

# HASEON PARK

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<http://haseon-park.github.io>

## EDUCATION

- The University of Alabama, Tuscaloosa, AL** May 2022 (Expected)  
Ph.D. Candidate, Department of Advertising and Public Relations,  
College of Communication and Information Sciences  
**Doctoral Committee Members:** Dr. Jameson Hayes (Chair), Dr. Joseph Phelps, Dr. Michael Parrott,  
Dr. Brian Britt, and Dr. Gregory Bott  
**Dissertation:** Towards Sustainable Consumer-brand Relationship Building within Hashtag-based Online  
Brand Communities: A Longitudinal, Computational, and Survey-based Examination of  
How Social Identity and Optimal Distinctiveness Impact Consumer Engagement
- University of North Dakota, Grand Forks, ND** Aug. 2016–May 2018  
M.A., Communication
- Korea Aerospace University, Goyang, Korea** Mar. 2012–Aug. 2016  
B.A., English
- University of North Dakota, Grand Forks, ND** Spring 2015–Fall 2015  
Exchange Student, English

## AT A GLANCE

- **Research Interests:** computational advertising, consumer-brand relationship building in emergent media, influencer advertising, native advertising
- **Research Productivity:** 6 peer-reviewed journal publications (2 first-authored), 1 peer-reviewed journal publication under review, 6 manuscripts in progress (4 first-authored), 12 conference papers, 6 research presentations, 2 grants
- **Teaching:** Channel Planning (instructor of record; teaching assistant), Media Strategy & Analytics (teaching assistant)
- **Professional Experience:** Weber Shandwick Media Genius Fellow, Marketing Analytics Intern
- **Service:** IJA editorial assistant, JA Student Reviewer Trainee, AAA Graduate Student Interest Committee
- **Certifications:** Sprinklr CXM Certifications (Research Analyst, Engagement Analyst, Ads Analyst Pro), Google Analytics

## PEER-REVIEWED JOURNAL PUBLICATIONS

- Hayes, Jameson, Steven Holiday, and **Haseon Park** (forthcoming), “Corporate Social Responsibility & The Advertising Strategic Planning Process: A Literature Review & Research Agenda,” *International Journal of Advertising*.
- Kim, Soojung, **Haseon Park**, and Joonghwa Lee (2021), “Snapchat Usage from the International Perspective: Comparison between the United States and South Korea,” *International Journal of Mobile Communications*, 19(1).

- Britt, Rebecca, Jameson Hayes, Brian Britt, and **Haseon Park** (2020), “Too Big to Sell? A Computational Analysis of Network and Content Characteristics among Mega and Micro Beauty and Fashion Social Media Influencers,” *Journal of Interactive Advertising*, 1-25.
- Zhu, Xun, Youllee Kim, and **Haseon Park** (2020), “Do Messages Spread Widely Also Diffuse Fast? Examining the Effects of Message Characteristics on Information Diffusion,” *Computers in Human Behavior*, 103, 37-47.
- **Park, Haseon** and Joonghwa Lee (2019), “Discourse Analysis of Online Product Reviews: A Discussion of Digital Consumerism and Culture,” *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(2).
- **Park, Haseon**, Soojung Kim, and Joonghwa Lee (2018), “Native Advertising in Mobile Applications: Thinking Styles and Congruency as Moderators,” *Journal of Marketing Communications*, 1-21.

### **PEER-REVIEWED JOURNAL PUBLICATIONS UNDER REVIEW**

- Brinson, Nancy, Steven Holiday, **Haseon Park**, and Yuanwei Lyu, “Connecting or Concerning: Mechanisms of the Perceived and Actual Influence of Addressable TV Advertising on Children and Their Parents,” under review in the *Journal of Advertising*.

