



Dr. James Kuklinski, Department of Political Science  
 Dr. David Swanson, Departments of Communication and Political  
 Science

- M.A. Seoul National University, Seoul, Korea, 1999  
 Concentration: Mass Communication and Political Communication  
 Thesis: The Influence of Social Interaction on the Perception of Opinion  
 Climate
- B.A. Seoul National University, Seoul, Korea, 1997, Summa cum laude  
 Major: Communication

### **SUPPLEMENTAL TRAINING**

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Summer Institute of Political Psychology, Ohio State University, Summer 2001.  
 Directors: Dr. Jon Krosnick, Dr. Marilyn Brewer, and Dr. Kathleen McGraw

Inter-University Consortium of Political and Social Science Research (ICPSR), University  
 of Michigan, Summer 2000.  
 Courses: Maximum Likelihood Estimation, Lisrel: General Structural Equation  
 Model, Advanced Regression Analysis

### **GRANTS, AWARDS, AND HONORS**

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*Grants and Competitive Research Funds* [\$628,992]

Principal Investigator (with Garvesh Raskutti, Co-Investigator). UW2020 WARF-Vice  
 Chancellor Initiative for Innovative Research (Inaugural Round), University of  
 Wisconsin-Madison, 2016-2018, \$320,737.

**n.b.** one of the 10 research projects selected campus-wide; one of the two social  
 science/humanities projects; the only project led by an Associate-rank Principal  
 Investigator.

Vilas Associates Competition Research Fund, University of Wisconsin-Madison, 2016-  
 2018, \$25,000.

Principal Investigator. Amazon Research Grant, Amazon. Research credits for AWS,  
 2016-2017.

Principal Investigator (with Arvind Narayhanan and Garvesh Raskutti, Co-  
 Investigators). The CITP Interdisciplinary Seed Grants for Information Technology  
 and Civic Participation, Center for Information Technology Policy, Princeton  
 University, January 2016 –December 2017, \$27,000.

Principal Investigator (with Arvind Narayhanan and Garvesh Raskutti, Co-  
 Investigators). Winner, The News Challenge on Elections (Prototype Fund), The  
 John S. and James L. Knight Foundation, July 2015 –February 2016, \$35,000.  
**n.b.** selected among 1,044 submissions.

Vilas Life Cycle Professorship Award, Women In Science and Engineering Leadership Institute (WISELI), University of Wisconsin-Madison, July 2015- June 2016, \$39,625.

Warren J. Heys Faculty Excellence Award, College of Letters and Science, University of Wisconsin-Madison, 2015-2018, \$45,000.

Co-Investigator (with Dhavan Shah, Principal Investigator, Anhai Doan, Jerry Zhu, and Chris Wells, Co-Investigators). The Damm Fund, the *Journal Foundation*, 2013-2016, \$18,000.

Principal Investigator. Annual Research Proposal Competition, Graduate College, University of Wisconsin-Madison, 2012-2013, \$37,614.

Principal Investigator. Service Learning and Community-Based Research Special Grant, College of Letters and Science and School of Journalism and Mass Communication. University of Wisconsin-Madison, 2011-2012. \$1,000.

Donovan Wright Family and the College of Letters & Science Faculty Fellowship, University of Wisconsin-Madison, 2010-2015. \$50,000.

Principal Investigator. Annual Research Proposal Competition, Graduate College, University of Wisconsin-Madison, 2010-2011, \$15,895.

Co-Principal Investigator (with Dr. Prabu David and Dr. Kelly Garrett). College of Social & Behavioral Science Seed Grant, Ohio State University, 2008-2009, \$6,000.

Principal Investigator. Miller Research Grant, School of Communication, Ohio State University, 2005-2007, \$ 15,000.

Principal Investigator. Doctoral Dissertation Research Improvement Grant, Directorate for Social, Behavioral, and Economic Sciences, *National Science Foundation* (SES-031773), 2003-2004, \$7,070.

Seymour Sudman Award for Excellence in Survey Research, University of Illinois, 2004, \$2,400.

Graduate College Travel Grant, University of Illinois at Urbana-Champaign, 2002, \$400.

Friends Grant, Department of Speech Communication, University of Illinois at Urbana-Champaign, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, \$250 for each.

#### *Awards and Honors* [18 total]

Vilas Associates Award, University of Wisconsin-Madison, 2016-2018.

**n.b.** The Vilas Associates award recognizes new and on-going research of the highest quality and significance. Recipients are chosen competitively among the tenure track faculty or tenured faculty with less than 20 years of tenure by the campus-wide Research Committees.

Warren J. Heys Faculty Excellence Award, College of Letters and Science, University of Wisconsin-Madison, 2015-2018.

Teaching Academy Fellow, University of Wisconsin-Madison, 2014-present.

Mellon Foundation New Directions Fellowship (the Nominee of the University of Wisconsin), The Andrew W. Mellon Foundation, 2013.

Best Service Learning Practice. College of Letters & Science and Morgridge Center of Public Service, University of Wisconsin-Madison, 2012.

Innovator in Campus-Community Partnership. Year of Innovation, University of Wisconsin-Madison, 2012.

Donovan Wright Family and the College of Letters & Science Faculty Fellowship, University of Wisconsin-Madison, 2010-2015.

Top Faculty Paper Award (with Ming Wang, Melissa Gotlieb, Itay Gabay, and Stephanie Edgerly) Communication Theory and Method, Association for Journalism and Mass Communication, 2010.

Top Four Paper Award (with Emily Vraga, Stephanie Edgerly, Leticia Bode, Jasun Carr, Mitchell Bard, Courtney Johnson, and Dhavan Shah) Communication Theory and Method, Association for Journalism and Mass Communication, 2010.

Distinguished Mentor (Nominee), Denman Undergraduate Research Forum, Ohio State University, May 2009.

