

# Kiwon Seo

Department of Mass Communication  
Sam Houston State University

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## APPOINTMENTS

2021 ~ Present	Associate Professor, Department of Mass Communication, Sam Houston State University.
2015 ~ 2021	Assistant Professor, Department of Mass Communication, Sam Houston State University.
2014 ~ 2015	Visiting Assistant Professor, Department of Mass Communication, Sam Houston State University.
2008 ~ 2014	Graduate Instructor, Research Assistant, and Teaching Assistant, Department of Communication Arts and Sciences, Pennsylvania State University.

## EDUCATION

2014	Pennsylvania State University, University Park, PA Department of Communication Arts and Sciences Ph.D. in Communication Science
2008	Pennsylvania State University, University Park, PA College of Communications M.A. of Media Studies
2005	Korea University, Seoul, Korea School of Journalism and Mass Communication M.A. of Communication
2003	Korea University, Seoul, Korea Department of Linguistics B.A. of Arts (Linguistics Major) B.A. of Arts (Mass Communication, Double Major)

## ADMINISTRATIVE POSITIONS HELD

- Graduate Program Coordinator, Department of Mass Communication, Sam Houston State University (2018 Fall ~ Present)

- Administrator of RePaSS (Research Participant Sign-up System) and Communication Research Lab, Department of Communication Arts and Sciences, Pennsylvania State University (2008 Fall ~ 2010 Spring)

## RESEARCH INTEREST

- Media effects
- Emotion
- Persuasion
- Message modality

## JOURNAL PUBLICATIONS: PEER-REVIEWED

- **Seo, K.** (2020). Meta-analysis on visual persuasion: Does adding images to texts influence persuasion?, *Athens Journal of Mass Media and Communications*, 6, 177-190.
- **Seo, K., & Dillard, J.** (2019). A process analysis of message style and persuasion: The effects of gain-loss framing and emotion-inducing imagery, *Visual Communication Quarterly*, 26, 131-145.
- **Seo, K., & Dillard, J.** (2019). The persuasive effects of two stylistic elements: Framing and imagery, *Communication Research*, 46, 891-907.
- 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.** (2013). Affect and persuasion. In J. Dillard & L. Shen (Eds.), *The SAGE handbook of persuasion* (pp. 150-166). Thousand Oaks: Sage Publications.

## UNIVERSITY INTERNAL PUBLICATION

- **Seo, K.** (2016). Does adding images to texts influence persuasion? A meta-analysis of visual effects on persuasive texts. Final research report submitted to *The Office of Research and Sponsored Programs for Sam Houston State University Research Resource Archives*.

## FUNDED RESEARCH PROJECT

- COVID-19 Vaccination Education Program, Sam Houston State University, sponsored by the Texas Department of State Health Services, 2022 ~ 2023
  - Role: Co-investigator in the program component of media products and modes of delivery

- Funded budget: \$6,108,224.00
- Faculty Research Grant (FRG), Sam Houston State University, 2016
  - Role: Principal investigator
  - Funded budget: \$5,000.00
  - Research Title: *Meta-analysis on visual persuasion*

## CONFERENCE SUBMISSIONS AND PRESENTATIONS

- Kim, N. Y., Biswas, M., and **Seo, K.** (2023, August). *The effect of cause-related marketing as the context for other ads*. Paper presented to the annual conference of AEJMC, Washington, D. C.
- **Seo, K.** and Kim, N. Y. (2023, May). *A content analysis of COVID-19 communication on the 50 US States' Health Department websites*. Paper presented at the annual conference of the Korean Association for Communication and Information Studies, Jeonju, South Korea.
- Kim, N. Y., **Seo, K.**, and Biswas, M. (2022). *Twitch: Hope or despair for advertisers. How telepresence and flow affect users perceptions of in-stream video ads on Twitch?* Paper presented (virtually) to the annual conference of ICA, Paris, France.
- **Seo, K.** and Shields, R. E. (2018, June). *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, China.
- **Seo, K.** and Kim, N. Y. (2018, June). *Effects of behavioral inhibition/approach systems and framing: Their interaction with a goal-congruent topic*. Paper presented at the annual conference of ICA, Prague, the Czech Republic.
- **Seo, K.** (2018, June). *Does adding images to texts influence persuasion? A meta-analysis of visual image effects on persuasive texts*. Paper presented at the annual conference of ICA, Prague, the Czech Republic.
- **Seo, K.** (2017, August). *Persuasion and message styles: How element matching creates amplification and attenuation*. Paper presented at the annual conference of ICA, San Diego, CA.
- **Seo, K.** (2016, August). *Gain-loss framing and emotional imagery: Testing valence and motivational rules for matching*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.
- Kim, N. Y., Biswas, M., and **Seo, K.** (2015, August). *Investigating individuals' perceptions of anti-binge drinking message effects on self versus on others: the*

