

# CURRICULUM VITAE

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## HEEJO KEUM

**Department of Media & Communication**  
**Sungkyunkwan University**  
**Seoul, Republic of Korea**  
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### EDUCATION

Ph.D., 2004, University of Wisconsin – Madison  
Major: Mass Communications  
Minor: Statistics in Social Science  
Dissertation: “Civic Participation in Contemporary Consumer Culture: Roles of Media, Personality, and Generational Differences”  
Advisor: Dhavan V. Shah

M.A., 2001  
University of Wisconsin – Madison  
Major: Journalism and Mass Communication  
Thesis: “Interpersonal Discussion in Media Framing: The Interactive Effects of News Frames and Discussion Networks on Political Cognition”  
Advisor: Dhavan V. Shah

B.A., 1996  
Ewha Womans University, Seoul, Korea  
Major: Mass Communications

### ACADEMIC POSITIONS

Sungkyunkwan University, Fall 2015 - Present  
Professor, Department of Journalism & Mass Communication

Sungkyunkwan University, Fall 2009 – Spring 2015  
Associate Professor, Department of Journalism & Mass Communication  
Department Chair & Head of Graduate Studies (March 2009 – February 2011)

Sungkyunkwan University, Spring 2006 –Spring 2009  
Assistant Professor, Department of Journalism & Mass Communication

University of Texas-San Antonio, Fall 2004 – Spring 2005  
Assistant Professor, Department of Communication

University of Wisconsin-Madison, Fall 2003 – Spring 2004  
Teaching Assistant, School of Journalism & Mass Communication

University of Wisconsin-Madison, Fall 2000 - Spring 2003  
Project Assistant, Mass Communication Research Center

### PROFESSIONAL POSITIONS

Samsung Entertainment Group, Seoul, Korea  
Cable TV Programming Producer July 1996 – March 1998  
• Developed programming and marketing strategies for a documentary channel

Samsung Entertainment Group, Seoul, Korea  
Marketing/Programming Departments Intern January 1996 – June 1996  
• Assisted the marketing director and the programming producer of a Cable TV division

Munwha Broadcasting Corp., Seoul, Korea

Research Assistant

November 1996 – December 1996

- Assisted the producer and the writer of a Morning Talk Show program.
- Analyzed competitive programs and performed evaluation research

## **PUBLICATIONS**

“Influencing Myself: Self-Reinforcement through Online Political Expression,” Jaeho Cho, Saifuddin Ahmed, Heejo Keum, Yun Jung Choi, & Jong Hyuk Lee, *Communication Research*, 45(1), 83-111, 2018.

“Value Framing Effects on the Decision-Making Process: Ethical and Material Frames and Opinions about North Korean Nuclear Development,” Jaeho Cho, Saifuddin Ahmed, Jung Won Park, & Heejo Keum, *International Journal of Communication*, 10, 5123-5142, 2016.

“Leveling or Tilting the Playing Field: Social Networking Sites and Offline Political Communication Equality,” Jaeho Cho & Heejo Keum, *The Social Science Journal*, 53(2), 236-246, 2016.

“News Consumers, Opinion Leaders, and Citizen Consumers: Moderators of the Consumption-Participation Link,” Jaeho Cho, Heejo Keum, & Dhavan V. Shah, *Journalism and Mass Communication Quarterly*, 92(1), 161-178, 2015.

“Political Talk Shows and New ‘Media Malaise’ - Interactive Effects of Talk Show Viewing and Ideology on Political Trust,” Heejo Keum & Jaeho Cho, *Korean Journal of Broadcasting and Telecommunication Studies*, 29(3), 5-35, 2015.

“The Influences of News Use and Political Discussion on Political Knowledge, Efficacy, and Participation: The Relative Effects of Media and Communication Channels,” Heejo Keum & Jaeho Cho, *Korean Journal of Journalism and Communication Studies*, 59(3), 452-481, 2015.

“Information or Entertainment?: The Political Effects of Political Entertainment Talk Shows,” EunKyo Jung & Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 58(5), 362-390, 2014.

“Social Media Use and Political Polarization: A Secondary Analysis of Pew Research Data,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 57(3), 272-293, 2013.

“The Effects of Gain and Loss Frames on Individuals’ Perceptions of Nuclear Energy Issues: Its Interplay with Individuals’ Value Dispositions and Materialism/Post-Materialism,” Haejeong Shin, Heejo Keum, & Sungeun Chung, *Korean Journal of Journalism and Communication Studies*, 56(5), 190-215, 2012.

“Media Use and Environmental Activism: The Mediating Processes of Cognitive and Emotional Variables,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 56(4), 5-28, 2012.

