

# Jiyoun Suk

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## CONTACT INFORMATION

5014 Vilas Hall  
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University of Wisconsin-Madison  
Madison, WI 53706 USA

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## EDUCATION

**University of Wisconsin-Madison**, Madison, Wisconsin, USA

Ph.D. Candidate in Journalism and Mass Communication **Expected 2021**  
Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow **2020 - 2021**  
Dissertation committee: Dhavan Shah (Chair), Hernando Rojas, Douglas McLeod, Katherine Cramer, Jee-Seon Kim

**The University of Texas at Austin**, Austin, Texas, USA

M.A. (Research and Theory Track) in Journalism **May 2016**  
Thesis: The “Primed” Third-Person Effect of Media Portrayals about Racial Minority  
Thesis committee: Dominic Lasorsa (Chair), Iris Hsiang Chyi

**Ewha Womans University**, Seoul, Republic of Korea

B.A. in Journalism (Scranton Honors Program), with high distinction **Feb 2013**  
Honors Thesis: Analyzing Political Advertisements of the 16th and 17th Korean Presidential Candidates: Using Seven Types of Propaganda

## ADDITIONAL TRAINING

**Computational Social Science Summer School on Methods**, 2018  
**Mount Holyoke College**, Exchange Student Program, 2010-2011

## PEER-REVIEWED PUBLICATIONS

**Suk, J.**, Shah, D., Wells, C., Wagner, M., Friedland, L., Cramer, K., Hughes, C., & Franklin, C. (2020). Do Improving Conditions Harden Partisan Preferences? Communication, Context, and Political Evaluations During Periods of Contention. *International Journal of Public Opinion Research*. doi: 10.1093/ijpor/edz051 [supplemental materials]

**Suk, J.**, Abhishek, A., Zhang, Y., Ahn, S. Y., Correa, T., Garlough, C., & Shah, D. V. (2019). #MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement. *Social Science Computer Review*. doi: 10.1177/0894439319864882. [codes] [supplemental materials]

Lukito, J., **Suk, J.**, Zhang, Y., Doroshenko, L., Su, M., Kim, S. J., Xia, Y., Freelon, D., & Wells, C. (2019) The Wolves in Sheep’s Clothing: How Russia’s Internet Research Agency Tweets Appeared in U.S. News as Vox Populi. *International Journal of Press/Politics*. doi: 10.1177/1940161219895215

Zhang, Y., Shah, D., Foley, J., Abhishek, A., Lukito, J., **Suk, J.**, Kim, S., Sun, Z., Pevehouse, J. & Garlough, C. (2019). Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014. *Journal of Computer-Mediated Communication*, 24(4), 182-202. doi: 10.1093/jcmc/zmz009

Zhang, Y., Wang, Y., Foley, J., **Suk, J.**, & Conathan, D. (2017, July). Tweeting mass shootings: the dynamics of issue attention on social media. In *Proceedings of the 8th International Conference on Social Media & Society* (pp. 1-5).

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2017). Framing of Same-Sex Marriage Over 17 Years in Two Newspapers is Linked to Ideology Especially in Election Years. *Newspaper Research Journal*. 39(2),

191-204. doi: 10.1177/0739532918775666

Park, S. H., Lee, J., & **Suk, J.** (2013). Comparative Analysis on Presidential Rhetoric as Genre Reflected in Rhetorical Situation and Role Criticism. *Rhetoric Society of Korea*, 19, 75-104. (in Korean)

OTHER  
PUBLICATIONS

Lukito, J., Wells, C., Zhang, Y., Doroshenko, L., Kim, S.J., S, M.H., **Suk, J.**, Xia, Y. & Freelon, D. (2018). The Twitter Exploit: How Russian Propaganda Infiltrated U.S. News. [White paper]. Retrieved April 27, 2018, from University of Wisconsin Madison: <https://uwmadison.box.com/v/TwitterExploit>

MANUSCRIPTS  
UNDER REVIEW

“The More You Know, the Less You Like”: How News and Political Talk Shape Political Knowledge and Affective Polarization in Colombia, Mexico and the United States.

Do I sound American? Predicting Disinformation Sharing of Russian IRA tweets from a Linguistic Perspective.

News media use, talk networks and ‘populist’ attitudes across geographic location: The case of Wisconsin.

Online news sharing, political extremity and reduced network interaction: An imagined audience approach.

Assembling Social Media Following through Polarized Publics and Media: How Russian IRA Accounts Gained Influence in the 2016 U.S. Election Cycle.

