

SUNG-YEON PARK

Graduate Coordinator, School of Media & Communication
Associate Professor, Department of Telecommunications, School of Media & Communication
Bowling Green State University (BGSU)
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I. Academic Degrees

Ph.D., 2003

University of Wisconsin – Madison

Department of Life Sciences Communications

Dissertation: Intervention of eating disorder symptomatology using educational mass
communication messages: A social marketing approach

M.A., 1997

Korea University (Seoul, South Korea)

Department of Journalism and Mass Communication

Thesis: Mass Media and Introduction of a New Local Government System in South Korea:
Knowledge-gap hypothesis revisited

B.A., 1995

Korea University (Seoul, South Korea)

Major: Korean Language and Literature

Minor: Mass Communication

II. Academic Positions

Fall 2013 – Present	Graduate Coordinator, School of Media & Communication, BGSU
Fall 2011 – Present	Associate Professor, Department of Telecommunications, School of Media & Communication, BGSU
Fall 2010 – Present	Affiliated Faculty, Women's, Gender, & Sexuality Studies, BGSU
Fall 2009 – Present	Affiliated Faculty, Asian Studies, BGSU
Fall 2005 – Present	Graduate Faculty, Graduate College, BGSU
April 2013 – March 2014	Associate Professor, School of Media & Communication, Korea University, Seoul, South Korea (Dual appointment)

August 2012 – March 2013	Visiting Professor, School of Media & Communication, Korea University, Seoul, South Korea
Fall 2005 – Spring 2011	Assistant Professor, Department of Telecommunications, School of Media & Communication, BGSU
Fall 2004 – Spring 2005	Instructor, Department of Telecommunications, School of Communication Studies, BGSU
Fall 2003 – Spring 2004	Instructor, Department of Journalism, School of Communication Studies, BGSU
Fall 2001	Instructor, Department of Life Sciences Communication, University of Wisconsin-Madison

III. Publications

A. Refereed Journal Articles

Ju, H., **Park, S.**, Shim, J. C., & Ku, Y. (In press). Mediated contact, intergroup attitudes, and ingroup members' basic values: South Korean and migrant workers. *International Journal of Communication*.

Flynn, M. A., Morin, D. T., **Park, S.**, & Stana, A. (In press). Let's get this party started!: An analysis of health risk behavior on MTV reality television shows. *Journal of Health Communication* 20(12), 1382-1390. doi:10.1080/10810730.2015.1018608

Park, S., Flynn, M. A., Stana, A., Morin, D. T., & Yun, G. (2015). Where do I belong, from *Laguna Beach* to *Jersey Shore*?: Portrayal of minority youth in MTV docusoaps. *Howard Journal of Communications* 26(4), 381-402. doi:10.1080/10646175.2015.1080636

*Lee, J., & ***Park, S.** (2015). Women's employment and professional empowerment in South Korean dramas: A 10-year analysis. *Asian Journal of Communication*, 25(4), 393-407. doi:10.1080/01292986.2014.968594 *Equal contribution.

Flynn, M. A., **Park, S.**, Morin, D. T., & Stana, A. (2015). Anything but real: Body idealization and objectification of MTV docusoap characters. *Sex Roles*, 72(5), 173-182. doi: 10.1007/s11199-015-0464-2.

Park, S., Yun, G., Holody, K. J., Yoon, K. S., Xie, S., & Lee, S. (2013). Inside the Blogosphere: A taxonomy and framing analysis of abortion weblogs. *The Social Science Journal*, 50(4), 616-624. doi:10.1016/j.soscij.2013.04.014