“The Effects of the Anchor’s Gender on Credibility Perception and News Evaluation: The Interactions with News Genre and Anchors’ Motion,” Woojung Yang & Heejo Keum, *Korean Journal of Broadcasting and Telecommunication Studies*, 26(5), 193-232, 2012.

“The Influences of Social Media Use on Social Capital and Psychological Wellbeing,” Heejo Keum, *Korean Journal of Broadcasting and Telecommunication Studies*, 25(5), 7-48, 2011.

“Social Media Use and Tolerance for Cultural Diversity: The Influences of Bridging Networks,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 55(4), 162-186, 2011.

“Smartphone, Communication Gap, and Political Participation: The Moderating Role of Smartphone Use in the Effects of Social Media on Participation,” Heejo Keum & Jaeho Cho,

*Korean Journal of Journalism and Communication Studies*, 54(5), 348-371, 2010.

“The Effects of Social Media on Participatory Social Capital: A Comparative Study of Bridging and Bonding Networks between Korean and American College Students,” Heejo Keum, *Korean Journal of Broadcasting and Telecommunication Studies*, 24(5), 9-46, 2010.

“3D Effects: Presence, Identification and Enjoyment of the Movie *Avatar*,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 54(4), 27-48, 2010.

“The Effects of New Media Environments on Political and Civic Participation: Interplay of Dispositional Factors and Content Preferences,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 53(4), 5-26, 2009.

“The Internet’s Effects on Attitudes toward Female Candidates: A Comparative Analysis of Korean and American College Students,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 52(6), 300-322, 2008.

“Traditional Gender Stereotypes and Attitudes toward Female Politicians: Focusing on the Roles of Media Use,” Heejo Keum & Young-Kyung Kim, *Korean Journal of Broadcasting and Telecommunication Studies*, 22(1), 7-43, 2008.

“*Magnificent Vacation* and Political Attitudes: An Application of the O-S-O-R Model,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 52(2), 70-95, 2008.

“Media and Social Capital: A Suggestion for South-North Korea Relations.” Heejo Keum, *Communication Theories*, 4(1), 128-149, 2008.

“The Influences of Entertainment Television Use on Social Comparison and Life Satisfaction: Focusing on Individuals’ Economic Situations and Romantic Relationships,” Heejo Keum, *Korean Journal of Broadcasting and Telecommunication Studies*, 21(2), 98-137, 2007.

“Examining the Influence of Telepresence on Spectator and Player Processing of Real and Fictitious Brands in a Computer Game,” Michelle R. Nelson, Ron Yaros, & Heejo Keum, *Journal of Advertising*, 35(4), 87-99, 2006.

“The Influences of TV Viewing on Materialistic Consumption and Civic Participation in Korea,” Heejo Keum, *Korean Journal of Journalism and Communication Studies*, 50(6), 362-387, 2006.

“Personifying the Radical: How News Framing Polarizes Security Concerns and Tolerance Judgments,” Heejo Keum, Elliot D. Hillback, Hernando Rojas, Homero Gil de Zuniga, Dhavan V. Shah, & Douglas M. McLeod, *Human Communication Research*, 31(3), 337-364, 2005.

“Media Dialogue: Perceiving and Addressing Community Problems,” Hernando Rojas, Dhavan V. Shah, Jaeho Cho, Michael Schmierbach, Heejo Keum, and Homero Gil-De-Zuñiga, *Mass Communication & Society*, 2, 2005.

“The Citizen-Consumer: Media Effects at the Intersection of Consumer and Civic Culture,” Heejo Keum, Narayan Devanathan, Sameer Deshpande, Michelle R. Nelson, Dhavan V. Shah, *Political Communication*, 21, 369-391, 2004.

“Advertainment or Adcreep? Game Players’ Attitudes Toward Advertising and Product Placements in Electronic Games,” Michelle R. Nelson, Heejo Keum, and Ron Yaros, *Journal of Interactive Advertising*, 5(1), 2004.

“Media, Terrorism, and Emotionality: Emotional Differences in Media Content and Public Reactions to the September 11<sup>th</sup> Terrorist Attacks,” Jaeho Cho, Michael P. Boyle, Heejo Keum, Mark Shevy, Douglas M. McLeod, Dhavan V. Shah, and Zhongdang Pan, *Journal of Broadcasting & Electronic Media*, 47(3), 309-327, 2003.

“News Coverage of Politicians in Korean Cyber Parody Journalism: Narrative and Discourse Analyses,” Heejo Keum, *Korean Journal of Cybercommunication*, 4, 41-72, 1999.