**n.b.** Denman Undergraduate Research Forum is an annual undergraduate research competition and showcase of outstanding undergraduate research hosted by the Honors and Scholar Center, Undergraduate Research Office, and Office of Research. Distinguished Mentors are nominated by Denman participants. The Distinguished Mentor (one) is selected by the Undergraduate Research Office.

The 2006 Political Communication Article of the Year Award, Political Communication Division, International Communication Association, 2007.

**n.b.** Political Communication Article of the Year Award is awarded to the best published article in the field of Political Communication in a given year by the Political Communication Division, a joint division between the International Communication Association and the American Political Science Association. The selection of the article is based on published articles in all journals across different disciplines relevant to political communication research including Communication, Political Science, and Sociology.

Top Faculty Paper Award (with John Vishak), Political Communication Division, International Communication Association, 2006.

Nafziger-White Dissertation Award, Association for Education in Journalism and Mass Communication, 2005

**n.b.** Nafziger-White Dissertation Award is awarded to the best dissertation in the field of Mass Communication in a given year by the Standing Committee on Research of the Association for Education in Journalism and Mass Communication.

Seymour Sudman Award for Excellence in Survey Research, University of Illinois, 2004.  
**n.b.** Seymour Sudman Award for Excellence in Survey Research is given biannually to the best dissertation research across the three campuses of the University of Illinois that advances survey methodology.

Top Four Paper Award (with Scott Althaus), Political Communication Division, International Communication Association, 2002.

Dissertation Completion Fellowship, University of Illinois at Urbana-Champaign, Summer 2003, Summer 2004.

Liberal Arts and Sciences Predoctoral Fellowship, University of Illinois at Urbana-Champaign, 2002-2003.

Golden Anniversary Fellowship, Department of Speech Communication, University of Illinois at Urbana-Champaign, 1999-2000.

Alumni President Award, Alumni Association of the College of Education, Seoul National University, 1995.

## **PUBLICATIONS**

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#indicates graduate student co-author at the time of submission

^indicates untenured junior faculty co-author at the time of submission

+indicates senior faculty co-author at the time of submission

### *Peer-Reviewed Academic Journal Articles*

Yang, J. H.<sup>#</sup> & **Kim**, Y. M. Understanding candidates' Twitter activities (forthcoming). *Journal of Information Technology and Politics*.

**Kim**, Y. M., Shen, F.<sup>#</sup>, & Dylko, I.<sup>#</sup> (accepted pending minor revision). Going *into* the public: Evolution of presidential candidates' campaign media strategies from 1980 to 2008.

**Kim**, Y. M. (2016). Algorithmic Opportunity: Digital Advertising and Inequality in Political Involvement. *The Forum*, 14. 471-484.

Bode, L.<sup>^</sup>, Lassen, D.<sup>#</sup>, **Kim**, Y. M., Shah, D.<sup>+</sup>, Fowler, E. F.<sup>^</sup>, Ridout, T.<sup>+</sup>, & Franz, M.<sup>+</sup> (2016). Coherent campaigns? Campaign broadcasting and social messaging. *Online Information Review*, 580-594. [2015 IF: 1.152]

McLaughlin, B.<sup>#</sup>, Davis, C.<sup>#</sup>, Coppini, D.<sup>#</sup>, **Kim**, Y. M., Kinsely, S.<sup>#</sup>, McLeod, D.<sup>+</sup> (2015). When women attack: Sex scandals, gender stereotypes, and candidate evaluations. *Politics and the Life Sciences*, 34. 44-56.

McCluskey, M.<sup>^</sup>, & **Kim**, Y. M. (2015). Conflicts/proximity determine advocacy group coverage. *Newspaper Research Journal*, 36. 75-91.

- Kim, Y. M., & McCluskey, M.** (2015). D.C. Factor? Advocacy groups in the news. *Journalism: Theory, Practice and Criticism*, 16, 791-811. [5-Year IF: 1.287]
- Edgerly, S., Vraga, E., McLaughlin, B., Alvarez, G., Yang, J. H., & **Kim, Y. M.** (2014). Navigational structures and information selection goals: A closer look at congruent web searching behavior. *Journal of Broadcasting and Electronic Media*, 58, 542-561. [5-Year IF: 1.440]
- Kim, Y. M., Wang, M., Gotlieb, M., Gabay, I., & Edgerly, S.** (2013). Ambivalence reduction and polarization in the campaign information environment: The interaction between individual-level and contextual-level influences. *Communication Research*, 40, 388-416. [5-Year IF: 3.581; Ranked #2 in Communication]
- McCluskey, M. & **Kim, Y. M.** (2012). Polarization or moderatism? The representation of advocacy groups' ideologies in newspapers. *Journalism and Mass Communication Quarterly*, 89, 565-584. [5-Year IF: 1.244]
- Kim, Y. M.** (2012). Shifting sands of the citizenry: Toward a model of citizenry in life politics. In Shah, D., Friedland, L., Wells, C., **Kim, Y. M.**, & Rojas, H. (Eds.). *Communication, consumers, and citizens: Revisiting the politics of consumption. Annals of the American Academy of Political and Social Science*, 644, 147-158. [5-Year IF: 1.629]
- Kim, Y. M. & Garrett, R. K.** (2012). On-line AND memory-based: Reassessing the relationship between candidate evaluation models. *Political Behavior*, 34, 345-368. [5-Year IF: 2.868]
- Vraga, E. K., Edgerly, S., Bode, L., Carr, D. J., Bard, M., Johnson, C.J., **Kim, Y. M.**, & Shah, D.V. (2012). The correspondent, the comic, and the combatant: The consequences of host style in political talk shows. *Journalism and Mass Communication Quarterly*, 89, 5-22. [5-Year IF: 1.244]
- Min, S. J. & **Kim, Y. M.** (2012). Choosing the right media for mobilization: Issue advocacy groups' media choices in the competitive media environment. *Mass Communication and Society*, 15, 225-244. [5-Year IF: 1.205]
- Kim, Y. M.** (2009). Issue publics in the new information environment: Selectivity, domain-specificity, and extremity. *Communication Research*, 36, 254-284. [5-Year IF: 3.851; Ranked #2 in Communication]
- Kim, Y. M.** (2008). Where is my issue? The influence of news coverage on subsequent information selection on the Web. *Journal of Broadcasting and Electronic Media*, 52, 600-621. [5-Year IF: 1.440]
- Kim, Y. M., & Vishak, J.** (2008). Just laugh! You don't need to remember: The effects of the entertainment media on political information acquisition and processing. *Journal of Communication*, 58, 338-360. [5-Year IF: 4.197; Ranked #1 in Communication]

