

Won Yong Jang, Ph.D.
Professor of Integrated Strategic Communication

Department of Communication & Journalism
University of Wisconsin-Eau Claire
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RESEARCH AREAS

- Journalism and international news
- News media and society in East Asian countries
- Climate Change Policy & Communication
- Public Opinion on North Korea's Nuclear Program
- Territorial Disputes in the Asia-Pacific Region

ACADEMIC POSITIONS

University of Wisconsin-Eau Claire

Professor (2015), Integrated Strategic Communication

Associate Professor (tenured, 2009), Mass Communication

Assistant Professor (2003-2009), Mass Communication

Graduate School Faculty, August 2003-Present

Affiliated Asian American and Asian Studies Faculty (2004-2016)

Affiliated Transnational Asian Studies, [Certificate](#) Faculty (2016-Present)

George Washington University

Nonresident scholar (2022-23), [Sigur Center for Asian Studies](#) at the Elliott School of International Affairs

Ajou University (South Korea) International Summer School

Visiting Professor, July-August 2015 and 2016

University at Buffalo, The SUNY

Adjunct Instructor, Department of Communication, Spring 2003

Visiting Instructor, Department of Communication, Spring 2002

PROFESSIONAL POSITIONS

[Advisor](#), The Dokdo-East Sea World Organization (2013-Present)

- The Korean American Association of Chicago (KAAC) established the headquarter of "Dokdo-East Sea World Organization" as a NGO in Chicago last October, 2012 and its chapters in eight major U.S. cities including New York, Detroit, Kansas and Minneapolis earlier this year. They are also working on establishing chapters in Seoul, Paris and Berlin. They offer seminars and workshops featuring invited speakers who are expert related to the Korean-Japanese territorial disputes in the East Asian country.

[USA Correspondent](#), Buddhist Broadcasting System ([BBS](#)), Korea, May 2006 - April 2007

- Contributed radio reports on media and politics

USA Correspondent, Korea Creative Contents Agency ([KOCCA](#)), Korea, 1999 (formerly known as Korean Broadcasting Institute, KBI)

- Covered breaking news and features in the U.S. media and entertainment industry.

Communication Specialist, Korea National Committee for Pacific Economic Cooperation ([KOPEC](#)), Korea, February 1993 – August 1995

- KOPEC is a member committee of the [PECC](#) for promoting economic cooperation in the Asia-Pacific Region and supporting [APEC](#). Engaged in research and foreign affairs efforts related to Asian-Pacific economic cooperation and reported the opinions of the Committee to government, business and industry, and academic sectors.

RESEARCH POSITIONS

Research Assistant, National Research Foundation of Korea ([NRF](#)), Seoul, Korea, Spring 2003

- Assisted with analyzing the data related to public journalism practices in the online environments. Project: “Public Journalism Practices in the Online Environment in Korea and the United States”

Adviser: George A. Barnett, Ph.D. (gabarnett@ucdavis.edu)

Fielding Research Assistant, University at Buffalo, The SUNY, 1999 – 2001

- Assisted with designing and directing the fielding of a number of surveys as well as promoting participation in the political process.

Adviser: Thomas L. Jacobson, Ph.D. (tlj@temple.edu)

EDUCATION

Ph. D. in Communication August 2003

University at Buffalo, The SUNY, [Department of Communication](#)

Dissertation: “Structural Analysis of the Mediating Effect of Political Discussion and Internet Use Variables on the Relationship Between Civic Education and Discursive Participation: The Case of Kids Voting Western New York”

Adviser: Thomas L. Jacobson, Ph. D. (tlj@temple.edu)

M.A. in Advertising/Public Relations December 1998

Marquette University, [Diederich College of Communication](#)

M.A. in Political Science August 1992

[Sogang University](#), School of Social Sciences

B.A. in Political Science February 1990

Sogang University, School of Social Sciences, Seoul, Korea
Economics minor

RESEARCH

Work in progress (titles are tentative)

The Willingness to Pay for Climate Change Mitigation in the United States and China-With Eric Jamelske, James Howard, Wei Ge, Meijuan Wang, & Zach Raff. *Submitted to the Journal of Environmental Economics and Policy*.

Covering Singapore: International media framing of the 2018 North Korea—United States Summit. *Routledge North Korea and Communication* (Expected submission for review ~ Fall 2022).

Covering Vietnam: International media framing of the 2019 North Korea—United States Summit (Expected submission for review ~ Fall 2022).

A Comparative Analysis of American and China Coverage of the Territorial Dispute in the Asia-Pacific Region, 2012-16-With Edward Frederick and Wan Jung (Expected submission for review ~ Spring 2023).

A Comparison of the North Korean Missile Crisis Coverage at the Associated Press and New China News Agency

Comparing Climate Change Views in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses (Expected submission for review ~Fall 2022).

Crafting Youth Sport Consumer Voice on Social Media: The effects of Visual Prominence and Message Appeal on Consumer Response to Online Communications.

Book

Jang, W. (2009). *Becoming an engaged citizen: Civic education, new media, and political socialization of youth in America*. VDM Publishing House.

Book Chapters

Jang, W., Frederick, E., Jamelske, E., Lee, W., & Kim, Y. (2021). A Comparative Analysis of American and Chinese Media Coverage of Climate Change Issues Over the Period 2007-15. In Muhammad Jameel Yusha'u & Jan Servaes (Eds.), *The Palgrave Handbook of International Communication and Sustainable Development*. Palgrave Macmillan.

Sevin, E., Ayhan, K., **Jang, W.**, & Lee, H. (2019). Assessing Propaganda Effectiveness in North Korea: A Limited Access Case Study. In Baines Paul, Nicholas O'Shaughnessy, & Nancy Snow (Eds.), *Sage Handbook of Propaganda*, SAGE.

Jacobson, T. L., & **Jang, W.** (2017). Mediated War, Peace, Global Civil Society (*in Chinese*). Fudan University Press. Reprinted from Mody, B. and W. Gudykunst (Eds.), *Handbook of International and Intercultural Communication*. Beverly Hills: Sage.

Jacobson, T. L., & **Jang, W.** (2003). Mediated War, Peace, Global Civil Society. In Bella Mody (Ed.), *International and Development Communication: A 21st-Century Perspectives*

(pp. 53-68). Sage Publications. Reprinted from Mody, B. and W. Gudykunst (Eds.), *Handbook of International and Intercultural Communication* (pp. 343-359). Sage.

Jacobson, T. L., & **Jang, W.** (2002). War, peace, media, and global civil society. In William B. Gudykunst & Bella Mody (Eds.), *Handbook of International and Intercultural Communication* (pp. 343-359). Beverly Hills: Sage.

Monograph

Jang, W., Frederick, E., Jamelske, E., Lee, W., & Kim, Y. (2022). A Comparative Analysis of American and Chinese Media Coverage of Climate Change Issues Over the Period 2007-15. Springer (<https://www.springer.com/us/book/9783030697693>). Reprinted from Muhammad Jameel Yusha'u & Jan Servaes (Eds.), *The Palgrave Handbook of International Communication and Sustainable Development*. Palgrave Macmillan.

Refereed Journal Articles

Jang, W., & Frederick, E. (2017). International Media Framing: A Case study of Korean-Japanese Territorial Disputes. *Journal of Asian Pacific Communication*, 27(2), 213-231 (*Special Issue: The Roles of Communication on a Regional Conflict. Antipathy, Nationalism, and Conflicts among China, Japan, and South Korea*).

Jamelske, E., Boulter, J., **Jang, W***, Miller, L., & Han, W-L. (2017). Support for an International Climate Change Treaty among American and Chinese Adults. *International Journal of Climate Change: Impacts and Responses*, 9(1), 53-70

*All Authors contributed equally and should be considered co-authors.

