

SEUNG-A ANNIE JIN, Ph.D.

C.V. Jin 1

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◆◆◆ EDUCATION ◆◆◆

- **Ph.D.** in Communication

August 2007, Annenberg School for Communication, University of Southern California
Dissertation: *Effects of a Computer Game Designed for Stress Management Education*
Committee: Margaret McLaughlin (Chair), Kwan Min Lee, and Albert Skip Rizzo

- **M.A.** in Communication

May 2005, Annenberg School for Communication, University of Southern California
Committee: Margaret McLaughlin, Peter Vorderer, Kwan Min Lee, Ute Ritterfeld, and Brian Lickel

- **B.A.** in (1) Mass Communication & Journalism; (2) Media Arts (interdisciplinary major)

February 2002, Yonsei University, Seoul, South Korea, Graduated *summa cum laude* (GPA: 4.06 out of 4.30)

◆◆◆ ACADEMIC APPOINTMENTS ◆◆◆

- **Boston College** Assistant Professor, Communication Department (2007~present)

- **University of Southern California** Instructor, Annenberg School for Communication (2006)

◆◆◆ PUBLICATIONS ◆◆◆

- **PEER-REVIEWED JOURNAL ARTICLES** ●

25. **Jin, S. A.** (2010). "I feel more connected to the physically ideal mini me than the mirror-image mini me.": Theoretical implications of the "malleable self" for speculations on the effects of avatar creation on avatar-self connection in Wii. *CyberPsychology, Behavior, & Social Networking*, 13 (ISI Journal Citation Reports® Ranking Social Science Citation Index: 5th rank out of 54 communication journals, 2009 SSCI impact factor: 1.591, 5-year impact factor: 2.472)
24. **Jin, S. A.** (2011, conditionally accepted). "It feels right. Therefore, I feel present and enjoy.": The effects of regulatory fit and the mediating roles of social presence and self-presence in avatar-based 3D virtual environments. *Presence: Teleoperators and Virtual Environments*. (Science Citation Index 2009 SCI impact Factor: 1.241; 5-year impact factor: 1.645)
23. **Jin, S. A.** (2010, in press). The impact of 3D virtual haptics in marketing. *Psychology & Marketing*, 27
***Note: Special issue on "The Role of Touch in Marketing"** (2009 SSCI impact factor: 1.340, 5-year impact factor: 2.108)
22. **Jin, S. A.** (2010). Parasocial interaction with an avatar in *Second Life*: A typology of the self and an empirical test of the mediating role of social presence. *Presence: Teleoperators and Virtual Environments*, 19(4) (Science Citation Index 2009 SCI impact Factor: 1.241; 5-year impact factor: 1.645)
21. **Jin, S. A.** (2010). The effects of incorporating a virtual agent in a computer-aided test designed for stress management education: The mediating role of enjoyment. *Computers in Human Behavior*, 26(3), 443-451. (2009 SSCI impact factor: 1.677, 5-year impact factor: 1.976)