- Yun, G., **Park, S.**, Holody, K. J., Yoon, K., & Xie, S. (2013). Selective moderation, selective responding, and balkanization of the blogosphere: A field experiment. *Media Psychology*, 16(3), 295-317. doi:10.1080/15213269.2012.759462
- Holody, K. J., **Park, S.**, & Zhang, X. (2013). Racialization of the Virginia Tech shootings. *Journalism Studies*, 14(4), 568-583. doi: 10.1080/1461670X.2012.726499
- Park, S.**, Holody, K. J., & Zhang, X. (2012). Race in media coverage of school shootings: A parallel application of framing theory and attribute agenda-setting. *Journalism & Mass Communication Quarterly*, 89(3), 475-494. doi: 10.1177/1077699012448873
- Park, S.** (2012). Mediated intergroup contact: Concept explication, synthesis, and application. *Mass Communication & Society*, 15(2), 136-159. doi: 10.1080/15205436.2011.558804
- *Cruea, M. & ***Park, S.** (2012). Gender disparity in video game usage: A third-person perception-based explanation. *Media Psychology*, 15(1), 1-24. doi:10.1080/15213269.2011.648861 *Equal contribution.
- Yun, G., & **Park, S.** (2011). Willingness to post a message online. *Journal of Computer-Mediated Communication*, 16(2), 201-227. doi: 10.1111/j.1083-6101.2010.01533.x
- Park, S.**, McSweeney, J. H., & Yun, G. (2009). Intervention of eating disorder symptomatology using educational mass communication messages. *Communication Research*, 36(5), 677-697. doi: 10.1177/0093650209338910
- *Kim, Y., & ***Park, S.** (2009). Reverse acculturation: A new cultural phenomenon examined through an emerging wedding practice of Korean Americans in the United States. *Family and Consumer Research Journal*, 37(3), 359-375. doi: 10.1177/1077727X08330758 *Equal contribution
- Yun, G., **Park, S.**, & Ha, L. (2008). Influence of cultural dimensions on online interactive review feature implementations: A comparison of Korean and U.S. retail Web sites. *Journal of Interactive Marketing*, 22(3), 40-50. doi: 10.1002/dir.20116
- Park, S.**, Yun, G., McSweeney, J. H., & Gunther, A. (2007). Do third-person perceptions of media influence contribute to pluralistic ignorance on the norm of ideal female thinness? *Sex Roles*, 57(7/8), 569-578. doi: 10.1007/s11199-007-9284-3
- Park, S.** (2005). The influence of presumed media influence on women's desire to be thin. *Communication Research*, 32(October), 594-614. doi: 10.1177/0093650205279350
- Park, S.**, Bush Hitchon, J., & Yun, G. (2004). The effects of brand familiarity in alignment advertising. *Journalism & Mass Communication Quarterly*, 81(4), 750-765. doi: 10.1177/107769900408100403

Park, S. & Yun, G. (2004). The impact of Internet-based communication systems on supply chain management: An application of transaction cost analysis. *Journal of Computer-Mediated Communication*, 10(1). http://jcmc.indiana.edu/vol10/issue1/park_yun.html. doi: 10.1111/j.1083-6101.2004.tb00237.x

Reaves, S., Bush Hitchon, J., **Park, S.**, & Yun, G. (2004). If looks could kill: The ethics of digital manipulation of fashion models and attitudes of readers. *Journal of Mass Media Ethics*, 19(1). 56-71. doi: 10.1207/s15327728jmme1901_5

Reaves, S., Bush Hitchon, J. C., **Park, S.**, & Yun, G. (2004). You can never be too thin – or can you?: The effects of digital manipulation of fashion models' body size, leg length and skin color. *Race, Gender, and Class*, 11(2). 140-155. ISSN 1082-8354

Shim, Jae C., Kim, Y., Kwon, H., Jung, Y., **Park, S.**, & Park, E. (1998). Mass media and a new municipal system in Korea: Application of Knowledge-Gap hypothesis. *Mass Media & Society*, 16 (3), 110-136. Seoul, Korea: Korean Society for Journalism & Communication Studies. (Published in Korean)

B. Book Chapters

Holody, K., & **Park, S.** (Forthcoming). Asian/Americans in the media: Criminals amongst the (invisible) model minorities. In D. Ball & N. D. Hartlep (Eds.), *Asian Americans and Education: A Critical Analysis of the "Model Minority" as Perpetrators and Victims of Crime* (pp. TBD). Lanham, MD: Lexington Books.

