

KIWON SEO

Department of Mass Communication
Sam Houston State University
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APPOINTMENTS

- FA 2018 ~ Present: Graduate Program Coordinator, Department of Mass Communication, Sam Houston State University.
- FA 2015 ~ Present: Assistant Professor, Department of Mass Communication, Sam Houston State University.
- FA 2014 ~ SP 2015: Visiting Assistant Professor, Department of Mass Communication, Sam Houston State University.
- SP 2009 ~ SP 2014: Graduate Instructor & Teaching Assistant, Department of Communication Arts and Sciences, Pennsylvania State University.
- FA 2008 ~ SP 2010: Research Assistant, Department of Communication Arts and Sciences, Pennsylvania State University.

EDUCATION

- Pennsylvania State University, University Park, PA 2008 ~ 2014
Department of Communication Arts and Sciences
Ph.D. in Communication Science
Dissertation Title: *Persuasion and Message-Style: How Element Matching Creates Amplification and Attenuation*
- Pennsylvania State University, University Park, PA 2006 ~ 2008
College of Communications
M.A. of Media Studies
Thesis Title: *Effects of Visual Images in Health Message Framing*
- Korea University, Seoul, Korea 2003 ~ 2005
School of Journalism and Mass Communication
M.A. of Communications
Thesis Titled: *A study on Discourse Change of Internet-Parody Articles in Newspapers*
- Korea University, Seoul, Korea 1997 ~ 2003
Department of Linguistics
B.A. of Arts (Linguistics Major)
B.A. of Arts (Mass Communications, Double Major)

RESEARCH INTERESTS

- Media effects
- Emotion
- Persuasion
- Visual image
- Social media

TEACHING

At Sam Houston State University

- Digital Media History & Theory (MCOM5300)
 - Graduate course on cross-disciplinary approaches to digital media.
- Communication Research Method (MCOM6360)
 - Graduate level on communication research methods.
- Social Media (MCOM5340)
 - Theoretical and practical approaches to social media.
- Special Topic: Persuasion Research (MCOM5050)
 - Examination of social scientific research on persuasion with a research project.
- Audience Research & Analysis (MCOM4383)
 - Communication research method with qualitative and quantitative approaches.
- Media Criticism (MCOM3362)
 - Critical analyses on mass media texts and characteristics of mediated culture, including analyses through semiotics, rhetoric, neo-Marxist, cultural studies, etc.
- Analysis of Electronic Culture (MCOM1330)
 - Introductory class of mass communication

At Pennsylvania State University

- Social Influence: Persuasion Campaign (CAS302)
 - Core persuasion theories in social science and their application.
- Communication Theory (CAS202)
 - Basic communication theories and philosophies.
- Effective Speech: Public Speaking Concentration (CAS100A)
 - Principles of human communication, implemented through presentation of speeches, with some attention to group discussion and message evaluation.
- Effective Speech: Group Communication (CAS100B)
 - Principles of group communication, examining basic theories of communication and practicing class learning through group presentations.

ADDITIONAL TEACHING EXPERIENCE

Class Intern at Pennsylvania State University

- Effective Speech (CAS100A), FA 2008 ~ SP 2009.
- Communication Theory (CAS202), SM 2009.
- Social Influence (CAS302), FA 2009.

Guest Lecture at Pennsylvania State University

- Communication Theory (CAS202), SM 2009.
Lecture Title: Agenda setting theory
- Social Influence (CAS302), FA 2011.
Lecture Title: Attitude behavior relationship and theory of reasoned action
- Social Influence (CAS302), FA 2012.
Lecture Title: Audience analysis
- Communication Theory (CAS202), SP 2013
Lecture Title: Uncertainty reduction theory

INVITED TEACHING PRESENTATION

- The effects of persuasive message styles. Department of Communication Studies, Sam Houston State University, March 2014.

PEER-REVIEWED PUBLICATIONS

- Seo, K., & Dillard, J. (epub, ahead of print). The persuasive effects of two stylistic elements: Framing and imagery, *Communication Research*.
- Kim, H. S., Brubaker, P., and Seo, K. (2015). Examining psychological effects of source cues and social plugins on a product review website, *Computers in Human Behavior*, 49, 74-85.
- Seo, K., Dillard, J., and Shen, F. (2013). The effects of message framing and visual image on persuasion, *Communication Quarterly*, 61, 564-583

BOOK CHAPTER

- Dillard, J. and Seo, K. (2012). Affect and persuasion. In J. Dillard & L. Shen (Eds.), *The SAGE handbook of persuasion* (pp. 150-166). Thousand Oaks: Sage Publications.