20. **Jin, S. A.** (2010). "I can be happy even when I lose the game.": The influence of chronic regulatory focus and primed self-construal on exergamers' mood. *CyberPsychology, Behavior, & Social Networking*, 13
19. **Jin, S. A.** (2010). Leveraging avatars in 3D virtual environments (*Second Life*) for interactive learning: The moderating role of the behavioral activation system vs. behavioral inhibition system and the mediating role of enjoyment. *Interactive Learning Environments*, 18 (2009 SSCI impact factor: 0.973, 5-year impact factor: 1.135)
18. **Jin, S. A.** (2010). The roles of regulatory focus and medical recommendation avatars' trustworthiness in virtual environment-based e-health. *CyberPsychology, Behavior, & Social Networking*, 13
17. **Jin, S. A.** (2010). Does imposing a goal always improve exercise intentions in avatar-based exergames?: The moderating role of interdependent self-construal on exercise intentions and self-presence. *CyberPsychology, Behavior, & Social Networking*, 13(3), 335-339.
16. Park, N., Lee, K. M., **Jin, S. A.**, & Kang, S. (2011, conditionally accepted). Effects of pre-game stories on feelings of presence and evaluation of computer games. *International Journal of Human-Computer Studies* (2009 SSCI impact factor: 2.380, 5-year impact factor: 2.902)
15. **Jin, S. A.** (2010) Virtual reality technologies for medical training, surgical simulation, and the delivery of health care. *Health Communication Research*, 2(1).
14. **Jin, S. A.** & Lee, K. M. (2010). The influence of regulatory fit and interactivity on brand satisfaction and trust in e-health marketing inside 3D virtual worlds (*Second Life*). *CyberPsychology, Behavior, & Social Networking*, 13
13. Jung, Y., Peng, W., Meghan, M., **Jin, S. A.**, Jordan-Marsh, M., McLaughlin, M. L., Albright, J., Cody, M., & Silverstein, M. (2010). Low-income minority seniors' enrollment in a cyber café: Psychological barriers to crossing the digital divide. *Educational Gerontology*, 36(3), 193-212. (SSCI impact factor: 0.545)
12. **Jin, S. A.** (2010). Effects of 3D virtual haptics force feedback on brand personality perception: The mediating role of physical presence in advergaming. *CyberPsychology, Behavior, & Social Networking*, 13(3), 307-311.
11. **Jin, S. A.** & Bolebruch, J. (2010). Virtual commerce (v-commerce) in *Second Life*:: The roles of physical presence and brand-self connection. *Journal of Virtual Worlds Research*, 2(4), 3-12.
***Note: Special issue on "Virtual Economies, Virtual Goods, and Service Delivery in Virtual Worlds"**
10. **Jin, S. A.**, & Sung, Y. (2010). The roles of spokes-avatars' personalities on brand communication in 3D virtual environments. *Journal of Brand Management*, 17(5), 317-327.
9. **Jin, S. A.** (2009). Avatars mirroring the actual self versus projecting the ideal self: The effects of self-priming on interactivity and immersion in an exergame, Wii Fit. *CyberPsychology & Behavior*, 12(6), 761-765.
***Note: Most Read Articles of CyberPsychology & Behavior**
8. **Jin, S. A.** (2009). The roles of modality richness and involvement in shopping behavior in 3D virtual stores. *Journal of Interactive Marketing*, 23(3), 234-246. (2009 SSCI impact factor: 2.60, 5-year impact factor: 4.021)
***Note: ScienceDirect Top 25 Hottest Articles of Journal of Interactive Marketing**

7. **Jin, S. A.** (2009). E-health education on Human Papillomavirus: The effects of message framing in 3D virtual environment-based e-health intervention on HPV preventive behavioral intentions. *Health Communication Research*, 1(1), 49-64.
***Note: Published in English in the KHCA [Korea Health Communication Association] Official Journal** (ISSN: 2093-2707)
6. **Jin, S. A.**, & Park, N. (2009). Parasocial interaction with my avatar: Effects of interdependent self- construal and the mediating role of self-presence in an avatar-based console game, Wii. *CyberPsychology & Behavior*, 12(6), 723-727.
Note: Most Read Articles of *CyberPsychology & Behavior
5. **Jin, S. A.**, & Bolebruch, J. (2009). Avatar-based advertising in *Second Life*: The role of presence and attractiveness of virtual spokespersons. *Journal of Interactive Advertising*, 10(1), 51-60
4. **Jin, S. A.** (2009). Modality effects in *Second Life*: The mediating role of social presence and the moderating role of product involvement. *CyberPsychology & Behavior*, 12(6), 717-721.
3. Lee, K. M., Peng, W., **Jin, S.**, & 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. (2009 SSCI impact factor: 2.415, 5-year impact factor: 2.765)
2. Ritterfeld, U., & **Jin, S.** (2006). Addressing media stigma for people experiencing mental illness (schizophrenia) using an entertainment-education strategy. *Journal of Health Psychology*, 11(2), 247-267. (SSCI impact factor: 1.683)
1. Lee, K. M., Park, N., & **Jin, S.** (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)

● **PEER-REVIEWED BOOK CHAPTERS** ●

- [CB, HC] 3. **Jin, S. A.** (2010). The impact of health games on consumers' physical activity and healthy eating intentions. In R. Batra, P. A. Keller, and V. Strecher (Eds.), *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*. NY: M.E. Sharpe Inc.
- [CT] 2. McLaughlin, M., Jung, Y., Peng, W., **Jin, S-A.**, & Zhu, W., (2008). Touch in computer-mediated communication. In E. A. Konijn, S. Utz, M. Tanis, & S. B. Barnes (Eds.), *Mediated Interpersonal Communication* (pp.158-176), New York: Routledge.
- [CT] 1. Lee, K. M., Park, N., & **Jin, S-A.** (2006). Narrative and interactivity in computer games. In P. Vorderer & J. Bryant (Eds.), *Playing Video Games: Motives, Responses, and Consequences* (pp. 259-274). Mahwah, NJ: Lawrence Erlbaum Associates