Park, S., Yun, G., & Lee, S. (2011). Korean TV dramas and online fan communities. In D. Rios & M. Castaneda, (Eds.), *Soap Operas and Telenovelas in the Digital Age: Global Industries, Hybrid Content, and New Audiences* (pp. 37-54). NY: Peter Lang. ISBN-13: 978-1433108242

Park, S., & Yun, G. (2010). Consumer reviews on retail Websites: A marketing and social phenomenon. In M. Eastin, T. Daugherty, & N. M. Burns (Eds.), *Handbook of Research on Digital Media and Advertising* (pp. 194-211). Hershey, PA: IGI Global. ISBN-13: 978-1605667928

Lee, K. & **Park, S.** (1996). College students' usage of economic news. In J. Shim (ed). *Economic News and Economic Reality*. Seoul, Korea: Samsung Publishing Co. (Published in Korean)

C. Government/Industry Reports

Lim, J., Yun, G., **Park, S.**, Yoo, S., Park, S., & Keum, H. (2012). *Digital divide and media literacy in multicultural families in Korea*. Report funded by Korea Communication Commission, Seoul, South Korea: Korea Association for Communication and Information studies (Published in Korean).

Park, S. (May 2005). Product placement: The next dominant TV advertising. DaeHong Communications. Seoul, South Korea (Ad agency publication. Published in Korean).

IV. Papers Read to Professional Societies

A. Refereed Papers

Park, S., & Park, S. (2015, August). *Commercialization of medicine: An analysis of cosmetic surgeons' websites*. Paper presented (scholar-to-scholar session) at the annual conference of the Association for Education in Journalism & Mass Communication, San Francisco, CA.

Park, S., & **Park, S.** (2015, August). *No pain, lotta gain: Risk-benefit information on cosmetic surgeons' websites*. Paper presented (scholar-to-scholar session) at the annual conference of the Association for Education in Journalism & Mass Communication, San Francisco, CA.

Yun, G., **Park, S.**, & Lee, S. (2015, May). *Inside the spiral: Hostile media, minority perception, and willingness to speak out on a weblog*. Paper presented (scholar-to-scholar session) at the annual conference of the International Communication Association, San Juan, Puerto Rico.

Yun, G., **Park, S.**, Joa, C., Ha, L., Rosati, C., Park, S., & Lim, S. (2015, May). *Barriers and incentives to DTV over-the-air antenna adoption: Five years after the 2009 transition*. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.

Kim, J., & **Park, S.** (2014, August). *The effects of generation identity and fit to prototype on hostile media perception and willingness to speak out*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Montreal, Canada.

Lee, J., & **Park, S.** (2014, May). *Women's employment and professional empowerment in South Korean dramas: A 10-year analysis*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.

Ju, H., **Park, S.**, & Shim, J. (2014, May). *Mediated contact, attitudes toward outgroup, and ingroup members' basic values: In the context of migrant workers in South Korea*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.

Flynn, M. A., Morin, D. T., **Park, S.**, & Stana, A. (2013, June). *Let's get this party started!: An analysis of health risk behavior on MTV reality television shows*. Paper presented at the annual conference of the International Communication Association, London, UK.

Park, S., Flynn, M. A., Stana, A., Morin, D. T., & G. Yun (2012, August). *Where do I belong, from Laguna Beach to Jersey Shore?: A content analysis of minority characters on popular MTV reality shows. Top paper (3rd place), Minorities and Communication Division*, Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Zhang, X., Ha, L., & **Park, S.** (2012, August). *Diffusion of news services and political news in mobile media: A time budget perspective*. **Top paper (4th place), Communication Technology Division**, Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL

Holody, J. K., **Park, S.**, & Zhang, X. (2012, May). *Race attribution: Local versus national newspaper coverage of the Virginia Tech shootings*. Paper presented at the annual conference of the International Communication Association, Phoenix, AZ.