“The Change of Financial Commitment to News Production and the Newspaper Content Quality: Comparative Analysis of the Conduct of Newspaper Organization and the Newspaper Content Quality before and after the Economic Crisis of Korea,” Sae-kyung Yu and Heejo Keum, *Korean Journal of Journalism and Communication*, 43(4), 111-146, 1999.

## **BOOK CHAPTERS**

“Security Concerns and Tolerance Judgments,” Heejo Keum & Hernando Rojas, In Douglas M. McLeod and Dhavan V. Shah (Eds.), *News Frames and National Security: Covering Big Brother* (pp. 129-142), Cambridge University Press, 2014.

“Specificity, Complexity, and Validity: Rescuing Experimental Research on Framing Effects,” Dhavan V. Shah, Michael P. Boyle, Mike Schmierbach, Heejo Keum, & Cory L. Armstrong, In Paul D’Angelo and Jim A. Kuypers (Eds.) *Doing News Framing Analysis: Empirical and Theoretical Perspective* (pp. 215 – 232), Taylor & Francis, 2009.

## **REFEREED PAPERS**

“The Effects of Politicization and Inoculation in the Accuracy and Risk Perceptions of Science Issues,” Soyoung Kim & Heejo Keum, Midwest Association for Public Opinion Research, Chicago, November 22-23, 2019

“Personalized News Media, Political Emotion and the Threat to Knowledge,” Yan Liu & Heejo Keum, Midwest Association for Public Opinion Research, Chicago, November 22-23, 2019

“Gender Stereotypes and Attitudes toward Female Political Leaders: The Moderating Role of News Media use,” Heejo Keum, Jaeho Cho, Yeojung Kim, & Eunyong Choi. Association for Education in Journalism and Mass Communication (Political Communication Division), San Francisco, August 6-9, 2015.

“Self-Expression on Political Opinion,” Ahmed, S., Heejo Keum, Yeojung Kim, & Jaeho Cho, Association for Education in Journalism and Mass Communication (Political Communication Division), San Francisco, August 6-9, 2015.

“Social Networking Sites and Offline Political Communication Inequality,” Jaeho Cho, Heejo Keum, & Eunyong Choi, Association for Education in Journalism and Mass Communication (Political Communication Division), Montreal, Canada, August 6-9, 2014.

“The Interplay of Frames and Emotion in Understanding North Korean Nuclear Crisis,” Jungwon Park & Heejo Keum, Media, Communication and Cultural Studies Association, Bournemouth, January 8-10, 2014.

“Heuristic Cue, Evidence, or Moderator? The Role of Source Expertise in Attitude Change,” Sungeun Chung, Heejo Keum, Wonji Lee, Haejeong Shin & Woojeong Yang, International Communication Association (Information System Division), Boston, May 22-26, 2011.

“A Multi-Dimensional Analysis of Frames in the Blog of the Candidates for the 17<sup>th</sup> Presidential Election in Korea,” Mi-Seon Lee & Heejo Keum, International Association for Media and Communication Research (Political Communication Division), Stockholm, July 20-25, 2008.

“The Effects of Gay Films on Individual’s Attitudes toward Homosexuality,” Young-Kyung Kim & Heejo Keum, International Association for Media and Communication Research (Gender & Communication Division), Stockholm, July 20-25, 2008.

“Understanding Intolerance for Television Commercials: The Influences of Individual Orientations and Skepticism toward Advertising,” Heejo Keum and Douglas M. McLeod,

International Communication Association (Mass Communication Division), New Orleans, May 27-31, 2004.

“The Citizen-Consumer: The Complex Relationship Among Media, Consumer Culture, and Civic Engagement,” Heejo Keum, Narayan Devanathan, Sameer Deshpande, Michelle R. Nelson, and Dhavan V. Shah, American Political Science Association (Political Communication Division), Philadelphia, August 28-31, 2003.

“News Framing of Civic Liberties Restrictions: Conditional Effects on Security Concerns and Tolerance Judgments,” Heejo Keum, Elliott Hillback, Hernando Rojas, Tom Hove, Homero Gil de Zuniga, Abhiyan Humane, Mark Heather, Dhavan V. Shah, and Douglas M. McLeod, Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Kansas City, July 30-August 2, 2003.

“The Antecedents and Consequences of Online Trust: Explaining Support for Censorship and Filtering of Internet Content,” Michael Schmierback, Jaeho Cho, Heejo Keum, Hernando Rojas, Dhavan V. Shah, and William P. Eveland Jr., Association for Education in Journalism and Mass Communication (Communication Technology and Policy Division), Kansas City, July 30-August 2, 2003.