● **PEER-REVIEWED PROCEEDINGS (Consumer Behavior Research and HCI)** ●

- [CB, CT] 5. **Jin, S. A.**, & Sung, Y. (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 (p. 877-878), Duluth, MN: Association for Consumer Research

- [CB, CT] 4. **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).
- [CB, CT] 3. **Jin, S. A.**, & Sung, Y. (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).
- [CT] 2. McLaughlin, M.L., Zimmerman, R., Liu, L. S., Jung, Y., Peng, W., **Jin, S-A.** 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](#)
- [CT] 1. 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](#)

◆◆◆ RESEARCH GRANTS ◆◆◆

- **Academic Technology Innovation Grant (ATIG)** 2010-2012 (Principal Investigator) \$45,900 **funded**
(funded by Academic Technology Advisory Board [ATAB] at Boston College)
Project title: *Leveraging fNIR Technologies for Health Communication and Consumer Research*
- **Research Incentive Grant (RIG)** 2010 (Principal Investigator) \$15,000 **funded**
Project title: *The Roles of Regulatory Focus and Self-Construals in Advergimes*
- **Academic Technology Innovation Grant (ATIG)** 2007-2009 (Principal Investigator), **funded** and completed
(funded by Academic Technology Advisory Board [ATAB] at Boston College) \$25,000
Project title: *Experimenting with Socially Interactive Robots and Creating Human-Robot-Interaction Interfaces for Social Science Research and Teaching*, http://idesweb.bc.edu/ides/website/academic_technology/atig/recipients
- **Empower MediaMarketing Research Grant** 2010 (Principal Investigator) submitted but not funded
(blind-reviewed by the American Academy of advertising [AAA] Research Committee)
Project title: *The Persuasive Impact of Advergimes on Consumer Behavior and the Novel Mediator of Presence*, \$5,000
- **Research Expense Grant (REG)** 2009 (Principal Investigator) \$2,000 **funded** and completed
Project Title: *Marketing Communication Leveraging Avatar-Based Advergimes*
(Kelsey Rooney 09'; Ashley Lo Bue 09')
- **Robert Wood Johnson Foundation (RWJF)** 2009 (Principal Investigator) submitted but not funded
Health Games Research, Competition
Project title: *Impact of Avatar-Based Exergames and Virtual Reality Self-Care Games on Physical Activity and Dietary Habits: Regulatory Focus Theory Approach* \$112,000
- **Research Fellowship Grants** (funded by Boston College)
 - Undergraduate Research Fellowship Program \$3,600 (Principal Investigator), Summer 2010
 - Undergraduate Research Fellowship Program \$1,267 (Principal Investigator), Spring 2010
 - Undergraduate Research Fellowship Program \$1,800 (Principal Investigator), Fall 2009
 - Undergraduate Research Fellowship program \$2,700 (Principal Investigator), Summer 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 Research Grants** \$10,000 (Principal Investigator), 2007
- **Research Grants** (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*" \$400 (Co-Principal Investigator), Fall 2003
 - Annenberg Ph.D. Research Grant "*Can Robots have personality? Recognition of Personality in Human Robot Interaction*" \$400 (Co-Principal Investigator), Spring 2003

◆◆◆ ACADEMIC HONORS ◆◆◆

- **Korea Foundation for Advanced Studies (KFAS)** Doctoral Study Abroad Fellowship
한국고등교육재단 해외유학 장학생 2003-2007
- **Korea Foundation for Advanced Studies (KFAS)** Undergraduate Fellowship
한국고등교육재단 대학특별 장학생 2000-2002
- **Annenberg School for Communication** at University of Southern California
Merit Scholarship Awards and Research/Teaching Assistantship 2003~2007
- **Graduated *summa cum laude***, Yonsei Univ. Seoul, Korea, Feb. 2002
- **High Honor** Student in College of Social Science, Yonsei Univ. Spring, 2001
- **Highest Honor** (highest GPA) Student in College of Social Science, Yonsei Univ. Fall 2000
- **Highest Honor** (highest GPA) Student in College of Social Science, Yonsei Univ. Fall 1999
- **Yonsei University Fellowship** for the entire undergraduate studies 1998-2001

