

Ji Young Lee

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EDUCATION

Ph.D., Communication (August 2015)

The Ohio State University, Columbus, OH

Advisor: Dr. Michael D. Slater

Committee Members: Dr. David Ewoldsen and Dr. Brandon Van Der Heide

Dissertation: *The Number of Likes Associated with Given Binge Drinking–Related Messages on Facebook: The Moderating Effect of Value Involvement*

M.A., Media Studies (August 2011)

The Pennsylvania State University, University Park, PA

Advisor: Dr. S. Shyam Sundar

Committee Members: Dr. Mary Beth Oliver and Dr. Fuyuan Shen

Thesis: *To Tweet or To Retweet? That is the Question for Doctors on Microblogs*

B.A., Telecommunications (May 2008)

The Pennsylvania State University, University Park, PA

Student Marshal, Department of Telecommunications, Spring Commencement Ceremonies

PROFESSIONAL APPOINTMENTS

2015–present: Assistant Professor, Department of Communication Studies, West Virginia University

RESEARCH & TEACHING INTERESTS

Health communication

Persuasion and strategic communication

Communication technology, social media, computer-mediated communication, media effects

Communication theories and research methods

PUBLICATIONS AND CONFERENCE PROCEEDINGS

Fox, J., Cruz, C., & Lee, J. Y. (in press) Perpetuating online sexism offline: Anonymity, interactivity, and the effects of sexist hashtags on social media. *Computers in Human Behavior*.

doi:10.1016/j.chb.2015.06.024

Lee, J. Y., Slater, M. D., & Tchernev, J. (in press). Self-deprecating humor vs. other-deprecating humor in health messages. *Journal of Health Communication*. doi:10.1080/10810730.2015.1018591

- Jia, H., Sundar, S. S., Lee, J. Y., & Lee, S. (2014). Is Web 2.0 culture-free or culture-bound? Differences between American and Korean blogs. *Proceedings of the 47th Annual Hawaii International Conference on System Sciences (HICSS)*, IEEE Computer Society Press, 1735–1744.
- Oh, J., Robinson, H., & Lee, J. Y. (2013). Page flipping vs. clicking: The impact of naturally mapped interaction technique on user learning and attitudes. *Computers in Human Behavior*, 29, 1334–1341.
- Lee, J. Y., & Sundar, S. S. (2013). To tweet or to retweet? That is the question for health professionals on Twitter. *Health Communication*, 28, 509–524. *Penn State Live*; *ScienceDaily*; *The Daily Collegian*.
- Dou, X., Walden, J., Lee, S. & Lee, J. Y. (2012). Does source matter? Examining source effects in online product reviews. *Computers in Human Behavior*, 28, 1555–1563.

MANUSCRIPTS IN PROGRESS

- Lee-Won, R. J., Lee, J. Y., Song, H., & Borghetti, L. (revise and resubmit). Racist tweets and drinking intention.
- Lee, J. Y., & Slater, M. D. (under review). Health messages on social media.
- Lee-Won, R. J., Song, H., White, T., & Lee, J. Y. (under review). Hate messages and multiple sources.

CONFERENCE PAPERS

- Lee-Won, R. J., Song, H., Lee, J. Y., & Park, S. G. (2015, August). More sources, greater harm: Source magnification of racist hate messages on social media. Paper accepted for presentation at the 99th Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Fox, J., Cruz, C., & Lee, J. Y. (2015, August) Perpetuating online sexism offline: Anonymity, interactivity, and the effects of sexist hashtags on social media. Paper accepted for poster presentation at the 99th Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Lee-Won, R. J., Lee, J. Y., Song, H., & Borghetti, L. (2015, May). “Intoxicated” by hate: Effects of microblogged racist messages on target group members’ alcohol use intention. Paper accepted for presentation at the 65th annual conference of the International Communication Association, Puerto Rico.
- Lee, J. Y., Slater, M. D., & Tchernev, J. (2014, November). *Self-deprecating humor vs. other-deprecating humor in health messages: The moderating effects of value involvement*. Paper accepted for presentation at the 100th annual conference of the National Communication Association, Chicago, IL.
- Lee, J. Y., Song, H., & Lim, Y. S. (2013, November). *I came, I shared, I was healed: A qualitative analysis of an online colon cancer support group*. Paper accepted for presentation at the 99th annual conference of the National Communication Association, Washington, DC.

Lee, J. Y., & Sundar, S. S. (2012, May). To tweet or to retweet? That is the question for doctors on microblogs. Paper accepted for presentation at the 62nd Annual Conference of the International Communication Association, Phoenix, AZ.