Jamelske, E., Boulter, J., **Jang, W.**, Barrett, J., Miller, L., & Han, W-L. (2015). Examining Differences in Public Opinion on Climate Change Between College Students in China and the United States. *Journal of Environmental Studies and Sciences*, 5(2), 87-98.

Jang, W., Hong, J., & Frederick, E. (2015). The Framing of the North Korean Six-Party Talks: Communist Propaganda and National Interests. *Media International Australia*, 154, 42-52 (*SSCI Journal*).

Jang, W., & Frederick, E. (2014). Gender Differences in Alcohol Advertising's Influence on Young People's Positive Expectancies about Drinking. *Health Communication Research*, 10, 39-74.

Jang, W., Frederick, E., & Cheon, H. (2013). Effects of Alcohol Expectancies in Relationship Between Alcohol Advertising And Drinking by Caucasian and Hmong College Students. *Health Communication Research*, 7, 1-40.

Jang, W. (2013). News as Propaganda: A Comparative Analysis of U.S. and Korean Press Coverage of the Six-party talks, 2003-2007. *International Communication Gazette*, 75(2), 1-17. (*SSCI Journal*).

Jang, W., & Frederick, E. (2013). The Influence of Alcohol Advertising? Effects of Interpersonal Communication and Alcohol Expectancies as Partial Mediators on Drinking Among College Students. *International Journal of Health, Wellness, & Society*, 2(2), 83-98.

Sung, E-J., **Jang, W.***, & Frederick, E. (2011). Mediated Reality of Globalization, 1995-2000: How did AP and IPS construct the concept and process of globalization? *Journal of Global Mass Communication*, 4(1-4), 39-54. *Corresponding author

Jang, W., Frederick, E., & Kaper J. (2009). Impact of Information Subsidies on Student News Writers' Thinking about Science News. *American Journal of Media Psychology*, 2(1-2), 103-125.

Jang, W., & Sung, E-J. Ideological Framing: A Comparative Analysis of South and North Korea's Newspaper Coverage of International Conflicts. *Journal of the Wisconsin Communication Association*, 2007.

Jang, W., & Chon, B. (2003). Reflections on the Effects of Globalisation on Local Tradition: A Comparative Analysis of 'Freedom of Speech' in World Constitutional Law. *Journal of International Communication*, 9(1), 81-97.

Jacobson, T. L., & **Jang, W.** (2001). Rights, Culture, and Cosmopolitan Democracy. *Communication Theory*, 11(4), 434-453. (**SSCI Journal**)

Chon, B., & **Jang, W.** (2001). Structural Analysis of News Narratives on the Labor Movements: Comparing Alternative with Mainstream Newspapers in Korea. *Korean Journal of Communication & Information*, 16, 136-165.

Invited Journal Article

Jacobson, T. L., & **Jang, W.** (2002). Mediating War and Peace. *Peace & Policy*, 7, 3-6.

Published Abstract

My published journal article (2013) was the subject of the March 14 **Parapolitical** article "News vs. National Priorities"

Jang, W., Frederick, E., & Cheon H. (2007). The Drinking Rituals as Mediator and Hmong Culture as Moderator in the Relationship Between Alcohol Advertising Exposure and Intentions to Drink or Drinking Among College Students. Proceedings of the American Academy of Advertising (AAA) 4th Asia-Pacific Conference. (peer-reviewed publication)

Other Publications (22 articles in Korean)

Current Trends and Analysis, Volumes 80 – 94, *Korean Broadcasting Institute (KBI)*, 1999.

Refereed Research Presentations

Jang, W., & Frederick, E. Differentiated News Framing of Climate Change Issues in the U.S. and China. Poster to the MAPOR, November 18-19, in Chicago.

Jung, W., Kim, A., **Jang, W.**, & Rhee, S. Crafting Youth Sport Consumer Voice on Social Media: The effects of Visual Prominence and Message Appeal on Consumer Response to Online Communications. Presented to the Sports Communication Interest Group at the Annual AEJMC, August 3-6, 2022, in Detroit (**Top Paper**)

Jang, W., & Frederick, E. Media Coverage of the Territorial Dispute in the Asia-Pacific Region. Presented to the MAPOR, November 19-20, 2021, in Chicago.

Jang, W. A Comparative Analysis of American and China Coverage of the Territorial Dispute in the Asia-Pacific Region, 2012-16. Accepted presentation at ECA (Eastern Communication Association)'s Annual conference in Baltimore, MD. April 1-5, 2020. (**Top Paper** for Media Communication, Conference cancelled)

Jang, W. Covering Vietnam: International media framing of the 2019 North Korea—United States Summit, Presented to the MAPOR, November 23-24, 2019, in Chicago.

Jang, W., & Jung, W. Covering Singapore: International Media Framing of the 2018 North Korea—United States Summit. Presented to the ICA Pre-conference (North Korea and Communication), May 24, 2019, in D. C.

Jang, W., Sevin, E., Ayhan, K., & Lee, H. Developing a Framework to Measure the Effectiveness of South Korean Propaganda Towards the North. Presented to the MAPOR, November 16-17, 2018, in Chicago.

Jamelske, E., Boulter, J., **Jang, W.** Comparing International Views on Climate Change Issues and Climate Change Policy. Presented to the Tenth International Conference on Climate Change: Impacts & Responses, April 20-21, 2018, in University of California at Berkeley [Presentation only]

Jang, W. Global News Agencies' Coverage of Korean-Japanese Territorial Disputes. Poster to the MAPOR, November 18-19, 2017, in Chicago.

Jang, W., & Frederick, E. International Media Framing: A Case study of Korean-Japanese Territorial Disputes. Presented to Eastern Communication Association, March 29-April 2, 2017, in Boston. (**Top Paper** for Media Communication)

Jang, W., Frederick, E., & Jamelske, E. A Comparative Analysis of American and China Coverage of Climate Talks, 2007-15. Presented to the MAPOR, November 18-19, 2016, in Chicago.

Jang, W., Jamelske, E., Boulter, J., Barrett, J., & Miller, L. Support for Joining an International Climate Treaty: An Examination of Climate Change Views of American and Chinese Adults. Presented to the MAPOR, November 20-21, 2015, in Chicago.

Jamelske, E., Barrett, J., Miller, L., Boulter, J., & **Jang, W.** A Contingent Valuation Study Comparing Citizen's Willingness to Pay for Climate Change Mitigation in China and the

United States. Presented to the 79th Annual Meeting of the Midwest Economics Association, March 27-29, 2015, in Minneapolis, MN.

Jang, W. New Approaches to Alcohol Interventions on Drinking Behavior in Hmong-American Students. Presented to 5th International Conference on Hmong Studies, March 21-22, 2014, in St. Paul. [Presentation Only]

Jang, W., & Frederick, E. A Comparative Analysis of American and China Coverage of Global Climate Change, 2007-12. Presented to the MAPOR, November 22-23, 2013, in Chicago.

Jang, W. Media Framing of the Dokdo (*a.k.a.* Takeshima) Controversy: United States and International Perspectives. Presented to the International Conference on Perspectives on the Sovereignty Issue over Dokdo, December 8, 2012 in Milwaukee.

Jang, W., Frederick, E., & Neuwirth, K. The Role of Gender as a Contingent Condition on the Mediating Effects of Interpersonal Discussion and Deliberation and Young People's Positive Expectancies about Drinking. Presented to the MAPOR, November 16-17, 2012, in Chicago.

Jang, W. How Do News Agencies Cover Cancer? A Comparative Analysis of AP and Xinhua news stories. Presented to the International Conference on Health, Wellness and Society, March 10-11, 2012, in University Center, Chicago.

