

## Eugene Jang

Telephone: +1 (213) 210-5753

Email: eugeneja@usc.edu

Personal website: eugene-jang.com

### Education

---

- 2020–**            **University of Southern California, Los Angeles, USA**  
 Annenberg School for Communication and Journalism  
 PhD Candidate, Graduation Expected May 2025 (GPA: 4.0/4.0)
- 2017–2019**    **Seoul National University, Seoul, South Korea**  
 M.A. in Communication (GPA: 4.03/4.3)
- 2011–2016**    **Seoul National University, Seoul, South Korea**  
 B.A. in Communication, *summa cum laude* (GPA: 3.92/4.3)
- 2013–2014**    **Erasmus University, Rotterdam, Netherlands**  
 Exchange student at Erasmus School of History, Culture and Communication

### Research Interests

---

health communication, health/social equity, science & technology studies (STS), social/digital media, artificial intelligence (AI), social network analysis, computational communication

### Publications

---

#### *Peer-Reviewed Journal Articles*

- Jang, E.** (In Press). When faulty AI falls in the wrong hands: The risks of erroneous AI-driven healthcare decisions. *International Journal of Communication*.
- Young, L. E., Nan, Y., **Jang, E.**, & Stevens, R. (2023). Digital epidemiological approaches in HIV research: A scoping methodological review. *Current HIV/AIDS Reports*, 20, 470–480. <https://doi.org/10.1007/s11904-023-00673-x>
- Jang, E.**, Baik, J. S., & Fischer, K. (2023). Contact tracing apps as boundary objects of pandemic governance: The state-by-state approach to contain the spread of COVID-19 in the US. *International Journal of Communication*, 17, 1737–1758. <https://ijoc.org/index.php/ijoc/article/view/19621>
- Yang, A., Jieun, S., Kim, H. M., Zhou, A., Liu, W., Huang-Isherwood, K. M., **Jang, E.**, Sun, J., Lee, E., Yafei, Z., & Chuqin, D. (2022). Who says what in which networks: What influences social media users' emotional reactions to the COVID-19 vaccine infodemic? *Social Science Computer Review*, 41(6), 1986–2009. <https://doi.org/10.1177/08944393221128940>
- Baik, J. S., & **Jang, E.** (2022). Where horizontal and vertical surveillances meet: Sense-making of US COVID-19 contact tracing apps during a health crisis. *Mobile Media & Communication*, 10(3), 468–486. <https://doi.org/10.1177/20501579221078674>

**Jang, E.**, Park, S., Lee, J., & Hong, S. (2019). Beautiful and masculine: Male make-up YouTubers and heteronormativity in South Korea. *The Journal of Popular Culture*, 52(3), 678–702.  
<https://10.1111/jpcu.12803>

### ***Refereed Conference Proceedings***

Guo, S., He, Z., Rao, A., **Jang, E.**, Nan, Y., Morstatter, F., Brantingham, J., & Lerman, K. (2023). Measuring online emotional reactions to events. In *Proceedings of the 2023 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining* (pp. 315–319).  
<https://doi.org/10.1145/3625007.3627477>

Felkner, V., Chang, H., **Jang, E.**, & May, J. (2023). WinoQueer: A community-in-the-loop benchmark for anti-LGBTQ+ bias in large language models. In A. Rogers, J. Boyd-Graber, & N. Okazaki (Eds.), *Proceedings of the 61st Annual Meeting of the Association for Computational Linguistics* (pp. 9126–9140). <https://aclanthology.org/2023.acl-long.507>

### ***Preprints/Whitepapers***

Guo, S., He, Z., Rao, A., **Jang, E.**, Nan, Y., Morstatter, F., Brantingham, J., & Lerman, K. (2023). Measuring Online Emotional Reactions to Offline Events. *arXiv preprint arXiv:2307.10245*.

Felkner, V. K., Chang, H., **Jang, E.**, & May, J. (2022). Towards WinoQueer: Developing a Benchmark for Anti-Queer Bias in Large Language Models. *arXiv preprint arXiv:2206.11484*.