Park, S., Holody, K. J., & Zhang, X. (2011, November). *Race in media coverage of school shootings: A parallel application of framing theory and attribute agenda-setting*. Paper (Abstract was refereed and then developed into a full paper before the conference) presented at the annual conference of the Midwest Association of Public Opinion Research, Chicago, IL.

Cooley, L., & **Park, S.** (2011, November). *Elaboration of the health belief model: Presumed influence of media voices*. Paper presented at the annual conference of the National Communication Association, New Orleans, LA.

Park, S., Yun, G., Lee, S., & Flynn, M. A. (2011, August). *Hostile media or hostile source?: Bias perception of weblog-embedded news*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, St. Louise, MO.

Park, S., Yun, G. W., Yoon, K. S., Holody, K., Xie, S., & Birzescu, A. (2010, August). *Selective moderating and selective responding of user comments on online social media: A field experiment*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Denver, CO.

Yun, G. W., **Park, S.**, Holody, K., Yoon, K. S., Xie, S., & Birzescu, A. (2010, June). *Framing on the Blogosphere: Analysis of abortion weblogs*. Paper presented at the annual conference of the International Communication Association, Singapore.

Park, S. (2009, May) *Explicating mediated intergroup contact: A synthesis of the intergroup contact theory and media stereotype research*. **Top paper (1st place), Intergroup Communication Interest Group**, Paper presented at the annual conference of the International Communication Association, Chicago, IL.

Cruea, M., & **Park, S.** (2008, August). *One more reason for women not to play: Gender differences in the perceptions about video game influences on body image*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Park, S., & Yun, G. W. (2007, August). *Perceptions of online discussion group messages*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.

Yun, G. W., **Park, S.**, & Birzescu, A. (2007, August). *Willingness to post a message online*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Washington, D.C.

Park, S., Yun, G. W., Hitchon, J. B., & Gunther, A. (2005, May). *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 annual conference of the International Communication Association, New York.

Park, S., Ha, L., & Yun, G. W. (2005, May). *Interactivity and communication style in consumer comments on Korean and U.S. leading retail Websites*. Paper presented at the annual conference of the International Communication Association, New York.

Lee, S., Yun, G. W., & **Park, S.** (2005, May). *Groupies on the Net*. Paper presented at the annual conference of the International Communication Association. New York.

Park, S., & Ha, L. (2005, June). *Interactivity in consumer commenting functions: A comparison of Korean and U.S. leading retail websites*. Paper presented at the conference of the American Academy of Advertising. Hong Kong.

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

Park, S. (2004, August). *The effect of presumed media influence on drive for thinness*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

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

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

Hawkins, R. P., Yun, G. W., **Park, S.**, Yaros, R., Chong, K., Pingree, S., & Gilligan, E. (2002, July). *Being alerted to television news breaks*. Paper presented at the annual conference of the International Communication Association, Seoul, Korea.

Park, S. & Yun, G. W. (2002, July). *Effects of new communication technology on supply chain management*. Paper presented at the annual conference of the International Communication Association, Seoul, Korea.

Pingree, S., Hawkins, R. P., Yun, G. W., **Park, S.**, & Serlin, R. (2002, July). *Identifying good science on the World Wide Web*. Paper presented at the annual conference of the International Communication Association, Seoul, Korea.

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

Park, S. (2002, July). *Vividness effects in the age of new media. Top paper (2nd place), Information Systems Division*, Paper presented at the annual conference of the International Communication Association, Seoul, Korea.

Reaves, S., Hitchon, J. B., **Park, S.**, & 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 annual conference of 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. Invited Presentation (paper was refereed and selected for presentation with the conference registration paid for by the division), Feminist Scholarship Division*, Paper presented at the annual conference of International Communication Association, Washington D.C.

Hitchon, J. B., Reaves, S., **Park, S.**, & 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*, Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

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

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

Shim, Jae C., Kim, Y., Kwon, H., Jung, Y., **Park, S.**, & Park, E. (1997, May). *Mass media and a new municipal system in Korea: Application of Knowledge-Gap hypothesis*. Paper presented at the annual conference of the Korean Society for Journalism & Communication Studies, Seoul, South Korea.

