

HEESOO JANG | CV

🏠 heesoojang.com | ✉ heesoo@unc.edu | 🐦 HeesooJang2

Governing AI technology and digital platforms for people and democracy

-
Royster Fellow & Cole Fellow

@ Hussman School of Journalism and Media, University of North Carolina at Chapel Hill

-
Graduate Affiliate & Policy Collaboration GRA

@ the Center for Information Technology, and Public Life (CITAP)

Research Skills

Research Interests | Artificial Intelligence & Digital Platforms, Discourse & Public Opinion, Policy & Ethics

Theories | Political Communication, Public Relations, Science & Technology Studies, Human-AI Interaction

Computational Skills | Python, R, SQL | SPSS, STATA, Qualtrics, MTurk

Quantitative Skills | Survey, Experiment, Content analysis, Statistical analysis

Qualitative Skills | Interview/Focus-group, Applied textual analysis, Grounded theory

Education

Ph.D. in Communication - University of North Carolina at Chapel Hill, USA

Expected 2023

- Dissertation (in-progress): An integrative framing study of the public discourse around AI ethics
- Advisor: Dr. Shannon McGregor

M.A. in Communication - Seoul National University, South Korea

2018

- Thesis: Generational Differences in News Literacy
- Advisor: Dr. Sugmin Youn

B.A. in Media and Communication - Korea University, South Korea

2016

- Double-major in Business Administration
- Minor in English Language and Literature

Manuscripts Under Revision or Review

Jang, H. & Cho, J. (Abstract accepted for special issue & full manuscript under review). An Assessment of Reported Biases and Harms of Large Language Model. *International Journal of Communication, Special Issue on Algorithmic Bias*

Jang, H., Barrett, B., & McGregor, S. C. (Invited to revise and resubmit). Social media policy in two dimensions: Understanding the role of anti-establishment beliefs and political ideology in Americans' attribution of responsibility regarding online content. *Information, Communication, & Society*.

Jang, H., & Lee, S. (Submitted for initial review). A Co-oriented Crisis Communication Model of an AI Scansis (CCC-MoS): A Case of Chatbot, Lee-Luda. *Public Relations Review*.

Refereed Journal Publications

Jang, H. & Youn, S. (2019). Generational Differences in News Literacy. *Journal of Communication Research*, 56(3), 47-111.

Refereed Conference Presentations

Jang, H. (2022, September). Online public discourse about moral dilemma judgments of autonomous vehicles: emotions, standards, and values. Presented to the *2022 Moral Media Conference*, East Lansing, MI, USA.

Archer, A. M. N., Schmitt, C., McGregor, S. C., & **Jang, H.** (2022, September). Presidential Authority and the Legitimation of Far-Right News. Presented at *the annual meeting of the American Political Science Association*, Montreal, Canada

Jang, H., Barrett, B., & McGregor, S. C. (2022, August). Social media policy in two dimensions: Understanding the role of anti-establishment beliefs and political ideology in Americans' attribution of responsibility regarding online content. Presented to the *Political Communication Division, The Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Detroit, MI, USA.

Jang, H., & Lee, S. (2022, May). A co-oriented crisis communication model for an AI scansis: A Case of Chatbot, Lee-Luda. Presented to the *Public Relations Division Top Student Paper Panel, International Communication Association (ICA) annual conference*, Paris, France. **[Top Student Paper Award]**

Jang, H. (2022, April). The "Nth Room" case: transnational contexts in modern digital sex trafficking. Presented to the *Triangulating Race, Capital, and Technology Workshop, ACM CHI Conference on Human Factors in Computing Systems*, New Orleans, LA, USA.

Sutfin, E. L., Lazard, A., **Jang, H.**, Wagoner, K. G., Reboussin, B. A., Suerken, C., Soule, E. K., Kimes, C., Zizzi, A., Jenson, D., & Ross, J. C. (2021, October). [Abstract] Availability and Characteristics of Flavored Waterpipe Tobacco Sold Online in the U.S. Presented at the *Tobacco Regulatory Science meeting (virtual)*

Jang, H. (2021, August). [Poster] Computational Communication Science through Keywords. Presented at the *fourth annual Politics and Computational Social Science (PaCSS) conference, virtual (COVID-19)*. Poster URL: <https://cssh.northeastern.edu/nulab/pacss/2021-posters/#jang>

Jang, H., & Madhavi, R. (2021, August). [Extended Abstract] Intimacy and Connections: Celebrity Culture in Indian and South Korean Television Shows. Presented to the *Entertainment Studies Interest Group, AEJMC annual virtual conference (COVID-19)*.