*n.b.* Featured by more than 100 news media including the Daily India (India), KCSN Radio (California), Medill News Washington DC (DC), the Tennessean (Tennessee), Columbus Alive (Ohio), Lantern (Ohio), and OnCampus (Ohio).

**Kim, Y. M.** (2007). How intrinsic and extrinsic motivations interact in selectivity: Investigating the moderating effects of situational information processing goals in issue publics' Web behavior. *Communication Research*, 34, 185-211. [5-Year IF: 3.851; Ranked #2 in Communication]

Althaus, S. L.<sup>+</sup>, & **Kim, Y. M.** (2006). Priming effects in complex information environments: Reassessing the impact of news discourse on presidential approval. *Journal of Politics*, 68, 960-976. [5-Year IF: 2.754; Ranked #3 in Political Science] *n.b.* Received the 2006 Political Communication Article of the Year Award.

**Kim, Y. M.** (2005). Use and disuse of contextual primes in dynamic news environments. *Journal of Communication*, 55, 737-755. [5-Year IF: 4.197; Ranked #1 in Communication]  
*Book Chapter/Encyclopedia Entry/Other*

**Kim, Y. M.** (forthcoming). Social media and campaigns. In Ridout, T.N. (Ed., 2<sup>nd</sup> edition). *New directions in media and politics*. New York, NY: Routledge.

**Kim, Y. M.** (2015). The convergence of politics and entertainment media: The politics of personal concern. In Graham, G., Greenhill, A., and Shaw, D. (Eds.). *Content is king: News media management in the digital age*. London, United Kingdom: Bloomsbury Academic.

**Kim, Y. M.** (2013). Heuristics. *Oxford Communication Bibliographies Online*, Oxford University Press.

Edgerly, S.<sup>#</sup>, Bode, L.<sup>#</sup>, **Kim, Y. M.**, & Shah, D.<sup>+</sup> (2012). Campaigns go social: Are the Facebook, YouTube and Twitter changing elections? In Ridout, T.N. (Ed.). *New directions in media and politics* (pp.82-99). New York, NY: Routledge.

#### *Edited Volume*

Shah, D.<sup>+</sup>, Friedland, L.<sup>+</sup>, Wells, C.<sup>^</sup>, **Kim, Y. M.**, & Rojas, H.<sup>+</sup> (Eds.,2012). *Communication, consumers, and citizens: Revisiting the politics of consumption*. *Annals of the American Academy of Political and Social Science*, 644. New York, NY: Sage Publications. [5-Year IF: 1.629]

## **RESEARCH IN PROGRESS**

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### *Book Manuscript*

**Kim, Y. M.** *Conviction Publics: The Politics of Personal Concern in the Age of Digital Media*.

*Journal Article Manuscripts in Review*

**Kim**, Y. M., & Nir, L.+ (Revise and Resubmit). Above and beyond the Individual: How the media environment influences polarization.

Toff, B.#, & **Kim**, Y. M. Words that matter: Twitter and partisan polarization.

*Collaborative Research Group Participation*

DiMAP (Digital Media And Politics) [Interdisciplinary Research Group] **The Faculty Leader**. 2015-present.

Social Media And Democracy (SMAD): Twitter, YouTube, Google Search Research [Graduate Students and Faculty Group Collaboration]. **Faculty Co-Leader**. School of Journalism and Mass Communication, *University of Wisconsin-Madison*, 2009-2013.

Media And Politics (MAP): New Campaign Practices [Graduate Students and Faculty Group Collaboration]. **Faculty Co-Leader**. Mass Communication Research Center, School of Journalism and Mass Communication, *University of Wisconsin-Madison*, 2009-2013.

Socialization and Participation in Election Context (SPEC) [Graduate Students and Faculty Group Collaboration]. School of Journalism and Mass Communication, *University of Wisconsin-Madison*, 2009-2012.

**REFEREED CONFERENCE PAPERS AND PRESENTATIONS**

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**Kim**, Y. M., Raskutti, G. ^, & Hsu, J#. (2017, September, scheduled). Targeted Appeals in Political Campaigns. Presented at the annual meeting of the American Political Science Association.

**Kim**, Y. M. (2016, June). Political advertising online: Microtargeting in elections, what it means for the public. Presented at the annual meeting of the International Communication Association, Fukuoka, Japan.

**Kim**, Y. M., & Kreiss, D.^ (2015, October). Political advertising in the big data age: Microtargeting and its implications for political scientists. Presented at the MZES Conference on Asking Meaningful Questions in Political Science in the Age of Big Data: The Empiricists' Challenge, University of Mannheim, Mannheim, Germany.

Toff, B.#, Lassen, D.#, & **Kim**, Y. M. (2015, May). Revisiting press- state relations in the digital age: Partisan coalitions on Twitter. Presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.

Kim, J.#, **Kim**, Y. M., & Wise, D. (2015, May). Life Politics of smokers and vapers in the digital media age: A case for issue publics. Presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.



