

CURRICULUM VITAE
SEUNG-A ANNIE JIN, Ph.D.

Assistant Professor

Communication Department

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EDUCATION

Ph.D. in Communication

August 2007, Annenberg School for Communication, University of Southern California

M.A. in Communication

May 2005, Annenberg School for Communication, University of Southern California

B.A. in (1) Mass Communication & Journalism; (2) Media Arts

February 2002, Yonsei University, Graduated *summa cum laude*

DOCTORAL DISSERTATION

“Effects of a Computer Game Designed for Stress Management Education”

Dissertation Committee: Dr. Margaret McLaughlin (Chair), Dr. Kwan Min Lee (Annenberg School for Communication) & Dr. Albert Skip Rizzo (Center for Creative Technologies)

RESEARCH INTERESTS

- New Media, New Communication Technologies
- Avatar-Based Marketing/Advertising in Virtual Reality (*Second Life*)
- Video/Computer Games
- Human-Computer-Interaction, Human-Robot-Interaction
- Computer-Mediated-Communication (Instant Messaging, Touch/Haptics in CMC)
- Health Communication & Health Communication Technologies

PUBLICATIONS

REFEREED JOURNAL ARTICLES

1. Lee, K. M., Peng, W., **Jin, S-A.**, & Yan, C. (2006). Can robots manifest personality?: An empirical test of personality recognition, social responses, and social presence in Human-Robot Interaction. *Journal of Communication*, 56(4), 754-772.
2. Ritterfeld, U., & **Jin, S-A.** (2006). Addressing media stigma for people experiencing mental illness (schizophrenia) using an Entertainment-Education strategy. *Journal of Health Psychology*, 11(2), 247-267.
3. Lee, K. M., Park, N., & **Jin, S-A.** (2004). Narrative and interactivity in computer games. *Journal of Game Industry & Culture*, 4, 105-128. (Note: Published in South Korea, Korea Game Development & Promotion Institute)

BOOK CHAPTERS

1. Jordan-Marsh, M., McLaughlin, M. L., Peng, W., Jung, Y., Silverstein, M., Cody, M., Albright, J., & **Jin, S.** (to appear). Crossing the digital divide: Issues in bringing the oldest old online. In S. Kelsey (Eds.), *Handbook of Research on Computer Mediated Communication*. Hershey, PA: IGI Global.
2. McLaughlin, M., Jung, Y., Peng, W., **Jin, S-A.**, & Zhu, W., (2008). Touch in computer-mediated communication. In E. A. Konijn, M. Tanis, S. Utz, & A. Linden (Eds.), *Mediated Interpersonal Communication*, New York: Routledge.
3. Lee, K. M., Park, N., & **Jin, S-A.** (2006). Narrative and interactivity in computer games. In P. Vorderer & J. Bryant (Eds.), (pp. 259-274). *Playing Video Games: Motives, Responses, and Consequences*. Mahwah, NJ: Lawrence Erlbaum Associates.

PUBLICATIONS IN PEER-REVIEWED PROCEEDINGS

1. **Jin, S-A.**, & Sung, Y. J. (2009). "The effects of spokes-avatars' personalities on source expertise, trustworthiness, and attractiveness in the 3D virtual environment." In Ann L. McGill & Sharon Shavitt (Eds.), *Advances in Consumer Research*, vol 36. Duluth, MN: Association for Consumer Research
<http://www.acrwebsite.org/volumes/display.asp?id=14660>
2. **Jin, S-A.**, & Bolebruch, J. (2008). "Effects of Apple's spokes-avatar on iPhone advertising in *Second Life*," *Proceedings of the 27th Annual Advertising and Consumer Psychology Conference* (p.8-9).
3. **Jin, S-A.**, & Sung, Y. J. (2008). "Effects of spokes-avatars' personalities on brand communication in *Second Life*." *Proceedings of the 27th Annual Advertising and*

Consumer Psychology Conference (p.9-10).

