HEESOO JANG

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EDUCATION

Ph.D. in Media and Communication, *2024*
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina, USA

M.A. in Communication, *2018*
Department of Communication
Seoul National University
Seoul, South Korea

B.A. in Media and Mass Communication & Business, *2016*
School of Media & Communication
Korea University Business School
Korea University,
Seoul, South Korea

ACADEMIC POSITIONS

Assistant Professor of Media Law and Ethics, *September 2024 — Present*
Department of Journalism
University of Massachusetts Amherst
Amherst, Massachusetts

GloTech Faculty, *September 2024 — Present*
Global Technology for Social Justice Lab (GloTech)
University of Massachusetts Amherst
Amherst, Massachusetts

Faculty Affiliate, *September 2024 — Present*
Center for Information, Technology, and Public Life (CITAP)
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina

Policy Graduate Research Assistant, *July 2022 — July 2024*

Center for Information, Technology, and Public Life (CITAP)
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina

Graduate Research Assistant, *May 2020 — July 2024*
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina

Researcher, *January 2018—June 2019*
Seoul National University (SNU) FactCheck Center
Seoul National University
Seoul, South Korea

Graduate Research Assistant, *September 2017—June 2019*
Institute of Communication Research
Seoul National University
Seoul, South Korea

Graduate Research Assistant, *January 2018—March 2019*
Korea Press Foundation
Seoul, South Korea

SELECTED REFEREED JOURNAL PUBLICATIONS

Jang, H.*, & Kreiss, D.* (2024). Analyzing "Democracy-Framed Journalism": The Case of Media Coverage of Election Deniers During the 2022 U.S. Midterm Elections. *International Journal of Press/Politics.* [*equal authorship]
https://journals.sagepub.com/doi/10.1177/19401612241235819

Archer, A. M. N., Schmitt, C., McGregor, S. C., & **Jang, H**. (2024). Presidential Authority and the Legitimation of Far-Right News. *International Journal of Press/Politics.*
https://journals.sagepub.com/doi/10.1177/19401612241235630

Jang, H., & Lee, S. (2023). Introducing the Co-oriented Scansis (CoS) model: A case of chatbot, Lee-Luda. *Public Relations Review.*
https://www.sciencedirect.com/science/article/pii/S0363811123000759

Jang, H., Barrett, B., & McGregor, S. C. (2023). 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.*
https://www.tandfonline.com/doi/full/10.1080/1369118X.2023.2234970

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

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]

REFEREED CONFERENCE PRESENTATIONS

1. Jang, H.*, McGregor, S.C.*, & Neill, L.* (Accepted for 2025, September). Investigating the Democratic Alignment of LLMs during the 2024 U.S. Elections. *2025 American Political Science Association Conference* [*equal authorship]

2. Jang, H., Ringel, E., & Reid, A. (2025, June). The Future of Justice: A Computational Mixed-method Approach to News Coverage of AI in the United States Legal System. *International Communication Association (ICA) Conference, Law & Policy Division*

3. Jang, H.*, Reid, A.*, & Ringel, E.* (2025, March). Beyond Innovation Diffusion Theory: Stakeholder Perspectives in News Coverage of Legal AI Adoption. *AEJMC Southeast Colloquium, Law & Policy Division* [*equal authorship] **[Top Faculty Paper Award]**

4. Jang, H., & Capizzo, L. (2025, March). Humans of AI in public relations: Practitioner and student perspectives on AI and leadership for the profession. *The 26th annual International Public Relations Research Conference (IPRRC)*, Orlando, Florida, USA.

5. Jang, H. & Cho, J. (2024, June). An Assessment of Reported Biases and Harms of Large Language Models. Human-Machine Communication Interest Group, *International Communication Association (ICA) 24*, Gold Coast, Australia. **[Top Paper Award]**

6. Jang, H. (2023, November). Bringing AI (Artificial Intelligence) Under Critical CSR Scrutiny: A Critical CSR Assessment of Major AI Companies' Communication of Responsible AI. *Public Relations Division, National Communication Association (NCA) 23*, National Harbor, MD.

7. Jang, H. (2023, October). Using Data Feminism to Study South Korea's Mass Digital Sex Trafficking Case. Presented at the *A Toolbox of Feminist Wonder Workshop at CSCW '23*., Minneapolis, MN.