### **PEER-REVIEWED CONFERENCE PAPERS**

- Brinson, Nancy, Steven Holiday, **Haseon Park**, and Yuanwei Lyu (2021), “Connecting or Concerning: Mechanisms of the Perceived and Actual Influence of Addressable TV Advertising on Children and Their Parents,” to be presented at the *American Academy of Advertising 2022 Annual Conference*, Mar 24–27, St. Petersburg, FL.
- **Park, Haseon**, Jameson Hayes, Guy Golan, and Janelle Applequist (2020), “The Role of Twitter Usage Motivations in Influencing Brand, Influencer, and Peer User Impacts on Native Ad Brand Outcomes,” presented at the *American Academy of Advertising 2021 Annual Conference*, Mar 18– 21, Virtual.
- **Haseon Park** (2020), “Effectiveness of Social Media Influencer Advertising: Attachment to Social Media as a Key to Positive Consumer Engagement,” presented at the *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, Aug. 6–9, Virtual.
- **Haseon Park** (2020), “Exploring Twitter Conversations around Four Brand Categories: A Computational Approach to Identify Dominant Topics and Content Characteristics,” presented at the *Association for Education in Journalism and Mass Communication 2020 Annual Conference*, Aug. 6–9, Virtual.

- **Haseon Park** (2020), “What is Engagement in Influencer Advertising on Social Media?: An Investigation of Psychological and Behavioral Aspects,” presented at *the 2020 Association for Education in Journalism and Mass Communication Southeast Colloquium*, Virtual.
- **Haseon Park** (2020), “An Exploratory Study of Brand Communication on Twitter: Testing a Computational Approach to Identify Topic Dominance and Content Characteristics of Different Brand Categories,” presented at *the 2020 Association for Education in Journalism and Mass Communication Southeast Colloquium*, Virtual.
- Brinson, Nancy, Steven Holiday, **Haseon Park**, and Yuenwai Lui (2020), “Nobody Else But You”: Understanding the Influence of Children’s Personalized Advertising on Parents’ Purchase Intentions in the Age of Addressable Television,” presented at *the International Communication Association 2020 Annual Conference*, May. 21–25, Virtual.
- **Park, Haseon**, Joonghwa Lee, and Soojung Kim (2019), “Effects of Cultural, Social, and Technological Influences on Snapchat Usage: A Cross-Cultural Study Comparing United States, Germany, and South Korea,” presented at the *Association for Education in Journalism and Mass Communication 2019 Annual Conference*, Aug. 7–10, Toronto, Canada.
- Lee, Joonghwa, **Haseon Park**, Emily Gibbens, and Soojung Kim (2019), “A Comprehensive Picture of Super Bowl Ads: Content Analysis of Super Bowl Ads From 1965s to 2015s,” presented at the *American Academy of Advertising 2019 Annual Conference*, Mar. 28–31, Dallas, TX.
- **Park, Haseon**, Soojung Kim, and Joonghwa Lee (2018), “Snapchat Usage from the International Perspective: Comparison between the United States and South Korea,” presented at the *Association for Education in Journalism and Mass Communication 2018 Annual Conference*, Aug. 6–9, Washington, DC.
- **Park, Haseon**, and Joonghwa Lee (2018), “Discourse Analysis of Online Product Reviews in Online Shopping Websites in the Aspect of Digital Consumerism and Culture,” presented at the *American Academy of Advertising 2018 Annual Conference*, Mar. 22–25, New York, NY.
- **Haseon Park** (2017), “Effects of Brand Placement in Mobile Applications on Consumer Responses,” presented at the *Association for Education in Journalism and Mass Communication 2017 Annual Conference*, Aug. 9–12, Chicago, IL. (Third Place Winner in the Research Competition)

## **MANUSCRIPTS IN PROGRESS**

- **Park, Haseon**, Jameson Hayes, Guy Golan, and Janelle Applequist, “The Moderating Role of Twitter Usage Motivations on Consumer-brand Relationships, Authorship, and Ad Disclosure Influence on Native Advertising Outcomes,” – **Manuscript Revision** stage (Target Journal: *Journal of Interactive Advertising*)