4. McLaughlin, M.L., Zimmerman, R., Liu, L. S., Jung, Y., Peng, W., **Jin, S.** et al. (2006). "Integrated voice and haptic support for tele-rehabilitation." *Proceedings of the Fourth Annual IEEE International Conference on Pervasive Computing and Communications Workshops (PERCOMW 2006)*, Italy, 590-595. [PDF](#)
5. Park, N., Zhu, W., Jung, Y., McLaughlin, M., & **Jin, S-A.** (2005). "Utility of haptic data in recognition of user state." *Proceedings of 11th International Conference on Human Computer Interaction (HCI 2005)*, Lawrence Erlbaum Associates. [PDF](#)

CONFERENCE PRESENTATIONS

1. **Jin, S-A.**, & Sung, Y. J. (2008). *The effects of spokes-avatars' personalities on source expertise, trustworthiness, and attractiveness in the 3D virtual environment*. Working paper presented in a Poster session at the Annual Conference of The Association for Consumer Research (ACR), San Francisco, October 24th, 2008
2. **Jin, S-A.**, & Bolebruch, J. (2008). *Effects of a Spokes-Avatar on iPhone advertising in the Second Life Virtual Environment: Modality effects*. Extended abstract submitted to Information Systems division and presented at the Annual Conference of the International Communication Association (ICA), Montreal Canada, May 24th, 2008
3. Ahn, D., Ritterfeld, U., & **Jin, S-A.** (2008). *The Movie Is So Real Because I Am Sad: The Cognitive and Affective Processes of the Enjoyment-of-Tragedy*. Paper submitted to Mass Communication division and presented at the Annual Conference of the International Communication Association (ICA), Montreal, Canada, May 25th, 2008
4. **Jin, S-A.**, & Bolebruch, J. (2008). *Effects of iPhone advertising in Second Life: Humanness and gender matching effects*. Paper submitted to and presented at the 27th annual Advertising and Consumer Psychology Conference, The Society for Consumer Psychology (SCP), Philadelphia, May 1st, 2008
5. **Jin, S-A.**, & Sung, Y-J. (2008). *Effects of Brand Personality on Brand Communication in Second Life*. Paper presented at the 27th annual Advertising and Consumer Psychology Conference, The Society for Consumer Psychology (SCP), Philadelphia, May 1st, 2008
6. Jung, Y., **Jin, S-A.**, & McLaughlin, M. (2007). *Multiple layers of conjoint action: Players' identity management in role-playing blogs*. Paper presented at the Annual Conference of the National Communication Association (NCA), Chicago, Nov 17th, 2007
7. **Jin, S-A.** (2006). "I feel therefore I enjoy": *affective disposition, presence & para-social interaction in video/computer game playing*. Paper submitted to Communication

- Theory & Methodology division and presented at the Annual Conference of the AEJMC (Association for Education in Journalism and Mass Communication), San Francisco, August 2nd, 2006
8. Moran, M., Jung, Y., Peng, W., Jordan-Marsh, M., McLaughlin, M., & **Jin, S-A.** (2005). *Challenges of building health literacy for American older adults in Asian languages*. Paper presented at the Annual Conference of the National Communication Association (NCA), Boston, Nov 18th, 2005
 9. Peng, W., Jung, Y., Moran, M., **Jin, S-A.**, McLaughlin, M., & Jordan-Marsh, M. (2005). *Seniors' enrollment in a Cyber Café: Internet training and ethnic differences*. Paper presented at the Annual Conference of the National Communication Association (NCA), Boston, Nov 18th, 2005
 10. **Jin, S-A.** (2005). "What blocks our conversation?" *Empirical examination of instant Messenger lock- in occurring on individual level*. Paper submitted to Communication and Technology division and presented at the Annual Conference of the International Communication Association New York, May 28th, 2005
 11. Lee, K. M., **Jin, S-A.**, & Park, N. (2005). *Effects of narrative on feelings of presence in computer games (Text conditions added)*. Paper submitted to Communication and Technology division and presented at the Annual Conference of the International Communication Association (ICA), New York, NY, May 27th, 2005
 12. Ritterfeld, U., & **Jin, S-A.** (2005). *Fighting against stigma toward people suffering from schizophrenia using Entertainment-Education strategies*. Paper submitted to Health Communication Division and presented at the Annual Conference of the International Communication Association (ICA), New York, NY, May 27th, 2005
 13. Park, N. Zhu, W., Jung, Y., McLaughlin, M., & **Jin, S-A.** (2005) *Utility of haptic data in recognition of user state*. Paper presented at the 11th International Conference on Universal Access in Human-Computer-Interaction (HCII 2005), Las Vegas, Nevada, July, 2005
 14. Lee, K.M., **Jin, S-A.**, & Park, N. (2004). *Effects of narrative on feelings of presence in computer/ video games (Audio-Video Conditions)*. Paper presented at the Annual Conference of the National Communication Association (NCA), Chicago, IL, Nov 12th, 2004
 15. Yan, C., Peng, W., Lee, K. M., **Jin, S.** (2004). *Can robots have personality? An empirical study of personality manifestation, social responses, and social presence in human-robot interaction*. Paper submitted to Information Systems division and presented at the Annual Conference of the International Communication Association (ICA), New Orleans, LA, May, 30th, 2004