8. Schmitt, C., Bach, P., Jang, H., McGregor, S. C., & Archer, A. (2023, September). "Fox News doesn't deliver for us anymore" – Political elites and far-right media. *Political*

Communication Section, American Political Science Association (APSA) Annual Meeting. Los Angeles, CA.

9. Jang, H. (2023, August). Understanding Americans' TikTok Privacy Concerns, Resistance, and Rejection via their Country Reputation of China. *Communication Technology Division Division/Interest Group, AEJMC Annual Conference*, Washington, D.C., USA.

10. Jang, H. (2023, March). What should CSR in the AI industry look like? — A current assessment and a framework for the future. *The 26th annual International Public Relations Research Conference (IPRRC)*, Orlando, Florida, USA.

11. 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.

12. 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 (APSA),* Montreal, Canada.

13. 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. *AEJMC Annual Conference*, Detroit, MI, USA.

14. Jang, H., & Lee, S. (2022, May). A co-oriented crisis communication model for an AI scansis: A Case of Chatbot, Lee-Luda. ICA Annual Conference, Paris, France. **[Top Student Paper Award]**

15. Jang, H. (2022, April). The "Nth Room" case: transnational contexts in modern digital sex trafficking. *CHI Conference on Human Factors in Computing Systems*, New Orleans, LA, USA.

16. 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). Availability and Characteristics of Flavored Waterpipe Tobacco Sold Online in the U.S. *Tobacco Regulatory Science meeting (virtual)*

17. Jang, H. (2021, August). [Poster] Computational Communication Science through Keywords. *Politics and Computational Social Science (PaCSS) conference*, virtual (COVID-19).

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

19. Jang, H. (2021, May). Tik Tok: Motivations and Privacy Perceptions. ICA annual virtual conference (COVID-19).

20. Jang, H., & Riffe, D. (2020, May). (Extended Abstract) When The Robot Reporter Is A Specialist, Is It More Credible?. *ICA annual virtual conference (COVID-19).*

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

REFEREED CONFERENCE PANELS & SIGS ORGANIZED

[panel] Jang, H., N. Narayanamoorthy, Schelenz, L., Brandner, L. T., Burkhardt, A., Hirsbrunner, S.D., & Timcke, S. (2023). Platform (In)Justice: A Call for a Global Research Agenda. In the *2023 ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW)*, Minneapolis, MN, USA. doi.acm.org?doi=3584931.3608439

[SIG] Jang, H., Narayanamoorthy, N., Schelenz, L., Brandner, L. T., Burkhardt, A., Hirsbrunner, S. D., Pidoux, J., Timcke, S., Lampinen, A., & Shaikh, R. I. (2023). Platform (In)Justice: Exploring Research Priorities and Practical Solutions. *CSCW '23 Companion: Computer Supported Cooperative Work and Social Computing*, October 2023, Pages 576–580. https://doi.org/10.1145/3584931.3606953

INVITED PUBLICATIONS

Jang, H. & McGregor, S. C. (2024). Normative needs in the study of elections and campaigns. *Political Communication Report,* 29 (Spring) "Emerging Challenges and New Approaches in the Study of Elections and Campaigns." http://dx.doi.org/10.17169/refubium-43532

Jang, H. (2023, Mar). Reuters Institute Report: Journalism, media, and technology trends and predictions 2023 (Korean). *Newspaper & Broadcasting*. Seoul: Korea Press Foundation.

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. *Institute of Communication Research*. Seoul: Seoul National University.

INVITED TALKS AND PANELS

1. Jang, H. (2025, Mar 31). This Is Not Just About ChatGPT: The Real Stories Behind AI. Presented virtually for the Visiting International Scholars (VIS) Program, UNC Chapel Hill, NC, USA.

2. Jang, H. & Capizzo, L. (2024, May 17). **[Keynote Speech]** Responsible digital stewardship: ChatGPT/AI and big data ethics for PR & internal comms. PRSA Employee Communications Connect24 Conference, Georgia, USA.

3. Jang, H. (2023, Oct 23). Generative AI: AI Ethics in the Newsroom. Presented at the VIS Program, UNC Chapel Hill, NC, USA.

4. Jang, H. (2023, Aug 30). The Impact of ChatGPT on Public Discourse and Democracy during Elections. OpenAI & Bipartisan Policy Center Roundtable, Washington, D.C., USA.

5. Jang, H. & Capizzo, L. (2023, Aug 17). Responsible digital stewardship: ChatGPT/AI and big data ethics for PR & internal comms. PRSA. Virtual.

