

APPOINTMENTS

2018 FALL - CURRENT:

Associate Professor, Department of Mass Communication
SAM HOUSTON STATE UNIVERSITY, TX

2012 FALL – 2018 SPRING:

Assistant Professor, Department of Mass Communication
SAM HOUSTON STATE UNIVERSITY, TX

2011 FALL – 2012 SPRING:

Graduate Assistant, Psychology Department
LOUISIANA STATE UNIVERSITY, LA

2007 FALL – 2011 SPRING:

Research/Teaching Assistant, Manship School of Mass Communication
LOUISIANA STATE UNIVERSITY, LA

2004 SPRING – 2005 SPRING:

Research Assistant, School of Communication and Media
SOOKMYUNG WOMEN’S UNIVERSITY, SEOUL, SOUTH KOREA

TEACHING EXPERIENCE

SAM HOUSTON STATE UNIVERSITY (2012 FALL – CURRENT)

Assistant Professor, Department of Mass Communication

- MCOM 3382 Principles of Advertising
- MCOM 3388 Sales and Marketing
- MCOM 4383 Audience Research and Analysis
- MCOM 4390 Campaigns for PR and Advertising
- MCOM 5334 Digital Advertising
- MCOM 5360 Mass Communication Theory
- MCOM 5050 Special Topics
- MCOM 6360 Mass Communication Research Methods

Guest Lecturer, Department of Mass Communication

- MCOM 5300 Digital Media History and Theory, Presenting Advertising in Digital Era (2018 Fall)
- MCOM 5360 Mass Communication Theory, Presenting Experimental Research with Elaboration Likelihood Model (ELM) (2017 Spring)
- MCOM 4383 Audience Research and Analysis, Presenting Experimental Design (2014 Summer)

LOUISIANA STATE UNIVERSITY (2011 SPRING, 2010 SUMMER)

Stand-Alone Lecturer (Instructor), Manship School of Mass Communication

- MC 4034 Advertising Media Analysis and Planning (2011 Spring)
- MC 2525 Media Persuasion: Foundations of Advertising and Public Relations (2010 Summer)

EDUCATION

2012

PH. D. in Mass Communication and Public Affairs

LOUISIANA STATE UNIVERSITY, LA

2007

M.A. in Communication Focusing on Telecommunications

PENNSYLVANIA STATE UNIVERSITY, PA

2004

M.A. in Communication Focusing on Telecommunications

SOOKMYUNG WOMEN'S UNIVERSITY, SOUTH KOREA

2002

B.A. in Family & Resource Management

SOOKMYUNG WOMEN'S UNIVERSITY, SOUTH KOREA

RESEARCH EXPERIENCE

JOURNAL PUBLICATION: PEER-REVIEWED JOURNAL ARTICLES

- Biswas, M., & **Kim, N. Y.** (2020). African American online newspapers' coverage of policy debate on the affordable care act in 2017. *Newspaper Research Journal*, 41(3), 1-19.
- **Kim, N. Y.** (2018). The effect of ad customization and ad variation on internet users' perceptions of forced multiple advertising exposures and attitudes. *Journal of Interactive Advertising*, 18(1), 15-27.
- **Kim, N. Y.**, & Biswas, M. K. (2018). What makes people underestimate the perceived impact of public service announcements? The theoretical implication for the third-person and first-person perceptions. *Athens Journal of Mass Media and Communication*, 2(4), 95-108.
- **Kim, N. Y.** (2017). The effect of advertising content control on advertising effectiveness in the different forced exposure circumstance. *Journal of Promotion Management*. 24(6), 1-18.

- Biswas, M. K., & **Kim, N. Y.** (2016). Framing of climate issues and “COP21”: U.S. newspaper coverage vs Indian newspaper coverage. *Environment and Social Psychology, 1*(2), 141–151.
- **Kim, N. Y.**, & Sundar, S. S. (2012). What’s relevance got to do with it? Exploring the appeal of personalization in Web sites. *Journal of Media Psychology, 24*(3), 89-101.
- **Kim, N. Y.**, & Sundar, S. S. (2010). Relevance to the rescue: Can “Smart Ads” reduce negative response to online ad clutter? *Journalism and Mass Communication Quarterly, 87*(2), 346-362.
- Kang, H. C., **Kim, N. Y.**, & Yang, S. C. (2005). The effects of television commentary on audience’s judgments, *Korean Journal of Broadcasting, 19*(4), 8-41.

