

Curriculum Vitae

SEJUNG PARK, Ph.D.

Assistant Professor

Tim Russert Department of Communication & Theatre

John Carroll University

1 John Carroll Boulevard, O'Malley Center, Room 41

University Heights, OH 44118

Phone: 216-397-472, Email: sjpark@jcu.edu

EDUCATION

Ph.D. 2017, Communication, Georgia State University

Dissertation: "Celebrities' Climate Change Advocacy on Twitter and Its Effects on Public Perception and Behavioral Change"

[Advisor: Dr. Cynthia Hoffner]

M.A. 2009, Media & Communication, YeungNam University, South Korea

B.A. 2007, Korean Language & Literature; Media & Communication (dual major),
YeungNam University, South Korea

PROFESSIONAL APPOINTMENTS

- 2017-present John Carroll University
Assistant Professor, Tim Russert Department of Communication & Theatre
- 2011-2017 Georgia State University
Teaching and Research Assistant, Department of Communication
- 2009-2011 Cyber Emotions Research Institute, YeungNam University, South Korea
Research Assistant
- 2009-2010 YeungNam University, South Korea
Instructor, Department of Media & Communication
- 2007-2009 YeungNam University, South Korea
Teaching Assistant, Department of Media & Communication
- 2006-2009 YeungNam University, South Korea
Research Assistant, Department of Media & Communication

REFEREED JOURNAL PUBLICATIONS

1. **Park, S.**, Li, H., & Park, H. W. (2017). Can sustainability information on corporate website reflect CSR strategies?: A semantic network analysis of top companies in South Korea and China. *Journal of the Korean Data Analysis Society*, 19(1), 43-54.
2. **Park, S.**, Park, J. Y., Lim, Y. S., & Park, H. W. (2016). Expanding the presidential debate by tweeting: The 2012 presidential election debate in South Korea. *Telematics and Informatics*, 33(2), 557-569.
3. Hoffner, C. A., Lee, S., & **Park, S. J.** (2015). "I miss my mobile phone!": Self-expansion via mobile phone and responses to phone loss. *New Media & Society*, 1-16.
4. **Park, S.**, Lim, Y. S., & Park, H. W. (2015). Comparing Twitter and YouTube networks in information diffusion: The case of the "Occupy Wall Street" movement. *Technological Forecasting & Social Change*, 95, 208-217.
5. Jung, K., **Park, S.**, Wu, W. N., & Park, H. W. (2014). A webometric approach to policy analysis and management using exponential random graph models. *Quality & Quantity*, 1-18.
6. **Park, S.**, & Lim, Y. S. (2014). Information networks and social media use in public diplomacy: A comparative analysis of South Korea and Japan. Special theme issue of social media interaction between public and government in Asia–Pacific, *Asian Journal of Communication*, 24(1), 79-98.
7. Hsu, C. L., **Park, S.**, & Park, H. W. (2013). Political discourse among key Twitter users: The case of Sejong city in South Korea. *Journal of Contemporary Eastern Asia*, 12(1), 65-79.
8. **Park, S.**, Lim, Y. S., Sams, S., Nam, S. M., & Park, H. W. (2011). Networked politics on Cyworld: Text and sentiment of Korean political profiles. *Social Science Computer Review*, 29(3), 288-299.
9. **Park, S.**, & Park, H. W. (2011). Webometrics analysis of local media in Daegu and Gyeongbuk Area. *Journal of the Korean Data Analysis Society*, 13(3B), 1379-1392. (Written in Korean)
10. Park, H. W., **Park, S.**, Stuart, D., & Lee, S. W. (2009). Understanding WeboNaver: API-based search tool for the Naver search engine. *Journal of the Korean Data Analysis Society*, 11(6), 3427-3440. (Written in Korean)

BOOK CHAPTERS

1. Vergeer, M., & **Park, S.** (2016). Voking discontent in South Korea: Origins and channels of online civic movements. In A. Bruns, G. Enli, E. Skogerbø., A. O. Larsson & C. Christensen (Eds.), *The Routledge companion to social media and politics* (pp. 281-295). New York: Routledge.
2. **Park, S.**, & Park, H. W. (2013). Mapping citizen journalism in South Korea. L. Tkach-Kawasaki & Y. Tsujinaka (Eds.), *Interconnections: exploring relationships through networks and hyperlinks* (pp. 51-66). CAJS Monograph, 5. Tsukuba: Center for International, Comparative, and Advanced Japanese Studies, University of Tsukuba, Japan.