6. Jang, H. (2023, Jun 21). Lost in Translation: Large Language Models in Non-English Content Analysis. Panelist for Center for Democracy and Technology. Virtual.

7. Jang, H. (2023, May 31). The 'Nth Room' Case. Royster Global Symposium, UNC-Chapel Hill, Kings College London, Univ. of Tübingen. Chapel Hill, NC, USA.

8. Jang, H. (2023, May 3). The 'Nth Room' Case. University of Tübingen. Tübingen, Germany.

9. Jang, H. (2023, Feb 15). What ChatGPT Means To Journalism. VIS Program, UNC Chapel Hill, NC, USA.

10. Jang, H. (2023, Feb 6). Public Discourses Around AI Ethics. Royster Research Seminar, NC, USA.

11. Jang, H. (2023, Feb 3). Ethical Implications of ChatGPT. ChatGPT in Context Panel. NC, USA.

12. Jang, H. (2022, Nov 4). Assessment of Biases and Harms of LLMs. Hussman Junck Colloquium, NC, USA.

13. Jang, H. (2022, Oct 14). Current Research Summary. Hussman Foundation Board Meeting, NC, USA.

14. Jang, H. (2022, Feb 16). AI Needs Journalism and PR. VIS Program, UNC Chapel Hill, NC, USA.

15. Jang, H. (2019, Jan 28). Biases in South Korean Current Affairs TV Programs. Institute of Communication Research, Seoul National Univ., South Korea.

INVITED GUEST LECTURES

Jang, H. (2023, Nov 9). AI: Market Dynamics, Ethical Challenges, and Governance from South Korea to the World. For Dr. Miyeon Oh's Masters class, Johns Hopkins University SAIS. Maryland, USA. (Virtual).

Jang, H. (2023, Sep 11). Fireside Chat: AI Ethics and Public Relations. For Dr. Rosie Jahng's Masters class, Wayne State University. Michigan, USA. (Virtual).

Jang, H. (2023, Apr 28). ChatGPT in Context. For Dr. Seoyeon Kim's PR class, University of Alabama. Tuscaloosa, AL, USA. (Virtual).

Jang, H. (2022, Sep 7). Intro to Surveys. For Dr. Madhavi Reddi's New Media class, York College of Pennsylvania. (Virtual).

Jang, H. (2022, Jun 16). Social Networks in Digital Communication. For the Computational Social Science Reading Group, TechnoSoc: SDT. (Virtual).

Jang, H. (2021, Nov 22). Privacy in the Social Media Era. For Dr. Sydney Nicolla's Media Ethics class, UNC Chapel Hill, NC, USA. (Virtual).

AWARDS AND HONORS

Top Faculty Paper | Law and Policy Division, AEJMC Southeast Colloquium | 2025

Outstanding Ph.D. Graduate in Media and Communication | Hussman School of Journalism and Media, UNC-Chapel Hill | 2024

Top Student Paper Award | Human Machine Communication Interest Group, 74th ICA Conference | 2024

The Inez Kaiser Graduate Students of Color Awards | AEJMC | $1,000 | 2023

Minnie S. & Eli A. Rubinstein Research Award | Hussman School of Journalism and Media, UNC-Chapel Hill | $3,000 | 2023

William Francis Clingman Jr. Ethics Award | Hussman School of Journalism and Media, UNC-Chapel Hill | $2,916 | 2023

NextGen Young Leader of the US-ROK Alliance | CSIS Korea Chair | Travel support to Washington DC Mentorship Program | 2023

Top Student Paper Award | Public Relations Division, 72nd ICA Conference | 2022

Royster Fellowship (William R. Kenan Jr. Fellowship) | Royster Society of Fellows, UNC-Chapel Hill | 2019–2023

Richard Cole Eminent Professor Graduate Student Fellowship | Hussman School of Journalism and Media, UNC-Chapel Hill | 2019–2023

Graduate Student Instructor (GSI) Scholarship | Dept. of Communication, Seoul National University | ₩3,600K (~$3025) | One semester | 2019

Graduate Student Instructor (GSI) Scholarship | Dept. of Communication, Seoul National University | ₩2,400K (~$2009) | Three semesters | 2017–2018

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

Graduation Honors | Korea University | 2016

Undergraduate Excellence Scholarship | Korea University | Tuition support | 2011–2012