Jang, W., & Frederick, E. A. The Role of Alcohol Advertising and Deliberation on Drinking Among College Students. Presented (Virtual Presentation) to the International Conference on Health, Wellness and Society, January 20-22, 2011, in University of California, Berkeley.

Jang, W. News as Propaganda: A Comparative Analysis of U.S. and Two Korean Press Coverage of the Six-party talks, 2003-2007. Presented to the MAPOR, November 19-20, 2010, in Chicago.

Jang, W., Frederick, E., Struthers, A., & Neuwirth, K. Effects of Talking About Alcohol Issues Among College Students. Presented to the MAPOR, November 19-20, 2010, in Chicago.

Jang, W. News as Propaganda: A Comparative Analysis of U.S. and North Korean Press Coverage of the Six-party talks, 2003-2007. Presented to the MAPOR, November 20-21, 2009, in Chicago.

Neuwirth, K., Frederick, E., **Jang, W.** First-, Second-, and Third-person effects: Single versus Multiple-question Assessment Strategies. Presented to the MAPOR, November 20-21, 2009, in Chicago.

Jang, W. Freedom of Speech: A Glocalization perspective. Presented to the Global Communication and Social Change (Preconference) at the 2009 ICA, May 20-25, in Chicago, IL.

Jang, W. News as Propaganda in North Korea: Analysis of news editorials of the Six-party talks, 2003-2007. Presented to the Political Communication division at the 2008 ICA, May 22-26, in Montreal, Canada.

Jang, W., Frederick, E., & Cheon, H. The drinking rituals as mediator and Hmong culture as moderator in the relationship between alcohol advertising exposure and intentions to drink or drinking among college students. Presented to the AAA's 4th Asia-Pacific Conference, May 31-June 2, 2007, Seoul, Korea.

Jang, W. The discursive model of public opinion. Presented to the MAPOR, November 18-19, 2005, in Chicago.

Neuwirth, K., Curry, S., Frederick, E., **Jang, W.**, Kapfer, J., Dorsher, M., & Mayo, C. Conformity and debate about abortion: The spiral of silence in multiple contexts. Presented to the MAPOR, November 18-19, 2005, in Chicago.

Jang, W. Analysis of the mediating effect of political discussion and Internet use variables on the relationship between civic education and discursive participation: A structural equations framework. Presented to the Political Communication division at the ICA 2005 Convention, May 26-30, in New York.

Jang, W. News as ideological framing in North Korea: 1999-2002. Presented to the Korean American Communication Association (KACA Special Session) at the ICA Convention, May 26-30, 2005, in New York.

Jang, W., & Sung, E. Ideological framing: A comparative analysis of South and North Korea's newspaper coverage of international conflicts. Presented to the International and Development Communication division at the ICA 2004, May 27-31, in New Orleans, LA.

Sung, E., & **Jang, W.** Globalization or alienation? A Comparative study of news coverage between AP and IPS. Presented to the International Communication Division at the AEJMC 2003 Convention, July 30-August 2, 2003, in Kansas City, MO.

Jang, W. News as ideological framing in North Korea. Presented at Political Communication Division at the 52nd Conference of the ICA, July 15-17, 2002, Seoul, Korea
(Top Three Student Paper)

Jacobson, T., Barnett, G. A., & **Jang, W.** Political and communicative requirements for a solution to the Global Digital Divide. Presented to IAMCR and ICA Symposium on the Digital Divide, Nov 15-17, 2001, Austin, Texas.

Chon, B., Song, Y., & **Jang, W.** A structural analysis of the mediated civic participation on Human Rights issues: Comparing the mainstream with the alternative Newspapers in Korea.

Presented to the Mass Communication division at the AEJMC Convention, D.C., Aug 5-8, 2001.

Jang, W., & Hong, J. Ideological framing patterns in North Korea's media: A semantic network analysis of North Korea's news coverage. Presented to the Political Communication division at the 51st Conference of the ICA, Washington D.C., May 24-28, 2001.

Jang, W., & Jacobson, T. L. NGO's discursive participation in global communication policy: The case study of the ICANN. Presented to the International and Development Communication division at the ICA, Washington D.C., May 24-28, 2001.

Chon, B., & **Jang, W.** Structural analysis of news narratives on the Labor Movements: Comparing alternative with mainstream newspapers in Korea. Poster to the Political Communication division at the 51st Annual Conference of the ICA, Washington D.C., May 24-28, 2001.

Jang, W., & Chon, B. Globalization and reflections on local tradition: A Comparative analysis of the article of "the Freedom of Speech" from World's Constitutional Law. Presented to the Global Fusion 2000: Communication & Culture-Bridging Borders, St. Louis, MO.

Chon, B., & **Jang, W.** The media discourse of the labor participation in Korea: Mainstream and alternative newspapers' coverage of the 1996 General Strike. Presented to the Participatory Communication division at the 22nd General Assembly and Scientific Conference of the IAMCR, Singapore, July 17-20, 2000.

Jang, W., & Frederick, E. The news process: How journalists' thinking influences their use of issue frames. Presented to the 24th Annual Southeast Colloquium of the AEJMC, March, 1999.

Other presentations (not peer reviewed)

Yoon, Y., Chon, B., & **Jang, W.** Media coverage of civic participation on Human Rights issues: Comparing alternative with mainstream newspapers in Korea. Presented to the Intercultural Communication Conference (ICC), March 1-3, 2001, University of Miami.

Jang, W., & Chon, B. Re-thinking cultural universalism in a local context: A comparative analysis of the article of Human Rights-based communication from Third World's Constitutional Law. Presented to the ICC, March 1-3, 2001, University of Miami.

Jang, W., & Jacobson, T. L. Global communication policy and the constitution of 'Global' Public Sphere: Citizenship and participation. Poster to the Participatory Communication division at the 22nd General Assembly and Scientific Conference of the IAMCR, Singapore, July 17-20, 2000.

Jang, W. A Comparative semantic analysis of World's Constitutional Law: The article of the Freedom of Speech. Presented to the Annual GEIG of the AEJMC, Boulder, April, 2000.

Invited Presentations

“Approaches to Solving Korean-Japanese Territorial Disputes: International Perspectives and Suggestions,” DEWO (DokdoEastSea World Organization, <https://dokdoeastsea.org/dokdo/dewo/>) conference, in Chicago, September 11-13.2020

“Assessing Propaganda Effectiveness in North Korea: A Limited Access Case Study” at the 14th annual Authors Celebration at UW-Eau Claire, 2019

“Examining differences in public opinion on climate change between college students in China and the United States” & “Support for an International Climate Change Treaty among American and Chinese Adults” at the 12th annual Authors Celebration at UW-Eau Claire, 2017.

“Approaches to Solving Korean-Japanese Territorial Disputes: International Perspectives and Suggestions,” The Korean American Association of Chicago (KAAC) and the Dokdo-East Sea World Organization, in Chicago, 2013

“Reflections on the Effects of Globalisation on Local Tradition: A Comparative Analysis of ‘Freedom of Speech’ in World Constitutional Law,” Won Jang & Bumsoo Chon, the third annual Authors Celebration at UW-Eau Claire, 2008.

“Use of D2L in the Communication and Journalism Research Methods’ course,” NETS’s 4th Annual Teaching and Learning Symposium, UW-Eau Claire, Fall 2007

“Talking alcoholic issues as mediator in the relationship between alcohol advertising exposure and intentions to drink or drinking among college students,” Faculty / Academic Staff Forum, UW-Eau Claire, Fall, 2006.

“Common Legal issues for High School Student Journalists’ Advisers,” Wisconsin Newspaper Association (WNA), Eau Claire, 2006.

