention and the Role of Multimedia Communication Campaign”, Invited Talk at Religious Leaders for Healthy Family Workshop supported by the Department of Justice

Office on Violence Against Women, November 1, 2022.

20. Workshop on “Religious Leaders for Healthy Family,” organized by Jeong-Yeob Han (Georgia), Joon Choi (Georgia), and Jieun Han (KAN-WIN). Greater Chicago and Midwestern area Korean faith organizations and community leaders, November 1, 2022. Supported by the Department of Justice Office on Violence Against Women.

19. Panel on “Meet the Editors,” w/ Grace Ahn, Nate Evans, Jooyoung Kim, Karen Russell, Hye Jin Yoon, Marc Weinberger (UMass-Amherst), and Jeong-Yeob Han. Grady College of Journalism and Mass Communication, University of Georgia, February 4, 2022.

18. Panel on “Journey after Graduation,” w/ LaShonda Eaddy (Penn State), Kate Keib (Oglethorpe), Camila Espina Young (National Institute of Standards and Technology), and Jeong-Yeob Han. Grady College of Journalism and Mass Communication, University of Georgia, September 17, 2021.

17. “Interdisciplinary Certificate in Strategic Health and Risk Communication”, Grady College Annual Alumni Board Meeting, University of Georgia, Athens, GA, April 16, 2021.

16. “Interdisciplinary Certificate in Strategic Health and Risk Communication”, AdPR Department Advisory Board Meeting, University of Georgia, Athens, GA, April 29, 2020.

15. “Social Support Exchanges in Online Breast Cancer Support Networks: Current Status and Future Direction”, Department of Communication Studies, University of Georgia, Athens, GA, November 13, 2018.

14. “Predicting Retweet Behavior in Breast Cancer Social Networks: Network and Content Characteristics”, Graduate Seminar, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, October 23, 2015.

13. “Sharing and Engaging: How People Benefit from Two Emerging eHealth Systems”, Graduate Seminar (Community Health), Department of Health Promotion & Behavior, College of Public Health, University of Georgia, Athens, GA, October 29, 2014.

12. “How Cancer Patients Use and Benefit from an Integrated eHealth System”, Department of Communication & Department of Telecommunication, Information Studies, and Media, Michigan State University, East Lansing, MI, January 9, 2014.

11. “Lurking as an Active Participation Process: A Longitudinal Investigation of Engagement with an Online Cancer Support Group”, Graduate Seminar (JRMCM 8000), Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, September 21, 2012.

10. “Social Support Exchanges in Computer-Mediated Breast Cancer Support Groups: Current Status and Future Directions,” Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, October 1, 2010.

9. “Social Support Exchanges in Computer-Mediated Breast Cancer Support Groups: Current Status and Future Directions,” Department of Communication, University of Kentucky, Lexington, KY, November 3, 2011.

8. “Empathic Exchanges in Online Cancer Support Groups: Distinguishing Message Expression and Reception Effects”, Colloquium Series, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, February 17, 2010.

7. "Getting the First Faculty Position: Application and Interviewing, Making the Right Decision", Graduate Seminar, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, November 17, 2009, November 14, 2012, & November 5, 2014.
6. "Examining Effective Use of an Interactive Health Communication System (IHCS) - CHESS", Graduate Seminar, Department of Health Promotion & Behavior, College of Public Health, University of Georgia, Athens, GA, November 3, 2009.
5. "Effective Use of an Interactive Health Communication System: Evidence from a Large-scale eHealth Intervention," School of Journalism and Mass Communication, University of South Carolina, 2008.
4. "Effective Use of an Interactive Health Communication System: Evidence from a Large-scale eHealth Intervention," School of Communication Studies, Kent State University, 2008.
3. "Effective Use of an Interactive Health Communication System: Evidence from a Large-scale eHealth Intervention," Department of Telecommunications, University of Georgia, 2008.
2. "How eHealth program improves Doctor-Patient Relationship," Graduate Seminar on Cancer Communication, Department of Life Sciences Communication, University of Wisconsin, Madison, WI, December 1, 2006.
1. "Health Promotion and Patient Education using Interactive Technology: CHESS program," Effects of Mass Communication, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, April 18, 2006.

COURSES TAUGHT

Graduate

University of Georgia, Department of Advertising & Public Relations, Athens, GA
Professor – Health & Risk Communication Campaigns – ADPR 7742

Spring 2022 – Present

- Teach students research, planning, and preparation of a health and risk communication campaign designed to solve problems for outside clients.