Yang, Y., Baik, J. S., Ahn, S. & **Jang, E.** (2020). Tracing Digital Contact Tracing: Surveillance Technology and Privacy Rights During COVID-19 in China, South Korea, and the United States. <http://dx.doi.org/10.2139/ssrn.3743491>

### ***Conference Presentations***

---

**Jang, E.** (presenter), Nan, Y., Chang, H., & Young, L. E. (2024, November). Disentangling the Network Structure of Online Social Support: A Multilayer Network Analysis of the Twitter Long COVID Community. Health Communication Division at the 108<sup>th</sup> Annual Convention of the National Communication Association (NCA). New Orleans, LA.

**Jang, E.** (presenter), Kinzer, H., Repetto, A., & Wang, M. (2024, July). Social Media Agendas and Research Agendas around Racial/Ethnic Health Disparities. The 10<sup>th</sup> International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>). Philadelphia, PA.

Repetto, A., **Jang, E.** (presenter), Kinzer, H., & Wang, M. (2024, June). Narratives around Health Disparity Among Racial Minority Groups on Twitter. Health Communication Division at the 74<sup>th</sup> Annual Conference of the International Communication Association (ICA). Gold Coast, Australia.

Young, L., **Jang, E.**, Lee, E., Baird, A., Nan, Y., & Tang, J. L. (2024, June). Tweeting Out for Black Trans Life: Digital Grassroots Witnessing and Networked Framing of the Epidemic of Fatal Violence Against Black Transgender People. Theme Session at the 74<sup>th</sup> Annual Conference of the International Communication Association (ICA). Gold Coast, Australia.

**Jang, E.** (presenter), Nan, Y., Wang, Y., Persaud, C. J., Arnold, L. J., Xie, L., Fischer, K., & Stevens, R. (2024, April). Comparing Offline Sexual Behavior to Online Discourse on Sex and Substance Use of Young Black and Hispanic Men. The 18<sup>th</sup> Biennial Kentucky Conference on Health Communication (KCHC). Lexington, KY.

Nan, Y., **Jang, E.**, Wang, Y., Persaud, C. J., Arnold, L. J., Xie, L., Fischer, K., & Stevens, R. (2024, April). Exploring the Relationships between Social Determinants, Personal Lifestyle Choices, and

- Mental Health in Black and Hispanic Men. The 18<sup>th</sup> Biennial Kentucky Conference on Health Communication (KCHC). Lexington, KY.
- Huang-Isherwood, K. M., Li, Y., **Jang, E.**, Bisberg, S., & Kim, D. (2023, November). Future Time Perspective and In-Game Social Capital in Three Cultures. Game Studies Division at the 109<sup>th</sup> Annual Convention of the National Communication Association (NCA). National Harbor, MD. *Awarded Top Paper*
- Nan, Y., **Jang, E.** (presenter), & Young, L. E. (2023, June). Hashtags as Discursive Agents: An analysis of hashtag co-occurrence modularity and brokerage in the Black Trans Lives Matter movement on Twitter. The 43<sup>rd</sup> Annual Conference of the International Network for Social Network Analysis (INSNA). Portland, OR.
- Jang, E.** (presenter), Nan, Y., Chang, H., & Young, L. E. (2023, May). The Network Structure of Informational and Emotional Support in a Twitter-Based Long Covid Support Community. Health Communication Division at the 73<sup>rd</sup> Annual Conference of the International Communication Association (ICA). Toronto, Canada.
- Huang-Isherwood, K. M., **Jang, E.** (presenter), Kim, S. S., Jung, S., & Drivas, M. (2023, May). Birds of a Feather Play Together: Individualism, Player Homophily, and Well-Being in a Massively Multiplayer Online Mobile Game. Game Studies Division at the 73<sup>rd</sup> Annual Conference of the International Communication Association (ICA). Toronto, Canada. *Awarded Top Student Paper*
- Jang, E.** (presenter), Nan, Y., & Young, L. E. (2022, November). Hashtags as Discursive Agents: An analysis of hashtag community structure and brokerage in the Twitter Black Trans Lives Matter movement. Gay, Lesbian, Bisexual, Transgender, and Queer Communication Studies Division at the 108<sup>th</sup> Annual Convention of the National Communication Association (NCA). New Orleans, LA.
- Felkner, V., Chang, H., **Jang, E.**, & May, J. (2022, July). Toward WinoQueer: Developing a Benchmark for Anti-Queer Bias in Large Language Models. 2022 Annual Conference of the North American Chapter of the Association for Computational Linguistics (NAACL). Seattle, WA.
- Jang, E.** (presenter), Bae, I. & Lee, E. (2022, May). Good Samaritans, Bad Samaritans: How News Coverages of Immigrants' Act Affect Readers' Attitude Toward Them. Mass Communication Division at the 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA). Paris, France.
- Baik, J. S., & **Jang, E.** (presenter) (2022, May). Where horizontal and vertical surveillances meet: Sense-making of US COVID-19 contact tracing apps during a health crisis. Mobile Communication Interest Group at the 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA). Paris, France.
- Yang, A., Kim, H. M., Zhou, A., Liu, W., Huang-Isherwood, K. M., **Jang, E.**, Sun, J., Lee, E., Zhang, Y., Dong, C., & Shin, J. (2022, May). Are you anxious or enthusiastic about COVID-19 vaccines? Understanding publics' emotional reactions to misinformation and corrective messages through machine learning. Health Communication Division at the 72<sup>nd</sup> Annual Conference of the International Communication Association (ICA). Paris, France.
- Jang, E.** (presenter), Fischer, K., & Baik, J.S. (2021, November). Between Public Health and Privacy: A Critical Examination of Statewide Contact Tracing Apps as Boundary Objects of Pandemic Governance. Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Division at the 107<sup>th</sup> Annual Convention of the National Communication Association (NCA). Seattle, WA. *Presented at the ARSTM Top Paper Panel*
- Baik, J. S., Yang, Y., **Jang, E.**, & Ahn, S. (2021, May). Tracing Digital Contact Tracing: Surveillance Technology and Privacy Rights During COVID-19 in China, South Korea, and the United States. Communication & Technology Division at the 71<sup>st</sup> Annual Conference of International Communication Association (ICA). Virtual.

