

## CURRICULUM VITAE

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### Gi Woong Yun

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Department of Telecommunications  
School of Communication Studies  
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### EDUCATION

Ph.D., 2003

University of Wisconsin – Madison

School of Journalism and Mass Communication

Dissertation: The effects of interactivity on the credibility of static web sites and web site forums

Advisor: Robert P. Hawkins

M.A., 1999

University of Wisconsin – Madison

School of Journalism and Mass Communication

Thesis: Relationships among knowledge, affect and behavior in the political participation context:

“The more you know, the more you feel and the more you participate?”

Advisor: Robert P. Hawkins

B.A., 1994

Hanyang University, Seoul Korea

Major: Journalism and Mass Communication

### REFERRED JOURNAL ARTICLES

Yun, G. W. (in press). Interactivity concepts examined: Response time, hypertext, role taking, and multimodality. *Media Psychology*.

Yun, G. W., Ford, J., Hawkins, R. P., Pingree, S., McTavish, F., Gustafson, D., & Berhe, H. (in press). On the validity of Client-side vs Server-side web log data analysis. *Internet Research*.

Park, S.-Y., Bush Hitchon, J., & Yun, G. W. (2004). The effects of brand familiarity in alignment advertising. *Journalism & Mass Communication Quarterly*, 81(4), 750-765.

Park, S.-Y., & Yun, G. W. (2004). Effects of New Communication Technology on Supply Chain Management. *Journal of Computer-Mediated Communication*, 10(1).

Reaves, S., Hitchon, J., Park, S., & Yun, G. W. (2004). "You can never be too thin" - Or can you?: A pilot study on the effects of digital manipulation of fashion models' body size, leg length and skin color. *Race, Gender & Class*, 11(2).

Reaves, S., Hitchon, J. B., Park, S.-Y., & Yun, G. W. (2004). If looks could kill: The ethics of digital manipulation of fashion models and attitudes of readers. *Journal of media ethics*, 19(1).

Park, S., & Yun G. W. (2003). What do we know about "attention to television?": Toward a synthesis of two approaches. Proceedings of the Annual conference of the American Academy of Advertising. Denver-Bloomfield, CO, March 2003.

Trumbo, C., Sprecker, K., Dumlao, R. J., Yun, G. W., & Duke, S. (2001). Use of e-mail and the web by science writers. *Science Communication*, 22(4), 347-379.

Yun, G. W., & Trumbo, C. (2000). Comparative response to a survey executed by post, e-mail, & web form. *Journal of Computer-Mediated Communication*, 6(1).

## **REFERRED JOURNAL ARTICLES UNDER REVIEW**

Park, S., Bush Hitchon, J., & Yun, G. Intervention of eating disorder symptomatology using educational mass communication messages.

Park, S., Yun, G., Hitchon, J., & Gunther, A. Who's ideal is it anyway?: The third-person perceptions of the thin-ideal media influence and pluralistic ignorance on the social norm of ideal thinness.

Park, S., Ha, L., & Yun, G. (2005). Interactivity of consumer reviews on Korean and U.S. leading retail Websites.

## **REFERRED CONFERENCE PAPERS**

Lee, S., Yun, G. W., & Park, S.-Y. (2005). *The power of groupies on Web community: A case study of a Korean actor's Web community*. Paper presented at the International Communication Association, New York, NY.

Park, S.-Y., Ha, L., & Yun, G. W. (2005). *Interactivity and verbal styles in consumer comments on Korean and U.S. leading retail websites*. Paper presented at the International Communication Association, New York, NY.

Park, S.-Y., Yun, G. W., Bush Hitchon, J., & Gunther, A. (2005). *Misperceiving the norm of ideal thinness by overestimating media effects on others: Third-person effects and pluralistic ignorance on the norm of ideal thinness*. Paper presented at the International Communication Association, New York, NY.

Park, S.-Y., Bush-Hitchon, J., & Yun, G. W. (2004). *Intervention of eating disorder symptomatology using educational mass communication messages*. Paper presented at the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Yun, G. W., Hawkins, R. P., Pingree, S., McTavish, F., Gustafson, D., & Berhe, H. (2003, May). *The Web log data triangulation: Server-side and Client-side data comparison*. Paper presented at the International Communication Association, San Diego.

Bush-Hitchon, Reaves, S., Park, S., & Yun, G. W. (2003). *Authentic or a skinny fabrication? Consumer response to models and brands in fashion magazine ads and their public relations implication*. Paper presented at the International Communication Association, San Diego.

Yun, G. W. (2002). *The Level of Interactivity and its conceptual factors*. Paper presented at the International Communication Association, Seoul, Korea.

Park, S.-Y., & Yun, G. W. (2002). *Effects of New Communication Technology on Supply Chain Management*. Paper presented at the International Communication Association, Seoul, Korea.

Hawkins, R., Yun, G. W., Park, S.-Y., Yaros, R., Chong, K., Pingree, S., & Gilligan, E. (2002). *Being Alerted to Television News Breaks*. Paper presented at the International Communication Association, Seoul, Korea.

Pingree, S., Hawkins, R., Yun, G. W., Park, S.-Y., & Serlin, R. (2002). *Identifying Good Science on the World Wide Web*. Paper presented at the International Communication Association, Seoul, Korea.

Hitchon, J., Reaves, S., Park, S., & Yun, G. W. (2002). *Two pictures are worth a thousand words: Enhancing visual literacy regarding impact of the thin ideal on eating disorder symptomatology*. Paper presented at the International Communication Association Annual Conference, Seoul, Korea.

Reaves, S., Hitchon, J. B., Park, S.-Y., & Yun, G. W. (2001, August). *If looks could kill: The ethics of digital manipulation of fashion models and attitudes of readers*. Paper presented at the Association for Education in Journalism and Mass Communication, Washington, D.C.