Faculty/Student Collaborative Research

“A Comparison of the North Korean Missile Crisis Coverage at the Associated Press and New China News Agency” (with Anna Wendorff), Will submit to NCUR, 2023

“Comparative Analysis of American and Chinese Media Coverage of Climate Change Issues Over the Period of 2021” (with Natalie Girard), Presented to CERCA, 2022

“International Media Framing of Current Territorial Disputes in the Asia-Pacific Region, 2017-20” (with Lauren Spierings), Presented to CERCA, 2021.

“A Continuing Investigation and Comparison of Chinese & American Climate Change Views” (with Pamela Golden, Clayton Cavanaugh, Savanna Grunzke, Angela Hugunin, Sakumi Kawamoto, Chloe Knuth, Caleb Kulich, Philip Long, Eric Mallmann, Olivia Misorski, Zhi Yee Teh, Ben Worner & Katelyn Worzalla), Presented to CERCA and Provost’s Honors Symposium, 2020.

“Comparing Chinese and American Support for Participation in the United Nations Paris Agreement to Address Climate Change” (with Sakumi Kawamoto, Philip Long, Eric Mallmann, and Chloe Knuth), Presented to CERCA and Provost’s Honors Symposium, 2020.

“Covering Vietnam: International media framing of the 2019 North Korea—United States Summit” (with Elisabeth Rusch and Nate Bloyer), Presented to CERCA, 2020.

“Investigating the willingness-to-pay for climate change policy action to reduce greenhouse gases among Chinese and American Citizens” (with Eric Mallmann, Lillian Strehlow, August Guentner), Presented/Poster to UW System Symposium, CERCA, and Provost’s Honors Symposium, 2019.

“Insights into public views on Climate Change in China and the United States: Content analysis of open-ended survey question responses” (with Andrew Moran, Michelle Jia Wei Beh, Adara Coker, Carly Morris), Presented/Poster to UW System Symposium, CERCA, and Provost’s Honors Symposium, 2019.

“Chinese and American support for an international Climate Treaty across countries and years” (with Trung Nguyen, Connor Adams, Clayton Cavanaugh, Elise Chapin), Presented/Poster to UW System Symposium, CERCA, and Provost’s Honors Symposium, 2019.

“Covering Singapore: International Media Framing of the 2018 North Korea—United States Summit” (with Rachel Schmidt), Presented to UW System Symposium on Undergraduate Research, UW-Green Bay, 2019.

“Covering Singapore: International Media Framing of the 2018 North Korea—United States Summit” (with Rachel Schmidt), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity (CERCA), 2019.

“Further Insights into Public Views on Climate Change in China and the United States: Evidence from a Topic Prevalence and Frequency Analysis of Open-Ended Survey Question Responses” (with Carly Morris, et al.) Presented at National Conferences on Undergraduate Research, April 10-13, 2019.

“Media Framing of East Asian Territorial Disputes” (with Allison Anhalt), Presented to UW System Symposium on Undergraduate Research, UW-Green Bay, 2018.

“Media Framing of East Asian Territorial Disputes” (with Allison Anhalt), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity (CERCA), 2018.

“A Continuing Investigation of Chinese and American Climate Change Views Including a Calculated Knowledge/Acceptance Score, Support for an International Treaty, Willingness-to pay for Policy Action” (Connor Adams, Clayton Cavanaugh, Adara Coker, Will Guentner, Angela Hugunin, Eric Mallmann, Andrew Moran, Carly Morris, Trung Nguyen,

Lily Strehlow), Presented at Wisconsin Economic Association annual conference, Oct 26-28, 2018.

“Investigating Chinese and American Views on Climate Change Including a Calculated Knowledge/Acceptance/Concern Score: Comparing Results from Surveys Conducted in 2015 and 2017” (with Ashley Pike, Zhixin Fang, Conor Adams), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2018.

“Investigating Support for an International Climate Change Treaty Among Chinese and American Citizens: Comparing Results from Surveys Conducted in 2015 and 2017” (with Anastasia Rauland, Kayla Coonen, Austin Holmes), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2018.

“Investigating the Willingness-to-Pay for Climate Change Policy Action to Reduce Greenhouse Gases among Chinese and American Citizens: Comparing Results from Surveys Conducted in 2015 and 2017” (with Cora Cornett, Adara Coker, Andrew Moran), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2018.

“Investigating Chinese and American Views on Climate Change Including a Calculated Knowledge/Acceptance/Concern Score: Comparing Results from Surveys Conducted in 2015 and 2017” (with Ashley Pike, Zhixin Fang, Conor Adams), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2018.

“Investigating Support for an International Climate Change Treaty Among Chinese and American Citizens: Comparing Results from Surveys Conducted in 2015 and 2017” (with Anastasia Rauland, Kayla Coonen, Austin Holmes), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2018.

“Investigating the Willingness-to-Pay for Climate Change Policy Action to Reduce Greenhouse Gases among Chinese and American Citizens: Comparing Results from Surveys Conducted in 2015 and 2017” (with Cora Cornett, Adara Coker, Andrew Moran), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2018.

“A Content Analysis of Regional and International Coverage of Climate Talks: A Comparison Between Agence France-Presse and Inter Press Service, 2013-2015” (with Austin Bower), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2017.

“A Content Analysis of Regional and International Coverage of Climate Talks: A Comparison between Agence France-Presse and Inter Press Service, 2013-2015” (with Austin Bower), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2017.

“Using Climate Change Acceptance/Knowledge Scores and Group Classifications to Assess Public Support for an International Climate Treaty and Willingness-to Pay for Climate Change Mitigation in the United States, China, and Vietnam” (with Kayla Coonen, Cora Cornett, Ashley Pike), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2017.

“Further Insights into Public Views on Climate Change in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses” (with Dylan Wilson, Tung Nguyen, Anastasia Rauland), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2017.

“Developing a Scoring and Group Classification System of Acceptance/Knowledge of Climate Change Realities for Citizens in the United States, China, and Vietnam” (with Hunter Hermes, Ryan Hammer, Austin Holmes), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2017.

“Developing a Scoring and Group Classification System of Acceptance/Knowledge of Climate Change Realities for Citizens in the United States, China, and Vietnam” (with Hunter Hermes, Ryan Hammer, Austin Holmes), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2017.

“Further Insights into Public Views on Climate Change in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses” (with Dylan Wilson, Tung Nguyen, Anastasia Rauland), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2017.

“Using Climate Change Acceptance/Knowledge Scores and Group Classifications to Assess Public Support for an International Climate Treaty and Willingness-to Pay for Climate Change Mitigation in the United States, China, and Vietnam” (with Ashley Pike, Kayla Coonen, Cora Cornett), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2017.

“International Comparisons of Public Views on Climate Change and Climate Change” (with Kayla Coonen, Paul Cooper, Cora Cornett, Ryan Hammer, Hunter Hermes, Austin Holmes, Tung Nguyen, Ashley Pike, Helue Vazquez Valverde and Dylan Wilson), Wisconsin Economics Association Meeting, 2016

“Mediated Public Diplomacy: How News Agencies Cover Global Climate Change” (with Joshua Borst Bergfeldt), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2016

“A Continuing Analysis of Chinese and American Public Support for an International Climate Change Mitigation Treaty” (with Emily Koehn, Ryan Hammer, & Hunter Hermes), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2016

“A Continuing Analysis of Chinese and American Public Willingness to Pay for Climate Change Mitigation Policy Action” (with Greg Sikowski & Helue Vazquez Valverde), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2016

“Climate Change Denial and Skepticism in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses” (with Cooper, David Hahn & Tung (Andy) Nguyen), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2016

“A Continuing Analysis of Chinese and American Public Support for an International Climate Change Mitigation Treaty” (with Emily Koehn, Ryan Hammer, & Hunter Hermes), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2016.