- Kim, Y. M., & Wagner, M.** ^ (2014, August). The correlates between policy preferences and the information environment 1980-2008. Presented at the annual meeting of the American Political Science Association, Washington D.C..
- Toff, B.#, & **Kim, Y. M.** (2014, May). Words that matter: Twitter and partisan polarization. Presented at the annual meeting of the International Communication Association, Seattle, WA.
- Alvarez, G. .#. Quevedo, V. .#, Gabay, I. .#, Sayre, B. .#, **Kim, Y. M.**, Bode, L.^ (2014, April). Democratic communication and social media: Twitter and the 2012 health care debate. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Kim, Y. M., & Nir, L.**+ (2013, September). Above and beyond the Individual? How the media environment influences polarization. Presented at the annual meeting of the American Political Science Association, Chicago, IL.
- Wise, D. #, Coppini, D. #, Jamie, T. #, Ducan, M. #, & **Kim, Y. M.** (2013, August). Reading the Truth-O-Meter: The influence of partisanship in interpreting the fact-check. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Kim, Y. M.** (2013, August). Engaged scholarship: Teaching technology for social change in the context of service learning. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington D.C.
- Kim, Y. M.** (2013, June). Which technological attribute, specifically? Experimenting technological potentials for organizing collective action. Presented at the annual meeting of the International Communication, London, United Kingdom.
- Yang, J. H. #, & **Kim, Y. M.** (2013, June). The million follower fallacy? Measuring candidates' political Twitter activities in the 2010 midterm elections. Presented at the annual meeting of the International Communication, London, United Kingdom.
- Edgerly, S. ^, Vraga, E.^, McLaughlin, B. #, Alvarez, G., Yang, J. H., & **Kim, Y. M.** (2013, June). Motivations and information structures: A closer look at congruent web searching behavior. Presented at the annual meeting of the International Communication, London, United Kingdom.
- Choi, D.-H.#, Cacciatore, M. A.#, **Kim, Y. M.**, Scheufele, D. A.+, Xenos, M.+, Brossard, D.+, & Corley, E. A.+ (2013, May). Issue publics in nanotechnology in the new media environment. Presentation at the annual meeting of the American Association for Public Opinion Research, Boston, MA.
- Kwon, M.W. #, Wilcox, D. #, & **Kim, Y. M.** (2013, April). The role of recreational media use in youth socialization: Extending the citizen communication mediation model. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.

- McLaughlin, B.#, Davis, C.#, Knisely, S.#, Coppini, D.#, & **Kim**, Y. M. (2012, August). He said, she said: The effects of gender on political attack ads. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Kim**, Y. M., Edgerly, S.#, & Bode, L.# (2012, May). Toward a theory of entertainment media socialization. Presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Bode, L.#, Lassen, D.#, Sayre, B.#, **Kim**, Y. M., Shah, D.+ (2011, September). Putting new media in old strategies: Candidate use of Twitter during the 2010 midterm elections. Presented at the annual meeting of the American Political Science Association, Seattle, WA.
- McCluskey, M.^ & **Kim**, Y.M. (2011, August). Conflict in the news: Influences of proximity, importance and newspaper size. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Wang, M.#, Sayre, B.#, Yang, J-H.,# Mirer, M.#, **Kim**, Y. M., & Shah, D.+ ( 2011, August). Followers, friends, and fame: Political structural influence on candidate Twitter networks. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Bard, M.#, Gotlieb, M.R.#, McLaughlin, B.#, Zukas, K.#, Foote, J.#, & **Kim**, Y.M. (2011, August). Viewer ideology and the effect of argument flow on guest evaluations in political talk shows. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Lois, MO.
- Kim**, Y. M. (2011, May). New media, new public: Issue publics in the new media environment. Presented and chaired the panel at the annual meeting of the International Communication Association, Boston, MA.
- Wang, M.#, Sayre, B.#, Yang, J-H.,# Mirer, M.#, **Kim**, Y. M., & Shah, D.+ (2011, April). Voters in context: How market-level media Adoption patterns influence individual-level political involvement. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Wang, M.#, Sayre, B.#, Yang, J-H.#, Mirer, M.#, **Kim**, Y.M., & Shah, D.+ (2011, April). Who is following me? An analysis of candidate egocentric networks on Twitter in the 2010 midterm elections. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Kim**, Y. M. (2011, March). Shifting sands of citizenship: Technology and new notions of public. Presented at the 2<sup>nd</sup> meeting of the Consumer Culture and Civic Participation, "Communication, Consumers, and Citizens: Revisiting the Politics of Consumption". Madison, WI.
- Kim**, Y. M., Wang, M.#, Gotlieb, M.#, Gabay, I.#, & Edgerly, S.# (2010, August). Ambivalence reduction and polarization in the campaign information environment: The interaction between individual-level and contextual-level influences. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.