COMPETITIVE GRANTS

1. Research Grants - National & International

Project Title: Safeguarding Democracy: Responsible AI and Public Media in Oceania
Year: 2025
Funding Program: Dangers and Opportunities of Technology: Perspectives from the Humanities
Funding Organizations: NEH & UK AHRC
Role: Co-Principal Investigator (U.S. side)
Co-PIs: Dr. Kate Wright (University of Edinburgh), Dr. Daniel Kreiss (UNC Chapel Hill)
Amount Requested (U.S.): $150,000
Status: Under Review

Project Title: Humans of AI in Public Relations
Year: 2025
Funding Program: Page/Johnson Legacy Scholar Grant
Funding Organization: The Arthur W. Page Center
Role: Co-PI

Co-PI: Dr. Luke Capizzo (University of Missouri)
Amount Requested: $6,120
Status: <u>Unfunded</u>

Project Title: Assessing the Impact of Large Language Models on Elections
Year: 2023
Funding Program: Accelerate Foundation Models Research Grant
Funding Organization: Microsoft
Role: Co-PI
Co-PIs: Dr. Shannon McGregor, Dr. Daniel Kreiss (UNC Chapel Hill)
Amount Requested: $20,000 in Azure credits
Status: <u>Unfunded</u>

2. Research Grants - Departmental & Institutional

Project Title: Public Reactions to AI Promotional Campaigns
Funding Period: 2023–2024
Funding Program: University of Melbourne Early Career Researcher Grant
Funding Organization: University of Melbourne, Australia
Role: Co-Investigator
PI: Dr. Hao Xu (University of Melbourne)
Status: <u>Awarded</u> (AUD $25,000)

3. Non-research Grants - Departmental & Institutional

ABIDE Grant | UNC Hussman School of Journalism and Media | Received with Jessica Shaw | $500 | 2024

4. Small Research & Professional Development Grants

Law & Policy Division's Michael Hoefges Grad Student Fund | AEJMC | $500 | 2024

Social Science Research Grant | College of Social Sciences, Seoul National University | ₩3,000K (~$2520.16) | 2018

5. Travel Grants

Michael Haley Travel Grant | International Communication Association | $1,250 | 2024

NCA Student Caucus Travel Grant | NCA IDEA Council | $200 | 2023

Stevenson International Fund | Hussman School of Journalism and Media | $1,000 | 2023

APSA Political Communication Travel Funding | APSA | $200 | 2023

Michael Haley Travel Grant | International Communication Association | $500 | 2022

Gary Marsden Travel Award | SIGCHI, ACM CHI Conference | Conference registration, flight, accommodation | 2022

Graduate Student Transportation Grant | Graduate School, UNC Chapel Hill | Up to $1,000 | 2022

International Travel Grant | Institute of Communication Research, Seoul National University | ~$1,000 | 2018

TEACHING RECORD

<u>University of Massachusetts Amherst</u>
Department of Journalism
- JOURNAL 445: Journalism and Law (Spring 2025)
- JOURNAL 460: Journalism Ethics (Spring 2025)
- JOURNAL 445: Journalism and Law (Fall 2024)
- JOURNAL 460: Journalism Ethics (Fall 2024)

<u>University of North Carolina at Chapel Hill</u>
Hussman School of Journalism and Media
- MEJO490: Undergraduate Reading and Research (Spring 2023)
- MEJO141: Media Ethics (Spring 2022)
- MEJO141: Media Ethics (Fall 2021)

Teaching Assistant
- MEJO479: Market Intelligence (Fall 2020), Dr. Shannon McGregor

<u>Seoul National University</u>
Department of Communication
Teaching Assistant
- 211.419A: Media Industry and Policy (Spring 2017), Dr. Sugmin Youn
- M1312: Communication Theory (Spring 2017), Dr. Sugmin Youn
- 2114.420: Media Culture and Art Seminar (Fall 2016), Dr. Sugmin Youn

<u>Howon University</u>
Department of Performing Arts and Media
Teaching Assistant
- Intermediate Film Production (Fall 2014), Prof. Huisung Kim

PUBLIC SCHOLARSHIP

Jang, H. (2024, December 5). South Korea: The deeper story behind the unrest. Zeteo. Link

Jang, H. (2024, March 14). South Korea's Press Freedom Under Fire. The Diplomat. Link

Jang, H. (2022, September 14). Tech Companies Sit on Sidelines While Korean Children Are Drawn Into Digital Sex Trafficking. Tech Policy Press. Link

Jang, H. (2021, April 2). A South Korean Chatbot Shows Just How Sloppy Tech Companies Can Be With User Data. Slate. Link