“A Continuing Analysis of Chinese and American Public Willingness to Pay for Climate Change Mitigation Policy Action” (with Greg Sikowski & Helue Vazquez Valverde), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2016.

“Climate Change Denial and Skepticism in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses” (with Cooper, David Hahn & Tung (Andy) Nguyen), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2016.

“Mediated Public Diplomacy: How News Agencies Cover Global Climate Change” (with Joshua Borst Bergfeldt), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2016.

“A Continuing Analysis of Chinese and American Public Willingness to Pay for Climate Change Mitigation Policy Action” (with Greg Sikowski & Helue Vazquez Valverde), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2016.

“A Continuing Analysis of Chinese and American Public Support for an International Climate Change Mitigation Treaty” (with Emily Koehn, Ryan Hammer, & Hunter Hermes), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2016.

“Climate Change Denial and Skepticism in China and the United States: Evidence from a Topic Prevalence Analysis of Open-Ended Survey Question Responses” (with Cooper, David Hahn & Tung (Andy) Nguyen), Presented to UW System Symposium on Undergraduate Research, UW-Stevens Points, 2016.

“A Continuing Examination of Chinese & American Views on Climate Change Preliminary Results” (with Paul Cooper, Brittany Flaherty, David Hahn,

Hunter Hermes, Emily Koehn, Greg Sikowski & Helue Vazquez Valverde), Presented to University of Wisconsin at Stevens Point, 2015.

“A Contingent Valuation Study Comparing Public Willingness to Pay for Climate Change Mitigation in China and the United States” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2015.

“Assessing American and Chinese citizen support for joining an international climate change treaty” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Presented to Provost’s Honor Symposium for Research, Scholarship, and Creative Activity, 2015.

“A Contingent Valuation Study Comparing Public Willingness to Pay for Climate Change Mitigation in China and the United States” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2015.

“Assessing American and Chinese citizen support for joining an international climate change treaty” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2015.

“International media framing of current territorial disputes in East Asia” (with Amelia Kimberly & Ashley Klein), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2015.

“A Contingent Valuation Study Comparing Public Willingness to Pay for Climate Change Mitigation in China and the United States” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Poster to UW System Symposium on Undergraduate Research, UW Milwaukee, Milwaukee, WI, 2015.

“Assessing American and Chinese citizen support for joining an international climate change treaty” (with Brittany Flaherty, Hunter Hermes, Joy Larson, Shawn Peterson, Greg Sikowski, Helue Vazquez Valverde), Presented to UW System Symposium on Undergraduate Research, UW Milwaukee, Milwaukee, WI, 2015.

“How do news agencies cover Non-communicable Diseases (NCDs)?” (with Abigail Vidmar), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2014.

“Global Media Analysis of Global Climate Change” (with Zachary Stehlin), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2014.

“New Approaches to Alcohol Interventions on Drinking Behavior in Hmong-American Students” (with Paige Johnson), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2013.

“World News Coverage of Non-Communicable Diseases” (with Grace Fair & Rosalynn Shown), Proceedings of the UWEC Celebration of Excellence in Research and Creative Activity, 2013.

“Mediated Public Diplomacy: How News Agencies Cover Global Climate Change” Faculty/Student Collaborative Research (with Samantha N. Thompson), Proceedings of the UWEC Student Research Day, 2012.

“Mediated Public Diplomacy: How News Agencies Cover Global Climate Change” Presented to UWEC Provost’s Honor Symposium, 2012.

“Effects of Alcohol Advertising Exposure on Intentions to Drink or Drinking Among Caucasian and Hmong College Students,” (with Catherine Karst and Lora Steinmetz), Proceedings of the UWEC Student Research Day, 2011.

“Global Cancer News Coverage,” (with Lora Steinmetz), Proceedings of the UWEC Student Research Day, 2011.

“Gender Differences Regarding Text-Messaging Usage,” Faculty/Student Collaborative Research (with Catherine Karst, Jeremy Ernst, Kara Pedersen, McKenzie Scholz, and Sara Gawinski), Proceedings of the UWEC Student Research Day, 2011.

“Journalism in the Digital Age: Comparing Traditional Print News and Online News Sources in the U.S.,” Faculty/Student Collaborative Research (with Eric Larson, Samuel Rosenberry, Eric Christenson, and Jessi Van Natta), Proceedings of the UWEC Student Research Day, 2011.

“U.S. Press Coverage of the Six-party talks, 2003-2007,” Faculty/Student Collaborative Research (with Kristin Busacker), Proceedings of the UWEC Student Research Day, 2010.

“A Comparative Analysis of Freedom of Speech,” Faculty/Student Collaborative Research (with Eunsil Lee and Chad Ok and Jessica R. LaVigne), Proceedings of the UWEC Student Research Day, 2009.

“Ideology and news coverage in North Korea,” Faculty/Student Collaborative Research (with Chad Ok and Hyeyoung Han), Proceedings of the UWEC Student Research Day, 2008.

“Effects of Alcohol Advertisements on University of Wisconsin at Eau Claire Students and the Correlation between Media Exposure and Alcohol Perception,” Faculty/Student

Collaborative Research (with Michelle Forgette), Proceedings of the UWEC Student Research Day, 2007.

“Effects of Alcohol Advertising on Underage Drinking among Hmong Students,” Faculty/Student Collaborative Research (with Jacqueline Phelan), Proceedings of the UWEC Student Research Day, 2006.

“Effects of Alcohol Advertising on Alcohol expectancies and Drinking among Hmong Students over the Legal Drinking Age,” Faculty/Student Collaborative Research (with Megan Engmark), Proceedings of the UWEC Student Research Day, 2006.

“Information and Political Engagement: A Structural Equations Framework,” Faculty/Student Collaborative Research (with Kristi Koller), Proceedings of the University of Wisconsin at Eau Claire Student Research Day, 2005.

GRANTS

Faculty-Student Research Grants

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$5,200, 2022-23

Faculty Recipient, A Community of Practice (COP) titled Supporting Diverse Students in Research, Scholarly and Creative Work, ORSP, UW-Eau Claire, \$750, 2021-22

- Awarded funds to support for the purpose of developing and implementing effective mentoring of diverse students involved in collaborative scholarly activity.

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$5,200, 2021-22

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$5,200, 2020-21

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,700, 2019-20

Faculty Recipient, EvaluateUR, ORSP, UW-Eau Claire, \$800, 2018 (\$400) and 2019 (\$400)

- Title of Investigation: Collaborative Research: WIDER: Improving Undergraduate Education Through Community Building and Adoption of an Evidence-Based Practice to Evaluate Undergraduate Research

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$6,450, 2018

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,600, 2017

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,700, 2016

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,800, 2015

Faculty Recipient, A Community of Practice on Mentoring Undergraduate Research Students (COP), Office of Research and Sponsored Program (ORSP) and Center for Excellence in Teaching & Learning (CETL), UW-Eau Claire, \$300, 2014-2015

- Awarded funds to support for the purpose of developing and implementing effective mentoring of undergraduate students involved in collaborative scholarly activity.