- Carr, D. J.<sup>#</sup>, Vraga, E. K.<sup>#</sup>, Bard, M.<sup>#</sup>, Johnson, C.J.<sup>#</sup>, & **Kim**, Y. M. (2010, August). Pundits or pugilists? The role of guest incivility in televised debate. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- McCluskey, M.<sup>^</sup> & **Kim**, Y. M. (2010, August). Polarization or moderatism? Advocacy group ideology in newspapers. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Vraga, E. K.<sup>#</sup>, Edgerly, S.<sup>#</sup>, Bode, L.<sup>#</sup>, Carr, D. J.<sup>#</sup>, Bard, M.<sup>#</sup>, Johnson, C.J.<sup>#</sup>, **Kim**, Y. M., & Shah, D.V.<sup>+</sup> (2010, August). The correspondent, the comic, and the combatant: The consequences of host Style in political talk shows. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Kim**, Y. M., & McCluskey, M.<sup>^</sup> (2009, September). Revisiting the myth of outside lobbying: Information technology, group strategies, and news media coverage. Presented at the annual meeting of the American Political Science Association, Toronto, Canada.
- Kim**, Y. M., & Garrett, K.<sup>^</sup> (2009, May). A real-time assessment of candidate appraisal: Revisiting the on-line and memory-based models. Presented at the annual meeting of the International Communication Association. Chicago, IL.
- Kim**, Y. M., Shen, F.<sup>#</sup>, & Dylko, I.<sup>#</sup> (2008, August). Now going into the public: Development of presidential candidates' leadership strategies from 1980 to 2008. Presented at the annual meeting of the American Political Science Association. Boston, MA.
- Kim**, Y. M., & Geidner, N.<sup>#</sup> (2008, May). Politics as friendship: The impact of online social networks on young voters' voting behavior. Presented at the annual meeting of the International Communication Association, Montreal, Canada.
- Kim**, Y. M. (2008, April). Collective action in the new media environment. Web 2.0 International Conference. London, UK.
- Kim**, Y. M., Myers, T.<sup>#</sup>, & Shen, F.<sup>#</sup> (2007, November). New repertoires of political activism and mobilization: Issue advocacy groups' and grassroots organizations' use of the Web in political activism and mobilization in the new information environment. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research. Chicago, IL.
- Kim**, Y. M. (2007, August). Studying individuals' online information gathering behavior with the Web user behavior tracking technique. Presented at the annual meeting of the American Political Science Association, Chicago, IL.
- Kim**, Y. M., & Min, S. J.<sup>#</sup> (2007, August). The new logic of collective action in the Internet age: The impact of the Internet on the transformation of political activism and mobilization. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.

- Kim, Y. M.** (2007, May; scheduled). Where is my issue? The influence of news coverage on subsequent information selection on the Web. Paper presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Thomson, T.#, & **Kim, Y. M.** (2006, November). How news and discussion help us explain a social policy: The influences of news and discussion on attributions. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research. Chicago, IL.
- Kim, Y. M., & Vishak, J.#** (2006, June). Just laugh! You don't need to remember: The effects of the entertainment media on political information acquisition and processing. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.
- Kim, Y. M.** (2005, August). Moderating role of situational information processing goals in issue publics' candidate evaluation: The interaction of intrinsic and extrinsic motivations. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX.
- Kim, Y. M.** (2005, August). Customized media messages: Prospects and promises for mass communication on the Web. Paper presented at the annual meeting of the International Communication Association, San Antonio, TX.
- Kim, Y. M.** (2005, May). Acquiring political information on the Web. Paper presented to the annual meeting of the International Communication Association, New York, NY.
- Kim, Y. M.** (2003, May). Basic human motives for information gathering online: A review of the motivation literature. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- Kim, Y. M.** (2002, November). Issue publics: Domain-specific issue salience and communication. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, Y. M.** (2002, August). Priming effects revisited: Use and disuse of contextual primes in dynamic news environment. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami, FL.
- Kim, Y. M., & Tewksbury, D.** (2002, July). Speaking against you, listening for us: The role of group identification and group norms in political discussion online. Paper presented at the annual meeting of the International Communication Association, Seoul, Korea.
- Althaus, S. L., **Kim, Y. M.** (2002, July). Priming effects in complex information environments: Reassessing the impact of news discourse on presidential approval. Paper presented at the annual meeting of the International Communication Association, Seoul, Korea.

- Kim, Y. M., Barbour, J., Hals, M., Lekowicz, M., & Tewksbury, D. (2001, November).** Informational and participatory use of the Internet and trust in the political system. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, Y. M. (2001, November).** Attitude structure of priming effect: The case of the Gulf War. Paper presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Kim, Y. M. (2001, August).** Better informed, still no say: Internet news use and political efficacy. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.
- Althaus, S., L., & **Kim, Y. M. (2001, April).** Modeling the impact of news discourse on presidential approval: A reassessment of priming effects during the Gulf War. Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- Kim, Y. M. (2000, November).** Flaming in on-line discussion: Social categorization, self-presentation, and group polarization. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.
- Kim, Y. M. (1999, February).** The influence of social interaction on the perception of opinion climate. Paper presented at the annual meeting of the Korean Academic Society of Journalism & Broadcasting, Yoosung, Choong-Chung, Korea.

## **INVITED TALKS AND PARTICIPATION**

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### *Research*

- Data, algorithms, and political campaigns: Implications for democracy (2017, May). The European Data Protection Supervisor and the Ethics Advisory Group of the European Parliament, Brussels, Belgium.
- How political campaigns use data, what the consequences are, and how we should fight for transparency (2017, April). Wisconsin Union Directorate Public Event, University of Wisconsin-Madison.
- Algorithmic opportunity: Digital advertising and political involvement (2017, February). Communication Arts, University of Wisconsin-Madison.
- Technology and campaigns (2017, January; invited participant). Knight-Civic Hall Symposium on Tech, Politics, and the Media. The John S. and James L. Knight Foundation and Civic Hall, New York, NY.
- Algorithmic voters: How digital advertising defines voters and what it means for democracy (2016, December). Election Research Center, University of Wisconsin-Madison.