CONFERENCE  
PRESENTATIONS

**Suk, J.**, McLeod, D., & Shah, D. (2020, August). *Am I with Her or with...Him?: Public and Online Participation in the 2016 US Presidential Election*. Paper will be presented at the Political Communication Division of 2020 AEJMC annual conference.

Su, M., **Suk, J.**, Ghosh, S., Kamath, K., Borah, P., Correa, T., Garlough, C., & Shah, D. (2020, August). *How the Left, Center, and Right Covered the #MeToo Movement: Structural Topic Modeling, Thematic Structure and Language Patterns*. Paper will be presented at the Political Communication Division of 2020 AEJMC annual conference. **\*1st place in main competition**

Li, J., **Suk, J.**, Lukito, J., Hughes, C., Foley, J., Friedland, L., Wells, C., Shah, D., & Wagner, M. (2020, August). *When the Desert Matters: Contextual Differences in Local News Environment and Polarized Perceptions of Local Economy*. Paper will be presented at the Political Communication Division of 2020 AEJMC annual conference.

**Suk, J.**, Lukito, J., Su, M., Kim, S. J., Tong, C., Sun, Z., & Sarma, P. (2019, May). *Do I sound American? Predicting Disinformation Sharing of Russian IRA tweets from a Linguistic Perspective*. Paper presented at the Computational Methods Interest group of 2019 ICA annual conference, Washington D.C., USA.

**Suk, J.**, Shah, D., Cramer, K., Friedland, L., Hughes, C., Wagner, M., & Wells, C. (2019, May). *Do Improving Conditions Harden Partisan Preferences? Communication, Context, and Political Evaluations During Periods of Contention*. Paper presented at the Mass Communication Division of 2019 ICA annual conference, Washington D.C., USA.

**Suk, J.**, Abhishek, A., Zhang, Y., & Ahn, S. Y. (2019, May). *Temporal Dynamics of the #MeToo Movement*. Paper presented at the Communication and Technology Division of 2019 ICA annual conference, Washington D.C., USA.

Su, M., **Suk, J.**, & Rojas, H. (2019, May). *Online Sharing, Political Extremity, and Reduced Network Interaction: An Imagined Audience Approach*. Paper presented at 2019 WAPOR, Toronto, Canada.

Lukito, J., **Suk, J.**, Zhang, Y., Doroshenko, L., Su, M., Kim, S. J., Xia, Y., & Wells, C. (2018, August). *Zero Day Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System*. Paper presented at the Political Communication Interest Group of 2018 AEJMC annual conference, Washington D.C., USA. **\*1st place, top faculty paper. 3rd place Research Prize for Professional Relevance**

**Suk, J.**, Shah, D., Bode, L., Edgerly, S., Thorson, K., Vraga, E., Wells, C., & Pevehouse, J. (2018, August). *Partisan Media, News Events, and Asymmetric Political Evaluations in the 2016 Election*. Paper presented at the Political Communication Interest Group of 2018 AEJMC annual conference, Washington D.C., USA.

**Suk, J.**, Zhang, Y., Lukito, J., Su, M., & Foley, J. (2018, May). *Tracing Twitter Buzz: Clustering Hashtags and Handles About Mass Shootings and Gun Control*. Paper will be presented at the Computational Methods Interest Group of 2018 ICA annual conference, Prague, Czech Republic.

Shah, D., **Suk, J.**, & McLeod, D. (2018, May). *Communication Flows, Institutional Legitimacy, and Social Trust: How "Echo Chambers" Erode Bonds on the Right and Left*. Paper will be presented at the Political Communication Division of 2018 ICA annual conference, Prague, Czech Republic.

Zhang, Y., Shah, D., Foley, J., Abhishek, A., Pevehouse, J., Lukito, J., Kim, S., **Suk, J.**, Yang, F., & Garlough, C. (2018, May). *The Features of Tragedy, Expressions of Sympathy, and Debates over Policy: A Time Series Analysis of Mass Shootings and Social Media Discourses*. Paper will be presented at the Communication and Technology Division of 2018 ICA annual conference, Prague, Czech Republic.

Su, M., **Suk, J.**, Gill, H., & Rojas, H. (2018, May). Rethinking Political Socialization in the Digital Age: Media Use, Political Values, and Expressive Behaviors. Paper will be presented at the Mass Communication Division of 2018 ICA annual conference, Prague, Czech Republic.