16. Lee, K. M., **Jin, S.**, Park, N., & Kang, S. (2004). *Effects of narrative on feelings of presence in computer/video games*. Paper presented at USC Game Summit. Los Angeles, CA, Oct. 2004.
17. McLaughlin, M., Park, N., Jung, Y., & **Jin, S-A.** (2004). *Utility of Haptic Data in Recognition of User State*. Paper presented at the Human Computer Interaction International Conference

RESEARCH GRANTS

Proposals accepted and funded by Academic Technology Advisory Board at Boston College

Academic Technology Innovation Grant (ATIG)

Experimenting with Socially Interactive Robots and Creating Human-Robot-Interaction Interfaces for Social Science Research and Teaching, \$25,000 (Principal Investigator) 2007-2009
http://www.bc.edu/offices/atab/Funded_projects_2007F.htm

Proposals submitted and under review

Research Incentive Grant (RIG) proposed amount: \$15,000 (Principal Investigator)

Proposals accepted and funded by Boston College

Research Expense Grant (REG) \$2,000 (Principal Investigator), Spring 2009

Undergraduate Research Fellowship Program \$1,800 (Principal Investigator), Spring 2009

Undergraduate Research Fellowship Program \$1,800 (Principal Investigator), Fall 2008

Undergraduate Research Fellowship Program \$3,600 (Principal Investigator), Summer 2008

Undergraduate Research Fellowship Program \$1,800 (Principal Investigator), Spring 2008

Undergraduate Research Fellowship Program \$1,800 (Principal Investigator), Fall 2007

New Faculty Start-up Grant \$10,000 (Principal Investigator), 2007

Proposals accepted and funded by Annenberg Ph.D. research awards committee

- Annenberg Ph.D. Dissertation Research Funds for “*Evaluation of an Educational Computer Game for Stress Management*” \$1,000 (Principal Investigator), Fall 2006

- Annenberg Ph.D. Research Grant “*Experimental Studies on Human-Virtual Environment-Interaction (HVEI)*” \$500 (Principal Investigator), Spring 2005

- Annenberg Ph.D. Research Grant “*Can We Infer Mental States of Social Robots? Examination of Automatic Goal Inferences and Spontaneous Trait Inferences in Human-Robot-Interaction*” \$500 (Principal Investigator), Fall 2004

- Annenberg Ph.D. Research Grant “*Does Performance Matter?*

Increasing Self-Efficacy via Computer Games” \$500 (Co-Principal Investigator), Fall 2003

- Annenberg Ph.D. Research Grant “*Can Robots have personality? Recognition of Personality & Similarity Attraction in Human Robot Interaction*” \$500 (Co-Principal Investigator), Spring 2003

RESEARCH AWARDS

Nominated for Everett M. Rogers Award for Scholarship and Achievement in Entertainment-Education by USC Annenberg School for Communication and Norman Lear Center Fall 2005

TEACHING

BOSTON COLLEGE (2007-Present)

- CO350 Communication Research Methods (Evaluations available upon request)
- CO444 Communication Technology and Society
- Readings and Research

ANNENBERG SCHOOL FOR COMMUNICATION, USC (2003-2007)

TEACHING AWARDS

- “Favorite Annenberg TA” award 2006-2007
Recognized & Presented by the Annenberg Student Communication Association (ASCA)
- Nominated for “Best Annenberg TA” award 2004-2005
Presented by the Annenberg Student Communication Association (ASCA), USC
- Future Professoriate Selected Fellow of Center for Excellence in Teaching (CET), USC
http://www.usc.edu/programs/cet/careers/future_professoriate/
- Certificate of Completion of Future Professoriate Program Awarded by Center for Excellence in Teaching (CET) 2006-2007

TEACHING AREAS

- Statistical Research Method in Communication (Doctoral core course)
COMM550 Research Method in Communication I
- Communication Research Methods (senior level)
COMM301 Empirical Research in Communication
Course web site: <http://www-rcf.usc.edu/~kwanminl/courses/comm301/>
- Communication Technology
COMM202 Introduction to Communication Technology
Course web site: <http://ascweb2.usc.edu/~comm202/>
- Mass Communication Theory
COMM203 Introduction to Mass Communication Theory and Research
- Media and Society
COMM310 Media and Society
- Introduction to Communication
COMM200 Communication as a Social Science

STAND-ALONE LECTURER (Instructor of Records)