University of Georgia, Grady College of Journalism and Mass Communication, GA
Professor – Technology and Health (eHealth) – JRMC 8240 & JRMC 8160

Summer 2015 – Present

- Teach graduate students the information revolution in modern society and its implications for health care and health promotion

University of Georgia, Grady College of Journalism and Mass Communication, GA
Professor – Quantitative Research in Mass Communication – JRMC 9020

Spring 2014 - Present

- Teach doctoral students advanced quantitative approaches to mass communication research with emphasis on research design issues, data management, and statistical analyses.

University of Georgia, Department of Telecommunications, Athens, GA
Professor – Mass Communication Readings – JRMC 8050 Fall 2012 - Present

- Independent study for graduate students in the full range of mass communication

University of Georgia, Grady College of Journalism and Mass Communication, GA
Professor – Public Health Communication – JRMC 8165

Spring 2012

- Teach graduate students theoretical applications of health communication research, with emphasis on the design and evaluation of eHealth campaign, computer-mediated social support group process, and other concepts and issues related to this emerging area.

University of Georgia, Grady College of Journalism and Mass Communication, GA
Professor – Research Methodology in Mass Communication Research – JRMC 8010

Fall 2010 – Fall 2012

- Teach graduate students quantitative methodologies of mass communication research, with emphasis on the research process, concepts and issues of research design, and methods of data collection.

Undergraduate

University of Georgia, Department of Advertising & Public Relations, Athens, GA
Professor – Health & Risk Communication Campaigns – ADPR 5742

Spring 2022 – Present

- Teach students research, planning, and preparation of a health and risk communication campaign designed to solve problems for outside clients.

University of Georgia, First-Year Odyssey Seminar
Professor – Digital Media and Health – FYOS 1001

Fall 2020 – Present

- Teach freshmen how digital media shape modern society and impact health care and health promotion.

University of Georgia, Department of Advertising & Public Relations, Athens, GA
Professor – Insights and Analytics – ADPR 3400

Fall 2017 - Present

- Teach students a critical framework for evaluating advertising research and the knowledge of how to conduct advertising and public relations research to assemble new knowledge.

University of Georgia, Department of Advertising & Public Relations, Athens, GA
Professor – Advertising, Public Relations, and Health – ADPR 5110

Fall 2016 - Present

- Teach students various health communication research and practice, including the role of advertising and public relations in health care delivery, health promotion and disease prevention, cultural viewpoints about health, social support, health and technology, and health promotion campaigns.

University of Georgia, Department of Advertising & Public Relations, Athens, GA
Professor – Advertising and Communication Management – ADPR 5710

Spring 2016 - Present

- Teach students the management of advertising and marketing communication, including planning considerations, objective setting, segmentation, budgeting, strategic planning, managing the creative process, media and research management, ethical decision-making, and social issues.

University of Georgia, Department of Telecommunications, Athens, GA
Professor – Social Effects of Mass Communication – JRLC 5210

Fall 2015

- Teach students the full range of mass communication effects and its implication on individual and society.

University of Georgia, Department of Telecommunications, Athens, GA
Professor – Audiences, Effects, and Content: Media Theory in Context – TELE3410

Fall 2013 – Fall 2014

- Teach students the full range of mass communication theory and research methodologies.

University of Georgia, Department of Telecommunications, Athens, GA
Professor – Media Research and Theory – TELE3410

Fall 2008 – Spring 2011

- Teach students the full range of mass communication theory and research methodologies.

University of Georgia, Department of Telecommunications, Athens, GA
Professor – New Media Production – TELE4290

Spring 2009 – Fall 2015

- Teach students how to design and develop Internet sites that function effectively with multiple platforms.

University of Georgia, New Media Institute, Athens, GA
Professor – Digital Media Production – NMIX4110

Fall 2008 – Fall 2014

- Teach students how to design and develop Internet sites that function effectively with multiple platforms.

STUDENT ADVISING

Dissertation Committee Chair:

- Hanyoung Kim, Advertising & Public Relations, completed 2022
 - Assistant Professor at *University of Kentucky*
- Jungmin Hahm, Advertising & Public Relations, completed 2022
 - Lecturer (equiv. Assistant Professor), *Royal Melbourne Institute of Technology*
 - Recipient of UGA Graduate School 2022 Summer Doctoral Research Assistantship for Dissertation Completion
- Nah Ray Han (co-chair), Advertising & Public Relations, completed 2021
 - Assistant Professor at *Georgia College & State University*

Thesis Committee Chair:

- Melissa Kennedy, Advertising & Public Relations, in progress
- Youngji Seo, Advertising & Public Relations, 2018 (continued to doctoral program)
- Songyi Lee, Telecommunications, completed 2014
- Jessica Hobbs, Telecommunications, completed 2013
- Soela Kim, Telecommunications, completed 2013

