

JIYEON SO, Ph.D.

University of Georgia
Department of Communication Studies
603 Caldwell Hall, Athens, GA 30602
jso@uga.edu

EDUCATION

- 2012 **Ph.D.** in Communication
 University of California, Santa Barbara (UCSB)
 Emphasis: Health risk communication, media effects
 Minor: Quantitative Methods for Social Sciences (QMSS)
 Dissertation Chair: Robin Nabi
- 2007 **M.A.** in Communication
 Purdue University
 Emphasis: Health risk communication, media effects
 Thesis Chair: Hyunyi Cho
- 2001 **B.S.** in Engineering
 Korea University

ACADEMIC APPOINTMENTS

- 2013- **Assistant Professor**, Department of Communication Studies, University of Georgia
2014- **Affiliate**, Owens Institute for Behavioral Research (OIBR)
2013- **Affiliate**, Center for Health & Risk Communication, University of Georgia (UGA)
2012- 2013 **Lecturer**, School of media and communication, Korea University

GRANTS AND SCHOLARLY AWARDS

- 2017 *Departmental Seed Grant* for \$ 2,306, UGA, Department of Communication Studies
2014 *Top Paper Award* in Health Communication Division, NCA
2014 *Faculty Research Grant* for \$12,555, UGA, Office of the Vice President for Research
2013 Finalist for ICA/ NCA *Health Communication Dissertation of the Year Award*
2011 *Graduate Division Dissertation Fellowship*, UCSB
2010 *Top Three Student Paper Award* in Mass Communication Division, ICA
2010 *Top Three Paper Award* in Intergroup Communication Division, ICA
2010 *ICA Travel Grant* in Mass Communication Division, ICA
2008 *ICA/ NCA Thesis of the Year Award* in Health Communication Division

PUBLICATIONS

- So, J.**, Kuang, K., & Cho, H. (n.d.). Information seeking upon exposure to risk messages: Predictors, outcomes, and mediating roles of health information seeking. *Communication Research. Advance online publication*. DOI: 10.1177/0093650216679536
- Popova, L., **So, J.**, Sangalang, A. L., Neilands, T. B., & Ling, P.M. (2017). Do emotions spark interest in alternative tobacco products? *Health Education and Behavior. Advance online publication, 44*, 598-612. DOI: 10.1177/1090198116683169
- So, J.**, Jeong, S., & Hwang, Y. (2017). What type of risk information to use for whom?: Moderating role of outcome-relevant involvement in the effects of statistical and exemplified risk information on risk perceptions. *Journal of Health Communication, 22*, 304-311. DOI:10.1080/10810730.2016.1252819
- So, J.**, Kim, S.* , & Cohen, H.* (2017). Message fatigue: Conceptual definition, operationalization, and correlates. *Communication Monographs, 84*, 5-29. DOI: 10.1080/03637751.2016.1250429 [**Lead Article**]
- So, J.**, Kuang, K.* , & Cho, H. (2016). Reexamining fear appeal models from cognitive appraisal theory and functional emotion theory perspectives. *Communication Monographs, 83*, 120-144. DOI:10.1080/03637751.2015.1044257
- Guan, M.* , & **So, J.** (2016). Influence of social identity on self-efficacy beliefs through perceived social support: A social identity theory perspective. *Communication Studies, 67*, 588–604. DOI: 10.1080/10510974.2016.1239645
- So, J.**, & Shen, L. (2016). Personalization of risk through convergence of self- and character-risk: Narrative effects on social distance and self-character risk perception gap. *Communication Research, 43*, 1094–1115. DOI: 10.1177/0093650215570656
- So, J.**, Prestin, A., Lee, L.* , Wang, Y.* , Yen, J., & Chou, W. S. (2016). What do people like to “share” about obesity? A content analysis of frequent retweets about obesity on Twitter. *Health Communication, 31*, 193-206. DOI: [10.1080/10410236.2014.940675](https://doi.org/10.1080/10410236.2014.940675)
- Nabi, R., Prestin, A., & **So, J.** (2016). Could watching TV be good for you? Examining how media consumption patterns relate to salivary cortisol. *Health Communication, 31*, 1345-1355. DOI: 10.1080/10410236.2015.1061309
- Kim, D. K., Kim, Y. C., Lee, J., Lee, J. S., Paek, H. J., & **So, J.** (2016). Health communication in South Korea: Past, present, and future. *Health Communication Research, 14*, 1-27.
*Authors listed in the alphabetical order.
- So, J.** (2014). Emotional appraisal regarding risk. In T. Thompson (Ed.), *SAGE Encyclopedia of Health Communication*, (pp. 397-399).