Jang, H. (2021, May). Tik Tok: Motivations and Privacy Perceptions. Presented to the *Communication and Technology Division, ICA annual virtual conference (COVID-19)*.

Jang, H., & Riffe, D. (2020, May). (Extended Abstract) When The Robot Reporter Is A Specialist, Is It More Credible?. Presented to the *Human-Machine Communication Interest Group, ICA annual virtual conference (COVID-19)*.

Jang, H. (2018, November). Generational Differences in News Literacy in the Online News Environment. Presented at the *meeting of the University of Tokyo-Seoul National University-National Chengchi University Symposium*, Taipei, Taiwan, China.

Published Book Chapters

Ahn, S.*, **Jang, H.***, Kang, H.*, Park, S.*, & Youn, S. [PI]. (2020). Chapter 14. Media Policy Governance. In Youn, S. (Ed.), *Media Policy Governance*. Seoul: Seoul National University Press. [*equal first-authorship]

Jang, H.*, Kang, M.*, & Youn, S. [PI]. (2020). Chapter 16. AI Journalism Governance. In Youn, S. (Ed.), *Media Policy Governance*. Seoul: Seoul National University Press. [*equal first-authorship]

Invited Talks

Jang, H. (2022, Jun 16). Social Networks in Digital Communication. presented to the *Computational Social Science Reading Group, TechnoSoc: Sociologists of Digital Things (SDT)* ([more info](#)), virtual.

Jang, H. (2022, Feb 16). AI Needs Journalism and PR as much as Journalism and PR need AI. presented at the *Visiting International Scholars (VIS) Program, University of North Carolina at Chapel Hill*, North Carolina, USA.

Jang, H. (2021, Nov 22). Privacy in the Social Media Era. Presented to Instructor Syndey Nicolla's Media Ethics class. University of North Carolina at Chapel Hill, North Carolina, USA., virtual

Jang, H. (2019, Jan 28). Biases in the South Korean Current Affairs Television Programs. presented at the *Institute of Communication Research, Seoul National University*, Seoul, South Korea.

Invited Publications

Jang, H. (2022, Mar). Reuters Institute Report: Journalism, media, and technology trends and predictions 2022 (Korean). *Newspaper & Broadcasting*, 615, 44-48. Seoul: Korea Press Foundation.

Jang, H. (2021, Jan). Journalism under the Biden administration? (Korean). *Newspaper & Broadcasting*, 601, 68-73. Seoul: Korea Press Foundation.

Jang, H. (2019, Jan). Biases in the South Korean Current Affairs Television Programs. presented at the *Institute of Communication Research, Seoul National University*, Seoul, South Korea.

Public Scholarship

English publications

Jang, H. (2022, Sep 14). Tech Companies Sit on Sidelines While Korean Children Are Drawn Into Digital Sex Trafficking. *Tech Policy Press*. URL: <https://techpolicy.press/tech-companies-sit-on-sidelines-while-korean-children-are-drawn-into-digital-sex-trafficking/>

Jang, H. (2021, April 2). A South Korean Chatbot Shows Just How Sloppy Tech Companies Can Be With User Data. *Slate*. URL: <https://slate.com/technology/2021/04/scatterlab-lee-luda-chatbot-kakaotalk-ai-privacy.html>
- Cited in Dinan et al. (2021). Anticipating Safety Issues in E2E Conversational AI. <https://arxiv.org/abs/2107.03451>

Korean publications

Jang, H. (2021, Sep 21). How did Facebook become evil? (Korean). *Media Newsletter August*. URL: <https://stibee.com/api/v1.0/emails/share/74BaYNUVFK7hVjZQq9sCZ62OgbZMQ==>

Jang, H. (2021, May 11). The Fake World of Mark Zuckerberg (Korean). *Media Newsletter August*. URL: https://stibee.com/api/v1.0/emails/share/PsUPp81OkbhU_vRcvB2JtArFGz27QA==

Interviews

Moorefield, N. (2022, Sep 16). News fatigue: what it is and how to avoid it. *The Well*. URL: <https://thewell.unc.edu/2022/09/16/news-fatigue-what-it-is-and-how-to-avoid-it/>

Research Positions

CITAP Policy Graduate RA - University of North Carolina at Chapel Hill, USA

July 2022 - present

· Supervisor: Dr. Daniel Kreiss

Graduate RA - University of North Carolina at Chapel Hill, USA

Aug 2020 - present

· Supervisor: Dr. Shannon McGregor

· Projects: News analysis of police violence | Analysis of embedded tweets in the news

Graduate RA - University of North Carolina at Chapel Hill, USA

May 2020 - Aug 2021

- Supervisor: Dr. Allison Lazard
- Grant: 2019-2022 National Cancer Institute/Food and Drug Administration R01CA239192. "Evaluating the Impact of Waterpipe Marketing Claims on Young Adults." PI: Erin Sutfin. \$1,311,866.

