

## Eugene Jang

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### Education

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- 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

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Health communication, social/digital media, AI, social support, health & social equity, science and technology studies (STS), social network analysis, computational social science

### Publications

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#### *Peer-Reviewed Journal Articles*

- Jang, E.** (forthcoming). 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***

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**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.

## Research Experience

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| 2023–     | <p>Student Researcher</p> <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–     | <p>Research Assistant</p> <ul style="list-style-type: none"> <li>• Supervisor: Dr. Lindsay Young</li> <li>• Conducted content analysis on tweets and analyzed hashtags co-occurrence networks for Black Trans Lives Matter (BTLM) Twitter online movement</li> </ul>  |
| 2022      | <p>Research Assistant</p> <ul style="list-style-type: none"> <li>• Measuring the Effectiveness of Digital Inclusion Approaches (MEDIA) Project</li> <li>• Grant: Pew Research Center, California Emerging Technology Fund (CETF)</li> <li>• Co-PI: Dr. François Bar, Dr. Hernan Galperin</li> <li>• Drafted policy briefs on US broadband consumer subsidy programs including the California Lifeline</li> </ul>  |
| 2019–2020 | <p>Research Assistant, Lab Manager</p> <ul style="list-style-type: none"> <li>• College of Liberal Studies, Seoul National University</li> <li>• Project Title: Big Data Studies: In Search of the New Normal in the Humanities (PI: Dr. Javier Cha)</li> <li>• Conducted research on big data, data centers, and surveillance</li> <li>• Coordinated lab meetings and handled general administrative tasks</li> </ul>  |
| 2019–2020 | <p>Research Assistant</p> <ul style="list-style-type: none"> <li>• Institute of Communication Research, Seoul National University</li> <li>• Project Title: When Rewards Become Punishment: Motivated Misattribution of Outgroup Member’s Good Deeds (PI: Dr. Eun-Ju Lee)</li> <li>• Designed experimental stimuli and questionnaire to test the effect of media coverage on the attribution of in- and outgroups members and conducted statistical analyses</li> </ul> |
| 2019      | <p>Research Assistant</p> <ul style="list-style-type: none"> <li>• Project Title: Elsewhere Project (PI: Dr. Lev Manovich)</li> <li>• Collected and analyzed data on diffusion of global concepts in national Wikipedia</li> </ul>  |

- 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

### Honors and Awards

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- 2020–2025      **Doctoral Study Abroad Fellow**, Korea Foundation for Advanced Studies (KFAS)  
*5-year doctoral grant, pre-doctoral grant, and training*
- 2024–2025      **USC Graduate School Endowed Fellowship** (1-year fellowship), Annenberg School for Communication and Journalism, University of Southern California
- 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

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- 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	<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

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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

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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.
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### Research Affiliations

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2023–	Health and Equity Media Collaborative, University of Southern California
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(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)

### Professional Membership

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International Communication Association (ICA)

*Health Communication*

*Interpersonal Communication*

*Communication & Technology*

*Computational Methods*

National Communication Association (NCA)

*Health Communication*

*Human Communication and Technology*

*Mass Communication*

Korean American Communication Association (KACA)

### Special Training

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- 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 Intermediate course in R Programming (2 weeks), 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)
- 2017 Summer Program in Methods of Social Science Research (2 weeks), Korea Social Science Data Archive (KOSSDA), Seoul, South Korea
- Courses taken: Basic Statistics

## Work Experience

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- 2016–2017      SSAT Lecturer, YBM S&S Institute – Seocho-gu, Seoul, South Korea
- Taught reading comprehension/verbal sections

## Additional Experience

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- 2014–2015      Volunteer, Good Law NGO – Seocho-gu, Seoul, South Korea
- Monitored ‘Court of law’ and ‘2014 Inspection of Administration’
  - Translated foreign Constitutions and educational law content
- 2012              Intern, SBS Broadcasting center – Yangcheon-gu, Seoul, South Korea
- Collected data on Korean variety shows
  - Managed online website and translated media content

## Languages/Skills

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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