- So, J.** & Nabi, R. L. (2013). Reduction of social distance as an explanation for media's influence on personal risk perceptions: An initial test of the risk convergence model. *Human Communication Research, 39*, 317–338. DOI: 10.1111/hcre.12005
- Nabi, R. L., Prestin, A., & **So, J.** (2013). Facebook friends with (health) benefits?: Exploring the palliative effects of social network sites compared to interpersonal networks. *Cyberpsychology, Behavior, and Social Networking, 16*, 721-727. DOI:10.1089/cyber.2012.0521.
- So, J.** (2013). A further extension of the extended parallel processing model (E-EPPM): Implications of cognitive appraisal theory of emotions and dispositional coping style. *Health Communication, 28*, 72-83. DOI:10.1080/10410236.2012.708633
- Nabi, R. E., **So, J.**, & de los Santos, T. (2013). Tracing the course of reality TV effects research. In Scharrer, E. (Ed.), *The International Encyclopedia of Media Studies: Media Effects/Media Psychology*, (pp. 355-373). Blackwell Publishing.
- So, J.** (2012). Uses, gratifications, and beyond: Towards a model of motivated media exposure and its effects on risk perception. *Communication Theory, 22*, 116-137. DOI:10.1111/j.1468-2885.2012.01400.x **[Lead article]**
- Lauckner, C., Smith, S., Kotowski, M., Nazione, S., Stohl, C., Prestin, A. L. **So, J.**, & Nabi, R. E. (2012). An initial investigation into naturally occurring loss- and gain-framed memorable breast cancer messages. *Communication Quarterly, 60*, 1-16. DOI:10.1080/01463373.2012.642269
- So, J.**, Cho, H., & Lee, J. (2011). Genre-specific media and perceptions of personal and social risk of smoking among South Korean college students. *Journal of Health Communication, 16*, 5, 533- 549. DOI: 10.1080/10810730.2010.546488
- Nabi, R. L., **So, J.**, & Prestin, A. (2010). Media-based emotional coping: Examining the emotional benefits and pitfalls of media consumption. In E. Konijn, K. Dovelng, & C. von Scheve (Eds.), *The Routledge handbook of emotions and mass media*, (pp. 116–133). New York: Routledge.
- Cho, H., **So, J.**, & Lee, J. (2009). Personal, social, and cultural correlates of self-efficacy beliefs among South Korean college smokers. *Health Communication, 24*, 337–345. DOI: 10.1080/10410230902889381

Lieberman, D. A., Bates, C. H., & So, J. (2009). Young children's learning with digital media. *Computers in the Schools*, 26, 271-283. DOI:10.1080/07380560903360194

* an asterik denotes student authors

CONFERENCE PAPERS

So, J. & Alam, N.* (2017, November). *Predictors and effects of anti-obesity message fatigue responses: A thought-listing analysis*. Paper to be presented to the Health Communication Division of the National Communication Association, Dallas, TX.

Guan, M.* & So, J. (2017, November). *Exploring the interaction effect of risk perception, temporal framing, and consideration of future consequences on risk-reducing behaviors*. Paper to be presented to the Health Communication Division of the National Communication Association, Dallas, TX.

So., J. & Popova, L. (2017, November). *Who's tired of anti-tobacco messages? Profiling individuals with anti-tobacco message fatigue*. Paper to be presented at the annual conference of American Public Health Association, Atlanta, GA.

Owusu, D., So, J., & Popova, L. (2017, November). *Damn! I didn't know that! to Government lies to make smokers quit: Spontaneous adaptive and maladaptive responses to tobacco warning labels and their associated factors and outcomes*. Paper to be presented at the annual conference of American Public Health Association, Atlanta, GA.

So, J., Shen, L., & Guan, M.* (2017, May). *The Role of Narrative Engagement in Reducing Biases in Risk-related Perceptions*. Paper presented to the Health Communication Division of the International Communication Association, San Diego, CA.

Kim, S.* & So, J. (2017, May). *Effects of Message Fatigue on Resistance to Persuasive Health Messages*. Paper presented to the Health Communication Division of the International Communication Association, San Diego, CA.

Guan, M.* & So, J. (2016, November). *Influence of social identity on self-efficacy beliefs through perceived social support: A social identity theory perspective*. Paper presented to the Health Communication Division of the National Communication Association, Philadelphia, PA.

So, J., Kim, S.*, & Cohen, H.* (2016, June). *Message fatigue: Conceptual definition, operationalization, and correlates*. Paper presented to the Health Communication Division of the International Communication Association, Fukuoka, Japan.