**Suk, J.** (2017, August). *The "Primed" Third-Person Effect of Racial Minority Portrayals in Media*. Paper presented at the Mass Communication and Society Division of 2017 AEJMC annual conference, Chicago, IL. **\*1st place, top student paper**

Pelled, A., Choung, H., Lukito, J., Duncan, M., Wang, S., Wu, Y., Gill, H., **Suk, J.**, Kniaz, T. (2017, August). *Who are the Voters? A Contemporary Voter Typology Based on Cluster Analysis*. Paper presented at the Communication Theory and Methodology Division of 2017 AEJMC annual conference, Chicago, IL.

**Suk, J.**, Coppini, D., Muiz, C., & Rojas, H. (2017, July). *"The More You Know, the More You Hate": How News and Political Talk Shape Political Knowledge and Affective Polarization in Colombia, Mexico and the United States*. Paper presented at 2017 WAPOR, Lisbon, Portugal.

Zhang, Y., Wang, Y., Foley, J., **Suk, J.**, & Conathan, D. (2017, July). *Tweeting Mass Shootings: The Dynamics of Issue Attention on Social Media*. Paper presented at International Conference on Social Media & Society, Toronto, Canada.

Shah, D., & **Suk, J.** (2017, May). *How Convergence Drives Divergence: Testing a Revised Communication Mediation Model*. Paper presented at 2017 ICA pre-conference, San Diego, CA.

**Suk, J.** (2015, August). *The Third-Person Perception and Priming: The Case of Ideal Female*

*Body Image*. Paper presented at the Mass Communication and Society Division of 2015 AEJMC annual conference, San Francisco, CA.

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2015, August). *The Role of Ideology in Media Framing of Same-Sex Marriage, 1998-2014*. Paper presented at the GLBT Interest Group of 2015 AEJMC annual conference, San Francisco, CA.

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2015, August). *Media Framing of Same-Sex Marriage and Attitude Change: A Time Series Analysis*. Paper presented at the Communication Theory and Methodology Division of 2015 AEJMC annual conference, San Francisco, CA.

#### HONORS AND AWARDS

Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellowship (WDGF), 2020-2021  
1st Place in Main Competition (Political Communication Division), AEJMC, 2020  
School of Journalism and Mass Communication Research Award, UW-Madison, 2019  
Graduate School Conference Travel Award, UW-Madison, 2019  
Top Research paper, Crossroads Communication, UW-Madison, 2019  
School of Journalism and Mass Communication Conference Travel Grant, UW-Madison, 2017-2019  
1st Place in Main Competition (Political Communication Division), AEJMC, 2018  
3rd Place Research Prize for Professional Relevance, AEJMC, 2018  
Full scholarship for the Computational Social Science Summer School on Methods, 2018  
1st Place in Student Competition (Mass Communication and Society Division), AEJMC, 2017  
Korean American Communication Association (KACA) Travel Grant, AEJMC, 2017  
Ada Frances Miller Fellowship, UT-Austin, 2015  
Teaching Certificate in First-Year Interdisciplinary Instruction, UT-Austin, 2015  
School of Journalism Graduate Student Scholarship, UT-Austin, 2015  
Best Honors Thesis, Ewha Womans University, 2013  
Scranton Honors Program, Ewha Womans University, 2009-2013  
Ewha Honor Scholarship for academic excellence, Ewha Womans University, 2009-2013  
Scranton Full Fellowship for academic excellence, Ewha Womans University, 2009

#### RESEARCH EXPERIENCE

##### **Center for Communications and Civic Renewal, UW-Madison**

*Knight Scholar of Communications and Civic Renewal*  
*Project Assistant*

**Fall 2018 - present**  
**Spring 2017 - Spring 2018**

Principal investigators: Kathy Cramer, Lew Friedland, Karl Rohe, Bill Sethares, Dhavan Shah, Michael Wagner, and Chris Wells

- Managed the integration of contextual and longitudinal data (e.g. county-level features, local news media content, political advertising placement, and social media discourse) with individual-level survey data. Helped develop custom panel and cross-sectional surveys over 2018 US midterm election period. Responsible for data management, cleaning, visualizations, and running statistical models (e.g. longitudinal data analysis, hierarchical linear modeling) and computational analysis. Participated in organizing a conference *Populism, Political Contention, and the Crisis of Democracy Symposium*, in partnership with the Center for European Studies at UW-Madison in March 2018 and February 2020.