- **Park, Haseon**, Jameson Hayes, Soojung Kim, and Joonghwa Lee, “Attachment and Social Media Influencer Advertising: How Attachment to Social Media, Brand Attachment, and Influencer Attachment Intertwine with User-Influencer Congruence and Influencer Type to Impact Influencer Advertising Outcomes on Instagram,” – **Manuscript Revision** stage (Target Journal: *Journal of Current Issues & Research in Advertising*)
- **Park, Haseon**, Jameson Hayes, and Stephen Rush, “Incidentally, Incidental Brand Exposure Doesn’t Matter: An Investigation of Incidental Brand Exposure, Consumer-Brand Relationships, and Persuasion Knowledge in Mobile Native Ads on Instagram,” – **Manuscript Revision** stage (Target Journal: *International Journal of Advertising*)
- Hayes, Jameson, Jihoon Kim, **Haseon Park**, and Yuanwei Lyu, “Broadening the Horizons of Advertising Research: An Analysis of Advertising Research Trends in Other Disciplines from 2011 through 2020,” – **Manuscript Revision** stage
- **Park, Haseon**, Jameson Hayes, and Rebecca Britt, “Cross-Cultural Perspectives on Social Media Influencer Advertising: Comparison of Network and Content Characteristics between U.S. and South Korea” – **Data Analysis** stage (Target Journal: *Journal of Interactive Advertising*)
- Park, Bumsoo and **Haseon Park**, “Disclosing What in Influencer Advertising: Examination of Impartiality Ad Disclosure and Role of Persuasion Knowledge” – **Data Collection** stage (Target Journal: *Journal of Interactive Advertising*)

## **OTHER RESEARCH PRESENTATIONS**

- **Park, Haseon** (2021), “Doctoral Students on Being a Doctoral Student: Research Examples from Current Doctoral Students” presented in *Panel 7* at the *2021 AAA Graduate Student Symposium*, Sep. 10, 2021, Virtual.
- Lee, Joonghwa, **Haseon Park**, Emily Gibbens, and Soojung Kim (2019), “50 Years of Super Bowl Ads: A Content Analysis from 1967 to 2018” presented at the *2019 GRAD Day Research Competition*, Mar. 7, 2019, University of North Dakota, ND. (Top 30 Finalists)
- **Park, Haseon** (2019), “Native Advertising: Is It Worth the Money?” presented at the *3MT (3 Minute Thesis) Research Communication Competition*, Jan. 23, 2019, University of North Dakota, ND.
- **Park, Haseon**, and Joonghwa Lee (2018), “Online Consumer Power in Online Product Reviews of E-Commerce Websites: Comparison between the United States and South Korea” presented at the *2018 GRAD Day Research Competition*, Mar. 6, 2018, University of North Dakota, ND. (Top 30 Finalists)
- **Park, Haseon**, Soojung Kim, and Joonghwa Lee (2017), “Effects of Brand Placement in Mobile Applications on Consumer Responses” presented at the *2017 GRAD Day Research Competition*, Mar. 3, 2017, University of North Dakota, ND.
- **Park, Haseon** (2017), “Interpersonal Communication Strategies in a Situation of Crisis: Crisis Communication Perspective” presented at the *Graduate Colloquium* held by the Department of Communication, Jan. 31, 2017, University of North Dakota, ND.

## **RESEARCH EXPERIENCES**

### **JA Student Reviewer Trainee**

Fall 2020–Spring 2021

*Journal of Advertising*

- Selected as a student reviewer participating in Student Reviewer Training (SRT) program from the Journal of Advertising
- Reviewed an original article submitted to the Journal of Advertising under the guidance of Dr. Jameson Hayes

### **Editorial Assistant**

Spring 2020

*International Journal of Advertising*

- Served as an editorial assistant for the International Journal of Advertising Special Issue on Advertising & Social Responsibility

### **Research Assistant to Dr. Jameson Hayes**

Fall 2019–present

*The University of Alabama, AL*

- Assisted in scraping and sorting Twitter data from Crimson Hexagon
- Assisted in leading coder training for a content analysis project
- Participated as a coder for a content analysis project

### **Research Assistant to Dr. Nancy Brinson**

Fall 2019

*The University of Alabama, AL*

- Assisted in collecting data with a lab experiment for testing the influence of personalized television advertising on children
- Collected and summarized previous literature related to persuasion knowledge, personalized and addressable television advertising

### **Member of Strategic Media & Advertising Research Team's Lab**

Fall 2016–Spring 2019

*University of North Dakota, ND*

- Served as lab coordinator for the Strategic Media and Advertising Research Team's Lab (SMART's Lab) led by Drs. Joonghwa Lee and Soojung Kim at the Department of Communication
- Diffusion of Twitter and Big Data Project (Fall 2018-present)
- Social Media and User-Generated Ad Project
- Super Bowl Ad Project (Fall 2017–Fall 2018)
- Snapchat Project
- Online Product Review Project
- Mobile Game Project (Fall 2016)