- So, J.**, Kuang, K., & Cho, H. (2016, June). *Information seeking upon exposure to risk messages: Predictors, outcomes, and mediating roles of health information seeking behaviors*. Paper presented to the Information Systems Division of the International Communication Association, Fukuoka, Japan.
- Popova, L., **So, J.**, Sangalang, A. L., Neilands, T. B., & Ling, P. M. (2016, March). *Level of nicotine dependence predicts emotional arousal in response to advertisements for alternative tobacco products*. Paper presented to the Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Choi, J., **So, J.**, & Cho, H. (2016, June). *Exploring the Relationships Among Message Features, Cognitive Appraisal, and Aroused Emotions of Guilt and Shame: A Cross-Cultural Study*. Paper presented to the Intercultural Communication Division of the International Communication Association, Fukuoka, Japan.
- So, J.**, & Jeong, S. (2015, November). *Relative effectiveness of statistical and exemplified risk: The role of outcome-relevant involvement as a moderator*. Paper presented to the Health Communication Division of the National Communication Association, Las Vegas.
- Kim, S.* & **So, J.** (2015, November). *Uncertainty in risk assessments: An integrative approach to uncertainty in risk assessments, emotions, and uncertainty management*. Paper presented to the Health Communication Division of the National Communication Association, Las Vegas.
- So, J.** (2015, November). *Challenge and opportunities for risk communication in Korea*. Invited presentation to the Korean American Communication Association Division of the National Communication Association, Las Vegas.
- Popova, L., **So, J.**, Ling, P., & Sangalang, L.* (2015, May). *Emotional responses to warning labels for alternative tobacco products and their implications for behavioral intentions: An experimental study*. Paper presented to the Health Communication Division of the International Communication Association, San Juan, Puerto Rico.
- So, J.** & Shen, L. (2014, November). *Examining the risk perception gap in the risk convergence model: Narrative effects on perceived social distance and self- and character's risk perception*. Paper presented to the Health Communication Division of the National Communication Association, Chicago. **[Top paper award]**
- So, J.**, Prestin, A., Lee, L.* , Wang, Y.* , Yen, J., & Chou, W.S. (2014, November). *What do people like to "share" about obesity? A content analysis of frequent retweets about obesity on Twitter*. Paper presented to the Health Communication Division of the National Communication Association, Chicago.
- So, J.**, Kuang, K.* , & Cho, H. (2014, November). *Revisiting the EPPM from cognitive appraisal*

and functional emotion theories perspectives: Fear and anxiety as mediators of adaptive responses to fear appeals. Paper presented to the Health Communication Division of the National Communication Association, Chicago.

So, J. & Nabi, R. L. (2012, November). *Risk convergence model: A model of media's influence on self-other social distance and personal risk perceptions.* Paper presented to the Mass Communication Division of the National Communication Association, Orlando.

So, J. (2011, November). *A further extension of the Extended Parallel Process Model: Implications of Cognitive Appraisal Theory of Emotions.* Paper presented to the Health Communication Division of the National Communication Association, New Orleans.

So, J. (2010, November). *Influence of media on audiences' personal risk perceptions: Implications of perceived social distance between self and others depicted in the media.* Paper presented to the Mass Communication Division of the National Communication Association, San Francisco.

Nabi, R. L., Prestin, A. L., & **So, J.** (2010, November). *Could watching TV be good for you? Examining the relationship between media consumption and the stress markers of cortisol and alpha amylase.* Paper presented to the Mass Communication Division of the National Communication Association, San Francisco.

Nabi, R. L., Prestin, A. L., & **So, J.** (2010, November). *Exploring the Palliative Effects of Social Networking Site Use: Does Facebook offer the same health benefits as interpersonal networks?* Paper presented to the Health Communication Division of the National Communication Association, San Francisco.

So, J. (2010, June). *Uses, gratifications, and beyond: Towards a model of motivated media exposure and its influence on risk perception.* Paper presented to the Mass Communication Division of the International Communication Association, Singapore. [**Top three student paper award**]

Reid, S. A., Poland, R., **So, J.**, & Bates, C. (2010, June). *Linguistic concreteness and stereotype transmission among political neutrals: Evidence for a group promotion hypothesis.* Paper presented to the Intergroup Communication Division of the International Communication Association, Singapore. [**Top three paper award**]

So, J. (2009, May). *Group communication processes in social support groups: Sources of functions and dysfunctions.* Paper presented to the Organizational Communication Division of the International Communication Association, Chicago, IL.

So, J. (2009, May). *Pop culture as an instrument for global public diplomacy: A case study of the influences of the Korean Wave on Asian publics.* Paper presented to the Global

Communication and Social Change Division of the International Communication Association, Chicago, IL.

Prestin, A. L, **So, J.**, Lieberman, D. A., Kang, P., & Anderson, G. (2008, November). *Involvement as a moderator of the effects of a cancer education video game*. Paper presented to the Health Communication Division of the National Communication Association, San Diego, CA.

So, J. (2007, May). *Genre-specific effects of informative and entertainment media on personal and social risk perceptions*. Paper presented to the Health Communication Division of the International Communication Association, San Francisco, CA.