COMM301 Empirical research in communication

Summer 2006 General Instructor Evaluations [GIE]: 5 out of 5

Teaching Assistant/Discussion Section Leader

COMM200 Communication as a Social Science, Spring 2007

Teaching Assistant/Grader

COMM310 Media and Society, Fall 2006

Teaching Assistant/ Lab Instructor

COMM550 Research Method in Communication I (doctoral core course), Fall 2006

Teaching Assistant/Grader

COMM203 Mass Communication Theory and Research, Fall 2004

Invited lecture on November 5, 2004

COMM203 Mass Communication Theory and Research

Topic: Defining violence (Conceptual and Operational Definition)

Teaching Assistant/ Discussion Leader/ Lab Instructor

COMM202 Introduction to Communication Technology

Spring 2003 [GIE]: Section one: 4.71 out of 5, Section two: 3.33 out of 5

Teaching Assistant/ Discussion Leader/ Lab Instructor

COMM301 Empirical Research in Communication (senior level)

Instructor of two discussion/lab sections: General Instructor Evaluations [GIE]

Fall 2003 [GIE]: Section one: 4.75 out of 5, Section two: 4.43 out of 5

Spring 2004 [GIE]: Section one: 4.88 out of 5, Section two: 4.75 out of 5

Fall 2004 [GIE]: Section one: 5 out of 5, Section two: 4.75 out of 5

Spring 2005 [GIE]: Section one: 4.82 out of 5, Section two: 4.67 out of 5

Fall 2005 [GIE]: Section one: 4.82 out of 5, Section two: 4.71 out of 5

Spring 2006 [GIE]: Section one: 4.87 out of 5, Section two: 4.50 out of 5

HONORS AND AWARDS

- Korea Foundation for Advanced Studies (KFAS) Doctoral Study Abroad Fellowship
2003~2007
- Korea Foundation for Advanced Studies (KFAS) Undergraduate Fellowship
2000~2002
- Annenberg School for Communication at University of Southern California
Merit Scholarship Awards and Research Assistantship
2003~2006
- Annenberg School for Communication at University of Southern California

Merit Scholarship Awards and Teaching Assistantship
2003~2007

- Graduated *summa cum laude*, Yonsei Univ. Feb. 2002
- High Honor Student in College of Social Science, Yonsei Univ. Spring, 2001
- Highest Honor Student in College of Social Science, Yonsei Univ. Fall, 2000
- Highest Honor Student in College of Social Science, Yonsei Univ. Fall, 1999
- Yonsei University Fellowship for the entire undergraduate studies 1998~2001

INVITED TALKS/LECTURES

- *Addressing media stigma for people experiencing mental illness using an entertainment-education strategy* COMM583 Global Entertainment-Education Programs (Professor Michael Cody's course for MA students) in Annenberg School for Communication, USC, Feb 22nd, 2005, Presenter: Seung-A Jin
- *New Media & Society: Theoretical Perspectives & Introduction to Virtual Reality*, Department of Communication, Boston College, January 26th, 2007
- *Creating Entertaining New Media Environments: Effects of New Communication Technologies on Entertainment and Education*, Department of Communication, Boston College, January 25th, 2007
- *Creating Entertaining Learning Environments: Effects of Communication Media on Entertainment and Education* The Film-Video and Media Studies Department at Penn State University, December 11th, 2007

PROFESSIONAL ACTIVITIES

Ad hoc Reviewer for CyberPsychology and Behavior (2008); Ad hoc Reviewer for Journal of Media Psychology (2008); Reviewer for ICA Interpersonal Communication Division (2007 Conference); Reviewer for ICA Mass Communication Division (2007 Conference); Reviewer for ICA Game Studies SIG (2007 Conference)

MEMBERSHIPS & AFFILIATION

International Communication Association; National Communication Association;
The Society for Consumer Psychology; The American Academy of Advertising;
Association for Consumer Research;
Association for Education in Journalism and Mass Communication

MEDIA FEATURES AND OUTREACH

http://www.bc.edu/alumni/meta-elements/bccan/winter08_ed1/faculty_news2.html

Boston College Alumni Network Faculty News, Winter 2008

<http://www.bc.edu/publications/chronicle/meta-elements/pdf/chronicle13108.pdf>

The Boston College Chronicle Welcome Additions, January 2008

<http://at.bc.edu/newfaculty208/>

Boston College Freshman Faculty

OTHER PUBLICATIONS OR CREATIVE WORKS (artwork exhibited);

- Two pieces of oil painting exhibited at the 4th Annual Boston College Faculty and Staff Exhibition Boston College Art Club, Sep 27th~ October 12th, 2007
 - Melrose (16" X 12" Oil on canvas)
 - G-Clef (12.5" X 16" Oil on canvas)