B. Non-Refereed Papers

Park, S. (2008, September). *In search of a more sympathetic world: Exploring the potential of entertainment media for peace*. Paper presented at the International conference “Media, War and Conflict Resolution,” Bowling Green, OH.

Park, S. (1997, January). *Mass media and introduction of a new local government system in South Korea: Knowledge-Gap hypotheses revisited*. Paper presented at the Master’s Theses Showcase hosted by the Korean Society for Journalism and Communication Studies, Yousong, South Korea.

V. Teaching Experiences

A. Undergraduate Courses

JOUR 1000 Introduction to Mass Communication (BGSU)

JOUR 3410 Principles of Public Relations for Nonmajors (BGSU)

LSC 375 Theory & Practice of Marketing Communication (UW-Madison)

TCOM 1030 Media & Information Society (BGSU)

TCOM 3610 Media & Strategic Communication (BGSU)

TCOM 3660 Media Effects (BGSU)

TCOM 4690 Advertising Campaigns (BGSU)

B. Undergraduate-Graduate Course

TCOM/WS 4670 & MC 5670 Gender, Media and Culture (BGSU)

C. Graduate Courses

JMCO 552 Media, Gender, & Race (Korea University, Seoul, South Korea)

MC 7110 Mass Communication Theory (BGSU)

MC 7800 Media Effects (BGSU)

D. Chair of Graduate Committees

Name	Degree	Year	Institution
Kisun Kim	M.A.	In progress	BGSU
Mark Flynn	Ph.D.	2012	BGSU

Wenduo Ye	M.A.	2011	BGSU
Brittany Barhite	M.A.	2006	BGSU
Carrie Blackwell	M.A.	2005	BGSU

E. Membership on Dissertation Committees

Name	Degree	Year	Institution
Claire Youngnyo Joa	Ph.D.	In progress	BGSU
Chen Yang	Ph.D.	In progress	BGSU
Sanghee Park	Ph.D.	In progress	BGSU
Ling Fang	Ph.D.	In progress	BGSU
Arpan Yagnik	Ph.D.	2015	BGSU
Xiaoqun Zhang	Ph.D.	2014	BGSU
David Morin	Ph.D.	2013	BGSU
Ki Sung Yoon	Ph.D.	2011	BGSU
Kyle Holody	Ph.D.	2011	BGSU
Mark Cruea	Ph.D.	2011	BGSU
Bridget Long	Ph.D.	2010	BGSU
Angela Prater	Ph.D.	2008	BGSU

F. Membership on Master's Thesis Committee

Name	Degree	Year	Institution
Luyue Ma	M.A.	2013	BGSU

G. Membership on Master's Project Committees

Name	Degree	Year	Institution
Simeng Mo	M.A.	2013	BGSU
Xialin Zhou	M.A.	2010	BGSU
Ling Fang	M.A.	2010	BGSU