◆◆◆ 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 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 Student Fellow of Center for Excellence in Teaching (CET), USC
- Certificate of Completion of Future Professoriate Program
Awarded by Center for Excellence in Teaching (CET) 2006-2007

◆◆◆ CONFERENCE PRESENTATIONS ◆◆◆

27. **Jin, S. A.** (2010). *An empirical examination of flow in video games*. Paper submitted to Human Communication & Technology division and presented at the Annual Conference of the National Communication Association (NCA), San Francisco, November
26. **Jin, S. A.** (2010). *Feelings of physical presence in haptic interfaces*. Paper submitted to Information Systems division and presented at the Annual Conference of the International Communication Association (ICA), Singapore, June 24th, 2010
25. **Jin, S. A.** (2010). *Factors affecting exercise intentions and self-presence in avatar-based exergames*. Paper submitted to Game Studies division and presented at the Annual Conference of the International Communication Association (ICA), Singapore, June 25th, 2010
24. Phua, J., & **Jin, S. A.** (2010). *Finding a home away from home: International college students' use of online social networking sites for bridging and bonding social capital*. Paper submitted to “Online Social Capital: An Agenda for Future Research” and presented at the International Communication Association (ICA) Preconference, Singapore, June, 2010
23. Ritterfeld, U. & **Jin, S. A.** (2010). *The effects of pre-movie priming: Implications for cross-cultural (Germany vs. US) movie marketing* American Academy of Advertising (AAA) European Conference, Milano, Italy, June 2010
22. **Jin, S. A.** (2010). *The effects of haptic stimuli on consumers' brand-self connection*. Paper presented at the Annual Conference of Society for Consumer Psychology (SCP), St. Pete Beach, FL, February 25th, 2010
21. **Jin, S. A.** (2010). *Regulatory focus, efficacy appeals, and self-discrepancy in consumer psychology*. Paper presented at the Annual Conference of Society for Consumer Psychology (SCP), St. Pete Beach, FL, February 25th, 2010
20. **Jin, S. A.** (2009). *Testing regulatory focus theory in interactive 3D virtual environments*. Paper submitted to Communication Theory & Methodology division and presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Boston, MA, August 2nd, 2009
19. **Jin, S. A.** (2009). *The impact of interactive health games on consumers' physical activity and healthy eating intentions*. Paper presented at the 28th annual Advertising and Consumer Psychology (ACP) Conference, The Society for Consumer Psychology (SCP), Ann Arbor, MI, May 29th, 2009
18. **Jin, S. A.** (2009). *Health communication in 3D virtual environments*. Paper submitted to Health Communication division and presented at the Annual Conference of the International Communication Association (ICA), Chicago, IL,

May 23rd, 2009

17. Park, N., Jin, B., & **Jin, S. A.** (2009). *Motivations, Impression Management, and Self-Disclosure in Social Network Sites*. Paper submitted to Communication and Technology division and presented at the Annual Conference of the International Communication Association (ICA), Chicago, IL, May 23rd, 2009
16. **Jin, S. A.**, & Sung, Y. (2008). *The effects of spokes-avatars' personalities on source expertise, trustworthiness, and attractiveness in the 3D virtual environment*. Paper presented at the Annual Conference of The Association for Consumer Research (ACR), San Francisco, October 24th, 2008
15. **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
14. 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
13. **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
12. **Jin, S. A.**, & Sung, Y. (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
11. 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
10. **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
9. 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
8. 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
7. **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
6. Lee, K. M., **Jin, S. A.**, & Park, N. (2005). *Effects of narrative on feelings of presence in computer games*. Paper submitted to

Communication and Technology division and presented at the Annual Conference the International Communication Association (ICA), New York, NY, May 27th, 2005

5. 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
4. 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 (HCI 2005), Las Vegas, Nevada, July, 2005
3. 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
2. Yan, C., Peng, W., Lee, K. M., **Jin, S. A.** (2004). *Can robots have personality? An empirical study of personality manifestation, social responses, and social presence in human-robot interaction*. Paper submitted to Information System division and presented at the Annual Conference of the International Communication Association (ICA), New Orleans, LA, May, 30th, 2004
1. Lee, K. M., **Jin, S. A.**, 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.

