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Department of Media & Communication  
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**Statement: Research Position**

**Address:** Myungyun-dong 53, Chongno-gu, Seoul, Korea 110-745, Tel: (+82-2) 760-0392, Fax (+82-2)-760-0390

**Objective:** To Apply Visiting Professor.

**Education:**

- 2002 Ph.D. Mass Communication and Media Art  
Southern Illinois University at Carbondale, Illinois, [www.sicuc.edu](http://www.sicuc.edu)  
Media Theory, Research Method, New Media, Online Communication  
and Multimedia Production.  
Dissertation Title: **“Trends in the Framing of Internet Development in *Business Week*: A Longitudinal Study from 1990 to 2000”** Chair: Dr. James Kelly.(Finished on April 10, 2002)
- 1997 MA/ Mass Communications  
California State University, Northridge, [www.csun.edu](http://www.csun.edu) 08/1997  
Mass Communication (Radio-TV-Film)  
Thesis: **“Late-Multinational Capital and Postmodernism in New Hollywood**

**Film Industry”**

- 1985 BA/ Communication  
Seoul National University in Seoul, Korea, [www.snu.edu](http://www.snu.edu) 02/1985  
Communication and Media Theory

**Job Experience:**

- 2019-Present Visiting Professor in USC
- 2018-Being President Korean Internet Convergence Association
- 2015 - Being Dean of Graduate in Mass Communication and Journalism
- 2014-2015 President Korean Speech Studies Association
- 2010 - Being Professor SKKU
- 2003 - 2010 Associate Professor at Department of Mass Communication & Journalism Sunkyunkwan University  
Media Film Culture, Digital Media, Cyber-communication, Media Economics, Media Theory

- 2002-2003 Assistant Professor at Department of Radio-Television in Arkansas State University  
Teach and research in Media and Culture, Creativity Contents, Internet Communication, Audio-Video Productions, and Media Theory & Methods.
- 1999- 2002 TA & RA at School of Journalism in **Southern Illinois University**.  
Majority of the computer works are conducted under my team department web construction, multi media presentation design data analysis from coding, to statistical analysis.
- 1995-1997 Editor in Seoul National University Alumni Association  
Reporting and editing monthly news and published directory.
- 1987-1990 Staff, Department of Public Affairs in **Samsung Electronics Co., Ltd.**, in Seoul Korea  
Producing brochures, annual reports, House organ  
Planning corporation advertising and collecting consumer data, analyzing corporation image, and developing media plan.
- 1982-1984 School Editor of Journal of Social Science in **Seoul National University** (School Work)  
Editor, organized staff meetings, edited ideas and articles, and was responsible for full page layout and paste up.

### Books:

- Sang Hee Kweon(2018) Social Network Analyses Seoul: Commone .
- Sang Hee Kweon(2018) MEDIA, HUMAN, SOCIETY IN ASIA Seoul:Murae
- Sang Hee Kweon (2017). *Media and Society in the Digital Age*. Seoul: Nanam.
- Sang Hee Kweon (2015). *Smart Media*. Seoul:Nanam
- Sang Hee Kweon (2015). *Reading Media Theory 1*. Seoul: Comone .
- Sang Hee Kweon (2015). *Reading Media Theory 2*. Seoul: Comone .
- Sang Hee Kweon (2012). *Statistics for communication and Media sciences*. Seoul: Comone.
- Sang Hee Kweon (2012). *Advanced Statistics in Communication Research*. Seoul: Comone.
- Sang Hee Kweon (2012). *Mass Communication Theories*. Seoul: SunKyunKwan University Press.
- Sang Hee Kweon (2011). *Young people, ethics, and the new digital media : a synthesis from the Good Play project*. Seoul: Comone.
- Sang Hee Kweon (2011). *CyberCommunication Theory 2.0*. Seoul: SunKyunKwan University Press.
- Sang Hee Kweon (2009). *News*. Paju: Idam Books
- Sang Hee Kweon (2008). *Digital culture, media, communication & future*. Seoul: SunKyunKwan University Press.
- Sang Hee Kweon (2007) *Cybercommunication Theory*. Seoul: SunKyunKwan University Press.