Park, S., Yun, G. W., & Trumbo, C. (2001, May). *Magazine coverage of eating disorders: 1980-1999*. Paper presented at the International Communication Association, Washington D.C.

Ford, Jay and Yun, G. W. (2001). *The use of an Internet based survey tool to measure patient and physician perspectives on e-mail communication*. Paper presented at the Paper presented to the Midwest Association for Public Opinion Research, Chicago.

Yun, G. W., & Park, S. (2000). *Examination of the Internet use data collection methods and uses and gratifications approach*. Paper presented at the International Communication Association, Acapulco, Mexico.

Bush-Hitchon, J. D., Reaves, S., Park, S.-Y., & Yun, G. W. (2000, August). "You can never be too thin" - or can you? *Presenting research intended to combat the effects of digital manipulation of fashion models' weight, leg length and skin color*, Tempe, AZ.

Pingree, S., Hawkins, R., Yun, G. W., Park, S.-Y., & Serlin, R. (2000, August). *Consumers' use of science content and site address to evaluate web health stories*. Paper presented at the Association for Education in Journalism and Mass Communication, Tempe, AZ.

Shaw, B., & Yun, G. W. (2000, August). *Using databases from interactive health communication databases for formative research on program development and inductive theory building: A case study of the CHESS program*. **Top student paper** presented to the Science Communication Interest Group of the Annual Conference of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Wise, M., Yun, G. W., & Shaw, B. (2000). *Mapping use of a self-directed on-line heart disease education program onto health learning outcomes: A correlational study of post-heart attack learners*. Paper presented at the Adult Education Research Conference, Vancouver, British Columbia.

Yun, G. W., & Trumbo, C. (1999). *Response comparison of a survey executed by mail, e-mail, & web site*. Paper presented to the Midwest Association for Public Opinion Research, Chicago.

Trumbo, C., Sprecker, K., Dumlao, R. J., Yun, G. W., & Duke, S. (1999). *Use of e-mail and the web by science writers*. Paper presented at the Association for Education in Journalism and Mass Communication, New Orleans.

## INVITED ARTICLES

Choi, Y. M., Yun, G. W., Kim, K. W., Soo, L. J., & Jung, H. J. (2005). *Network and cable broadcasting regulation in Korea*. Seoul, Korea: Korean Broadcasters Association.

## CONFERENCE PANELS

AEJMC winter conference, 2006, Bowling Green State University, OH.

## COMMUNITY SERVICE

### 2005

- Faculty in Asian Studies Program
- Faculty Senate senator representing TCOM
- TCOM curriculum revision chair: coordinate and wrote multiple blue sheets
- TCOM blue sheets: TCOM451, TCOM464, TCOM452
- TCOM web redesign: design and supervise TCOM web site maintenance
- SCS Web site committee coordinator: Coordinate meetings on Web site revision
- SCS Web site redesign and maintenance: redesign and maintenance of SCS Web site
- TCOM department assessment report: Wrote TCOM department assessment report
- West Hall instructional committee member: attended regular meetings
- TCOM faculty search chair: coordinated TCOM faculty search
- Ohio Association of Broadcasting committee member: attended regular meetings and helped logistics of the conference
- Emerging media group coordinator: coordinated meetings
- Information technology committee – biweekly meeting
- Ongoing Project with WBGU PBS station
- Guest lecture at the Association Liaison office (USAID) project

## RESEARCH ACTIVITIES

- |   |                |
|---|----------------|
| Media Research Lab  | 2006           |
| <ul style="list-style-type: none"><li>• Weekly meetings with Dr. Sung-Yeon Park and graduate students on media research</li></ul> |                |
| IT development and Broadcast Engineers Seminar  | 2005           |
| Emerging Media Research Group - Bowling Green State University  | 2004 – present |
| <ul style="list-style-type: none"><li>• Weekly seminars on new communication technology</li></ul>                                 |                |
| Bowling Green Library award   | 2004 - 2005    |
| Online course evaluation project - Bowling Green State University   | 2004           |
| <ul style="list-style-type: none"><li>• Analysis of the effects of online courses</li></ul>                                       |                |
| Research Assistant - Center for Health Systems Research and Analysis, Madison, WI   | 1997-2003      |
| <ul style="list-style-type: none"><li>• Comprehensive Health Enhancement Support System (CHESS)</li></ul>                         |                |
| Research Assistant - University of Wisconsin, Madison   | 2000           |
| <ul style="list-style-type: none"><li>• Magazine digital manipulation study</li></ul>   |                |

## REVIEWER

AEJMC	2001 – present
Journal of Computer Mediated Communication	2005 – present
American Journal of Evaluation reviewers	2005

## TEACHING

Online communities and social environments – BGSU	Spring 2004
New electronic media II – BGSU	Fall 2004, Fall 2005
New electronic media - BGSU	Fall 2003 – present
Applied research in telecommunication – BGSU	Fall 2003
Effects of Mass Communication – University of Wisconsin, Madison	Spring 2002

## OTHER RELATED EXPERIENCE

Owner and web master of <a href="http://www.learnkorean.com">www.learnkorean.com</a> <ul style="list-style-type: none"><li>• A top search result from the Google search engine with key work “learn” and “Korean”</li></ul>	1997 – present
Consultant for the Korea International Satellite Broadcasting in L.A., California	2005 - present
Staff - Annual conference of Comprehensive Enhancement Support System education consortium	1997 - 2002
System operator - Samsung Data System	1994
Staff - International Association for Mass Communication Researchers in Seoul, Korea	Fall 2003
Editor “Chronos” – Hanyang University <ul style="list-style-type: none"><li>• College academic magazine</li></ul>	1992
System operator - 1986 Summer Asian Game	1986