HEESOO JANG | CV

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I study the discourses, framing efforts, and ethical issues around AI technology and digital platforms.

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Royster Fellow & Cole Fellow
@ Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
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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, Politics & 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   2023 (Expected)

· Dissertation (in-progress): An integrative framing study of the public discourse around AI
· 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

B.S. in Business administration - Korea University, South Korea   2016

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., 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, 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, 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

[*equal authorship]

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.

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 authorship]

Invited Talks

Jang, H. (2022, June 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, February 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. (2019, January 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.

Other Media Publications

Jang, H. (2021, Sep 21). How did Facebook become evil? *(Korean). Media Newsletter August*.
URL: https://stibee.com/api/v1.0/emails/share/74BaYYNUVFk7hVjZQq9sCZ62OgbZMQ==

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$_vRcvB2JtArFGz27QA==$ **Jang, H.**$(2021, April 2). A South$

Research Positions

CITAP Policy Collaboration Graduate Research Assistant - University of North Carolina at Chapel Hill, USA   July 2022 - present

· Supervisor: Kathryn Peters

Graduate Research Assistant - 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 Research Assistant - 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 Research Assistant - Institute of Communication Research, Seoul National University, South 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

· Project: Governance Roadmap of the SNU FactCheck Center

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 - University of North Carolina at 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

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 | Journal of Information Technology & Politics | 2021

Reviewer | International Communication Association | 2019-2021