- Algorithmic voters: Data, algorithms, and voter privacy (2016, July). Data and Privacy Workshop. The John S. and James L. Knight Foundation, Miami, FL.
- The search for the passionate: Conviction publics and targeted appeals in elections (2016, May). Woodrow Wilson School/Center for Information Technology Policy, Princeton University.
- Conviction publics: The politics of personal concern in the digital age (2016, April). Temple University.
- Conviction publics: The politics of personal concern in the digital age (2015, September). Center for Information Technology Policy, Princeton University.
- News Challenge Winners' Forum (2015, July; invited participant, winner). The John S. and James L. Knight Foundation-University of Texas-Austin, TX.
- The politics of personal Concern in the digital age (2014, November). School of Journalism and Mass Communication, University of Wisconsin-Madison.
- Life politics and a new model of citizenry (2014, March). Department of Life Science Communication, University of Wisconsin-Madison.
- Toward a model of the citizenry in life politics (2013, April). Department of Life Science Communication, University of Wisconsin-Madison.
- The politics of personal interests in the digital media age. (2012, December). School of Journalism and Mass Communication, University of Wisconsin-Madison.
- Issue publics in the age of digital media (2012, June). Institute of Communication Research. Seoul National University, Seoul, Korea.
- The politics of personal interests in the digital media age (2012, June). School of Media and Communication. Korea University, Seoul, Korea.
- The politics of personal interests in the digital media age (2012, April). Department of Communication Arts, University of Wisconsin-Madison.
- Revisiting the notion of public in the new media environment: Issue interests and their organizations (2011, June). Oxford Internet Institute, University of Oxford, U.K..
- Computing technology for communication research: Web behavior observation (2010, May; with Dhavan Shah). Research Computing Symposium, University of Wisconsin-Madison.
- Organized interests' collective action in the new information environment (2010, February). Holtz Center for Science and Technology Studies, University of Wisconsin-Madison.
- Organized Interests' collective action in the new information environment (2010, January). American Political Science Workshop, Department of Political Science, University of Wisconsin-Madison.

New media and the changing foundation of political communication (2009, April).  
School of Journalism and Mass Communication, University of Wisconsin-Madison.

New media and the transformation of democracy (2007, February). Young Scholar Colloquium of the *Brain Korea 21* Project by the Ministry of Education, Korea. Sungkyunkwan University, Seoul, Korea.

Revisiting citizen competence and participation in the new information environment (2006, November). Department of Communication, Cornell University.

Acquiring political information on the Web: Issue Publics, Selectivity, and Domain-Specificity (2004, January). School of Communication, Ohio State University.

Selectivity and Domain-Specificity on the Web (2004, January). Department of Communication, University of California-Davis.

How People Gather Political Information on the Web (2004, January). School of Informatics, University of Buffalo, State University of New York.

### *Scholarship*

Engaged Scholarship for Tenure-Track Faculty (2015, February). School of Human Ecology, University of Wisconsin-Madison.

Incorporating Engaged Scholarship into Tenure (2014, December). Morgridge Center for Public Service, University of Wisconsin-Madison.

Engaged scholarship and knowledge mobilization: How infrastructures for knowledge mobilization can support faculty scholarship, capacity and advancement (2013, October). Midwest Knowledge Mobilization Network, Madison, WI.

Engaged scholarship: A case for untenured research faculty (2013, April). Morgridge Center, University of Wisconsin-Madison.

Innovation in Campus-Community Partnership (2012, October). The Year of Innovation. University of Wisconsin-Madison.

Engaged scholarship (2012, March). School of Journalism and Mass Communication. University of Wisconsin-Madison.

The impact of faculty research fellowship (2011, October). College of Letters and Science, University of Wisconsin-Madison.

### *Pedagogy*

Designing a community service learning course (2014, April). School of Journalism and Mass Communication. University of Wisconsin-Madison.

Teaching new technologies in the context of community-based learning. (2013, April). School of Journalism and Mass Communication. University of Wisconsin-Madison.

Teaching a community service learning course (2012, November). Community Service Learning Speaker Series, Office of Service Learning and Community-Based Research & Morgridge Center, University of Wisconsin-Madison.

Teaching digital technology: A community service learning model (2012, June). School of Media and Communication. Korea University, Seoul, Korea.

## **COURSES TAUGHT**

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### *Political Communication & Information Technology*

Political Behavior and Mass Communication [Media and Politics] (Undergraduate, J618). School of Journalism and Mass Communication, University of Wisconsin-Madison [**Redesigned**], Spring 2017.

Politics in the Age of Digital Media (Undergraduate/Graduate, POL478/775/COS478). Department of Politics & Department of Computer Science, Princeton University [**Designed**], Spring 2016.

Politics in the Digital Media Age (Graduate, J880). School of Journalism and Mass Communication, University of Wisconsin-Madison, [**Designed**], Fall 2016, Spring 2015, Spring 2014, Spring 2013.

Issues in Political Communication (Undergraduate, COM614). School of Communication, Ohio State University, Winter 2009, Spring 2008, Winter 2008, Spring 2007, Winter 2007, Spring 2006, Spring 2005, Winter 2005.

Political Communication and E-Democracy (Undergraduate, COM653). School of Communication, Ohio State University [**Designed and Developed**], Spring 2008.

### *Information Technology*

Social Implications of New Communication Technologies (Undergraduate, J676). School of Journalism and Mass Communication, University of Wisconsin-Madison, [**Designed**], Fall 2010, Spring 2010.

Introduction to Communication Technology (Undergraduate, COM240). School of Communication, Ohio State University, Summer 2006.

Introduction to Telecommunication and Electronic Media Theories and Policies (Undergraduate, COM341). School of Communication, Ohio State University, Spring 2006, Spring 2005.

Social Implications of Communication Technology (Undergraduate, COM654). School of Communication, Ohio State University, Winter 2009, Spring 2008, Winter 2007.



*Community Service Learning & Information Technology*

Communication and Community Service Learning: Technology for Social Change  
**[Designed/ Developed; Approved as a new regular course, J670]**. Fall 2014, Fall 2013.

*n.b.* Featured by *Daily Cardinal, Badger Herald, OnWisconsin, Inside UW-Madison, WUSM 91.7.*

Communication and Community Service Learning: Technology for Social Change (Undergraduate/Graduate, J676). School of Journalism and Mass Communication, University of Wisconsin-Madison, **[Designed/Developed]**, Spring 2012, Fall 2011.

*Strategic Communication*

Basic Principles of Strategic Communication (Undergraduate, J345), School of Journalism and Mass Communication, University of Wisconsin-Madison, Fall 2017 (scheduled), Spring 2014, Fall 2013, Spring 2013, Fall 2012, Spring 2012, Fall 2011, Spring 2011, Fall 2010, Spring 2010, Fall 2009.