“A Model of Consumer Behaviors in Electronic Commerce: Trust, Information Search, and Internet Shopping,” Heejo Keum and Jaeho Cho, International Communication Association (Communication and Technology Division), San Diego, May 23-27, 2003.

“Orientations and Motivations behind the Use of Tabloids,” Cory Armstrong, Heejo Keum, and Dennise St. Clair., International Communication Association (Mass Communication Division), San Diego, May 23-27, 2003.

“Rethinking the Virtuous Circle: Reciprocal Relationships of News Media Use with Civic and Political Participation,” Heejo Keum, Hernando Rojas, Jaeho Cho, Dhavan V. Shah, William P. Eveland Jr., and Nojin Kwak, American Association for Public Opinion Research, Nashville, May 15-18, 2003.

“Rights Talk, Value Framing, and Moral Conflict: Nonmonotonic Effects on Electoral Judgment and Civic Participation,” Dhavan V. Shah and Heejo Keum, Midwest Association for Public Opinion Research, Chicago, November 22-23, 2002.

“Entertainment Television Use and Life Satisfaction: Constructed Reality and the Social Comparison Effects of Drama and Sitcom,” Heejo Keum and Jaeho Cho, Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Miami Beach, August 7-10, 2002. “Top Three Student Paper” Designation.

“Media, Terrorism, and Emotionality: Affective Dimensions of News Content and Effects after September 11,” Jaeho Cho, Michael P. Boyle, Heejo Keum, Mark Shevy, Douglas M. McLeod, Dhavan V. Shah, and Zhongdang Pan, Association for Education in Journalism and Mass Communication (Radio-Television Journalism Division), Miami Beach, August 7-10, 2002.

“Television Viewing and Judgment of Life Satisfaction: An Exploration of Drama, Sitcom, and News Influences,” Heejo Keum and Jaeho Cho, International Communication Association (Mass Communication Division), Seoul, Korea, July 15-19, 2002.

“The Interplay of Individual Value Orientation and News Frames: Interactive Effects on the Activation of Mental Models,” Jaeho Cho, Heejo Keum, and Dhavan V. Shah, International Communication Association (Mass Communication Division), Seoul, Korea, July 15-19, 2002.

“Interpersonal Network Heterogeneity and Willingness to Express Opinions,” Jaeho Cho and Heejo Keum, American Association for Public Opinion Research, St. Pete Beach, FL, May 16-19, 2002.

“Probing Psychological Processes Underlying Framing Effects: Knowledge Activation as a Mediator of News Frame Effects on Social Judgment,” Jaeho Cho and Heejo Keum, Midwest Association for Public Opinion Research, Chicago, November 16-17, 2001. “Honorable Mention Paper” Designation.

“Interpersonal Discussion as a Moderator of News Framing Effects on Political Issue Interpretation,” Heejo Keum. Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington D.C., August 5-8, 2001.

“Reflecting and Connecting: Testing a Communication Mediation Model of Civic Participation,” Jack M. McLeod, Jessica Zubric, Heejo Keum, Sameer Deshpande, Jaeho Cho, Susan E. Stein, and Mark Heather, Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington D.C., August 5-8, 2001. “Top Three Paper” Designation.

“The interplay of News Frames and Elite Cues: Conditional Influence on the Activation of Mental Models,” Dhavan V. Shah, Jessica Zubric, Cory L. Armstrong, Michael P. Boyle, Lauren D. Guggenheim, Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington D.C., August 5-8, 2001.

“Understanding the Relationship among News Media Use, Cognition, and Participation,” Jaeho Cho and Heejo Keum, International Society of Political Psychology, Cuernavaca, Mexico, July 15-18, 2001.

“Individual Losses and Social Gains: Interactive framing effects on the activation of mental models,” Dhavan V. Shah, Nojin Kwak, Michael Schmierbach, Jessica Zubric, Jack M. McLeod, Maria Powell, Heejo Keum, Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Phoenix, August 9-12, 2000. “Top Three Paper” Designation.