VI. Curriculum Development

Spring 2015	<p>New program development: <i>Graduate Certificate in Strategic Communication</i> <i>MA Specialization in International/Intercultural Communication</i> <i>MA Specialization in Social & Interactive Media</i> <i>MA Specialization in Strategic Communication</i></p> <p>MA online/blended delivery approval</p>
Fall 2014	<p>Ph.D. & MA program modifications: degree check sheet revisions & annual review process for MA and Ph.D. Course modifications: MC 6910; MC 7030; MC 7890</p>
Summer 2014	<p>Workshop development: <i>Media & Communication International Summer Institute</i></p>
Spring 2014	<p>Ph.D. & MA program modifications: independent study & internship hours Course modifications: MC 6980; MC 7020; MC 7630</p>
Fall 2013 – Spring 2014	<p>New program development: <i>Graduate Certificate in Social & Interactive Media</i> <i>Graduate Certificate in International/Intercultural Communication</i></p>
Spring 2012	<p>New course development (with online delivery approval): <i>MC 5670 Gender, Media and Culture</i> (to be cross-listed with <i>TCOM/WS 4670</i>)</p>
Fall 2011	<p>New course development: <i>TCOM 3610 Media & Strategic Communication</i></p>
Spring 2009	<p>Significant course content update: <i>MC 7110 Mass Communication Theory</i></p>
Spring 2009	<p>New course development: <i>TCOM 4690 Advertising Campaigns</i></p>
Summer 2008	<p>Course modification (Online delivery approval) <i>TCOM/WS 4670 Gender, Media, & Culture</i></p>
Fall 2007	<p>Course modification (“Cultural Diversity in US” approval) <i>TCOM/WS 4670 Gender, Media, & Culture</i></p>
Fall 2006	<p>New course development: <i>MC 7800 Media Effects</i></p>
2005-2008	<p>New course development: <i>TCOM/WS 4670 Gender, Media, & Culture</i></p>

VII. Professional Development

Fall 2015	Participant, Faculty Recruitment for Diversity and Excellence Training, College of Arts & Sciences, BGSU, December 11.
Spring 2015	Participant, Graduate Contracting System Training, BGSU, January 7.
Spring 2014	Participant, Graduate Recruiting & Enrollment Workshop Series, Graduate College, BGSU
Spring 2014	CSS Training (Online), BGSU, March.
Spring 2014	Participant, Online New Course Proposal/Course Modification Process Simulation Session, Graduate College, BGSU
Spring 2014	Attendee, "Mommy Tech Summit," International Consumer Electronic Show, Las Vegas, NV, January 5 - 9.
Fall 2013	Participant, Online New Program Proposal/Program Modification Process Simulation Session, BGSU, October 31.
Fall 2013	Participant, Enrollment Management System Training, BGSU, November 8.
Fall 2011	Participant, Service-Learning Workshop, "Feminist Pedagogy and Counselor Education: frameworks for addressing student crisis," Service Learning, BGSU
Summer 2010	Participant, Workshop "Something Old, Something New: The advertising division's teaching workshop goes back to the future," Association for Education in Journalism & Mass Communication Annual Conference, Denver, CO.
Spring 2010	Participant, Workshop "The Joy of Teaching Large Lecture Hall Classes," Center for Teaching & Learning, BGSU
Summer 2008	Participant, BGeXperience Instructor Training, BGSU
Spring 2008	Participant, IDEAL Online Course Instructor Training, BGSU
Spring 2008	Participant, Grant portal .gov Workshop, Office of Sponsored Programs and Research, BGSU
Fall 2005	Participant, Tenure & Promotion Workshop, Center for Teaching & Learning Technology, BGSU
Fall 2005	Participant, Degree Audit Reporting System Training, College of Arts & Sciences, BGSU

Spring 2005 Participant, Learning Community, Center for Teaching & Learning Technology, BGSU

VIII. Service

A. Department

Spring 2015 Coordinator, Merit Committee

Spring 2014 Coordinator, Merit Committee

Spring 2012 Member, Chair Evaluation Committee

2011 - 2013 Head, Media Studies Focus Area

2010 Chair, Video Instructor Search Committee

2009 – 2013 Chair, Alumni-Student Professional Development Fund

2008 – 2010 Department representative, SCS (renamed SMC) Graduate Program Committee

2006 – 2012 Chair, Scholarships and Awards Committee

2006 – 2013 Member, Curriculum Committee

2008 – 2009 Member, Special Courses Task Force (TCOM 103 V & online courses)

2005 – Present Member, Alumni Committee

2006 – 2007 Member, Media Economics Tenure-Track Position Search Committee

2005 – 2009 Member, Department Assessment Committee

B. School of Media and Communication

2013 - Present Graduate Coordinator, School of Media and Communication

2013 - Present Member, Director's Advisory Committee

2015 Organizer, Media and Communication Int'l Summer Institute (6/26-7/5)

2014 Organizer, Media and Communication Int'l Summer Institute (7/5-7/14)

2010 – 2012	School representative, SMC Graduate Program Committee
2005 – 2009	Member, SCS Currier Speaker Committee
2006	Member, SCS Communications Week Committee
2005 – 2006	Member, AEJMC Mid-Winter Conference Organizing Committee
2005	Member, Ohio Association of Broadcasters Regional Conference Organizing Committee