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$8,280, 2014

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$8,280, 2013

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$7,100, 2012

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,800, 2011

Faculty Recipient, Faculty/Student Research Collaboration Grants, ORSP, UW-Eau Claire, \$2,799, 2010

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,698, 2010

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,697, 2009

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,700, 2008

Faculty Recipient, Summer Research Experiences for Undergraduates, ORSP, UW-Eau Claire, \$4,700, 2007

Faculty Recipient, Student-Faculty Collaborative Research on Alcohol Issues, Center for Alcohol Studies and Education (CASE), UW-Eau Claire, \$1,130, 2007

Faculty Recipient, Student-Faculty Collaborative Research on Alcohol Issues, Center for Alcohol Studies and Education (CASE), UW-Eau Claire, \$5,000, Summer 2006

Faculty Recipient, Student-Faculty Collaborative Research on Alcohol Issues, Center for Alcohol Studies and Education (CASE), UW-Eau Claire, \$3,750, Spring 2006

Course Development and Redesign Grants

Faculty Recipient, Digital Transformation Teaching and Learning Course, CETL, UW-Eau Claire, \$750, 2021-22

- An online, asynchronous course to showcase planning, designing, and teaching with technology

Faculty Recipient, Online course development (CJ319 International Communications), Center for Excellence in Teaching & Learning (CETL), UW-Eau Claire, \$1,500, 2019

Faculty Recipient, Online Course Redesign (CJ300 Research Methods), Center for Excellence in Teaching & Learning (CETL), UW-Eau Claire, \$500, 2019

Faculty Recipient, Online course development, Center for Excellence in Teaching & Learning (CETL), UW-Eau Claire, \$1,500, 2012

Faculty Recipient, Intercampus Communities of Practice (ICOP), Network for Excellence in Teaching Initiative, UW-Eau Claire, \$1,500, 2006-2007

- Awarded curricular redesign grant by the UW-System Learning and Technology Development Council. Six instructors who teach a research methods were selected to redesign their course to include technology that appears to millennial students.
- Project Title: Active learning approach for millennial students: How do we make research methods more interesting with the integration of technology into a traditional classroom?

Professional Development Grants

Faculty Recipient, University Research and Creative Activity Grant, ORSP, UW-Eau Claire, \$2,900, 2021-22

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2019

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$1,250, 2018-19

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2018

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$1,400, 2017-18

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$700, 2017

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$1,500, 2016-17

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2017

Faculty Recipient, Academic Staff Professional Development Grant, ORSP, UW-Eau Claire, \$1,100, 2015-16

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2016

Faculty Recipient, Library Travel Grants, Harvard-Yenching Library in 2016-17

Faculty Recipient, Library Travel Grants, The Center of East Asian Studies, University of Chicago in 2009, 2010, 2014, 2015

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2015

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$1,500, 2014-15

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$1,010, 2013-14

Faculty Recipient, Summer Extramural Grant Development, ORSP, UW-Eau Claire, \$500, 2014

Faculty Recipient, Global, Integrative, Multicultural Professional Development (Title 3 Grant), UW-Eau Claire, \$500, 2013

- Worked on critical multicultural learning outcomes.

Faculty Recipient, Professional Development: Workshops & Special Projects Travel Program, ORSP, UW-Eau Claire, \$300, 2012-13

- Awarded funds to support my presentation as an invited speaker, *Approaches to Solving Korean-Japanese Territorial Disputes: Suggestions*.

Faculty Recipient, University Research and Creative Activity Grant, ORSP, UW-Eau Claire, \$3,000, 2013

Faculty Recipient, Provost Winter Program (Degree Audit Analysis), UW-Eau Claire, \$775, 2013

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2013

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2012

Faculty Recipient, Summer Extramural Grant Development, ORSP, UW-Eau Claire, \$2,720, 2012

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$480, 2011-2012

Faculty Recipient, Provost Summer Program (Degree Audit Analysis), UW-Eau Claire, \$500, 2013

Faculty Recipient, Summer Extramural Grant Development, ORSP, UW-Eau Claire, \$2,950, 2011

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2011-2012

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$498, 2010-2011

Faculty Recipient, Guest Lecturer, Artists, and Other Professional Program, ORSP, UW-Eau Claire, \$480, 2010

- Awarded funds to invite Media Specialist

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$425, 2008

Faculty Recipient, Small Research Grant, ORSP, UW-Eau Claire, \$500, 2007

Korean Research Foundations, Research Assistantship, \$2,700, 2003

International Foundation for Ewha Womans University, Inc., Appenzeller Memorial Scholarship (Dissertation Grant), \$5,000, 2001

HONORS & AWARDS

Faculty Recipient, Top paper for Sports Communication at AEJMC, 2022

Faculty Recipient, Top paper for Media Communication at ECA (Eastern Communication Association), 2017, 2019

Recipient, Top Three Student Paper at ICA (Political Communication), \$500, 2002

Faculty Recipient, the Annual Authors Celebration, UW-Eau Claire, 2008, 2010, 2017, 2019, 2021 (With Dr. Jamelske, Economics)

- Participated in the annual Authors Celebration at UW-Eau Claire.

Faculty Recipient, UW-Eau Claire, 2016, 2018

Recognized by TWO graduating seniors in an initiative titled Senior GRADitude as a faculty who has positively influenced their time at UW-Eau Claire.

Faculty Recipient, Excellence in Mentoring in Research, Scholarship and Creative Activity award, ORSP, UW-Eau Claire, 2016-2018

Faculty Recipient, Outstanding Educator, Volume One Magazine (culture and entertainment magazine in the Chippewa Valley, WI)

- Cited through a nomination in Volume One's list of people who got votes as outstanding educators in the Chippewa Valley

Faculty Recipient, High-demand Faculty Award, UW-Eau Claire, 2006-2007, 2009-2010

- Awarded a salary increase from the "high-demand" faculty fund

Faculty Recipient, Favorite UWEC Professor, Towers North Hall, UW-Eau Claire, 2008

- The Tower Hall residents chose me as one of their favorite professors.

The American Advertising Federation, National Advertising Honorary Society, 1997

Marquette Alumni Association, Student Leadership Award, 1997

TEACHING ACTIVITY

University of Wisconsin at Eau Claire

Globalization, Culture, and Digital Power (Honors Colloquia, HNRS123 offered)

- Teach the role of global media in shaping international politics, digital activism, and trans-border cultural practices from the point of view of researchers, professionals, and critics. We will closely observe and study current events and their linkages with globalization.

International Communication ONLINE

- Teach students with an historical, theoretical, and pragmatic approach to global communication. Offer an overview of our current understanding of contemporary and digital media phenomena from the point of view of researchers, professionals, and critics.

Advertising Media Planning/Strategic Media Planning

- Teach students the strategy of media planning and media relations tactics and strategies using lecture and case study.

Advanced Advertising Studies (Capstone)

Advertising in Contemporary Society

- Teach students to think critically and independently about the often-controversial relationship between advertising and society using exercises and research project.

Research Methods (Cross listed with graduate course)

Research Methods **ONLINE**

- Teach students the full range of communication research methodologies and the processes underlying conducting empirical research.

Integrated Strategic Communication (ISC) Campaign Design and Evaluation

- Teach public communication campaign process with the skills relevant to recognize, design, and use research in advertising and public relations.

Fundamentals of Advertising

- Taught students in the principles of advertising using lectures and exercises
- Taught students the principles of marketing communication campaign development

Mass Media Law (Cross listed with graduate course)

- Taught students about mass communication law so that as professional communicators (journalists and ad/PR professionals) they can thoughtfully assert their rights and avoid needless legal conflicts.

Ajou University, International Summer School, South Korea

Introduction to Marketing Communication (Summer 2016)

- Teach international (and UWEC) students the principles of marketing communication campaign development

Global Communication (Summer 2015)

- Taught international (and UWEC) students with an historical, theoretical, and pragmatic approach to global communication

University at Buffalo, SUNY

Instructor – Communication, Globalization & National Development Issues in Global Communication

- Instructed students about the major themes in theory and research about the political, economic, and cultural impact of international and global mass communication.

Instructor – Survey of Mass Communication

- Instructed students about formal organization, functions, and development of mass media using lectures and exercises.