*Mass Communication*

Mass Media Effect (Undergraduate, J565). School of Journalism and Mass Communication, University of Wisconsin-Madison, Fall 2017 (scheduled).

Mass Media and Society (Undergraduate, COM642). School of Communication, Ohio State University, Spring 2007, Summer 2006.

Mass Communication and the Individual (Graduate seminar, COM840). School of Communication, Ohio State University, Winter 2005.

The Arts of Public Discourse (Undergraduate introduction to mass communication). Department of Speech Communication, University of Illinois at Urbana-Champaign, Fall 2002-Spring 2004 [Designed and taught lecture/discussion sections]

*Theory Building and Research Design*

Conceptualization and Research Design (Graduate J811). School of Journalism and Mass Communication. **[Redesigned]**, Spring 2017.

Conceptualization and Theory Building (Graduate J806 I). School of Journalism and Mass Communication, University of Wisconsin-Madison, **[Redesigned]**, Fall 2014.

Research Design: United Approach (Graduate J806 II). School of Journalism and Mass Communication, University of Wisconsin-Madison, **[Redesigned]**, Spring 2015.

## **ACADEMIC ADVISING & DISSERTATION AND THESIS COMMITTEE SERVED**

### *Ph.D. Student Advising*

Advisor (Fall 2017-present). Chaun Li, School of Journalism and Mass Communication, University of Wisconsin-Madison.

Advisor (Fall 2012-present). Soo Yun Kim. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Advisor (Spring 2010-present). Galong Chia-Jung Lee. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Advisor (Fall 2014-Fall 2016). Ceri Hughes. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Advisor (Fall 2013-Spring 2015). Helen Cho. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Advisor (Fall 2011-Spring 2015). Jinha Kim. School of Journalism and Mass Communication, University of Wisconsin-Madison.

### *Ph.D. Dissertation and Candidacy Exam Committees*

Chair (Candidacy Exam Committee, 2016), Soo Yun Kim. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Chair (Candidacy Exam Committee, 2013), Galong Chia-Jung Lee. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member (Candidacy Exam Committee, 2015-present), Tommy Jamie. University of Wisconsin-Madison.

Member (Candidacy Exam Committee, 2014-present), Megan Duncun. University of Wisconsin-Madison.

Member (Candidacy Exam Committee, 2013-present), David Wise. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member (Dissertation Committee, 2014-2016), Benjamin Toff. Department of Political Science, University of Wisconsin-Madison. [Current Position: Post-Doctoral Researcher, Oxford University, UK].

Member (Candidacy Exam Committee 2011-2012; Dissertation Committee, 2012-2013), Keith Zukas. School of Journalism and Mass Communication, University of Wisconsin-Madison. [Current Position: Assistant Professor at Carroll University].

Member (Candidacy Exam Committee, 2011-2013; Dissertation Committee 2013-2014), Doo-Hoon Choi. Life Science Communication, University of Wisconsin-Madison [Current Position: Adjunct Professor at Kunkuk University, Seoul, Korea].

Member (Candidacy Exam Committee, 2009-2011; Dissertation Committee, 2011-2012), Stephanie Edgerly. School of Journalism and Mass Communication, University of Wisconsin-Madison [Current position: Assistant Professor at Northwestern University].

Member (Dissertation Committee, 2010-2012), Leticia Bode. Department of Political Science, University of Wisconsin-Madison [Current position: Assistant Professor at Georgetown University.]

Member (Dissertation Committee, 2008-2009; Candidacy Exam Committee, 2007-2008), Seong Jae Min. School of Communication, Ohio State University [Current position: Associate Professor at Pace University].

Member (Dissertation Committee, 2006), Nikhil Moro. School of Communication, Ohio State University [Current position: Associate Professor at University of North Texas].

Member (Candidacy Exam Committee, 2008-2009), Ivan Dylko. School of Communication, Ohio State University [Current position: Assistant Professor at University of New Mexico].

#### *Master's Student Advising*

Advisor (Fall 2004-Spring 2007), John Vishak. School of Communication, Ohio State University.

#### *M.A. Thesis Committee*

Chair (Thesis Committee, 2004-2007), John Vishak. School of Communication, Ohio State University, Thesis title: The effect of the DVR on viewer availability and appointment viewing.

Member (Thesis Committee, 2016-present), Steven Wang. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member (Thesis Committee, 2010-2011), Courtney Johnson. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member (Thesis Committee, 2010), Keith Zukas. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member (Thesis Committee, 2006-2007), Ivan Dylko. School of Communication, Ohio State University.

#### *Undergraduate Honors' Students & Academic Advising*

Advisor (B.S. Senior Honor's Thesis; Undergraduate Symposium; Spring 2011), Erica Lachat. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Mentor (Undergraduate Symposium; Spring 2012). Anna Bukowski and Alex Yant. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Faculty Mentor for Undergraduate Research Scholars (2010-present), University of Wisconsin-Madison.

Faculty advisor and mentor (B.S. Denman Undergraduate Research), Shawn Henderson. [the 2009 *Denman Undergraduate Research Forum Winner*, 3<sup>rd</sup> place in Social and Behavioral Sciences], Communication, Ohio State University.

Research title: The YouTube election.

*n.b.* Denman Undergraduate Research Forum is a campus-wide undergraduate research forum hosted by the Honors & Scholars Center, Undergraduate Research Office, and Office of Research of the Ohio State University.

In 2009, more than 500 undergraduate students participated and presented their thesis or own studies. Winners were selected by the faculty judges from OSU and more than 30 corporate judges from profit and non-profit sectors in the State of Ohio.

Academic advisor (B.S. 2005-2007). Lauren Kranak. Personalized Program, Ohio State University.