Sang Hee Kweon (2005). *Announcing : Broadcast Communicating Today*. Seoul: Chung Moon Kak.  
Sang Hee Kweon (2005). *Media Competition & Co-existence*. Seoul: Communication Book.  
Sang Hee Kweon (2004). *Understanding Media & Contemporary Society*. Seoul: Communication Books  
Sang Hee Kweon (2004). *Media Impact. Seoul*: Chung Moon Kak  
Sang Hee Kweon (2004). *Convergence & Media World*. Seoul: Communication Books.

## Publications:

80 Journals published (KSSCI, SSCI, SCOPUS)

Sang Hee Kweon (2014) 社交網絡空間認知對自我表露的影響-基于人人網, QQ使用者的調查分析

Sang Hee Kweon (2000). A Framing Analysis: How Did Three U.S. News Magazines Frame about Mergers or Acquisitions? *The International Journal on Media Management (December (2): 34)*.

Sang Hee Kweon (2002-December). A Longitudinal Framing Analysis of Internet Development: Creating Model of Media Development and Empirical Yest in Business Week. *Journal of Global Competitiveness*

Kweon, Sang Hee (2003). A path model analysis of the user effect of the Web's banner advertising. *Journalism Science*. Vol. 3, No. 2, p. 35-76.

Kweon, Sang Hee (2003). A Study of Radio Program Production Styles by Internet's Interactivity: Focus on Network's Live Programs. *The Korean Journal of cyber-communication*. Vol. 11, p. 5-44

Sang Hee Kweon (2003). Internet Media's Interactivity for Broadcasting production *Cybercommunication*. Vol. 11, No. 5.

Sang Hee Kweon(2003). A Path Model Analysis of the User of the Web's Banner Ad. *Journalism Science Studies*. Vol. 3, No. 2, P. 35-76.

Sang Hee Kweon (2004). Blog Research: Communication, Information, and Media. *Korean Broadcasting & Telecommunication*.

Kweon, Sang Hee (2004). Differences between On-line and Off-line Media Audience's News Message Processing. *The Korean Journal of journalism and communication*. Vol. 48, No. 3, p. 168 - 198

Kweon, Sang Hee (2004). A Study of News Form in the Internet Media: Comparison News Construction Types in the Online Journalism. *The Korean Journal of broadcasting*. Vol. 18, No. 4, p. 306-357

Kweon, Sang Hee (2004). A Study of News Websites' User Evaluation of Journalism Factors: Comparison among User Evaluation of News Website Types. *The Korean Journal of cyber-communication*. Vol. 14, p. 99-146

Kweon, Sang Hee (2004). A study of Expectancy Value on communication media based text -To compare mobile phone with internet messenger. *Journalism Science*. Vol. 4, No. 1, p. 5-48

Kweon, Sang Hee (2005). Blog Media Research: A Study of Motivation, Gratification and Cognitive Styles of the Blog Media. *The Korean Journal of broadcasting*. Vol. 19, No. 2, p. 419-460

Kweon, Sang Hee (2005). A Study of Program Recognition in Public Broadcasting : The Importance Compared between Social Aspects and Personal Aspects. *Broadcasting & Telecommunication Research* (Summer). P. 141-185.