◆◆◆ TEACHING ◆◆◆

- **BOSTON COLLEGE (2007-Present)** (Evaluations available upon request)
 - CO350 Communication Research Methods
 - CO374 Human Communication Theory
 - CO444 Communication Technology and Society
 - Readings and Research
- **ANNENBERG SCHOOL FOR COMMUNICATION, USC (2003-2007)**
 - Stand-Alone Lecturer (Instructor of Records)
 - COMM301 Empirical research in communication
 - Summer 2006 General Instructor Evaluations [GIE]: 5 out of 5
 - Teaching Assistant
 - COMM550 Research Method in Communication I (doctoral core course)
 - Teaching Assistant/Discussion Leader/Lab Instructor
 - COMM202 Introduction to Communication Technology
 - General Instructor Evaluations [GIE]
 - 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

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

▪ Teaching Assistant/Grader

COMM203 Introduction to Mass Communication Theory and Research

COMM310 Media and Society

▪ Teaching Assistant/Discussion Section Leader

COMM200 Communication as a Social Science

Spring 2007 [GIE]: Section one: 4.87 out of 5, Section two: 4.50 out of 5

◆◆◆ INVITED TALKS/LECTURES ◆◆◆

- *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, 2006
- *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, Presenters: Seung-A Jin and Ute Ritterfeld
- *Defining violence (conceptual and operational definitions)*, COMM203 Mass Communication Theory and Research in Annenberg School for Communication, USC, Nov 5th, 2004

◆◆◆ PROFESSIONAL SERVICE ACTIVITIES ◆◆◆

● **Disciplinary Service**

● **National Grant Reviewer**

- Served as an expert reviewer for the U.S. Department of Education's National Institute on Disability and Rehabilitation Research's (NIDRR) grant competition "*Rehabilitation Engineering Research Centers on Telerehabilitation (RERC)*" (2009)

● **Editorial Boards**

- Editorial Board Member of *Health Communication Research* (since 2009)

● **Journal Reviewer**

- Invited Ad hoc Reviewer for *Journal of Communication* [ICA journal] (since 2009)
- Invited Ad hoc Reviewer for *Journal of Computer-Mediated Communication* [ICA journal] (since 2009)

- Invited Ad hoc Reviewer for *Journal of International and Intercultural Communication* [NCA journal] (since 2010)
- Invited Ad hoc Reviewer for *CyberPsychology, Behavior, and Social Networking* (since 2008)
- Invited Ad hoc Reviewer for *European Journal of Social Psychology* (since 2010)
- Invited Ad hoc Reviewer for *Behavior Research Methods* (since 2010)
- Invited Ad hoc Reviewer for *Interactive Learning Environments* (since 2009)
- Invited Ad hoc Reviewer for *Journal of Interactive Marketing* (since 2009)
- Invited Ad hoc Reviewer for *Journal of Media Psychology* (since 2008)
- Invited Ad hoc Reviewer for *American Journal of Media Psychology* (since 2009)
- Invited Ad hoc Reviewer for *Asian Journal of Communication* (since 2009)

● Conference Program and Paper Reviewer

- PRESENCE [International Society for Presence Research] Conference Program Committee Member (2009)
- Reviewer for Society and Consumer Psychology (SCP) (since 2009)
- Reviewer for Association for Consumer Research (ACR) (since 2009)
- Reviewer for Advertising and Consumer Psychology Conference (ACP) (2008)
- Reviewer for International Communication Association (ICA) (since 2007)
[Divisions: Communication and Technology (CAT); Health Communication; Interpersonal Communication; Game Studies]
- Reviewer for National Communication Association (NCA) (since 2009)
[Division: Human Communication and Technology (HCTD)]

● Department Service

- The Chair/Convener of Research Committee in charge of subject pool/lab budget/equipments (since 2009)
- Communication Research Lab Committee (since 2008)
- Interpersonal/Health Communication Division Committee (since 2009)
- Reviewer for Academic Excellence Awards (since 2010)

◆◆◆ MEMBERSHIPS & AFFILIATION ◆◆◆

- International Communication Association (ICA)
- National Communication Association (NCA)
- Association for Consumer Research (ACR)
- The Society for Consumer Psychology (SCP) [APA Division 23]
- Association for Education in Journalism and Mass Communication (AEJMC)
- The American Academy of Advertising (AAA)