Member (B.S. Senior Honor's Thesis Committee, 2008), Nicholas Jordan. [Denman Research Forum Participant], Sociology, Ohio State University.

Member, (B.S. Senior Honor's Thesis Committee, 2006), Maureen Beaver. Political Science, Ohio State University.

## **SERVICE**

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### *Academic & Professional Association Service*

Chair, Mass Communication Division, International Communication Association, June 2017-

Vice Chair/Chair-Elect, Mass Communication Division, International Communication Association, June 2015-May 2017.

Member, 2012 Political Communication Article of the Year Award Committee, Political Communication Division, International Communication Association, 2013.

Member, 2007 Political Communication Article of the Year Award Committee, Political Communication Division, International Communication Association, 2008.

Member, Dissertation Award Committee, Political Communication Division, National Communication Association, 2007.

### *Journal Editorial Board*

Editorial Board Member, *Journal of Communication*, 2009-2013.

Editorial Assistant, *Political Communication*, 2000-2002.

*Journal Review*

*Communication*

*Journal of Communication* (2007- ); *Communication Research* (2007- ); *Human Communication Research* (2010- ); *Communication Theory* (2011- ); *Journalism and Mass Communication Quarterly* (2012-); *Mass Communication and Society* (2006-); *Media Psychology*; *International Journal of Communication* (2015-); *Political Communication* (2005-)

*Information Technology, New Media*

*New Media & Society* (2005-); *Journal of Information Technology and Politics* (2012-)

*Political Science*

*American Political Science Review* (2013-); *American Journal of Political Science* (2012-); *Journal of Politics* (2007-); *Political Research Quarterly* (2012-); *Political Psychology* (2010-); *Political Behavior* (2007-)

*Public Opinion*

*Public Opinion Quarterly* (2009-); *International Journal of Public Opinion Research* (2012-)

*Book/Book Chapter Review*

*Oxford Handbook of Communication*, 2010-.

*Grant Review*

Associate Principal Investigator, Time-sharing Experiments for Social Sciences (TESS).  
National Science Foundation. 2009-2013.

Reviewer. Post-Doctoral Research Fellowship Programme, Research Foundation  
Flanders (FWO), Belgium. 2015- .

Reviewer. Division of Humanities and Social Science, Swiss National Science  
Foundation, 2011-.

Reviewer. Social, Behavioral, and Economics Directorate, National Science Foundation,  
2008-.

*College and University Service*

Member, Social Studies Divisional Executive Committee (Fall 2014-May 2017).  
University of Wisconsin-Madison.

*n.b.* The Social Studies Division is one of the four divisions at the University of  
Wisconsin-Madison. Each individual faculty member at UW-Madison is a member

of one, the only one, of the divisions. The Divisional Executive Committee reviews tenure cases and advises the dean about the faculty member's appointment or promotion to tenure. The Divisional Executive Committee consists of tenured faculty in the division, nominated and elected by the entire faculty of the division.

Chair, Community-Based Research and Service Learning Advisory Board (Spring 2013-present). College of Letters and Science, University of Wisconsin-Madison.

Faculty Advisor, Community-University Exchange Program (Fall 2012- present). Morgridge Center for Public Service, University of Wisconsin-Madison.

Member, Graduate Program Review Committee (on the Department of Psychology, Spring 2015). Joint committee between the College of Letters and Science and Graduate College, University of Wisconsin-Madison.

Reviewer, Wisconsin Open Education Community Fellowship (Spring 2015). Continuing Studies and Morgridge Center for Public Service, University of Wisconsin-Madison.

Member, Search Committee (Summer 2014-Fall 2014). Digital Solution Manager. Continuing Studies, University of Wisconsin-Madison.

Reviewer, Wisconsin Idea Fellowship (Fall 2013-Fall 2014). Morgridge Center for Public Service, University of Wisconsin-Madison.

Member, Steering Committee (Fall 2011-Spring 2013). Digital Studies Certificate Program. University of Wisconsin-Madison.

Brown Bag Colloquium Coordinator (Fall 2011-Spring 2013). Digital Studies Certificate Program. University of Wisconsin-Madison.

Departmental Representative (Fall 2011-Spring 2013). Digital Humanities Design Lab Committee, University of Wisconsin-Madison.

Department Representative (Fall 2010-Spring 2011). Digital Media Initiative, University of Wisconsin-Madison.

Faculty Senator (Fall 2011-Fall 2014). College of Letters and Science, University of Wisconsin-Madison.

Faculty Senator (Fall 2011-Fall 2014). University of Wisconsin-Madison.

Faculty Senator (Alternate; Fall 2009-Spring 2011). College of Letters and Science, University of Wisconsin-Madison.

Faculty Senator (Alternate; Fall 2009-Spring 2011). University of Wisconsin-Madison.

*Department Service*

Member, Graduate Committee & Joint Ph.D. Program Committee (Fall 2016 -present; Fall 2012-Spring 2014). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Award Committee (Fall 2007-). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Undergraduate Scholarship Committee (Fall 2016-May 2017). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Chair, Merit Committee (Fall 2014-Spring 2015). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Award Committee (Fall 2014-Spring 2015). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Merit Committee (Fall 2013-Spring 2014). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Search Committee (Fall 2011-Spring 2012). Tenure-Track in Digital Media. School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Undergraduate Admission Committee (Fall 2009-Spring 2012). School of Journalism and Mass Communication, University of Wisconsin-Madison.

Member, Undergraduate Committee (Fall 2006- Spring 2009). School of Communication, Ohio State University.

Member, Publication Committee (Fall 2005-Spring 2006). The Lantern (Students' Daily Newspaper), School of Communication, Ohio State University.

## **ACADEMIC & PROFESSIONAL ASSOCIATIONS**

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International Communication Association  
Association for Education in Journalism and Mass Communications  
American Political Science Association  
Midwest Political Science Association