Kweon, Sang Hee (2005). Internet News Frame : A Study of News Coverage Trends in Longitudinal Internet Media Development. *Korean Journal of communication and information*. Vol. 30, p. 1-35

Kweon, Sang Hee (2005). Blog Media Mode: A Analysis Study of Blog Genre by Communicator, Construction Form, Content, Connection. *The Korean Journal of cyber-communication*. Vol. 15, p. 93-134

Kweon, Sang Hee (2005). A Study of Cyber Media Usage Pattern in Online Journalists: Focused on the Possibility of Internet Newspaper and Dialogue Journalism. *The Korean Journal of cyber-communication*. Vol. 16, p. 309-343

Kweon, Sang Hee (2006). Science News Frame -A Study of Longitudinal Framing Analysis for Biotechnology. *The Korean Journal of communication and information*. Vol. 32, p. 7-49

Kweon, Sang Hee (2006). A Study of the Communications in On-line Communities: Focused on Self-construals. *The Korean Journal of communication and information*. Vol. 36, p. 422-462

Kweon, Sang Hee (2006). The Transformation of Internet Film: Genre Types and Evolution Direction. *The Korean Journal of cyber-communication*. Vol. 20, p. 281-330

Kweon, Sang Hee (2007). The Competition of New Interpersonal Media on the Theory of the Niche: Focused on the Gratification in Interpersonal Communication Services of Mobile Phone and Internet Media. *The Korean Journal of broadcasting*. Vol. 21, No. 1, p. 47-97.

Kweon, Sang Hee (2007). A Study on the Effectiveness of Internet Ads: In terms of Interactivity and Context. *The Korean Journal of Advertising*. Vol. 18, No. 1, p. 131-160.

Kweon, Sang Hee (2007). Interactivity Dimension Study in the Internet Media: A Study of User's Recognition Differences of Interactivity Characteristics by Internet Media Genre. *The Korean Journal of broadcasting*. Vol. 21, No. 2, p. 46-97.

Kweon, Sang Hee (2007). A Study of News Frame about Digital Development's Mode: Digital Technology, Social System, and Digital Media Evolution. *The Korean Journal of Communication Studies*. Vol. 15, No. 2, p. 33-64.

Kweon, Sang Hee (2008). A Study of the Relationship between Perception and Activities in the News Replies - Focused on News Perception and Credibilities. *The Korean Journal of Communication & Information*. Vol. 5, p. 44-78.

Kweon, Sang Hee 1 (2009). Cultural Differences in Communication: A Focused Empirical Test for Message, Communicator, and Context. *Human Communication*. Vol. 12. p. 325-355

Kweon, Sang Hee (2009). Interactivity Dimension: Media, Contents, and User Perception. *ACM International Conference Proceeding Series*. Vol. 349, p. 265-272.

Kweon, Sang Hee (2009). A Study of the Dimension of Para-social Interaction in TV Genre Program. *The Korean Journal of Broadcasting and Telecommunication Studies*. Vol. 23-2, p. 51-101.

Kweon, Sang Hee (2009). A Study on the Presence Classified by Dimensions through Character Agents on E-Learning. *Journal of Internet Computing and Services*. Vol. 10, No. 6, p. 123-143.

Kweon, Sang Hee (2010). A Study of Presence Perception Tendency by Genres on 3DTV. *The Korean Journal of Broadcasting and Telecommunication Studies*. Vol. 24, No. 4, p. 253-292.

Kweon, Sang Hee (2010). Choice and Influential Factors for Multimedia UCC: Technology Acceptance Model (TAM, TAM2). *The Journal of Cybercommunication Academic Society*. Vol. 27, No. 2, p. 5-43.

Kweon, Sang Hee (2011). Evaluation of Korean information infrastructure policy 2000-2010: Focusing on broadband ecosystem change. *In Government Information Quarterly*. Vol. 28, No. 3, p. 374-387.

Kweon, Sang Hee (2011). Political Culture and Communication Trends and Political Participation in the Future Society of Social Network – On the O1-S-O2-R Model Application. *Political Communication eSearch*. Vol. 23, p. 5-58.

Kweon, Sang Hee (2012). A Study of the Contents Regulation System of

Broadcasting and Communication in Smart and Social Media Era. *Journal of Broadcasting and Telecommunications Research*. Vol. 79, p. 9-36.