RESEARCH INTERESTS

- Health communication
- Risk communication
- Media effects on health risk perceptions
- Entertainment education/ Narrative persuasion
- Emotional appeals
- Public health campaigns
- Unintended effects of health campaigns

MENTORING EXPERIENCE

Ph.D. Advisor

- Mengfei Guan Ph.D. in progress

M.A. Advisor

- Nizia Alam M.A. in progress

Doctoral Committee Member

- Bruce Li Ph.D. in progress
- Castle Williams Ph.D. (in Geography) in progress

M.A. Thesis/ Comprehensive Exam Committee Member

- Liyuan Wang M.A.
- Talia Levine M.S. (in ecology) in progress

Directed Study

- Soela Kim Spring 2014
- Katherine Ellis Spring 2014 (undergraduate internship)
- Heather Cohen Fall 2014
- Mengfei Guan Spring 2015
- Laura Lee Spring 2015 (undergraduate internship)
- Nizia Alam Fall 2016, Spring 2017
- Trang Nguyen Fall 2016 (undergraduate honor's research credit)
- Caroline Heys Spring 2017 (undergraduate internship)
- Jade Nielsen Spring 2017 (undergraduate directed research)
- Erin Bagley Fall 2017 (undergraduate directed research)

TEACHING EXPERIENCE

University of Georgia (August, 2013 – present): *Assistant Professor*

Health Communication (Large lecture)

Public Communication Campaigns

Empirical Research Methods

Theories of Health Communication (Graduate seminar)

Communication Theory (Graduate seminar)

Communication and Social Influence/ Persuasion (Graduate seminar)

Communication Research Methods (Graduate seminar)

Korea University (September, 2012 – June, 2013): *Lecturer*

Media Entertainment (Graduate seminar)

Theories of Media Effects (Graduate seminar)

Media Campaign Planning: Theories and Practices

University of California, Santa Barbara (September, 2007 – March, 2011)

Instructor

Mass Media and Public Health

Teaching Assistant

Communication Research Methods

Health Communication

Media Literacy

Media and Children

Family Communication

Diffusion of Innovations

Purdue University (September, 2005- May, 2007)

Instructor

Fundamentals of Speech Communications (for 4 semesters)

Teaching Assistant

Quantitative Methods for Communication Research

PROFESSIONAL DEVELOPMENT

- 2015 **OIBR Grantsmanship Development Program,**
Owens Institute for Behavioral Research, University of Georgia
- 2015 **Teaching Academy Fellows Program: An Early Career Faculty**
Mentoring Program, University of Georgia
- 2013 **GrantSMART: Workshop on Developing NIH Proposals,**
University of Georgia

PROFESSIONAL SERVICE

Manuscript reviewer (Adhoc)

Communication Research (2015-)

Communication Monographs (2015-)

Communication Theory (2013-)

Journal of Communication (2013-)

Media Psychology (2015-)

Health Communication (2012-)

Journal of Media Psychology (2014-)

Journal of Computer-mediated Communication (2014-)

Journal of Broadcasting and Electronic Media (2012-)

Communication Studies (2016-)

Service (departmental service*)

Faculty Senate (2017-)

Research Subject Pool Coordinator (2013-2016)*

Graduate Admissions Committee (2015-2017)*

Faculty Search Committee, Chair (2016)*

Organization Committee for NCA Korean American Communication Association (2015-2017)

HONORS AND RECOGNITION

2017	<i>Departmental Seed Grant</i> for \$ 2,306, UGA, Department of Communication Studies
2014	Top Paper Award in Health Communication Division, NCA
2014	Faculty Research Grant for \$12,555, UGA, Office of the Vice President for Research
2013	Finalist for ICA/ NCA Health Communication Dissertation of the Year Award
2011	Graduate Division Dissertation Fellowship, UCSB
2010	Top Three Student Paper Award in Mass Communication Division, ICA
2010	ICA Travel Grant in Mass Communication Division, ICA
2010	Top Three Paper Award in Intergroup Communication Division, ICA
2008	ICA/ NCA Thesis of the Year Award in Health Communication Division
2010-2011	Summer Research Fund, Department of Communication, UCSB
2008-2011	Travel Grants, Department of Communication, UCSB
2007-2011	Graduate Teaching Assistantship at UCSB
2007-2009	Nonresident Tuition Fellowships at UCSB
2005-2007	Graduate Teaching Assistantship at Purdue University
1998	Korea University Academic Scholarship
1993-1995	An A-honor roll student for all attending semesters at St. John's International School in Belgium

MEMBERSHIP AT PROFESSIONAL ASSOCIATIONS

2006 -	International Communication Association (ICA)
2007-	National Communication Association (NCA)