

CURRICULUM VITAE
JI YOUN KIM

College of Communication and Information
Department of Communication
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EDUCATION:

Ph.D. University of Wisconsin-Madison, 2014

Major: Mass Communications

Minor: Educational Psychology (Quantitative Methods)

Dissertation: “The dynamics of engagement with news content in online environment: Exploring the role of normative social cues in risk communication”

M.A. Korea University, 2006

Major: Journalism and Mass Communication

Thesis: “A study about the online agenda-ripleer: Focusing on relations between the online user’s motive, satisfaction and level of participation”

B.A. Korea University, 2003

Major: Mass Communication; Double Major: Chinese Language and Literature

ACADEMIC POSITIONS:

Teaching Positions:

Postdoctoral Teaching Fellow: University of Kentucky, 2015 - present

Social Processes and Effects of Mass Communication. Department of Communication.

Teaching Assistant: University of Wisconsin-Madison, Fall 2011

Risk Communication. Department of Life Sciences Communication.

Instructor: Dr. Dominique Brossard. (Teaching evaluation: 4.3/5.0)

Teaching Assistant: Korea University, Fall 2004

New Media. Department of Journalism and Mass Communication.

Instructor: Dr. Sungtae Kim.

Research Positions:

Graduate Student Researcher: University of Wisconsin – Madison, 2013
Science, Media & the Public Lab (SCIMEP lab), Faculty Coordinators: Drs. Dominique Brossard, Dietram Scheufele, and Michael Xenos.

Project Assistant: University of Wisconsin – Madison, 2010-2012
Supervisors: Drs. Dominique Brossard, Dietram Scheufele, and Michael Xenos.
Supported by a grant from the UW-Madison Nanoscale Science and Engineering Center in Templated Synthesis and Assembly at the Nanoscale (Grant No. SES-DMR-0832760).

Graduate Student Researcher: University of Wisconsin – Madison, 2010
New Media and Society Research Group (MSRG), Faculty Coordinators: Drs. Dominique Brossard, and Dietram Scheufele.

Research Assistant: Korea University, 2005-2006
Department of Journalism and Mass Communication, Supervisor: Dr. Sungtae Kim.

JOURNAL PUBLICATIONS:

Peer-Reviewed Journal Articles

Kim, J., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2014). Disentangling the influence of value predispositions and risk/benefit perceptions on support for nanotechnology among the American public. *Risk Analysis, 34*(5), 965-980.

Yeo*, S. K., Cacciatore*, M. A., Brossard, D., Scheufele, D. A., Runge, K. K., Su, L. Y-F., **Kim, J.,** Xenos, M., & Corley, E. A. (2014). Partisan amplification of risk: American perceptions of nuclear energy risk in the wake of the Fukushima Daiichi disaster. *Energy Policy, 67*, 727-736.

Anderson, A. A., **Kim, J.,** Scheufele, D. A., Brossard, D., & Xenos, M. (2013). What's in a Name?: How we define nanotech shapes public reactions. *Journal of Nanoparticle Research, 15*(2), 1-5.

Runge, K. K., Yeo, S. K., Cacciatore, M., Scheufele, D. A., Brossard, D., Xenos, M., Anderson*, A., Choi*, D., **Kim*, J.,** Li*, N., Liang*, X., Stubbings*, M., & Su*, L.Y. (2013). Tweeting nano: How public discourses about nanotechnology develop in social media environments. *Journal of Nanoparticle Research, 15*(1), 1-11.

Kim, J., & Kim, S. (2007). Determinants and satisfaction of online agenda-rippling: Focusing on agenda-ripler's motive, satisfaction and level of participation, *Korean Journal of Journalism and Communication Studies, 51*(1), 328-354.

Kim, S., & Kim, J. (2006). A Study about determinants of politicians' media coverage, *Korean Journal of Journalism and Communication Studies*, 50(3), 151-174.

* indicates the authors contributed equally to this manuscript

MANUSCRIPT IN PROGRESS:

Under Review

Kim, J. Exploring the influence of social cues in online communication: From the news consumers' perspective.

Kim, J. Engaging users in the prediction of online news participation: Demonstrating the role of social cues in social media.

Kim, J., Brossard, D., Scheufele, D. A., & Xenos, M. "Shared" information in the age of big data: Exploring sentiment expression related to nuclear energy on Twitter.

In preparation for publication

Kim, J., Akin, H., Brossard, D., Xenos, M., & Scheufele, D. A. Selective processing and controversial scientific message: The role of issue familiarity and language.