*theoretical implications for the third-person perceptions.* Paper presented at the annual conference of AEJMC, 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 at the annual conference of ICA, 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 at the annual conference of ICA, Boston, MA.
- Dillard, J. and **Seo, K.** (2010, June). *An application of the reasoned action approach to women's intention to be vaccinated against HPV.* Paper presented at the annual conference of ICA, Singapore.
- Kim, H., Brubaker, P., Kegerise, A., and **Seo, K.** (2010, June). *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 at the annual conference of ICA, Singapore.
- Kim, N. and **Seo, K.** (2009, August). *Messages of the people, by the people, and for the people.* Paper presented at the annual conference of AEJMC, 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 at the annual conference of ICA, Chicago, IL.
- **Seo, K.** and Shen, F. (2009, May). *The interactive effects of visual images and message framing on health-related persuasion.* Paper presented at the annual conference of ICA, Chicago, IL.
- Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, February). *Will you show your Face-book? Self-disclosure in an online social network.* Paper presented at the annual conference of the Mid-Winter AEJMC, Reno, NV.
- Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, April). *Will you show your Face-book? Self-disclosure in an online social network.* Poster presented at the 22<sup>nd</sup> annual graduate exhibition, Pennsylvania State University, University Park, PA.
- **Seo, K.** (2005, January). *A study on discourse change of internet-parody articles of newspapers.* Paper presented at 8<sup>th</sup> annual conference of Korea graduate school students, Sponsored by Korea Society for Journalism and Communication Studies, Seoul, Korea.

## INVITED RESEARCH PRESENTATION AND DISCUSSION

- Determinants and strategies of small business digital commerce success symposium, Kyungpook National University Consortium, sponsored by the Ministry of SMEs and Startups of Korean Government (May 30, 2022 ~ June 1, 2022)

## TEACHING

- Visiting Assistant Professor, Assistant Professor, & Associate Professor, Sam Houston State University (2014 Fall ~ Present)
  - MCOM 6360: Communication Research Methods (Graduates)
  - MCOM 5341: Social Media Analytics (Graduates)
  - MCOM 5340: Social Media (Graduates)
  - MCOM 5334: Digital Advertising (Graduates)
  - MCOM 5300: Digital Media History & Theory (Graduates)
  - MCOM 5099: Independent Study (Graduates)
  - MCOM 5050: Special Topic - Persuasion Research (Graduates)
  - MCOM 4383: Audience Research & Analysis (Undergraduates)
  - MCOM 3362: Media Criticism (Undergraduates)
  - MCOM 1330: Analysis of Electronic Culture (Undergraduates)
  - MCOM 1130: Media Literacy (Undergraduates)
- Standalone Instructor, Pennsylvania State University (2009 Fall ~ 2014 Spring)
  - CAS 302: Social Influence - Persuasion Campaign (Undergraduates)
  - CAS 202: Communication Theory (Undergraduates)
  - CAS 100A: Effective Speech - Public Speaking Concentration (Undergraduates)
  - CAS 100B: Effective Speech - Group Communication (Undergraduates)

## INVITED TEACHING PRESENTATIONS

- Active learning with QR code activity, Graduate and Undergraduate Instructor Academy, Sam Houston State University (January 14, 2020)
- Education system in South Korea, Geography 1300, Sam Houston State University (April 2, 2019)
- The effects of persuasive message styles. Department of Communication Studies, Sam Houston State University (March 2014)

## SERVICE

### University Service

- QEP (Quality Enhancement Plan) planning committee member (2018 Spring ~ 2019 Spring)
- Institutional Review Board Committee alternative member (2021 Fall ~ Present)
- Faculty advisor of student organization, Korean Pop Culture Association (2022 Fall ~ Present)
- Global Engagement Center Advisory Board faculty member (2023 Spring ~ Present)

### College Service

- CAM Creative Community Advisory Group (2017 Spring ~ 2021 Spring)

- CAM Graduate Committee member (2018 Fall ~ Present)
- CAM CLabs Assessment Committee/Reviewer (2018 Fall ~ Present)
- CAM Diversity, Equity, and Inclusion Committee member (2020 Fall ~ 2023 Spring)

#### Department Service

- Committee Chair
  - Graduate program (2018 Fall ~ Present)
  - Search for the tenure-track assistant professor position for Emerging and Social Media (2023 Spring)
  - Search for the lecturer position of Media Literacy (2020 Summer)
  - Ph.D. of Media & Culture (2018 Fall ~ 2020 Spring)
  - Undergraduate scholarship & Dan Rather internship (2015 Fall ~ 2018 Spring)
- Committee Member
  - DPTAC (Department Promotion and Tenure Advisory Committee) member (2021 Fall ~ Present)
  - FES (Faculty Evaluation System) review (2022 ~ Present)
  - Department Assessment committee member (2018 ~ Present)
  - Search for the associate level position of Media & Culture (2018 Spring)
  - Ph.D. of Media & Culture (2016 Fall ~ 2018 Spring)
  - Graduate program (2015 Fall ~ 2018 Spring)
  - Search for the position of Media & Culture (2015 Spring)
- Thesis Committee Member
  - Kelsey Hearn (2022 Fall)
  - Amy Winn (2020 Spring)
  - Hunter Cantrell (2019 Fall, became a doctoral student at Texas Tech University in 2023)
  - May Oo Tha (2018 Fall)
  - Ashley Tillery (2017 Spring)

## SCHOLARLY SERVICE

#### Academic Journal Editorial Board Member

- Korea Regional Communication Research Association (2020 ~ 2022)

Invited Peer-Reviewer for Academic Journal Manuscript at *American Journal of Psychology*, *Applied Psychology*, *Communication Research*, *Health Communication*, *International Journal of Communication*, *Journalism Studies*, *Journal of Applied Sport Psychology*, *Journal of Experimental Psychology*, *Korean Communication Science*, and *Visual Communication Quarterly*.