- Lee, E., & **Jang, E.** (presenter) (2020, May). From Selective Exposure to Opinion Polarization: How Perceived Public Opinion and User Choice Moderate the Effects of Partisan News. Mass Communication Division at the 70<sup>th</sup> Annual Conference of International Communication Association (ICA). Virtual.
- Jang, E.** (presenter) (2019, May). How Do South Korean Films Attract Female Audiences Through Male Genre? The 60<sup>th</sup> Anniversary Conference for Korean Society for Journalism & Communication Studies. Gwangju, South Korea.
- Jang, E.** (presenter) (2018, August). Construction of “Pretty Boy” Masculinity in Korean Buddy Films. Preconference for the 12<sup>th</sup> Association for Cultural Studies: Crossroads in Cultural Studies. Shanghai, China.
- Jang, E.** (presenter) (2017, November). Representation of ‘Male Body’ in Korean Film and Female Spectatorship. The University of Tokyo-Seoul National University-National Chengchi University Symposium. Tokyo, Japan.

### Honors and Awards

---

- |              |   |
|--------------|---|
| 2020–2025    | <b>Doctoral Study Abroad Fellow</b> , Korea Foundation for Advanced Studies (KFAS)<br><i>5-year doctoral grant (\$65,000 total), pre-doctoral grant, and training</i>   |
| 2024–2025    | <b>USC Graduate School Endowed Fellowship</b> , University of Southern California<br><i>1-year fellowship (\$40,500 total)</i>  |
| 2020–Present | <b>Annenberg Graduate Fellowship &amp; Assistantship</b> , Annenberg School for Communication and Journalism, University of Southern California<br><i>Full coverage of tuition, stipend, and health insurance</i> |
| 2023         | <b>Top Paper Award</b> , Game Studies Division, National Communication Association (NCA)  |
| 2023         | <b>Top Student Paper Award</b> , Game Studies Division, International Communication Association (ICA)   |
| 2021         | <b>Top Paper Award</b> , Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Division, National Communication Association (NCA)   |
| 2017–2018    | <b>Graduate Student Instructor (GSI) Scholarship</b> , Seoul National University  |
| 2016         | <b>Summa Cum Laude</b> , Seoul National University  |
| 2014         | <b>Merit-Based Scholarship</b> , CJ O Shopping  |
| 2013         | <b>Merit-Based Scholarship</b> , Seoul National University  |