Kweon, Sang Hee (2012). A Study of the Producer Journalism's Characteristic Dimensions : Focused on the Co-orientation Recognition of Producer, Reporter and Audience. *The Korean Journal of Broadcasting and Telecommunication Studies*. Vol. 26, No. 3, p. 650-693.

Kweon, Sang Hee (2013). A Study of Human Fact Analysis in Program Genres: Comparison of 2D and 3D Receptions Difference by Measuring Brainwaves. *Review of Culture & Economy*. Vol. 5, No. 3, p. 29-51.

**Cyber Spatiotemporal as Media Culture: A Cognitive Level Study of Time (Tempo) and Space (Spatial) Based on Media Type. Media Ecology. 2013.**

Kweon, Sang Hee (2013). A Study of The Relationship between Domestic Youth's Portal News Usage Characteristics and News Trust with Publicness Recognitions. *Journal of Cyber communication Academic Society*. Vol. 30, No.1, p. 241-294.

Kweon, Sang Hee (2013). A Meta Analysis for Online Journalism Researches : Focused on the characteristic of analysis object, theme, theory and methodology. *Communication Theories*. Vol. 9, No.2, p. 200-249.

Kweon, Sang Hee (2013). A Study on Empathy, Credibility, and Political Attitude in Social Media: Focused on the Relationship between Empathetic Intention and the Motivation of Belonging on Intended Pro-Social and Political Behavior. *Advances in Journalism and Communication*. Vol. 1, p. 26-40.

Kweon, Sang Hee (2013). A Meta-analysis on the Television Drama Studies. *Locality & Communication*. Vol. 17, No. 1, p. 305-328.

Kweon, Sang Hee (2014). A Research on Value Chain Structure Generated from Use of Social Media by Performing Arts Consumers : Focusing on Means-End Chain Theory. *Journal of Cyber communication Academic Society*. Vol. 30, No. 4, p. 219-261.

社交網絡公共空間與私人空間認知的實證研究：基於人人網、QQ使用者的調查分析

Kweon, Sang Hee (2014). A study on the competition in social network services on the theory of Niche: Gratification analysis in relationship and information. *International Journal of Web Based Communities*. Vol. 10, No. 3, p. 298-318.

Kweon, Sang Hee (2014). A Semantic Network Analysis of the Newspaper Articles on Big data. *Journal of Cybercommunication Academic Society*. Vol. 31, No.1, p. 241-286.

Kweon, Sang Hee (2014). A Study of Stakeholders' Perception Difference in Regulation

System of Media Contents : Focused on Convergence and Social Media in Smart Media Environment. *Media & Communication Research*. Vol. 24, p. 7-48.

Kweon, Sang Hee (2014). A Comparative Study on The Value Structure of YouTube and User's Involvement. *Journal of Cybercommunication Academic Society*. Vol. 31, No.3, p. 131-175.

Kweon, Sang Hee (2014). A Research on Value Chain Structure of the Performing Arts Consumers' Social Media Usage - Application of Means-End Chain Theory and Involvement. *Lecture Notes of the Institute for Computer Sciences, Social-Informatics and Telecommunications Engineering*. Vol. 136, p. 1-11.

Kweon, Sang Hee (2014). Creativity in the CPND. *Lecture Notes of the Institute for Computer Sciences, Social-Informatics and Telecommunications Engineering*. Vol. 136, p. 136-139.

Kweon, Sang Hee (2015). A Semantic Network Analysis of 'Creative Economics' in News Frame. *The Korean Journal of Journalism & Communication Studies*. Vol. 59, No. 2, p. 88-120.

Kweon, Sang Hee (2015). A Research on Value Chain Structure on TV Programs Focused on Means-End Chain theory on News, Drama, and Comedy. *The Korean Journal of Journalism & Communication Studie*. Vol. 71, No. 3, p. 194-223.

电脑和智能手机平台上的即时通信工具比较

Kweon, Sang Hee (2015). Television Social Viewing Experience : Focused on TV Viewing Satisfaction through Social Presence. *Korean Journal of Broadcasting and Telecommunication Studies*. Vol. 29, No. 5, p. 242-276.