## AWARDS

- Sungkyunkwan University, SKKU Fellow, US\$ 40,000 – 2009
- University of Wisconsin-Madison, Chancellor’s Extension Award for Excellence – 2003
- Louise Elizabeth George Fellowship, University of Wisconsin-Madison  
– From fall 2002 to spring 2003
- AEJMC Communication Theory & Methodology Division Top Three Student Paper – 2002
- MAPOR Honorable Mention Paper – 2001
- AEJMC Communication Theory & Methodology Division Top Three Paper – 2001
- AEJMC Communication Theory & Methodology Division Top Three Paper – 2000
- Ewha Womens University Graduate School Fellowship – 1999

## COURSES TAUGHT

- Sungkyunkwan University, Seoul, Republic of Korea  
Professor – MCJ3043 Understanding Media Effects Spring 2010 – Fall 2020  
Professor – MACJ020 Theories of Communication Fall 2009 – Fall 2015  
Professor – MCJ5078 Media Effects Spring 2010 – Fall 2020  
Professor – MACJ001 Communication Research Methods Spring 2013 – Spring 2019  
Professor – MACJ019 Statistics for Communication Spring 2006 – Spring 2011  
Professor – MCJ3041 Understanding of Visual Media Spring 2009 – Fall 2010

<u>Professor – MCJ3018 Digital Image Creative</u>	Fall 2006 – Fall 2009
<u>Professor – CUC0010 Digital Visual Communication</u>	Fall 2008
<u>Professor – MCJ5070 Visual Media and Communication</u>	Spring 2006 – Fall 2008
<u>Professor – MCJ5071 Media and Social Capital</u>	Spring 2008
<u>Professor – MCJ3004 Theory of Visual Communication</u>	Spring 2006 – Spring 2008
<u>Professor – MCJ2007 Practice of Visual Program Production</u>	Spring 2006 – Spring 2007
• University of Texas, San Antonio, TX	
<u>Professor – COM 3523 Public Relations</u>	Fall 2004 – Spring 2005
<u>Professor – COM 3513 Writing for Public Relations</u>	Fall 2004 – Spring 2005
• University of Wisconsin, Madison, WI	
<u>Teaching Assistant – J345 Principles of Strategic Communication</u>	Fall 2003 – Spring 2004
• University of Wisconsin, Madison, WI	
<u>Project Assistant – J614 Communication and Public Opinion</u>	Spring 2003
<u>Project Assistant – J658 Communication Research Methods</u>	Fall 2002, Fall 2001 Fall 2000
• Ewha Womens University, Seoul, Korea	
<u>Teaching Assistant - Broadcast Programming and Economics</u>	Fall 1998
<u>Teaching Assistant – Cultural Studies in Communication</u>	Fall 1998

## GRANTS

National Research Foundation of Korea in support of “Conflict Resolution and Social Integration Communicator Education (Brain Korea 21+ Project),” Co- Investigator, US\$750,000 – 9/1/2013 – present.

LG Yonam Foundation in support of “The Use of Social Media for Broadcasting Election Coverage,” Principal Investigator, US\$25,000 – 1/1/2012 – 12/31/2012.

National Research Foundation of Korea in support of “The Influences of Digital Convergence on Social Capital: A Comparative Study between South Korea and U.S.A.,” Principal Investigator, US\$25,000 – 11/1/2009 – 10/31/2010.

Institute for Information Technology Advancement in support of “Market-Oriented Digital Convergence Policy,” Co- Investigator, US\$300,000 – 2/19/2009 – 12/31/2009.

National Research Foundation of Korea in support of “Global Culture Communicator Education (Brain Korea 21 Project),” Co- Investigator, US\$1,500,000 – 3/1/2006 – 2/28/2009.

National Research Foundation of Korea in support of “Media Framing of Female Political Leaders and the Effects on Female Voters: A Comparative Analysis between South Korea and the United States” Principal Investigator, US\$25,000 – 11/1/2006 – 10/31/2007.

Sungkyunkwan University of Korea in support of “A Comparative Analysis of the Media Influences on Consumer Culture and Civic Participation,” Principal Investigator, US\$7,000 – 8/1/2006 – 7/31/2007.

Wisconsin Public Television/National Center for Outreach in support of “Community Engagement through Public Television: Innovations in the Development and Measurement of Social Capital” – Project Assistant to Principal Investigator, Dhavan V. Shah – US\$21,000 – 11/1/02 – 6/30/03.

University of Wisconsin Graduate School in support of “Community Engagement through Public Television: Innovations in the Development and Measurement of Social Capital” – Project Assistant to Principal Investigator, Dhavan V. Shah – US\$31,145– 2/1/02 – 1/31/03.

Public Broadcasting Service Research Grant in support of “‘Connecting’ and ‘Disconnecting’ with Civic Life” – Project Assistant to Principal Investigator, Dhavan V. Shah – US\$60,302 – 5/15/01 – 7/31/02.

University of Wisconsin Graduate School in support of “‘Connecting’ and ‘Disconnecting’ with Civic Life” – Project Assistant to Principal Investigator, Dhavan V. Shah - US\$22,579 – 2/1/01 – 1/31/02.