CONFERENCE PRESENTATIONS:

Refereed

Kim, J. (2015, August). *Exploring the influence of normative social cues in online communication: From the news consumers' perspective*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Kim, J. (2015, August). *Engaging users in the prediction of online news participation: Demonstrating the role of normative social cues in social media*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Kim, J., Runge, K., Brossard, D., Scheufele, D. A., & Xenos, M. (2014, May). *Engaging readers: What makes American to seek particular information during controversial message processing?*. Presented at the annual conference of the International Communication Association, Seattle, WA.

- Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., Runge, K., Su, L. Y.-F., **Kim, J.**, Xenos, M. A., & Corley, E. A. (2013, August). *Partisan amplification of nuclear energy risk in the wake of the Fukushima Daiichi disaster*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Kim, J.** (2012, November). *Selective attention, primed-encoding and the role of language in mediated scientific messages processing*. Presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Runge, K., **Kim, J.**, & Su, Y. F. (2012, November). *No fallout: Public opinion of nuclear energy risk in the wake of Fukushima Daiichi disaster media coverage*. Presented at the annual meeting of the Midwest Association of Public Opinion Research, Chicago, IL.
- Cacciatore, M. A., Yeo, S. K., Su, L. Y-F., Choi, D-H., Xenos, M. A., Scheufele, D. A., Brossard, D., Anderson, A. A., **Kim, J.**, & Corley, E. A. (2012, August). *Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge*. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Kim, J.**, Brossard., D., Scheufele, D. A., & Xenos, M. (2012, May). *Definitions matter: Selective processing of mediated messages in online environments*. Presented at the annual conference of the American Association for Public Opinion Research, Orlando, FL.
- Kim, J.** (2011, November). *How information processing can influence public attitudes toward an emerging technology*. Presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, J.**, Ladwig, P., Anderson, A. A., Brossard, D., Scheufele, D. A., & Xenos, M. (2011, May). *The public acceptance of nanotechnology: How ideology and trust in safety systems moderate the effect of benefit perceptions on federal funding support*. Presented at the annual conference of the American Association for Public Opinion Research, Phoenix, AZ.
- Kim, J.** (2010, November). *Understanding U.S. opinion on science: What makes the public give support for science?*. Presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Namkoong, K., & **Kim, J.** (2008, November) *User created contents (UCC) in political campaign: Third person perception about the effect of political UCC and official campaign advertisements*. Presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.

Namkoong, K., **Kim, J.**, & McLeod, D.M. (2008, August). *The advertising effect of user-created content (UCC) in 2007 Korea presidential election campaign*. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Kim, J., & Kim, S. (2006, October). *A study about the online agenda-rippers: Focusing on relations between the online user's motive, satisfaction and level of participation*. Presented at the bi-annual conference of Korean Society for Journalism & Communication Studies, Seoul, Korea.

Kim, S., & **Kim, J.** (2005, May). *What are the decisive factors of politicians' media coverage in Korea*. Presented at the bi-annual conference of Korean Society for Journalism & Communication Studies, Gyongju, Korea.

Invited (selected presentations)

Kim, J., Brossard, D., Scheufele, D. A., & Xenos, M. (2012, February). *Definitions matter: Selective processing of mediated messages in online environments*. Presented at the annual meeting of the Nanoscale Science & Engineering Center Advisory Board, Madison, WI.

Kim, J., Liang, X., Brossard, D., Scheufele, D. A., & Xenos, M. (2011, October). *How individuals process scientific messages: The role of knowledge and language in interpreting nano messages*. Presented to the UW Advanced Materials Industrial Consortium Annual Meeting, Madison, WI.

Kim, J., Brossard, D., & Scheufele, D. A. (2011, February). *Language matters: Defining nanotech for lay audiences impacts attitudes and understanding*. Paper presented at the annual meeting of the Nanoscale Science & Engineering Center Advisory Board, Madison, WI.

AWARDS:

Honorable Mention, Student Paper Competition, Public Opinion Track, Conference of the Midwest Association for Public Opinion Research, 2012.

PUBLIC SERVICE:

Field Service: 2013-2015

Student committee member of Korean American Communication Association for International Communication Association.

MEDIA APPEARANCES:

Semiconductor Manufacturing & Design Community, *High-tech PR insights*, March 12, 2013

Phys.org, *Small differences in how a technology is defined can make a big difference in how the public feels about it*, March 11, 2013

Nanowerk News, *Nanotechnology General News*, March 9, 2013

University Communications, UW-Madison, *Small differences in how a technology is defined can make a big difference in how the public feels about it*, March 8, 2013

REVIEW SERVICE:

Conference Paper Reviewer:

· International Communication Association (ICA)

2015: Korean American Communication Association (4 papers)

PROFESSIONAL EXPERIENCES:

Research Executive: 2006 – 2007

Research International Korea, Information and Consultancy Division of KANTAR, WPP Group (World's largest marketing research and communication service group).

Team Assistant: Summer 2004

Korea Industrial Technology Foundation, the department of Press Relations.