Dou, X., Walden, J., Lee, S., & **Lee, J. Y.** (2010, August). Who do you trust? Source effects in online product reviews. Paper presented at the 94th Annual Meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.

MANUSCRIPTS IN PREPARATION

Lee, J. Y., & Sundar, S. S. Liking vs. sharing: Effects of interface cues on Twitter. (revising a manuscript)

Lee, J. Y. Health messages on social media (revising a manuscript)

Lee-Won, R. J., & **Lee, J. Y.** Racist tweets and food consumption. (writing a manuscript)

Lee, J. Y., Slater, M. D., & Tchernev, J. The effect of humor on promotion-based health behaviors and prevention-based health behaviors. (analyzing data)

Lee, J. Y., & Slater, M. D. Developing a new scale for health consciousness. (analyzing data)

Lee, J. Y., Ewoldsen, D., & Slater, M. D. A priming study in the context of drinking. (preparing for data collection)

RESEARCH POSITIONS

Research Assistant for Dr. Slater Autumn 2013– Autumn 2014
Communication, Ohio State University

- Coordinated multiple experiments
- Proposed multiple experiments, conducted experiments, analyzed data, and wrote manuscripts
- Recruited undergraduate research assistants, managed them, and trained them to collect data

Research Assistant for Dr. Jong-Eun (Roselyn) Lee-Won Spring 2013–Summer 2013
Communication, Ohio State University

- Coordinated multiple experiments
- Assisted with research design, data analysis, writing, and administrative activities

TEACHING EXPERIENCE

Independent Instructor

– Health Communication, West Virginia University (Fall, 2015)

– Persuasive Communication, Ohio State University, SEI: 4.9/5.0 (Autumn 2012 and Spring 2015)

- Taught this second-level writing and speech class for sophomores or juniors with focus on teaching theories, concepts, and communication skills
- Graded students' writing and speaking techniques including the final assignment: Delivering an individual speech on a subtopic of a group topic in a mock town hall meeting

Teaching Assistant

The Ohio State University

- Intercultural Communication Organization (Autumn 2014)
 - Provided constructive feedback to students' questions
 - Graded assignments and quizzes
- Mass Communication and Society (Spring 2011)
 - Facilitated review sessions for examinations and writing sessions
 - Graded assignments and quizzes and provided constructive comments
 - Provided constructive feedback to students' questions
 - Proctored examinations
- Intercultural Communication Organization (Winter 2011)
 - Provided constructive feedback to students' questions
 - Graded assignments and quizzes
 - Proctored examinations
- Strategic Communication (Autumn 2011)
 - Provided constructive feedback to students' questions
 - Graded assignments and quizzes
 - Proctored examinations

Certificates

- Specialist Certificate in TESOL, University of Pennsylvania. Seoul, South Korea (Summer 2009)
- TESOL Program, California State University–San Bernardino. Seoul, South Korea (Summer 2009)

ACADEMIC & EDITORIAL SERVICE ACTIVITIES

Ad hoc Publication Reviewer

- *Journal of Health Communication* (2014)
- *Health Communication* (2014)

Student Committee Member

- *Dale E. Brashers Distinguished Mentor Award Committee, National Communication Association* (2013)

AWARDS & HONORS

- Top Faculty Paper award for the Minorities and Communication Division, the Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA (2015)
- Exceptional Teaching, School of Communication, Ohio State University (2012)
- Dean's List, College of Communications, Pennsylvania State University (2006–2008)
- Academic Achievement Scholarship, Kyung Hee University (2003)

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- Golden Key International Honour Society
- Phi Kappa Phi
- Delta Epsilon Iota
- International Communication Association (ICA)
- National Communication Association (NCA)
- Korean American Communication Association (KACA)

TECHNICAL SKILLS

- **Research Methods:** Experienced with Qualtrics; Experienced with lab and online experiments, surveys, and content analyses
- **Statistics:** Experienced with SPSS and custom macros (PROCESS) and JMP; Experienced with ANOVA, ANCOVA, moderation, mediation, moderated mediation, Johnson-Neyman technique, multiple regression, SEM, factor analysis, and other statistical techniques and analyses
- **Design & Essential Skills:** Experienced with Photoshop; Experienced with Microsoft Office Suite and online course management systems (Carmen)

REFERENCES

Social and Behavioral Sciences Distinguished Professor Michael Slater
School of Communication
The Ohio State University
3022 Derby Hall
154 North Oval Mall
Columbus, OH 43210
Phone: (614) 247-8762
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Distinguished Professor S. Shyam Sundar
College of Communications
The Pennsylvania State University
12 Carnegie Building
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Professor David Ewoldsen
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