Korean

Jang, H. (2021, September 21). How did Facebook become evil. Media Newsletter August. Link

Jang, H. (2021, May 11). The Fake World of Mark Zuckerberg. Media Newsletter August. Link

FEATURED INTERVIEWS

Global News Canada. (2024, December 11). Global National: Dec. 11, 2024 South Korean report starting 16:30. YouTube. Link

CNN. (2024, December 4). Interview with Jang on martial law in South Korea. Link

Jeong, J. (2024, July 8). AI telling us to put glue in pizza?... (Korean). Money Today. Link

Jeong, J. (2024, July 8). Mobile version (Korean). Link

Keller, A. (2024, June 14). Hussman researcher promotes truth in the news. Endeavors. Link

MEDIA MENTIONS

Jang, S. (2024, December 7). The end of passive democracy. Aju Business Daily. Link

Vaswani, K. (2024, December 6). The end of passive democracy. Bloomberg. Link

UMass Amherst. (2024, December 4). Jang authors viral op-ed. UMass Social Sciences. Link

Wellman, F. (2024, December 3). Was South Korea a sneak preview? On Democracy. Link

Dave, P. (2024, November 12). Two upstart search engines take on Google. Wired. Link

Rubin, J. (2024, May 14). Americans must prepare for election denial. The Washington Post. Link

Choi, S. (2023, February 16). Quoted on ChatGPT ethics. Carolia Week. Link

Moorefield, N. (2022, September 16). News fatigue: what it is and how to avoid it. The Well. Link

ACADEMIC SERVICES

Service for University of Massachusetts, Amherst

2025 – Organizer, Undergraduate workshop for graduate school and research experience "Pizza with Professors" event, sponsored by the Department of Journalism

2025 – Moderator, Workshop "Media Reparations in our Digital Era", co-sponsored by various UMass departments and initiatives.

2024 – Organizer, PhD Job Candidate Mentoring Group, UMass-Amherst: Organized the "Mentoring Group for Academic Job Market Candidates" event, sponsored by GloTech Lab.

Service for University of North Carolina at Chapel Hill

2024 – Moderator/Discussant, Workshop, UNC-Chapel Hill: Moderated sessions at the "2024 Local News Researchers Workshop", co-sponsored by Duke and UNC-Chapel Hill.2023 – Co-organizer, International Media Committee, UNC-Chapel Hill: Helped launch and organize the committee's first event to support international students at the Hussman School.

2023 – Member, ABIDE Group, UNC-Chapel Hill: Participated in the ABIDE inclusive teaching group and book club with Hussman instructors.

Service to the Community & Field

2023–present – Co-organizer, Tech Policy Junior Scholar Working Group, Data & Society's PTLC initiative: Co-organized a working group for early career scholars in social sciences and humanities bridging academics and policy.

2023 – Co-organizer, Workshop "Empowering Junior Academics in Tech Policy", an interdisciplinary workshop with partners at Data & Society and Georgetown.

2023 – Co-organizer, Policy Discussion Series on Responsible AI, Data & Society: Co-organized a 30-person policy discussion series with Dr. Mona Sloane (NYU) via PTLC.

2022 – Expert Reviewer, German Marshall Fund: Provided expertise for GMF's Civic Information Handbook.

2022 – Co-organizer, Policy Discussion Series on Information Systems, Data & Society: Co-led a 30-person discussion series with Director Charley Johnson via PTLC.

2022 – Member, Award Committee, NC Local News Lab: Reviewed and selected grant awardees based on local community impact.

Reviewer for Journals & Conferences

2025 – Journalism Studies (Journal), Political Communication (Journal), International Communication Association (ICA) Conference

2024 – International Journal of Press/Politics (Journal), Information, Communication, & Society (Journal), International Communication Association (ICA) Conference

2023 – Information, Communication, & Society (Journal), Social Media + Society (Journal), International Communication Association (ICA) Conference

2022 – Association for Education in Journalism and Mass Communication (AEJMC) Conference, International Communication Association (ICA) Conference

2022 – Journal of Information, Technology & Politics (Jouranl), International Communication Association (ICA) Conference

2021 – International Communication Association (ICA) Conference

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

International Communication Association (ICA)

American Political Science Association (APSA)

Association for Education in Journalism and Mass Communication (AEJMC)

Association for Computing Machinery (ACM)

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

Global Technology for Social Justice Lab (GloTech)