MANUSCRIPTS IN PROGRESS

- Seo, K. (in prep). Does adding images to texts influence persuasion? A meta-analysis of visual effects on persuasive texts.
- Seo, K. and Dillard, J. (in prep). Persuasion and message-style: How element matching creates amplification and attenuation.

RESEARCH GRANT

- Faculty Research Grant (FRG) 2016, Sam Houston State University, \$5,000.00.
Research Title: Meta-analysis on visual persuasion

ADMINISTRATIVE POSITIONS HELD

At Pennsylvania State University

Administrator for RePaSS (Research Participant Sign-up System) and CR (Communication Research) Lab, Department of Communication Arts and Sciences, FA 2008 ~ SP 2010.

Position Description

- Managing research applications
- Administering the RePaSS system online
- Updating the schedule of research/RePaSS events
- Manage the CR lab

RESEARCH EXPERIENCE

At Pennsylvania State University

Research Assistant

- Dr. James Dillard, Department of Communication Arts and Sciences, SP 2010.
 - Research Title: BIS/BAS and message framing.
 - Roles: Assistance in developing research stimuli and online surveys, collecting and analyzing data, and writing a report.
- Dr. James Dillard, Department of Communication Arts and Sciences, SM 2009.
 - Research Title: Chronic motivation and message framing.
 - Roles: Assistance in developing research stimuli and online surveys, collecting and analyzing data, and writing a report.

At Korea University

Research Assistant

- Dr. Choi, YJ., School of Communications, Hallym University, Chun Cheon, Korea.
 - Research Title: Studying a strategy on fortifying public-management in MBC news, sponsored by MBC (Mun-Hwa Broadcasting Corporation) Policy Studies, 2005.
 - Research Title: A Study on Korean broadcasting news patterns, presented in annual scholarship meeting of Korean Association for Broadcasting & Telecommunication Studies, 2004.
 - Research Title: Content analysis on TV program about 'the President impeachment issues,' conducted by Korean Society for Journalism & Communication Studies, 2004.
- Dr. Kang, HC., Department of Telecommunications, Graduate School, Sookmyung Women's University, Seoul, Korea, 2004.
 - Research Title: Studying a strategy on fortifying public-management in MBC news, sponsored by MBC Policy Studies.
- Dr. Seol, JA., Department of Media Arts & Sciences, Korea National Open University, Seoul, Korea, 2004.
 - Research Title: A study on international broadcasting systems of the world: E-learning content development.
- Dr. Yu, SY., Korea Press Foundation, Seoul, Korea, 2003.
 - Research Title: A study of political current events radio programs.
- Dr. Ma, DH., Department of Journalism and Mass Communications, Korea University, Seoul, Korea, 2003.
 - Research Title: Early radio and everyday life of the modern: An ethnographic study in an agricultural area of Korea.

CONFERENCE SUBMISSIONS AND PRESENTATIONS

- Seo, K.** and Shields, R. E. (2018). Fusing, shifting, and contrasting horizons: Voicing social media and the global village. Invited international conference presentation. Sponsored by the National Communication Association and the Communication University of China, Communication University of China, Beijing, June 20-24, 2018.
- Seo, K.** and Kim, N. Y. (2018). Effects of behavioral inhibition/approach systems and framing: Their interaction with a goal-congruent topic. Paper presented for the ICA conference in Prague, the Czech Republic.
- Seo, K.** and Kim, N. Y. (2018). Does adding images to texts influence persuasion? A meta-analysis of visual image effects on persuasive texts. Paper presented for the ICA conference in Prague, the Czech Republic.
- Seo, K.** (2017, Aug). Persuasion and message styles: How element matching creates amplification and attenuation. Paper presented for the ICA conference in San Diego, CA.
- Seo, K.** (2016, Aug). Gain-loss framing and emotional imagery: Testing valence and motivational rules for matching. Paper presented for the AEJMC conference in Minneapolis, MN.
- Kim, N. Y., Biswas, M., and **Seo, K.** (2015, Aug). Investigating individuals' perceptions of anti-binge drinking message effects on self versus on others: the theoretical implications for the third-person perceptions. Paper presented for the AEJMC conference in San Francisco, CA.
- Seo, K.** and Dillard, J. (2015, May). Matching stylistic elements of persuasive messages: Testing a valence rule using gain-loss framing and image. Paper presented to the Mass Communication Division, for the ICA conference in San Juan, Puerto Rico.
- Dillard, J. and **Seo, K.** (2011, May). Moderators and mediators of message framing effects in persuasion: Six Reasons not to give up hope. Paper presented to the Health Communication Division, for the ICA conference in Boston, MA.
- Dillard, J. and **Seo, K.** (2010, Jun). An application of the reasoned action approach to women's intention to be vaccinated against HPV. Paper presented to the Health Communication Division, for the ICA conference in Singapore.
- Kim, H., Brubaker, P., Kegerise, A., and **Seo, K.** (2010, Jun). To share or not to share, that is the question: Examining psychological effects of heuristic cues on users' attitudes on a product review website. Paper presented to the Information Systems Division, for the ICA conference in Singapore.
- Kim, N. and **Seo, K.** (2009, Aug). Messages of the people, by the people, and for the people. Paper presented to the Public Relations Division, for the AEJMC conference in Boston, MA.