FUNDED RESEARCH PROJECT: PEER-REVIEWED RESEARCH GRANT

- **2014 SAM HOUSTON STATE UNIVERSITY FACULTY RESEARCH GRANT (FRG)**
 - Principle Investigator: **\$5,000 funded and completed the project.**
 - Project title: *The effect of advertisement customization on persuasion.*

CONFERENCE: PEER-REVIEWED PROFESSIONAL PRESENTATIONS

- Biswas, M., & **Kim, N. Y.** (2019). *African-American online newspapers’ coverage of policy debate on the affordable care act in 2017.* Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), Toronto, Canada.
- Biswas, M., & **Kim, N. Y.** (2018). *How Baltimore reacted to violent protest in 2015: An analysis of news coverage.* Paper presented at the annual conference of International Association for Media and Communication Research (IAMCR), Eugene, OR.
- Seo, K. & **Kim, N. Y.** (2018). *Effects of behavioral inhibition/approach systems and framing: Their interaction with a goal-congruent topic.* Paper presented at the annual conference of International Communication Association (ICA), Prague, Czech Republic.
- **Kim, N. Y.** (2017). *The effect of ad customization and ad variation on internet users’ perception of multiple advertising exposures and attitudes.* Paper presented at the annual conference of International Communication Association (ICA), San Diego, CA.

- **Kim, N. Y.** (2016). *The impact of fear appeals in the tailored public service announcements context*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), Minneapolis, MN.
- **Kim, N. Y.** (2015). *The effect of ad self-selection on different levels of forced exposure to advertising*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), San Francisco, CA.
- **Kim, N. Y., Biswas, M., & Seo, K.** (2015). *Investigating individuals' perceptions of anti-binge drinking message effects on self versus on others: the theoretical implications for the third-person perceptions*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), San Francisco, CA.
- **Kim, N. Y., & Sundar, S. S.** (2015). *The effect of advertisement customization on internet users' perceptions of forced exposure and persuasion*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), San Francisco, CA.
- **Kim, N. Y.** (2014). *Investigating the role of incompatibility on third-person effects and first-person effects of Public Service Announcements*. Paper presented at the annual conference of International Communication Association (ICA), Seattle, WA.
- **Kim, N. Y., & Sanders, M. S.** (2011). *Is it more scary to be sick or to look ugly? The role of threats and message framing on persuasion*. Paper presented at the annual conference of International Communication Association (ICA), Boston, MA.
- **Kim, N. Y., & Sanders, M. S.** (2010). *Is it better to promote fear or beauty? The role of individuals' regulatory focus, message framing, and advertising appeal in youth's perceptions of anti-smoking advertising*. Paper presented at the annual conference of International Communication Association (ICA), Singapore.
- Jeong, Y., Kulkarni, A., & **Kim, N. Y.** (2010). *Circulation and geographic determinations of advertising placements in Internet newspapers*. Paper presented at the annual conference of International Communication Association (ICA), Singapore.
- Cristina, M., **Kim, N. Y., & Paul, M. H.** (2009). *The president has accepted your friend request: Online campaigning and the rise of social networking websites*. Paper accepted at the annual convention of the National Communication Association (NCA), Chicago, IL. *Equal contribution, co-first authors.

- **Kim, N. Y., & Seo, K. (2009).** *Messages of the people, by the people, and for the people: An analysis of 2008 presidential candidates' online campaign messages from a functional theory of political campaign discourse.* Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), Boston, MA. [**1ST PLACE POSTER, PR DIVISION**]
- **Kim, N. Y., Jeong, Y., & Sanders, M. S. (2009).** *I play; therefore, I am persuaded: The influence of video game platform and opponent on players' presence and perceptions of In-game advertising effectiveness.* Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEMJC), Boston, MA.
- **Kim, Y., & Kim, N. Y. (2008).** *Reconsidering the media priming effect on audiences' prosocial behavior: The effect of empathy as the mediating variable.* Paper presented at the annual convention of the National Communication Association (NCA), San Diego, CA.
- **Kim, N. Y., & Sundar, S. S. (2008).** *What's relevance got to do with it? A moderated mediation exploration of the appeal of personalization in websites.* Paper presented at the annual conference of the International Communication Association (ICA), Montreal, Canada.
- **Kim, N. Y., & Sundar, S. S. (2008).** *Relevance to the rescue: Can "Smart Ads" reduce negative response to online ad clutter?* Paper presented at the annual conference of the International Communication Association (ICA), Montreal, Canada.
- **Kim, N. Y., Kim, Y., & Lee, H.S. (2008).** *Are pop-ups always annoying? The moderating effect of ad relevance on consumers' attitude toward ads and websites.* Paper presented at the annual conference of the International Communication Association (ICA), Montreal, Canada.
- **Sanders, M. S., & Kim, N. Y. (2008).** *I've changed my mind: A longitudinal study of viewers' impressions of fictional characters.* Paper presented at the annual conference of the International Communication Association (ICA), Montreal, Canada.
- **Kang, H. C., Yang, M. H., Yang, S. C., & Kim, N. Y. (2006).** *The influence of television commentary on the audience's judgment for foul play in soccer games.* Paper presented at the world cup conference, Leipzig, Germany.
- **Kim, Y., Patel, S., Kim, N. Y., & Zhao, D. (2006).** *What's empathy gotta do with it? A media effect on philanthropy & materialism in the context of natural disasters.* Poster presented at the annual graduate exhibition, Pennsylvania State University, University Park, PA. [**3RD PLACE POSTER, SOCIAL AND BEHAVIORAL SCIENCES**]

- **Kim, N. Y.** (2004). *A study of television commentary effects*, Paper presented at 7th annual conference of Korea graduate school students, Sponsored by Korea society for journalism and communication Studies, Seoul, South Korea.