### **Research Assistant to Dr. Pamela Kalbfleisch**

Jan. 2017–May 2017

*University of North Dakota, ND*

- Assisted in collecting experimental data for research on the effects of multitasking and empathy in interpersonal communication
- Controlled the lab for the experiment with audio and video recording

### **Research Assistant to Dr. Soojung Kim**

Feb. 2016

*University of North Dakota, ND*

- Assisted in translating an English version of experimental news articles and online survey questionnaires to Korean and back-translating the Korean version to another English version for intercultural research on the public's responses to sports celebrity endorsements gone bad

#### **Undergraduate Research Assistant**

Jan. 2014–Aug. 2014

*Learning & Education Center, Goyang, Korea*

- Implemented research surveys or experiments
- Helped students correct their English pronunciation
- Recorded students' pronunciation of words and analyzed recordings using the Praat computer program
- Scheduled consultations with professors

## **TEACHING EXPERIENCES**

#### **Instructor of Record**

Summer 2021

*The University of Alabama, AL*

- APR 422 Channel Planning
- Leading the class as an independent instructor and guiding students to learn overall media planning process with several softwares including Nielsen's Commspoint Influence, AdSpender, Simply Analytics, etc.

#### **Teaching Assistant**

Fall 2020–Spring 2021

*The University of Alabama, AL*

- APR 422 Channel Planning (Fall 2020, Spring 2021): Taught four lab sections of APR 422 and guided students on how to operate media analysis tools, such as Commspoint Influence, AdSpender, and Simply Analytics, and interpret the market data to plan for strategic media buy.
- APR 522 Media Strategy & Analytics (Spring 2021): Assisted Dr. Nancy Brinson with course management and grading

#### **Instructor of Record**

Fall 2016–Spring 2019

*University of North Dakota, ND*

- COMM 110 Fundamentals of Public Speaking
- Taught two sections of COMM 110 course (Fall 2016–Spring 2017)
- Taught three sections of COMM 110 course (Fall 2017–Spring 2019)

#### **Guest Lecturer**

Nov. 20, 2018

*University of North Dakota, ND*

- COMM 410 Research Methods in Communication
- Topic: Introduction to Big Data

#### **Guest Lecturer**

Oct. 18, 23, 2018

*University of North Dakota, ND*

- COMM 374 Principles of Strategic Communication
- Topic: Chapter 9. Promotional Writing

#### **Guest Lecturer**

Aug. 27, 2018

*University of North Dakota, ND*

- COMM 402 International and Intercultural Communication
- Topic: Introducing Cultural Characteristics of South Korea

#### **Graduate Teaching Assistant**

Spring 2017

*University of North Dakota, ND*

Fall 2016

- COMM 410 Research Methods in Communication (Spring 2017)
- COMM 212 Interpersonal Communication (Fall 2016)
- COMM 402 International and Intercultural Communication (Fall 2016)

**Tutor**

*University of North Dakota, ND*

Fall 2016

- Participated in tutoring for language exchange in Korean Language School held by Korean Culture Exchange Club
- Taught Korean to non-Korean speakers once a week

**Teaching Volunteer**

Feb. 2013–Sept. 2014

*Seoul Salvation Army Child Care Center, Seoul, Korea*

- Volunteered as a teacher for children at the Seoul Salvation Army Child Care Center as a member of the volunteering club “ARAM”
- Taught Korean, mathematics, and English to second- and seventh-grade students

**PROFESSIONAL EXPERIENCES & SERVICE**

**AAA/AEF Future Visiting Professor Program**

Jun. 2021

*American Academy of Advertising*

- Selected to participate in industry immersion sessions to learn insights from the industry leaders of marketing and advertising from McCann, Ogilvy, R/GA, IBM, and Wavemaker

**Undergraduate Research & Creative Activity Conference**

Mar. 2021

*The University of Alabama*

- Served as a judge for evaluating undergraduate students' research presentations