Marquette University

Instructional Assistant – Introduction to Communication

Sogang University, Seoul, South Korea

Teaching Assistant – General Education classes / Political Science classes

SERVICE

University Service

Participant, Annual Authors Celebration, UW-Eau Claire (2008, 2010, 2017, 2019, 2021)

Faculty member, Faculty Complaint, Grievance & Termination Review Committee (2017-2019, 2021-present), UW-Eau Claire

Committee Planning member, Asian Pacific Islander American Heritage Month, Office of Multicultural Affairs (2018-present), UW-Eau Claire

Faculty member, College of Arts & Science Nominating Committee (2019-2021, 2021-present), UW-Eau Claire

Board member, Transnational Asian Studies Program (2016-present), UW-Eau Claire

Faculty member, Asian American and Asian Studies (2004-present), UW-Eau Claire

Collaborating Faculty member, Transnational Asian Studies, Certificate (2015-present), UW-Eau Claire

Participant, EvaluateUR, ORSP, UW-Eau Claire, 2018 and 2019

Participant, A Community of Practice (COP) on Mentoring Undergraduate Research Students, Office of Research and Sponsored Program (ORSP) and Center for Excellence in Teaching & Learning (CETL), UW-Eau Claire (2014-2015)

Faculty member, University Faculty Awards Committee, UW-Eau Claire (2013-2016)

Faculty reviewer, Social Science Committee, ORSP, UW-Eau Claire (2014-2016)

Faculty member, Review Team, ORSP, UW-Eau Claire (2011-2014)

Faculty adviser, Malaysian Abroad Diversified (2014-2016), UW-Eau Claire

Faculty mentor, Service learning, UW-Eau Claire (2007, 2010-present)

Graduate School Faculty, UW-Eau Claire (2003-present)

Member, The Bridge: Campus Community Coalition on Alcohol Issues in Eau Claire, UW-Eau Claire (2006-2016)

- The Bridge is a partnership between the UW-Eau Claire campus and greater Eau Claire Community to address and reduce underage and high risk drinking behaviors through education, enforcement, and environmental changes.

Researcher, Alcohol Safety Team, Coordinated by CASE, UW-Eau Claire (2014-2016)

- To work with faculty members interested in alcohol-related topics.
- To review and improve current surveys
- To more effectively use and disseminate the data we collect

Panel, Alcohol Safety Team, Center for Alcohol Studies and Education (CASE), UW-Eau Claire (2013)

- To decrease bad alcohol related outcomes for students

- To input my suggestions (research and projects) for involving faculty in these efforts

Participant

- Global, Integrative, Multicultural Professional Development, UW-Eau Claire (2013)
- Provost Winter Program (Degree Audit Analysis), UW-Eau Claire (2013)
- Provost Summer Program (Degree Audit Analysis), UW-Eau Claire (2011)

Participant, First Blugold Family Weekend Authors Reception, UW-Eau Claire (2009)

Participant, Commencement, UW-Eau Claire (2004, 2007, 2012, 2013, 2014, 2015, 2017)

Participant, College Preview Chili Feed Weekend, Office of Multicultural Affairs, UW-Eau Claire (2007)

- Supported university efforts to recruit and retain academically excellent students of color.

Presenter, Faculty / Staff Forum, UW-Eau Claire (2006)

Reader, Student Baccalaureate Portfolio, UW-Eau Claire (2005)

Participant, Everyday Politics: Reconnecting Citizens and Public Life Discussion Session, UW-Eau Claire (2005)

Participant, Annual Scholar Day, UW-Eau Claire (2004)

- Participated in Scholar Day by providing two of my classes for high school students to attend.

Graduate Assistant, English Language Institute, University at Buffalo (SUNY) (1999-2000)

Departmental Service

Chair, Search and Screen Committee

- Integrated Strategic Communication Extended, UW-Eau Claire (2019)
- Integrated Strategic Communication, UW-Eau Claire (2018-2019)
- Advertising/Strategic Communication, UW-Eau Claire (2014-2015)
- Advertising and Strategic Communication, UW-Eau Claire (2013-2014)
- Advertising and Multi-media position, UW-Eau Claire (2010-2011)
- Advertising position, UW-Eau Claire (2010-2011)

Member, Search and Screen Committee

- ISC position, UW-Eau Claire (2021)
- ISC position, UW-Eau Claire (2020)
- ISC position, UW-Eau Claire (2016-17)
- PR/Strategic Communication Position, UW-Eau Claire (2009-2010)
- PR One-year Position, UW-Eau Claire (Summer 2009)

- Advertising Position, UW-Eau Claire (2007-2008)
- Department Chair, UW-Eau Claire (2006-2007)
- Mass Communication Position, UW-Eau Claire (2004-2005)

Chair, Curriculum Committee (2012- 2013, 2019-present)

Member, Curriculum Committee (2009-2010, 2013-2014)

Chair, Department Personnel Committee (2011-2012)

Member, Department Personnel Committee (Fall 2009-present)

Member, Department PTR (Post Tenure Review) (2017-present)

Member, DPC subcommittee for promotion to full professor (2017-present)

Member, Strategic Communication Curriculum Committee (Spring 2013)

Member, *Ad hoc* Graduate Curriculum (Health Communication Certificate/Master program) Committee (Spring 2014-2017)

Member, Assessment Committee (Fall 2010-Spring 2013, 2015-16, 2017-18, 2022-present)

Member, Scholarship Committee, UW-Eau Claire (Fall 2006-present)

Member, ACEJMC Self Study, UW-Eau Claire (2006-2008, 2013-2014, 2019-2020)

Faculty Adviser, AAF (American Advertising Federation) College Chapter (2008-2016)

Faculty mentor, 37 Academic Apprentices, UW-Eau Claire (2004-2017)

Faculty Adviser, AdFed, UW-Eau Claire (Fall 2008-2016)

Faculty Co-adviser, NSAC (National Student Advertising Competition) (Fall/Spring, 2012)

Member and Chair, Enrollment Management Committee, UW-Eau Claire (Fall 2008-Spring 2010)

- This committee will consider and research options for controlling department enrollments and raising the academic profile of our CJ majors.

Member, Media Lab Committee, UW-Eau Claire (Fall 2007- 2008)

References, UW-Eau Claire (Spring 2004-present)

- Wrote or completed letters of recommendation or reference forms.

Guest Speaker, UW-Eau Claire

- “Research Methods,” CJ105: Introduction to Information Age, UWEC, 2019
- “Media Law,” CJ105: Introduction to Information Age, UWEC, 2005 – 2009
- “Research methods and SPSS,” PR Research Methods, UW-Eau Claire, Fall, 2007
- “Drinking cultures in Korea,” CJ466: Advertising Campaign, UWEC, Spring 2006
- “Media Planning,” CJ466: Advertising Campaign, UW-Eau Claire, Spring 2004
- “PR law,” CJ270: Public Relations, UW-Eau Claire, Fall 2003

Professional Service

New Journal Committee & Search Committee member for Editor-in Chief

- KACA (Korean American Communication Association) launches new Journal (“Korean Journal of Communication”).