INVITED SPEAKER AT PROFESSIONAL MEETINGS

- **Kim, N. Y.** (2013). *Mixing theory and skills in mass communication curricula*. Panel presentation in teaching panel session at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.
- **Kim, N. Y.** (2012). *Social media for integrated marketing communication*. research presented at the faculty brownbag session, Department of Communication Arts, Business, Economics (March, 2012), Hastings College, Hastings, NE.
- **Kim, N. Y.** (2012). *Social media and its influence*. Research presented at the Manship School faculty research brownbag session, Manship School of Mass Communication (March, 2012), Louisiana State University, Baton Rouge, LA.
- **Kim, N. Y.** (2009). *Relevance to the rescue: can “smart advertisements” reduce negative response to online ad clutter?* Paper presented at the research brownbag session, Department of Telecommunications (May, 2009), Sookmyung Women’s University, Seoul, South Korea.

PROFESSIONAL SERVICE

ADMINISTRATIVE POSITIONS:

- Associate Chair of Mass Communication Department (2021 Fall -)

PROFESSIONAL SERVICE: SAM HOUSTON STATE UNIVERSITY

- PR/Advertising Concentrate Coordinator (2016 Fall - Current)
- PRSSA (Public Relations Student Society of America) Advisor (2020 Spring – Current)
- Department Internship Coordinator (2021 Fall -)
- Strategic Plan Committee Chair and Committee Member, Department of Mass Communication (2015 Fall – 2021 Spring)
- Department Curriculum Committee, Department of Mass Communication (2017 Fall-Current)
- Department Tenure and Promotion Advisory Committee, Department of Mass Communication (2018 Fall - Current)

- Graduate Program Committee, Department of Mass Communication (2014 Fall, 2015 Spring, 2020 Fall – Current)
- Digital Credentials Committee, Department of Mass Communication (2021 Fall -)
- Health Communication & PR Certificate Program Committee, Department of Mass Communication (2015 Spring– 2018 Spring)
- Faculty Search Committee/Chair for Public Relations/Advertising Position, Department of Mass Communication (2015 Spring, 2016 Fall, 2017 Spring, 2018 Fall)
- Faculty Search Committee for Multiplatform Journalism Position, Department of Mass Communication (2017 Summer, 2018 Fall)
- Faculty Search Committee for Film Position, Department of Mass Communication (2018 Fall)
- Faculty Search Committee for Broadcast Position, Department of Mass Communication (2020 Fall)
- Lecturer Search Committee/Chair, Department of Mass Communication (2020 Summer, 2020 Fall, 2021 Summer)
- Department Scholarships Committee, Department of Mass Communication (2012 Fall– 2016 Spring)
- Tenure and Promotion Policy Committee, Department of Mass Communication (2012 Fall)
- CAM Diversity, Equality, and Inclusion Committee, Department Representative, College of Arts and Media (2020 Fall – Current)
- CAM Labs Evaluation Committee, College of Arts and Media (2018 Fall – Current)
- Academic Review Panel, College of Fine Arts and Mass Communication (2016 Spring, 2017 Summer)
- Policy and Procedure Committee, College of Fine Arts and Mass Communication (2013 Fall–2014 Fall)
- Student Success Collaborative Project Representative, Sam Houston State University (2015 Spring)
- SHSU Committee for the Protection of Human Subjects (IRB: Alternative Member), Sam Houston State University (2018 Fall – 2020 Spring)
- Social Media Policy Committee, Sam Houston State University (2013 Fall–2014 Summer)
- University Faculty Diversity Committee, Sam Houston State University (2021 Fall-)

PROFESSIONAL SERVICE: SCHOLARLY SERVICE

Editorial Work

- An Editor of Asian American Issues and the Media for Media Diversity Forum (2017 - Current)
- JIAD (Journal of Interactive Advertising) Editorial Board (2019 – Current)

Academic Journal Manuscript Reviewer

- Invited Peer-Reviewer for *Journal of Interactive Advertising* (2015, 2017, 2018, 2019, 2020, 2021)
- Invited Peer-Reviewer for *Journalism and Mass Communication Quarterly* (2019)
- Invited Peer-Reviewer for *Journal of Media Psychology* (2013, 2014)
- Invited peer-Reviewer for *Media Psychology* (2018)

Academic Conference Paper Reviewer

- A Conference Paper Peer-Reviewer for the International Communication Association (2011-2019)
- A Conference Paper Peer-Reviewer for the Association for Education in Journalism and Mass Communication (2014 – 2019)

Academic Affiliation: Professional Memberships

- Member, International Communication Association
- Member, Association for Education in Journalism and Mass Communication