C. College of Arts & Sciences

2015	Member, Japanese Position Search Committee, Asian Studies
2014 - present	Co-Advisor, Korean Club
2010 - present	Affiliated Faculty, Women's, Gender, & Sexuality Studies
2009 – present	Affiliated Faculty, Asian Studies Program Committee

D. University

2014 - present	Faculty Liaison, BGSU-Sookmyung Women's University Exchange Program
Fall 2015	Panelist, <i>So You Want to Get a Ph.D.?: How to apply for doctoral programs.</i> Hosted by the Culture Club, October 29.
2013 - 2014	Member, Graduate Council, Graduate College
2013 - 2014	Member, Curriculum and Degrees Program Review Subcommittee, Graduate Council, Graduate College
Spring 2012	Judge, Shanklin Graduate Research Award, Graduate College
Fall 2009	Faculty Senator (sub)
Fall 2008	Supervisor, WBGU-PBS member survey
Fall 2008	Supervisor, Digital TV Conversion readiness of NW Ohio resident survey
2008	Graduate College Representative to Dissertation Committees: Adrienne Hill, Ph.D., American Cultural Studies Angelika Gulbis, Ph.D., Sociology Cheryl Conley, Ph.D., School of Leadership and Policy Studies

E. Professional Service to the Field

2008 – present	Editorial Review Board Member, <i>Communication Research</i>
2014 – 2015	Director of International Affairs, Korean Society for Journalism & Communication Studies, South Korea.
2015	Research Proposal Reviewer, Israel Science Foundation (ISF)
2015	External Reviewer, Tenure & Promotion to Associate Professor, Florida International University
2013 – 2014	Editorial Review Board Member, <i>Studies of Broadcasting Culture</i> (Scholarly journal published by Korea Broadcasting System, Seoul, South Korea)
2013	Discussant, “Migrant Workers in Korea and Digital Divide,” International Communication Division, Korean Society of Mass Communication Studies Annual Spring Conference, Yusoo, South Korea, May 11.
2013	External Reviewer, Proposal for University Scholars Program, Center for University Scholars, Jackson State University, MS.
2009	Chair, “Gender and Racial Identity” Panel, Feminist Scholarship Division, ICA Annual Conference, Chicago, IL, May.
2008	Session Discussant/Moderator, International Conference, “Media, War and Conflict Resolution,” Bowling Green State University, Bowling Green, OH. September.
2006	Session Discussant/ Moderator, AEJMC Mid-Winter Conference, Bowling Green State University, Bowling Green, OH, February.
On demand	Journal Reviewer: <i>American Journal of Media Psychology</i> <i>Asian Journal of Communication</i> <i>Cases in Public Health Communications & Marketing</i> <i>Chinese Journal of Communication</i> <i>Communication Theory</i> <i>Howard Journal of Communication</i> <i>International Journal of Advertising</i> <i>Journal of Broadcasting & Electronic Media</i> <i>Journal of Communication</i> <i>Journal of Interactive Marketing</i> <i>Journal of Intercultural Communication Research</i> <i>Journalism & Mass Communication Quarterly</i> <i>Mass Communication & Society</i>