Graduate RA - Institute of Communication Research, Seoul National Univ., Korea

Sep 2017 - Jun 2019

- Supervisor: Dr. Sugmin Youn
- Projects: AI Journalism and its Legal and Social Accountabilities (published a book chapter) | Broadcast Impartiality of South Korean Current Affairs TV Programs (published a report) | Journalism Codes of Ethics Around the World (content analysis)

Researcher & Coordinator - SNU FactCheck Center, South Korea

Jan 2018 - Jun 2019

- Supervisor: Dr. Eunryung Chong
- Led a project as the lead researcher on the Governance Roadmap of the SNU FactCheck Center and produced a report that suggests a new governance model of the center Co-organized the first Korean FactCheck

Graduate Research Assistant - Korea Press Foundation, South Korea

Jan 2018 - Mar 2019

- Supervisor: Dr. Jungae Yang
- Project: News Literacy Curriculum Evaluation

Teaching Positions

Instructor of Record - UNC-Chapel Hill, USA

Aug 2021 - May 2022

- Media Ethics (undergraduate)

Graduate Teaching Assistant - Seoul National University, South Korea

Sep 2016 - Jun 2017

- Media Industry and Policy (undergraduate)
- Communication Theory (undergraduate)
- Media, Culture, and Art Seminar (undergraduate)

Teaching Assistant - Howon University, South Korea

Sep 2014 - Dec 2014

- Intermediate Film Production (undergraduate)

Lecturer - GENII English Reporter Camp, South Korea

Aug 2017

- Media Reporting
- Sponsors: Seoul Metropolitan Government, Kagseo District Government, Korea Joongang Daily, & KC University

Other Positions

Editor (Stringer) | Media Newsletter August, Seoul, South Korea | 2021

Journalist (Stringer) | Joongang Ilbo, Seoul, South Korea | 2013-2014

Intern Journalist (Stringer) | Joongang Ilbo, Seoul, South Korea | 2012-2013

Honors and Awards

Top Student Paper Award | Public Relations Division, 72nd International Communication Association (ICA) Conference | 2022

Michael Haley Travel Grant | Funded by the International Communication Association | \$500 | 2022

Gary Marsden Travel Award | Funded by SIGCHI, ACM CHI Conference on Human Factors in Computing Systems. | Financial support for conference registration, flight, and accommodation ([more info](#)) | 2022

Graduate Student Transportation Grant | Funded by the Graduate School, University of North Carolina at Chapel Hill | Up to \$ 1000 support for travel transportation | 2022

Royster Fellowship (William R. Kenan Jr. Fellowship) | Funded by the Royster Society of Fellows | University of North Carolina at Chapel Hill | 4 years of tuition support, stipend, health insurance, and \$2000 travel fund ([more info](#)) | 2019-2023

Richard Cole Eminent Professor Graduate Student Fellowship | Funded by the Hussman School of Journalism and Media | University of North Carolina at Chapel Hill | 3 years of tuition support, stipend, health insurance, and a total of \$6000 research/travel fund | 2019-2023

Graduate Student Instructor (GSI) Scholarship (one semester) | Funded by the Department of Communication, Seoul National University | tuition support & annual stipend of ₩3,600,000, or approximately \$3025 | 2019

Social Science Research Grant | Funded by the College of Social Sciences, Seoul National University | ₩3,000,000, or approximately \$2520.16) | 2018

International Travel Grant | Funded by the Institute of Communication Research, Seoul National University | Approximately \$1000 financial support for flight & accommodation | 2018

Graduate Student Instructor (GSI) Scholarship (three semesters) | Funded by the Department of Communication, Seoul National University | Tuition support & annual stipend of ₩2,400,000, or approximately \$2009 | 2017-2018

Certificate of Appreciation | Korea Association for Persons with Physical Disabilities | 2017

Graduation Honors | Korea University | 2016

Undergraduate Excellence Scholarship | Funded by Korea University | tuition support | 2011-2012

Academic Services

Reviewer | Association for Education in Journalism and Mass Communication | 2022

Reviewer | Journal of Information, Technology & Politics | 2021

Reviewer | International Communication Association | 2019-2021

Professional Memberships

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Association for Computing Machinery (ACM)