Dissertation Committee Member:

- Ja Kyung Seo, Advertising & Public Relations, in progress
- Wenqing Zhao, Advertising & Public Relations, in progress
- Sara Ervin, Advertising & Public Relations, in progress
- Jessica Fabbriatore, Communication Studies, in progress
- Chia-I Hu, Advertising & Public Relations, in progress
- Taewook Ham, Communication Studies, in progress
- Youngjee Ko, Advertising & Public Relations, completed 2024
 - ORISE Fellow, *Centers for Disease Control and Prevention*
- Wen-hao Winston Chou, Education, completed 2023
 - Lecturer, *Springfield College*
- Youngji Seo, Advertising & Public Relations, completed 2022
 - Assistant Professor at *Syracuse University*
- Xuerong Lu, Advertising & Public Relations, completed 2022

- Assistant Professor at *Oregon State University*
- Bryan Trude, Advertising & Public Relations, completed 2022
 - Lecturer, *University of Georgia*
- Yen-I Lee, Advertising & Public Relations, completed 2019
 - Assistant Professor at *Washington State University*
- Mengfei Guan, Communication Studies, completed 2018
 - Assistant Professor at *University of Oklahoma*
- Dongwon Choi, Advertising & Public Relations, completed 2017
 - Assistant Professor at *Kookmin University*
- Everett Long, Public Health, completed 2014
 - Director, Health Marketing Strategy, *Brunet-Garcia Advertising*
- Rachel Powell, Public Health, completed 2014
 - Senior Program Manager, *CDC Foundation*

Thesis Committee Member:

- Hyoyeun Jun, Advertising & Public Relations, completed 2016

Major Professor for all non-thesis track MA students in the Department of Telecommunications (2010-2015)

SERVICE

University

University of Georgia, Athens, GA

- Grant Reviewer, UGA President's Interdisciplinary Seed Grant Program Spring 2019
- Member, University Council (at-large) Fall 2015 – Spring 2018
 - Member, Executive Committee
 - Member, Educational Affairs Committee
- Faculty Affiliate, Institute for Behavioral Research Spring 2009 – Present
- Faculty Affiliate, Center for Health and Risk Communication Fall 2008 – Spring 2014
- Faculty Affiliate, UGA Obesity Initiative Spring 2012 – Present
- Faculty Affiliate, Center for Asian Studies Spring 2014 – Present

College of Journalism and Mass Communication

University of Georgia, Athens, GA

- Member, Executive Committee Fall 2020- Spring 2021
- Faculty Affiliate, Business and Public Communication Program Fall 2020 - Present
- Chair, EMST Department Head Review Committee, Spring 2019
- Coordinator, Grady AIM (Analytics, Insights, and Measurement) Club Spring 2018 – Present
- Member, Grady College Promotion & Tenure Committee Fall 2018
- Member, Journalism Department Tenure-Track Position Search Committee Spring 2018 – Fall 2018
- Faculty Affiliate, Center for Health and Risk Communication Fall 2014 – Present
- Member, AD/PR Department Lecturer Position Search Committee Spring 2015
- Member, China Dual Degree Program (SISU) Planning Committee Fall 2014
- Member, New Media Institute Lecturer Position Search Committee Summer 2014
- Member, PR Health Communication Position Search Committee Fall 2012 – Spring 2013
- Center for Health & Risk Communication Director Search Committee Fall 2011 – Spring 2012

- Member, ACEJMC Accreditation Committee - Research Spring 2011
- Member, Graduate and Research Committee Fall 2010 – Spring 2016
- Member, Grady Digital Initiatives Committee Spring 2010
- Member, Distinguished Alumni Scholar Award Committee Spring 2010
- Judge, 69th Annual George Foster Peabody Awards Spring 2010
- Member, Digital Mass Media Group Spring 2009
- Graduate Faculty Fall 2008 – Present

Department of Advertising & Public Relations

University of Georgia, Athens, GA

- Co-Chair, ADPR Teaching Awards Committee Spring 2024
- Member, Communication Studies Department Position (Tenure-Track) Search Committee Fall 2023-Spring 2024
- Member, Communication Studies Department Position (Tenure-Track) Search Committee Fall 2016

Department of Telecommunications

University of Georgia, Athens, GA

- Chair, New Media/Video Games Curriculum Revision Committee Spring 2014
- Member, Digital & Broadcast Journalism Position (Tenure-Track) Search Committee Fall 2013 – Spring 2014
- Member, Digital & Broadcast Journalism Position (Lecturer) Search Committee Fall 2012 – Spring 2013
- Chair, MA Graduate Committee Fall 2010 – Spring 2015
- Member, Graduate Committee Fall 2008 – Spring 2010
- Member, Curriculum Review Fall 2008 – Spring 2015
 - New Media Sequence Curriculum Development Spring 2010 – Spring 2015
 - New Media Curriculum Planning Spring 2010