### Research Grants

---

- |           |  |
|-----------|--|
| 2024      | <b>Annenberg Graduate Fellows Journal Article Workshop Award</b> (\$1,000), Graduate School, University of Southern California         |
| 2023      | <b>Annenberg Summer Research Grant</b> (\$2,000), Annenberg School for Communication and Journalism, University of Southern California |
| 2022–2024 | <b>USC Annenberg Graduate Fellowship Research and Creative Project Symposium</b> (\$2,600 total), University of Southern California    |
| 2022      | <b>Graduate School Research/Travel Award</b> (\$1,000), University of Southern California  |
| 2020      | <b>Honorarium</b> , USC MASTS Research Group Summer Project on Privacy Rights (\$1,000)  |

## Travel Grants

---

|           |   |
|-----------|---|
| 2024      | <b>Michael Haley Travel Grant</b> (\$1,250), International Communication Association (ICA)  |
| 2024      | <b>Student Travel Grant</b> (\$400), International Communication Association (ICA) Health Communication Division                        |
| 2023      | <b>Sunbelt Conference Student Travel Award</b> (\$1,000), International Network of Social Network Analysis (INSNA)                      |
| 2023      | <b>SICSS-Penn Travel Grant</b> (\$1,100), The Summer Institutes in Computational Social Science (SICSS)                                 |
| 2023      | <b>Student Travel Grant</b> (\$300), International Communication Association (ICA) Game Studies Division                                |
| 2022–2023 | <b>The Graduate Student Government Professional Development Fund</b> (\$1,000 total), University of Southern California                 |
| 2022      | <b>Annenberg Summer Education Grant</b> (\$2,000), Annenberg School for Communication and Journalism, University of Southern California |

## Teaching Experience

---

|           |   |
|-----------|---|
| 2024      | Instructor of Record, University of Southern California <ul style="list-style-type: none"> <li>• COMM 204 Public Speaking (Spring 2024)</li> </ul>  |
| 2023      | Teaching Assistant (Discussion Section), University of Southern California <ul style="list-style-type: none"> <li>• COMM 200 Communication and Social Sciences (Fall 2023)</li> </ul>   |
| 2021      | Teaching Assistant, University of Southern California <ul style="list-style-type: none"> <li>• COMM 309 Communication and Technology (Fall 2021)</li> </ul>   |
| 2019      | Teaching Assistant, Big Data Institute, Seoul National University <ul style="list-style-type: none"> <li>• Introductory Course on Python and MySQL</li> </ul>   |
| 2017–2018 | Teaching Assistant, Seoul National University <ul style="list-style-type: none"> <li>• 211.706 Studies in Visual Communication (Fall 2018)</li> <li>• 211.669 Cultural Studies and Visual Methods (Spring 2018)</li> <li>• 200.113A Understanding Communication (Spring 2018)</li> <li>• M1312.001200 Media and Storytelling (Fall 2017)</li> </ul> |

### Guest Lecture

|      |  |
|------|--|
| 2024 | <i>Computational Social Network Analysis in Games</i> . Video Games: Business, Science and Culture (by Prof. Dmitri Williams). Annenberg School for Communication and Journalism, University of Southern California. February 5. |
|------|--|

## Research Experience

---

|       |  |
|-------|--|
| 2023– | Student Researcher <ul style="list-style-type: none"> <li>• Grant: Dean's Faculty Research Fund, University of Southern California (\$9,000)</li> <li>• PI: Dr. Lindsay Young, co-PI: Dr. Aimei Yang, Dr. Marlon Twyman</li> <li>• Designed survey items to measure the effects of message framing and information diversity on susceptibility to climate change disinformation</li> </ul> |
| 2022– | Research Assistant   |