Media Psychology
New Media & Society
Sex Roles

XI. Research/Professional Fellowships & Consultantships

- 2015 “Varieties of Democracy” Project South Korean Media & Society Expert, conducted by the Department of Political Science, University of Gothenburg, Sweden, and the Kellogg Institute, University of Notre Dame, USA. (Update from 2012)
- 2013 Media Research Expert, National Survey on Public Safety & Disaster Control, Korea Institute of Public Administration, Seoul, South Korea, May 29.
- 2012 “Varieties of Democracy” Project South Korean Media & Society Expert, conducted by the Department of Political Science, University of Gothenburg, Sweden, and the Kellogg Institute, University of Notre Dame, USA.
- 2010 Panelist, Panel discussion on “Winning with Consumers in Asia,” Proctor & Gamble, Winton Hill Business Center, Cincinnati, OH, May 19.
- 2008 Visiting Professor, Leo Burnett USA, Chicago, Advertising Education Foundation

XII. Invited Colloquia & Presentations

- 2013 *The Future of Korean Newspaper Editorials and Opinion Columns: A critique and suggestions* (with Shim, Jae C. & Yun, Gi Woong), Korean Journalism Culture Forum, Korean Press Center International Correspondents’ Club, Seoul, South Korea, June 27.
- 2013 *Women Journalists in the New Media Environment: Challenges and promises* (with Shim, Jae C. & Ghoo, Younhee), Inaugural seminar for Choi, Eunhui Memorial Award for Outstanding Women Journalists, Hosted by Choi, Eunhui Memorial Foundation & Sponsored by Korean Press Foundation, Koreana Hotel, Seoul, South Korea, May 15.
- 2013 *Theories of Social Identity and Media: In the context of multiculturalism and globalization*, Media Research Center, Ehwa Women’s University, Seoul, South Korea, March 26.
- 2013 *Racial/Ethnic Identity & Media: Implication for Korean media research*, Brain Korea 21 Lecture Series, Sungkunkwan University, Seoul, South Korea, February 26.

- 2012 *Body Image & Fashion Marketing*, Fashion Merchandising and Marketing Lab, Seoul National University, Seoul, South Korea, October 18.
- 2009 *Whose Ideal Is It Anyway?: Presumed media influence and pluralistic ignorance on the norm of ideal thinness*, Women's Research Network Series, Women's Center, BGSU, February 20.
- 2008 *Northwest Ohio Viewers' Digital Television Conversion Readiness*, DTV Forum co-hosted by Ohio Broadcasters' Association, WBGU-PBS, & BGSU, Bowen-Thompson Student Union Theater, February 4.
- 2008 *Advertising and Consumers' Body Image*, Advertising Education Foundation Visiting Professor Lecture Series, Leo Burnett USA, Chicago, July 21.
- 2007 *Current Trends in Media Research* (with Yun, Gi Woong), Graduate Seminar, Department of Communication, Busan National University, Busan, South Korea, December 22.
- 2007 *Korean Wedding & Ceremonial Foods* (with Kim, Younghee), Asian Studies Forum, BGSU, 314 Bowen-Thompson Student Union, November 7.
- 2007 *International Wedding Foods: Korean wedding food* (with Kim, Younghee), *Foodways* Program Series, Wood County Historical Center and Museum, Bowling Green, OH, July 28.

XIII. Membership in Professional Organization

Association for Education in Journalism and Mass Communication

International Communication Association

Korean Society for Journalism & Communication Studies

XIV. Honors and Awards

- 2015 *Faculty Senate Distinguished Service Award*, Bowling Green State University
- 2014 *Granite Tower Teaching Award*, Korea University, Seoul, South Korea (for teaching during the FIL from BGSU).
- 2012 Top paper (3rd place), Minorities and Communication Division, Association for Education in Journalism & Mass Communication Annual Conference, Chicago, IL.

- 2012 Top paper (4th place), Communication Technology Division, Association for Education in Journalism & Mass Communication Annual Conference, Chicago, IL.
- 2009 Top paper (1st place), Intergroup Communication Interest Group, International Communication Association Annual Conference, Chicago, IL.
- 2009 *Chair's Service Award*, Department of Telecommunications, Bowling Green State University.
- 2008 *Mentor/Favorite Professor Award*, Women's Center, Bowling Green State University
- 2002 Top paper (2nd place), Information Systems Division, International Communication Association Annual Conference, Seoul, South Korea.

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