Publication

Guest Editor

International Journal of Advertising, Special Issue on ‘Increasing the Effectiveness of Health Communication Advertising’, 2024 (w/ Hye Jin Yoon)

Associate Editor

International Journal of Advertising, 2022 – Present

Editorial Board Member

Asian Communication Research, 2021 – Present

Journal of Advertising, 2022 – Present

International Journal of Advertising, 2022 – Present

Reviewer

Asian Communication Research, starting April 2018

Annals of Behavioral Medicine, starting December 2013

BMC Medical Informatics and Decision Making, starting February 2011

BMC Women’s Health, starting July 2013

Communication Research, starting December 2017

Communication Monograph, starting September 2019

Communication Theory, starting September 2019

Communication Yearbook, starting February 2015
Cyberpsychology, Behavior, and Social Networking, starting November 2013
European Journal of Cancer Care, starting June 2013
Health Communication, starting June 2013
Health Education & Behavior, starting February 2016
Human Communication Research, starting June 2011
International Review of Social Research, starting November 2012
International Journal of Communication, starting June 2018
International Journal of Nursing Studies, starting May 2013
Internet Interventions, starting December 2014
Journal of Applied Communication Research, starting February 2012
Journal of Broadcasting & Electronic Media, starting August 2009
Journal of Communication, starting January 2012
Journal of Computer-Mediated Communication, starting May 2016
Journal of Health Communication, starting April 2011
Journal of Health Psychology, starting January 2010
Journal of Higher Education Outreach and Engagement, starting April 2013
Journal of Medical Internet Research (JMIR), starting December 2013
Journal of the National Cancer Institute (JNCI), starting March 2018
Journal of Pain and Symptom Management, starting September 2013
Journal of Technology in Human Services, starting February 2016
Journal of Women's Health, Issues & Care, starting June 2013
Korean Journal of Advertising and Public Relations, starting September 2019
New Media and Society, starting December 2018
Patient Education and Counseling, starting April 2008
Plos One, starting December 2015
Political Communication, starting November 2016
Psycho-Oncology, starting November 2013
Routledge Publisher (Mass Media Research Methods), starting November 2017
Social Media + Society, starting August 2019
Women & Health, starting December 2008

Field

External Reviewer

External Reviewer for Tenure & Promotion

- *University of Houston* May 2023 – August 2023
 - Jack Valenti School of Communications
- *University of South Carolina* May 2020 – August 2020
 - School of Journalism and Mass Communications
- *University of Nevada, Reno* May 2020 – August 2020
 - Reynolds School of Journalism
- *University of Kentucky* May 2019 – August 2019
 - Department of Clinical Sciences

Government/Non-Profit

CDC National Institute for Occupational Safety and Health (NIOSH), Cincinnati, OH
External reviewer November 2012 & August 2013

Excellence in Public Health Communication Competition, National Public Health Information Coalition (NPHIC)

Judge

August 2013, August 2014, & August 2015

Netherlands Organisation for Scientific Research, Division of Social Sciences

External grant reviewer

January 2014

Professional Associations

American Academy of Advertising

Member, Research Committee

2019 – Present

Paper reviewer

November 2015 – Present

Session moderator

March 2017

Korea Health Communication Association, Seoul, South Korea

• *International Board of Directors*

December 2014 – December 2016

Association for Education in Journalism and Mass Communication, Columbia, SC

• Advertising Division

Paper reviewer

April 2016 – Present

• Communicating Science, Health, Environment, and Risk Division

Paper reviewer

April 2014 – Present

• Mass Communication and Society Division

Paper reviewer

April 2010 – Present

• Communication Theory and Methodology Division

Paper reviewer

April 2009 – Present

• Communication Technology Division

Paper reviewer

April 2007 – Present

International Communication Association, Washington, DC

• Korean American Communication Association Division

Paper reviewer

December 2013 – Present

Mentor, One-on-one mentoring session

June 2010

• Mass Communication Division

Paper reviewer

December 2009 – Present

• Communication and Technology Division

Paper reviewer

December 2007 – Present

• Health Communication Division

Paper reviewer

December 2007 – Present

Korean American Communication Association (KACA)

KACA dissertation award committee

April 2017 – June 2017

**MEMBERSHIP OF
PROFESSIONAL
AFFILIATIONS**

American Academy of Advertising (AAA)

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Society for Health Communication