Kweon, Sang Hee (2015). Hierarchical Value Maps of Smart Phones, Portal Sites, and Social Network Services Based on User Involvement. *Advances in Journalism and Communication*. Vol.3, No.3, p. 56-70.

Kweon, Sang Hee (2015). Way of Thinking and News Construction : A Research of Cultural Psychology of Sewol-ho Ferry Disaster's Factual News Frame. *The Korean Journal of Journalism & Communication Studies*. Vol. 59, No.6, p. 7-40.

Kweon, Sang Hee (2016). A Case Study of Smart Phone Addiction Phenomenon through Grounded Theory Method. *The Korean Journal of Internet Addiction Studies*. Vol. 1, p. 1-18.

Sang Hee Kweon (2017). A Research on Value Chain Structure on Experience of VR and AR : Focused on Means-End Chain Theory on VR and AR. *Journal of Internet Computing and Services (2018 (1):1)*

Kweon, Sang Hee (2017). Network Structure Analysis of Korean Broadcasters

Homepage using Internet Hyperlink : Focusing on a Comparative Analysis of the Hyperlinked Website Types on Broadcasters Homepage. *Journal of Outdoor Advertising Research*. Vol. 14, No. 3, p. 53-76.

Kweon, Sang Hee (2018). A Semantic Network Analysis of 4th Industry Revolution: News Frame for on Drone, AI, Big Data and IoT News. *International Journal of Advanced Science and Technology*. Vol. 111, p. 115-128.

Kweon, Sang Hee (2019)A Study on the Hyperlink Structures of the Official Websites of TV Networks: Analysis Focus on ABC, BBC, NHK, and KBS The Internet Information Association 4:6

Kweon, Sang Hee (2019)Study on Agenda-Setting Structure between SNS and News: Focusing on Application of Network Agenda-Setting. *Korea Contents Research* 1: 23-29.

## Association Work

**Korean Internet Convergence Association President 2018-being**  
**Speech and Interpersonal Communication Association President 2014-2015**

Korean Association for Broadcasting & Telecommunications Studies Borad Member  
2005-2017

Korean Association for Journalism & Communications Studies 2003-Being

Korean Association for Speech & Communications Studies President (2016-17)

Korean Internet Convergence Association President (2018-being)

Korean Cyber Communication Association Board Member 2004-2017.

## Conference Papers:

80 Conference papers.

Sang Hee Kweon (2007). Framing of Science News. (Paper presented at International Communication Association Conference in The 57th Conference San Francisco, 2007).

Sang Hee Kweon (2007). Eastern Communication Model: A New Theory Building and Its Application (Paper Presented at Conference of the World Communication Association, Brisbane, 2007)

Sang Hee Kweon & James Kelly (2002). Trends in Media Framing about Internet Evolution --Longitudinal Analysis of *Seriation* and *Skeumorphs* Keywords. (Paper presented at International Communication Association Conference in Seoul, Korea, July 15-18, 2002).

Sang Hee Kweon (2002). Media Development Model by Social Construction Process. (Paper presented at International Communication Association Conference in Seoul, Korea, July 15-18, 2002).

Sang Hee Kweon (2002). Internet Technopoly: Media Themes Evolution in Internet Development. (Paper presented at International Communication Association Conference in Seoul, Korea, July 15-18, 2002).

Sang Hee Kweon (2002). Ethno(media)centric: Comparing Similarities and Differentiations between Korea and U.S. Web Contents (Paper presented at International Communication Conference 2002. Miami, Florida)

Sang Hee Kweon (2001). A Longitudinal Metaphor Analyses in Internet News: The Internet's Convergence Cases. (Paper presented at International Communication Association Conference in Washington, DC, May 24-28, 2001).

Sang Hee Kweon (2000). A Content Analysis of TV Organization's Web: Focusing on Korea and U.S. Cultural Differences. (Paper presented at Global Fusion 2000 at St. Louis, Missouri, October 13-15.