PAPERS PRESENTED/ SYMPOSIA/INVITED LECTURE/WORKSHOPS

1. **Park, S.** (2017, June). *Opinion mining of public responses on corporate crisis response strategies*. Paper presented at the Summer conference of WATEF(World Association for Triple Helix & Future Strategy Studies), Cheongsong, South Korea (Presented).
2. **Park, S.**, & Park, H. W. (2017, May). *Evaluating the effectiveness of crisis response strategies based on semantic network analysis and topic modeling: A Case of Samsung Galaxy Note 7 explosion*. International Sunbelt Social Network Conference, Beijing, China (Presented).
3. **Park, S.**, Smith, M., & Park, H. W. (2016, June). *Networked Public diplomacy: A comparative analysis of reception networks in South Korea and Japan*. 2016 International Communication Association Conference, Fukuoka, Japan (Presented).
4. **Park, S.** (2015, May). *Mapping public response to celebrity advocacy of climate change: Analyzing YouTube comments on Leonardo DiCaprio's 2014 UN climate summit speech*. WATEF(World Association for Triple Helix & Future Strategy Studies) forum, Daegu, South Korea (Invited).
5. **Park, S.**, Park, J. Y., Lim, Y. S., & Park, H. W. (2014, May). *Evolving issue networks and gatekeeping on Twitter: Representing the 2012 presidential election debates in South Korea*. 2014 International Communication Association Conference, Seattle, WA.
6. **Park, S.**, Li, H., & Park, H. W. (2014, February). *A semantic network analysis of corporate environmental responsibility communication on their web sites: A Comparative study of South Korea and China*. International Sunbelt Social Network Conference, St. Petersburg, FL.
7. **Park, S.**, Lim, Y. S., & Park, H. W. (2013, December). *Diffusion of protest-related information on social media*. Daegu Gyeongbuk International Social Network Conference (DISC), Daegu, South Korea.

8. Hoffner, C., Lee, S. M., & **Park, S. J.** (2013, November). *"I miss my mobile phone!?" : Self-expansion via mobile phone and responses to phone loss.* NCA 99th Annual Convention, Washington, DC.
9. **Park, S.**, Park, J. Y., Lim, Y. S., & Park, H. W. (2013, June). *Expanding the presidential debate by tweeting: A study of the 2012 South Korean presidential candidates debate.* Cyber Emotions Research Institute, Daegu, South Korea (Invited).
10. Jung, K. J., & **Park, S.** (2013, June). *Mapping e-Participation in Government 2.0 : The Webometrics approach to policy analysis and management.* Paper presented at the Summer conference of WATEF(World Association for Triple Helix & Future Strategy Studies), Daegu, South Korea.
11. **Park, S.**, Kim, J. Y., Ha, Y. J., & Park, H. W. (2012, July). *Social journalism: Suggestions for policy-making and organizational strategies of local-media to reach wider audiences using social media.* Daegu and Gyeongbuk Media Forum, Daegu, South Korea (Invited).
12. **Park, S.**, & Park, H. W. (2012, June). *"Occupy wall street" and "occupy social media" : Mapping networks of the occupy wall street movement on YouTube and Twitter.* Paper presented at the Summer conference of WATEF(World Association for Triple Helix & Future Strategy Studies), Daejeon, South Korea.
13. **Park, S.**, & Park, H. W. (2012, June). *Mapping online journalism in South Korea.* Paper presented at the East West Center International Media Conference, Seoul, South Korea.
14. **Park, S.** (2012, Spring). *An entertaining education: The dynamics of Facebook as an innovative learning tool.* Paper presented at the GTA 2012 Pedagogy Conference, Atlanta, GA.
15. Park, H. W., **Park, S.**, Stuart, D., & Lee, S. W. (2011, April). *Understanding WeboNaver: API-based search tool for the Naver search engine.* Paper presented at the Spring conference of WATEF(World Association for Triple Helix & Future Strategy Studies), Daegu, South Korea.
16. **Park, S.**, & Park, H. W. (2011, March). *Webometrics analysis of local media in Daegu and Gyeongbuk Area.* Paper presented at the Brown bag seminar of Cyber Emotions Research Institute, Daegu, South Korea.
17. Cho, S. E., Yoon, H. Y., Lim, Y. S., **Park, S.**, & Choi, S. J. (2011, Spring). *Do smart media and SNS transform communication?* Paper presented at the Spring conference of Korean Communication Association, Busan, South Korea.

