Eugene Jang

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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 108th 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 10th International Conference on Computational Social Science (IC^{2}S^2). 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 74th 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 74th 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 18th 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 18th 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 109th

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 43rd 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 73rd 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 73rd 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 108th 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 72nd 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 72nd 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 72nd 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 107th 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 71st 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 70th 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 60th 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 12th 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	**Doctoral Study Abroad Fellow**, Korea Foundation for Advanced Studies (KFAS) *5-year doctoral grant ($65,000 total), pre-doctoral grant, and training*
2024–2025	**USC Graduate School Endowed Fellowship**, University of Southern California *1-year fellowship ($40,500 total)*
2020–Present	**Annenberg Graduate Fellowship & Assistantship**, Annenberg School for Communication and Journalism, University of Southern California *Full coverage of tuition, stipend, and health insurance*
2023	**Top Paper Award**, Game Studies Division, National Communication Association (NCA)
2023	**Top Student Paper Award**, Game Studies Division, International Communication Association (ICA)
2021	**Top Paper Award**, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Division, National Communication Association (NCA)
2017–2018	**Graduate Student Instructor (GSI) Scholarship**, Seoul National University
2016	**Summa Cum Laude**, Seoul National University
2014	**Merit-Based Scholarship**, CJ O Shopping
2013	**Merit-Based Scholarship**, Seoul National University

Research Grants

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

Travel Grants

2024	**Michael Haley Travel Grant** ($1,250), International Communication Association (ICA)

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

Teaching Experience

2024	Instructor of Record, University of Southern California • COMM 204 Public Speaking (Spring 2024)
2023	Teaching Assistant (Discussion Section), University of Southern California • COMM 200 Communication and Social Sciences (Fall 2023)
2021	Teaching Assistant, University of Southern California • COMM 309 Communication and Technology (Fall 2021)
2019	Teaching Assistant, Big Data Institute, Seoul National University • Introductory Course on Python and MySQL
2017–2018	Teaching Assistant, Seoul National University • 211.706 Studies in Visual Communication (Fall 2018) • 211.669 Cultural Studies and Visual Methods (Spring 2018) • 200.113A Understanding Communication (Spring 2018) • M1312.001200 Media and Storytelling (Fall 2017)

Guest Lecture

2024	*Computational Social Network Analysis in Games*. 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 • Grant: Dean's Faculty Research Fund, University of Southern California ($9,000) • PI: Dr. Lindsay Young, co-PI: Dr. Aimei Yang, Dr. Marlon Twyman • Designed survey items to measure the effects of message framing and information diversity on susceptibility to climate change disinformation
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 19th 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

(PI: Dr. Dmitri Williams)

2020–   Annenberg Networks Network (ANN), University of Southern California
(Co-Directors: Dr. Lindsay Young, Dr. Aimei Yang, and Dr. Marlon Twyman)

2020–   Media as Socio-Technical Systems (MASTS), University of Southern California
(Co-Directors: Dr. Mike Ananny, Dr. Colin McClay)

Service

Peer Review:

> *International Journal of Communication*, *Annual International Communication Association Conference* (ICA), *National Communication Association Annual Convention* (NCA), *The International Conference on Computational Social Science* (IC^{2}S^2)

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
- Courses taken: Network Analysis II (Advanced Topics), Regression Analysis II

2019   Data Science Boot Camp (1 month), Big Data Institute, Seoul National University
- Courses taken: Advanced Python for Data Science, Basics of Machine Learning, Basics of Deep Learning

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
- Courses taken: Intermediate Statistics, Text Analysis (with R)

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