Sang Hee Kweon (2000). Internet Content Analysis: Convergence of the Internet Websites by Newspapers, Broadcast, and Internet News organizations. (Paper presented at the Association for Education in Journalism and Mass Communication: AEJMC in Phoenix Arizona, August 9-12, 2000). **\*Top student paper.**

Sang Hee Kweon (2000). A Framing Analysis: How Did Three U.S. News Magazines Frame about Mergers or Acquisitions? (AEJMC Phoenix, AZ August 9-12, 2000). **\*Published**

Sang Hee Kweon (2000) A Study of Collegian's Internet News Viewing Motivations and Their Gratifications (AEJMC 2000 Mid Year Research Conference April 14-16, 2000, university of Colorado, Boulder).

Sang Hee Kweon (2000). A Framing Analysis of Front Page in New York Times and Los Angeles Time's Drug News. (AEJMC 2000 Mid Year Research Conference).

Sang Hee Kweon (2000). First Amendment and New Regulation Model in the Internet: Conversion or Conflict in the First Amendment and Copyright. (AEJMC 2000 Mid Year Research Conference).

## **Awards:**

### **Award of Chair of Korea Communications Commission (2016)**

Korean Association for Broadcasting & Telecommunications Studies Academic achievement awards 2004

Dissertation Research Fellowship Award, Graduate School at Southern Illinois University, 2001-2002.

Outstanding Graduate Student Award, School of Journalism, SIUC, 1999,2000, 2001  
The Gamma Beta Phi Society in Honor.

Graduate Scholarship Award (1999, 2001)

Best Research Project, College Student Advertising Thesis Contest for "The Strategic of Advertising Under Deflation" Je-Il Co., Ltd. (Samsung's House Advertising Co.)

(1983)

### **Special Experience:**

CRC GA (Multimedia Computer Resource Center Room) in SIUC.  
Media Library and Tel-learning office Work (California State University, Northridge)  
Broadcast Education Association (BEA) Member 1995-2000  
Association for Education in Journalism and Mass Communication (AEJMC) Member  
1999-present.  
International Communication Association (ICA) Member 2000-present

### **Skills: Net Miner, Amos, Spss Modeler, R, NodeXL, Textmining**

**Film:** 16 mm Canon Scoopic camera, Moviscop, 16 mm projector.

**Video:** AV Mixers, Linear editors, Adobe Premiere 5.0. Final Cut Pro

**Online Software:** Dream Weaver 4.0, Flash 5.0, Page Mill 2.0.

**Authoring:** Author-ware 4.0, Director 6.0 & 7.0 and 8.0.

**Image Editing:** Adobe Photoshop 5.0, Adobe After Effect3.0.

**Publication Editing:** QuarkXPress 4.0. Page maker 7.0.

**Digital Sound:** Sound Edit 16. Max, MIDI, Pro Tool 1.0 Peak 3.0.

**Computer Aided Content Analysis:** CATPAC II, VBPro, TextAnalysis 2.0, and  
Diction 5.0.

**Statistics:** SPSS/UNIX & Window, SAS/UNIX & Macintosh, Jump in SAS.

### **Media Film Production**

**Video Production\*:** “Rock climbing;” and “WSIUC’ PBS promotion Video.”

**Digital Sound\*:** “History of multimedia” and “Tile Sound”

**Sound Editing:** “Safe Drive” and “Korean Air”

**QuarkXPress 4.0:** “Fashion-magazine,” and “The Post”

**Director 7.0\*:** “McLuhan” “Dan Chung-Korea Color,” “Gingerbread Boy-  
Animation,” and “British Program.” “Field Trip” “Portfolios.”

**Dream Weaver 4.0\*:** “Personal home page & Church”

**Authorware 4.0:** “Recreation center”

**Affter Effects:** “Happiness”; “Film Title,” “S-initial,” “JSA.”

### **References**

Upon request