18. Hue, C. L., **Park, S.**, & Park, H. W. (2010, November). *Political discourse by key Twitter users: The case of Sejong City in South Korea*. Paper presented at the Fall conference of Complexity Research and Education Network, Seoul, South Korea.
19. **Park, S.**, Lim, Y. S., Sams, S., Nam, S. M., & Park, H. W. (2010, Spring). *Networked politics on Cyworld: text and sentiment of Korean political profiles*. Paper presented at the 2010 International Communication Association conference, Singapore.
20. Park, H. W., & **Park, S.** (2007, December). *A network analysis for exploring human communication*. Presented at the Fall conference of Speech & Communication Association, Seoul, South Korea.
21. Baek, W. K., **Park, S.**, & Jang, L. Y. (2007, December). *Online political participation with web 2.0 services*. In proceedings of Korea Agency for Digital Opportunity and Promotion, 1-27. (Written in Korean)

RESEARCH IN PROGRESS/PREPARATION

1. Hoffner, C., & **Park, S.** (Work in Progress). Celebrity disclosures of mental illness: The role of media figures in reducing mental illness stigma.
2. Hoffner, C., & **Park, S.** (Work in Progress). Responses to Carrie Fisher's mental health advocacy.
3. **Park, S.** (Work in Progress). The role of green celebrities in promoting eco-friendly perceptions and behaviors.
4. **Park, S.**, Chung, D., & Park, H. W. (Work in Progress). A network framework for evaluating soft power expressed in social media interactions: Comparing South Korea and Japan in online public diplomacy sector.
5. **Park, S.**, & Park, H. W. (Work in Progress). Measuring the effectiveness of crisis response strategies based on semantic network analysis and topic modeling: A case of Samsung Galaxy Note 7 explosion.

TEACHING

2017-present **Assistant Professor**, John Carroll University
 COMM 271 Introduction to IMC
 COMM 470 Managing New Media: Campaigns and Analytics

- 2011-2017 **Teaching Assistant**, Georgia State University
 JOUR3070: Mass Communication Theories
 SPCH1000: Human Communication
 SPCH2050: Media, Culture & Society
- 2009-2010 **Instructor**, YeungNam University, South Korea
 Introduction to Advertising
- 2008-2010 **Teaching Assistant**, YeungNam University, South Korea
 Webometrics 2.0
 Internet Ethics

GRANT-FUNDED RESEARCH EXPERIENCE

- 2016-present **Research Assistant**
 “Celebrity Disclosure of Mental Illness: The Role of Media Figures in Reducing Mental Illness Stigma”
 WFI (The Waterhouse Family Institute) Research Grant
 PI: Dr. Cynthia Georgia State University
- 2010-2011 **Research Assistant**
 “Dynamics and Social Utility of Knowledge Production”
 National Research Foundation of Korea
 PI: Jung Cheol Shin, CHEKs (The Center for Higher Education and Knowledge Studies; Formerly, “SKIE”), Seoul National University, South Korea
- 2009-2011 **Research Assistant**
 “Investigating Internet-based Politics using e-research Tools”
 National Research Foundation of Korea
 PI: Dr. Han Woo Park, Cyber Emotions Research Center (Formerly, WCU Webometrics Institute), YeungNam University, South Korea