- Supervisor: Dr. Lindsay Young
  - Conducted content analysis on tweets and analyzed hashtags co-occurrence networks for Black Trans Lives Matter (BTLM) Twitter online movement
- 2022 Research Assistant
- Measuring the Effectiveness of Digital Inclusion Approaches (MEDIA) Project
  - Grant: Pew Research Center, California Emerging Technology Fund (CETF)
  - Co-PI: Dr. François Bar, Dr. Hernan Galperin
  - Drafted policy briefs on US broadband consumer subsidy programs including the California Lifeline
- 2019–2020 Research Assistant, Lab Manager
- College of Liberal Studies, Seoul National University
  - Project Title: Big Data Studies: In Search of the New Normal in the Humanities (PI: Dr. Javier Cha)
  - Conducted research on big data, data centers, and surveillance
  - Coordinated lab meetings and handled general administrative tasks
- 2019–2020 Research Assistant
- Institute of Communication Research, Seoul National University
  - Project Title: When Rewards Become Punishment: Motivated Misattribution of Outgroup Member's Good Deeds (PI: Dr. Eun-Ju Lee)
  - Designed experimental stimuli and questionnaire to test the effect of media coverage on the attribution of in- and outgroups members and conducted statistical analyses
- 2019 Research Assistant
- Project Title: Elsewhere Project (PI: Dr. Lev Manovich)
  - Collected and analyzed data on diffusion of global concepts in national Wikipedia
- 2018–2019 Research Assistant
- Institute of Communication Research, Seoul National University
  - Project Title: From Selective Exposure to Opinion Polarization: How Perceived Public Opinion and User Choice Moderate the Effects of Partisan News (PI: Dr. Eun-Ju Lee)
  - Designed experimental stimuli and questionnaire to test the effects of selective exposure on opinion polarization and conducted statistical analyses
- 2018 Research Assistant
- Institute of Communication Research, Seoul National University
  - Project Title: Basic Research for Foundation of Seoul National University (SNU) Popular Culture Archive and Research Institute (PI: Dr. Sugmin Youn)
  - Collected data on foreign digital/audiovisual archives providing model for proposal of 'SNU Popular Culture Archive'
- 2017–2018 Monitor Staff, Seoul National University (SNU) Fact Check Center
- Reviewed fact-checking articles uploaded on SNU Fact Check website, drafted 'Fact-checking Trend Report for 19<sup>th</sup> Korean Presidential Election,' proposed news items for fact-checking to Korean News Agencies, translated 'Fact-Checking Guidelines for Newsrooms' and global fact-checking trends

## Research Affiliations

---

- 2023– Health and Equity Media Collaborative, University of Southern California  
(PI: Dr. Robin Stevens)

|       |  |
|-------|--|
| 2022  | Annenberg Research Network on International Communication (ARNIC), University of Southern California (Co-Directors: Dr. François Bar, Dr. Hernan Galperin) |
| 2021– | Annenberg Game Group, University of Southern California<br>(PI: Dr. Dmitri Williams)   |
| 2020– | Annenberg Networks Network (ANN), University of Southern California<br>(Co-Directors: Dr. Lindsay Young, Dr. Aimei Yang, and Dr. Marlon Twyman)            |
| 2020– | Media as Socio-Technical Systems (MASTS), University of Southern California<br>(Co-Directors: Dr. Mike Ananny, Dr. Colin McClay)                           |

## Service

---

Reviewer: *International Journal of Communication*, *Annual International Communication Association Conference (ICA)*, *National Communication Association Annual Convention (NCA)*, *The International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>)*

## Professional Membership

---

International Communication Association (ICA)

*Health Communication, Communication & Technology, Computational Methods*

National Communication Association (NCA)

*Health Communication, Human Communication & Technology, Mass Communication*

Korean American Communication Association (KACA)

## Special Training

---

|      |  |
|------|--|
| 2023 | Summer Institute in Computational Social Science held at University of Pennsylvania (SICSS-Penn)   |
| 2022 | Inter-University Consortium for Political and Social Research (ICPSR) Summer Program in Quantitative Methods of Social Research <ul style="list-style-type: none"> <li>Courses taken: Network Analysis II (Advanced Topics), Regression Analysis II</li> </ul> |
| 2019 | Data Science Boot Camp (1 month), Big Data Institute, Seoul National University <ul style="list-style-type: none"> <li>Courses taken: Advanced Python for Data Science, Basics of Machine Learning, Basics of Deep Learning</li> </ul>                         |
| 2019 | Introductory Course on Python and MySQL (4 months), Big Data Institute, Seoul National University  |
| 2018 | Summer Program in Methods of Social Science Research (2 weeks), Korea Social Science Data Archive (KOSSDA), Seoul, South Korea <ul style="list-style-type: none"> <li>Courses taken: Intermediate Statistics, Text Analysis (with R)</li> </ul>                |

## Languages/Skills

---

|                 |   |
|-----------------|---|
| Language        | English (Fluent), Korean (Native)   |
| Tools/Software  | R, Python, UCINET, SPSS, NVivo, LIWC (Automated text analysis program)    |
| Computer Skills | Premiere and Photoshop, Certified Microsoft Office Specialist 2007 Master |