##### **Socialization and Participation in Election Campaigns (SPEC), UW-Madison**

*Project Assistant*

**Spring 2017- Fall 2017**

Supervisor: Dhavan Shah

- Responsible for data management, cleaning, visualization, and running statistical models using the national rolling cross-sectional survey and panel survey collected over the 2016 US election period.

**Computational Methods Research Group, UW-Madison**

*Student Researcher/Executive Member*

**Fall 2017 - present**

- Ran workshops on computational research methods (e.g. Social media data management and wrangling, topic modeling, etc).

**Social Media and Democracy Research Group (SMAD), UW-Madison**

*Student Researcher/Leader*

**Fall 2016 - present**

Supervisor: Dhavan Shah

**International Communication Research Group (IRG), UW-Madison**

*Student Researcher*

**Fall 2016 - present**

Supervisor: Hernando Rojas

**Division of Media Studies, Ewha Womans University**

*Research Assistant*

**Spring 2013**

Supervisor: Sung-Hee Park

**INVITED TALKS**

Journalism and Mass Communication Colloquium, SJMC, UW-Madison

**Fall 2019**

- Am I with Her or with.. Him? Public and Online participation in the 2016 election (with Douglas McLeod)

Big Ten Mini Conference, University of Illinois at Urbana-Champaign

**Spring 2019**

- #MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement

Board of Visitors’ Meeting, SJMC, UW-Madison

**Spring 2019**

- #MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement

Department of Gender and Women’s Studies, UW-Madison

**Spring 2019**

- #MeToo, Connective Action, and its Global Impact

Stan Richards School of Advertising, UT-Austin,

**Spring 2016**

- The “Primed” Third-Person Perception of Ideal Female Body Image

**MEDIA COVERAGE**

“What Makes Wisconsin Swing?” *Vox*, March 29, 2019.

“UW-Madison Communication and Civic Renewal research team: Wisconsinites want nonpartisan redistricting and a voice for political minorities” *The Cap Times*, March 23, 2019.

**TEACHING  
EXPERIENCE**

**Instructor**

**Fall 2019**

Effects of Mass Communication, UW-Madison

- Taught a 4-credit upper-level undergraduate course (78 students) in the School of Journalism and Mass Communication, focusing on theory and research in mass communication. Built lecture materials and exams, advised students with class projects, and supervised the TA.

**Teaching Assistant**

**Fall 2016**

Introduction to Mass Communication, UW-Madison

- Professor: Hernando Rojas

- Led weekly discussion sessions for two sections, taught writing and presentation skills, held regular office hours, and graded exams, papers, and quizzes.

**Teaching Assistant**

**Spring 2016**

Food: Culture and Agriculture, UT-Austin

- Professor: Robert Jensen
- Led weekly discussion sessions for three sections, taught writing and presentation skills, held regular office hours, and graded papers.

**Teaching Assistant**

**Fall 2015**

Freedom: Philosophy/History/Law, UT-Austin

- Professor: Robert Jensen
- Led weekly discussion sessions for three sections, taught writing and presentation skills, held regular office hours, and graded papers.

**PROFESSIONAL  
EXPERIENCE**

**2018 PyeongChang Winter Olympics Organizing Committee**, Seoul, Republic of Korea  
*Department of International Relations, 2014*

**SKILLS**

Computational skills

Natural language processing (text processing, POS tagging/parsing, dependency analysis, topic modeling, sentiment analysis), Machine learning (PCA, cluster analysis, SVM, Logistic Regression), Social network analysis, Community detection

Advanced quantitative research methods

Hierarchical linear modeling, structural equation modeling, time-series analysis, longitudinal data analysis using panel data and rolling cross-sectional data

Programming languages

R, Python

Statistical software

R, SPSS, and Stata

Linguistic software

DICTION, Leximancer, LIWC, WordStat

Others

ArcGIS Desktop, ArcGIS PRO

**SERVICE**

*Panel Moderator*, Computational Methods Interest Group, ICA

*Reviewer*, Journalism

*Reviewer*, Chinese Journal of Communication

*Reviewer*, Violence Against Women

*Reviewer*, Computational Methods Interest Group, ICA

*Reviewer*, Political Communication Division, ICA

*Reviewer*, Mass Communication Division, ICA

*Reviewer*, Communication and Technology Division, ICA

**PROFESSIONAL  
AFFILIATIONS**

*Member*, International Communication Association (ICA)

*Member*, Association for Education in Journalism and Mass Communication (AEJMC)

*Student Representative*, Korean American Communication Association (KACA), 2019 - present

*Member*, Election Research Center (ERC), UW-Madison