

**CURRICULUM VITAE**  
**JI YOUN KIM**

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Department of Communication  
University of Maryland  
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**EDUCATION:**

**Ph.D.** University of Wisconsin-Madison, 2014

Major: Mass Communication | 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

**B.A.** Korea University, 2003

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

**ACADEMIC POSITIONS:**

**Assistant Professor:** University of Maryland, 2017 - present  
Department of Communication

**Postdoctoral Teaching Scholar:** University of Kentucky, 2015 – 2017  
Department of Communication

**Graduate Student Researcher:** University of Wisconsin – Madison, 2013  
Science, Media & the Public Lab (SCIMEP lab)

**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).

**Teaching Assistant:** University of Wisconsin-Madison, Fall 2011  
*Risk Communication*. Department of Life Sciences Communication.  
Instructor: Dr. Dominique Brossard.

## **JOURNAL PUBLICATIONS:**

### ***Peer-Reviewed Journal Articles***

**Kim, J.**, Akin, H., Brossard, D., Xenos, M., & Scheufele, D. A. (2017). Selective perception of novel science: How definitions affect information processing about nanotechnology. *Journal of Nanoparticle Research*, 19(5), 167.

**Kim, J.**, Brossard, D., Scheufele, D. A., & Xenos, M. (2016). “Shared” information in the age of big data: Exploring sentiment expression related to nuclear energy on Twitter. *Journalism & Mass Communication Quarterly*, 93(2), 430-445.

**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:**

**Kim, J.** (under review). Exploring the influence of social cues in online discourse about nuclear energy: The case of Fukushima Daiichi nuclear accident.

## CONFERENCE PRESENTATIONS:

### *Refereed*

**Kim, J.,** & Namkoong, K. (2016, June) *Sharing Nuclear Accident Online: A Comparison of Risk Information Sharing between Korea and the U.S.* Presented at the annual conference of the International Communication Association, Fukuoka, Japan.

**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-ripler: 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.

**GRANTS AND AWARDS:**

Southeast Center for Agricultural Health and Injury Prevention – “Virtual Reality for CROPS (vrCROPS): Testing the Effects of Virtual Reality Safety Education based on a Smartphone Platform,” PI: Kang Namkoong; **Co-PIs**: Stacy K. Vincent, Joan M. Mazur, Ming-Yuan Chih, and **Jiyoun Kim**; \$10,000; 2016-2017.

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

**MEDIA APPEARANCES:**

*High-tech PR insights*; Phys.org; Nanowerk News; University Communications, UW-Madison

**PUBLIC SERVICE:**

**Field Service:** 2013-2015

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

**REVIEW SERVICE:**

***Journal Reviewer:***

- Journalism and Mass Communication Quarterly

***Conference Paper Reviewer:***

- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)

**SELECTED NON-ACADEMIC WORK:**

**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

Department of Press Relations, Korea Industrial Technology Foundation