AWARDS/CERTIFICATES/ACCOMPLISHMENTS

- 2017 “Information networks and social media use in public diplomacy: A comparative analysis of South Korea and Japan”, Top 4 cited articles in 2015, *Asian Journal of Communication*.
- 2015 Completed City University of Hong Kong Summer School in Social Science Research: Big(ger) Data Research, City University of Hong Kong, Hong Kong
- 2015 Completed The 2015 Workshop on Computational Communication Research (CCR2015), City University of Hong Kong, Hong Kong
- 2011 Outstanding Graduate Student Award, YeungNam University, South Korea
- 2009 Completed Search Engine Optimization Marketing Workshop, Search Master, South Korea

- 2007 Top Paper Award (given by the Korean Minister of Information and Communication), The competition of policy-making proposals in information and culture, National Information Society Agency (Formerly “The Korean Agency for Digital Opportunity and Promotion”), South Korea

SERVICE AND PUBLIC OUTREACH

Journal Editing and Reviewing

- Associate Editor, *Journal of Contemporary Eastern Asia*, September 2017-present
- Guest Editor, Special issue of Emergency Management, *Journal of Contemporary Eastern Asia*, 14(2) - September/October 2015
- Manuscript Reviewer, *Environmental Communication*
- Manuscript Reviewer, *Journal of Contemporary Eastern Asia*
- Manuscript Reviewer, *Quality & Quantity*

Organization of Conferences and Workshops

- WATEF (World Association for Triple Helix & Future Strategy Studies), 2017 Summer conference, South Korea – Organized the Research Paper Sessions

Media Coverage and Community Outreach

- CDP Blog coverage, “Networked Public Diplomacy”, USC Center on Public Diplomacy, Jun. 2, 2014.
- Newspaper coverage, “Offline Maeil newspaper, online imaeil.com”, Maeil Newspaper, Nov. 21, 2011.
- Newspaper coverage, “SNS use of South Korea's National Assembly members”, Kyongbuk Daily, Oct. 11, 2010.
- Newspaper coverage, “A research paper on an analysis of Cyworld published in an international journal”, Dailian, Oct. 8, 2010.
- Newspaper coverage, “Cyworld-based online political discourse”, ETnews, Oct. 8, 2010.
- Newspaper coverage, “Graduate students at YeungNam University win the competition of policymaking in information and culture”, ETnews, Dec. 17, 2007
- Newspaper coverage, “Analysis of Cyworld published in a SSCI-listed journal”, Yonhap News, Oct. 7, 2010.
- Newspaper coverage, “People - Top paper award in the competition of policymaking in information and culture”, Maeil Newspaper, Dec. 15, 2007.

Consulting

- National Information Society Agency, South Korea, “A Guidebook for Data-driven Policymaking”, June 2016 – September 2016
- Opinion Live, South Korea, “Data Analysis for Establishing a Public Relations Center of

Korea Western Power Corporation”, September 2017

Academic Service

- Administrative Assistant, Media & Communication, YeungNam University, South Korea, 2007-2008
- Administrative Assistant, Korean Language & Literature, YeungNam University, South Korea, 2007-2008
- Editorial Assistant, Korea Speech & Communication Association, 2007-2008

Memberships in Professional Societies

- AEJMC(Association for Education in Journalism and Mass Communication)
- DISC(Beyond Data, Innovation, Social network, and Convergence)
- ICA(International Communication Association)
- INSNA(International Network for Social Network Analysis)
- KACA(Korean American Communication Association)
- NCA(National Communication Association)
- WATEF(World Association for Triple Helix & Future Strategy Studies)