Article Editor

- Sage Open, Social Science Journal (2015)

Editorial Board Member

- Journal of Sociology Study (2012-present)
- Online Journal of Communication and Media Technologies (2011-present)
- Online Journal of Art and Design (2013-present)

Ad hoc Journal Reviewer

- Media, War & Conflict
- Journal of Advertising
- Communication Research
- International Journal on Health, Wellness, & Society (2011, associate editor)
- International Journal of Climate Change: Impacts and Responses (2016, associate editor)
- Journal of Communication in Healthcare: Strategies, Media, and Engagement in Global Health
- The Social Science Journal
- Asian Journal of Communication
- Mass Communication & Society
- Asian Communication Research, an official journal of the Korean Society for Journalism and Communication Studies

Session Chair

- Climate Change at the MAPOR (2012)
- Immigration Policy at the MAPOR (2010)
- Global Communication and Social Change at the ICA, Chicago, IL (2009)
- Cross-Cultural Perspectives of Visual Communication (CCPVC, 4 sections), <http://www.uwec.edu/ce/crosscultural/index.htm>, UW-Eau Claire (2006-2007)
- Participatory Science Research Section at the IAMCR, Singapore (2000)

Conference Paper Reviewer

- Posters on the Hill: Council on Undergraduate Research (2018)
- Association for Education in Journalism and Mass Communication (AEJMC)'s 2012 - 2019 conference (Mass Communication & Society Division/International Communication Division)
- International Communication Association (ICA)'s 2009 & 2010 conference (Global Communication and Social Change Division)
- International Communication Association (ICA)'s 2006, 2007, 2009, & 2010 conferences (Political Communication Division)
- Cross-Cultural Perspectives of Visual Communication (CCPVC), <http://www.uwec.edu/ce/crosscultural/index.htm>, UW-Eau Claire (2006-2007)

Textbook Reviewer

- Reviewed practice questions for smart book (Communication Research: Asking Questions, Finding Answers by Joann Keyton) (2018)
- Reviewed a media law textbook, "The Law of Journalism and Mass Communication" (3rd Ed.) by CQ Press (2012).
- Reviewed a media law workbook, "Constitutional Law Workbook" by Aspen Publisher (2010).
- Reviewed an advertising textbook, "Essential of Contemporary Advertising" (1st Ed.) for McGraw-Hill (2006).

Other Reviewer

- ORSP-Summer Research Experiences for Undergraduates at UWEC (2011-2014)
- ORSP-Faculty/Student Research Collaboration Grants (2012-2015)

News Source/Expert

- Presenter (an invited speaker), The Korean American Association of Chicago (KAAC) and the Dokdo-East Sea World Organization, 2013
 - Spoke to Korean community members regarding my suggestion and solution about Korean-Japanese Territorial Disputes.
- Cited by *Parapolitical* regarding the North Korean nuclear issue ("News vs. National Priorities") (<http://www.parapolitical.com/2013/03/newsnp>) (March, 2013)
- Interviewed by WEAU-TV-6 regarding local react to Kim, Jong Il death (December 19, 2011)
- Interviewed by WQOW-TV-18 regarding legal issues related to TV Ad running in Wisconsin attacks Obama for allegedly letting babies die (October 20, 2008)

USA Correspondent, Buddhist Broadcasting System (BBS)-FM, Korea (2006-April 22, 2007)

- Contribute reports to radio news on a particular topic.

Presenter, Wisconsin Newspaper Association (WNA), Eau Claire, 2006

- Spoke to high school student journalists' advisers on legal issues surrounding student publishing, including 1st Amendment, copyright, privacy, and more.

Korea Creative Contents Agency (KCCA), Seoul, Korea, 1999

- USA Correspondent, Covered breaking news and features in U.S. media industry.

Community Service

Member, The Bridge: Campus Community Coalition on Alcohol Issues in Eau Claire (2006-2015)

- I am lending my expertise on advertising to help the committee reduce the impact of harmful alcohol marketing message on the campus community.
- I have had previous experience with committees, research, and other projects related to alcohol abuse prevention for UW-Eau Claire students.

Advisor, The Dokdo-East Sea World Organization (2013-Present)

- They offer seminars and workshops featuring invited speakers who are expert related to the Korean-Japanese territorial disputes in the East Asian country.

PROFESSIONAL DEVELOPMENT

- EDI Programing/training (overview of equity, diversity, and inclusion)
 - Transparent Design Framework Workshop (2022)
 - Diversity Mentoring Community of Practice (2021)
 - Recognizing and Responding to Microaggressions in the Classroom (2021)
 - Recognizing and Responding to Microaggressions in the Workplace (2021)
 - Campus Connect: Suicide Awareness and Intervention (2021)
 - Becoming an Anti-Racist Educator (2021)
 - Identity, Privilege and Oppression (2021)
 - EDI Independent Film Viewing Series: Awake: A Dream From Standing Rock (2020)
 - How much racial discrimination is there really? Evidence from Field Experiments (2019)
 - Microaggressions (2019)
 - Diversity Conversations on Campus workshop (EDI Tier 1, 2018)
 - Worked on critical Multicultural learning outcomes (2013)
 - A Panel discussion building upon, Rethinking diversity: A Confluence of Teaching and Learning (2004)
- Professional development of the Transparent Design Framework Initiative (2022)
- UW-System COVID-19 Overview training
- Title IX (sexual harassment/sexual discrimination) (2021)
- Information Security (securing data and information technology) (2021)
- Information Security Awareness training (2021)
- Mandated Reporter (reporting of child abuse and neglect, Executive Order #54) (2021)
- Data Security and Privacy (2019)
- CETL Programming (2020)
 - Zoom Part 1 and Part 2
 - Zoom Basics and Engagement

- Facilitating Synchronous Sessions in Zoom
- Statista Campus trial (February, 2022)
- Westlaw Campus research trial (March 16, 2021)
- A Community of Practice (COP) on Mentoring Undergraduate Research Students (2014-15, 2021-22)
- EvaluateUR for the summer research assessment pilot (2018 and 2019)
- Short Course and Workshop attended at Eastern Communication Association (ECA) conference, in Boston, 2017
- Visited the Global Resource Center at George Washington University (2022)
- Visited the East Asian Library section of the Regenstein Library at University of Chicago. (2009, 2010, 2014, 2015, 2016, 2017, 2018, 2019)
- Visited Harvard Yenching Library (2013, 2017, 2020)
- Visited UW Madison library (2008 & 2010)
- Attended the 2016 International Conference on Climate Change and Sustainable Development, June 29-31, Inha University, Korea
- Visited South Korea to build collaborative research partnership (2015, 2016)
- Visited the Hmong Cultural Center, MN and the Center for Hmong Studies, MN at Concordia University. They provide new skills in research and service to community related to health issue (2012, 2014)
- Attended a full-day seminar titled, “Approaches to Solving Korean-Japanese Territorial Disputes” offered by the *Korean American Association of Chicago (KAAC)* and the *Dokdo-East Sea World Organization* on Saturday, June 29 in Chicago, 2013
- Visited the International Center for Advanced Renewable Energy and Sustainability (I-CARES) at Washington University in St. Louis. The center provides new skills in research, teaching, and service to community related to sustainability (e.g., climate change, global engagement, diversity, and global health), 2011
- The third advising session: The art of advising, hosted by College of Arts & Science, UWEC (2005)
- “Secrets of Good Teaching,” hosted by College of Arts & Science, UW-Eau Claire (2005)
- The second advising session: Digging into the Degree Audit: Working with Real Advisees, hosted by College of Arts & Science, UW-Eau Claire (2005)
- The first advising session: The Tools and Tips, hosted by College of Arts & Science, UW-Eau Claire (2004)
- Attended Educating Citizens Discussion Session, UW-Eau Claire (2004)
- Winterim D2L Workshops, hosted by TLTD (Teaching and Learning Technology Development Center), UW-Eau Claire (2004)

AFFILIATIONS

- The American Communication Association (2017 – present)
- Midwest Association for Public Opinion Research (MAPOR) (2005 – 2006, 2009-present)
- Korean American Communication Association (KACA) (1996 – present)
- East Communication Association (ECA) (2017, 2020)
- Dokdo-East Sea World Organization (2013-present)

- Korean Association for Cold War Studies (2016 – present)
- American Academy of Advertising (AAA) (2006 – 2008, 2011-2014)
- American Advertising Federation (AAF) (2008 – 2014)
- International Communication Association (ICA) (1998 – 2009)
- International Association for Media and Communication Research (IAMCR): email list membership (2007- present)
- Association for Education in Journalism and Mass Communication (AEJMC) (2003 – 2004)