* This paper received the top poster presentation award in PR division

Seo, K. and Dillard, J. (2009, May). An appraisal domain analysis of message framing effects. Paper presented to the Information Systems Division, for the ICA conference in Chicago, IL.

Seo, K. and Shen, F. (2009, May). The interactive effects of visual images and message framing on health-related persuasion. Paper presented to the Health Communication Division, for the ICA conference in Chicago, IL.

Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, Feb). Will you show your Face-book? Self-disclosure in an online social network. Paper presented to the Communication Technology Division, for the Mid-Winter AEJMC, Reynolds School of Journalism Reno, NV.

Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, Apr). Will you show your Face-book? Self-disclosure in an online social network. Poster presented at the 22nd annual graduate exhibition, Pennsylvania State University, University Park, PA.

Seo, K. (2005, Jan). A study on discourse change of internet -parody articles of newspapers. Paper presented at 8th annual conference of Korea graduate school students, sponsored by Korea Society for Journalism and Communication Studies, Seoul, Korea.

SERVICE

Review Service

Manuscript Reviewer

- Journalism Studies (2017, 1 paper)
- Health Communication (2017, 1 paper)
- Health Communication (2016, 3 papers)
- Journal of Applied Sport Psychology (2016, 1 paper)
- Communication Research (2015, 1 paper)
- Journal of Communication (2014, 1 paper)

Conference Paper Reviewer

- International Communication Association (2016, 7 papers)
- International Communication Association (2014, 3 papers)

University Service

- QEP (Quality Enhancement Plan) planning committee member (SP 2018 ~)

Department Service

Committee Service

- Faculty committee chair for Undergraduate Scholarship & Dan Rather Internship
- Faculty search committee member for the position of Media & Culture, Associate professor level (SP 2018)

- Faculty committee member for Dan Rather Internship
- Faculty committee member for Graduate Program
- Faculty committee member for Ph.D. in Media & Culture
- Faculty search committee member for the position of Media & Culture (SP 2015)

Thesis Chair

- Casey Yetter, 2018

Thesis Committee

- Ashley Tillery, May 2017

Event Attendance

- Position candidate's presentation
 - Associate professor position for Media & Culture (May 18 & 19, 2018)
 - PR position (April 27 & May 3, 2017)
 - Film position (March, 31, 2017)
 - PR position (March 2, 2017)
 - Film position (January 23 & 27, 2017)
 - PR/Health Communication position (November 30, 2016)
 - Multiplatform Journalism position (November 14, 2016)
 - Film Position (May 7 & 11, 2015)
- Spring Award Banquet
 - 2015, 2016, 2017
- Documentary Film Festival 2018 at SHSU, sponsored by Dan Rather Endowment: Africa World by Nili Dotan (February 16, 2018)
- 2nd Annual Mass Communication Common Reader Film Festival: Food (November 7, 2017)
- FAMC Annual Fund Campaign
 - December 1, 2016
 - November 29, 2017
- Priority One presentation: We are PR! (November 1, 2016)
- 44th Distinguished Alumni Award Gala (October 14, 2016)
- Film History & Criticism Special Screening of "Port of Shadows" (September 29, 2016)
- SHSU International Community Welcome Dinner (September 1, 2016)
- Performance of 'Ruffled Flourishes,' based on the story written by Peter Roussel (August 27, 2016)
- Workshop for 'Zika and Mosquito-borne Viruses: Effectively Communicating when Uncertainty is High,' sponsored by the Global Center for Journalism and Democracy (March 29, 2016)
- Film History & Criticism Special Screening of "Metropolis" (January 29, 2016)
- Film History & Criticism Special Screening of "A Better Tomorrow" (November 13, 2015)
- Presentation about Polish Presidential Election from Polish journalists visiting the Global Center for Journalism & Democracy (September 18, 2015)
- Film History & Criticism Special Screening of "Now Voyager" (September 15, 2015).

- Guest Speaker Series by the Global Center for Journalism and Democracy (Speaker: Zak Ebrahim, Apr 2015)
- Guest Speaker Series by the Global Center for Journalism and Democracy (Speaker: Zoriah Miller, Feb 2015)

MEMBERSHIP

- International Communication Association
- Association for Education in Journalism and Mass Communication
- National Communication Association