**AAA Graduate Student Committee**

Spring 2021–present

*American Academy of Advertising*

- Served as a committee member of AAA Graduate Student Ad-hoc Committee to organize future conference events oriented toward enhancing graduate students' experiences at the annual AAA conferences
- Organized 2021 AAA Graduate Student Symposium and served as the moderator of panel 3

**Marketing Analytics Intern**

Fall 2020

*The University of Alabama*

- Served as a marketing analytics intern at the University of Alabama Marketing Department
- Analyzed undergraduate student recruiting email campaign data and provided data interpretations and suggestions for future campaigns

**Weber Shandwick Media Genius Fellow**

Jun. 2020–Jul. 2020

*Weber Shandwick, NY*

- Selected for inaugural Media Genius Master Class Fellowship

- Participated in 5-week sessions of industrial deep-dive workshop to sharpen media skills by exploring discussion topics, such as the impact of misinformation and disinformation, emerging media formats and various content canvas, shifting influencer landscape, and its impact

**AAA Annual Conference Registration Student Volunteer**

Mar. 2017, 2018, 2019

*American Academy of Advertising*

- Provided information about the AAA 2017, 2018, and 2019 annual conference
- Assisted Patricia Rose and Betty Djerf with greeting attendees and helping them complete registration for the conference (AAA 2017)
- Assisted on-site registration process (AAA 2018, 2019)

**Korean Culture Exchange Club**

Fall 2016–Fall 2018

*University of North Dakota, ND*

- Vice President (Fall 2017–Fall 2018)
- President (Fall 2016–Spring 2017)
- Developed Korean Language School (KLS) and Korean Culture Night

**Sales Associate**

Feb. 2016–Jun. 2016

*Olive Young, Seoul, Korea*

- Served customers by providing information of products
- Managed products and acquired knowledge about distribution and sale of products

**Editor**

Feb. 2013–Sept. 2014

*Seoul Salvation Army Child Care Center, Seoul, Korea*

- Published an annual report featuring students' activities
- Collected articles from members and sorted information into relevant sections

**Administrative Assistant**

Oct. 2013–Dec. 2013

*Korean Aviation Safety Institute, Goyang, Korea*

- Assisted with office work
- Managed schedules

**Sales Associate**

Jun. 2013–Sept. 2013

*Dunkin Donuts, Goyang, Korea*

## **SCHOLARSHIPS, HONORS, & AWARDS**

**Conference and Research Funding  
Award (\$600)**

*The University of Alabama*

Sep. 2021

**AEJMC Advertising Division Graduate  
Student Research Grant (\$650)**

*AEJMC 2021 Annual  
Conference*

Aug. 2021

**Graduate Council Fellowship (\$52,041)**

*The University of Alabama*

Fall 2021–  
Spring 2022  
Jan. 2021

**AAA Graduate Student Scholarship  
(\$100)**

*American Academy of  
Advertising*

**Lillian Elsinga Outstanding Student  
Leader Award**

*University of North Dakota*

Apr. 2018



<b>AAA Graduate Student Travel Award (\$500)</b>	<i>American Academy of Advertising</i>	Mar. 2018
<b>Top 30 Finalists in the GRAD Day Research Competition</b>	<i>University of North Dakota</i>	Mar. 2019 Mar. 2018
<b>Doctoral Student Travel Grant (\$500)</b>	<i>University of North Dakota</i>	Feb. 2018
<b>Third Place Winner in the Research Competition</b>	<i>AEJMC 2017 Annual Conference</i>	Aug. 2017
<b>Honors Scholarship</b>	<i>Korea Aerospace University</i>	Spring, Fall 2012 Spring 2013, 2015
<b>Exchange Student Scholarship</b>	<i>Korea Aerospace University</i>	Fall 2014
<b>Research Assistant Scholarship</b>	<i>Korea Aerospace University</i>	Spring 2014
<b>Administrative Assistant Scholarship</b>	<i>Korea Aerospace University</i>	Fall 2013

## **PROFESSIONAL MEMBERSHIPS**

<b>American Academy of Advertising</b>	Mar. 2017–present
<b>Association for Education in Journalism and Mass Communication</b>	Aug. 2016–present
▪ <b>Advertising Division</b>	May. 2021–present