Heesoo Jang | CV
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Education

Ph.D. in Communication - University of North Carolina at Chapel Hill, USA   Expected 2024

· Dissertation (in-progress): An integrative framing study of the public discourse around AI ethics
· Committee Chair: Dr. Shannon McGregor (UNC-Chapel Hill)
· Committee Members: Dr. Deen Freelon (UNC-Chapel Hill), Dr. Suman Lee (UNC-Chapel Hill), Dr. Alex Hanna (Research at the Distributed AI Research Institute (DAIR)), Dr. Magdalena Saldaña (Pontificia Universidad Católica de Chile)

M.A. in Communication - Seoul National University (SNU), S. Korea   2018

B.A. in Media and Mass Communication & Business - Korea University, S. Korea   2016

Refereed Journal Publications

Jang, H., & Lee, S. (In press, 2023). Introducing the Co-oriented Scansis (CoS) model: A case of chatbot, Lee-Luda. *Public Relations Review.*

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.*

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

Refereed Conference Presentations

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.

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 Annual Meeting*. Los Angeles, CA.

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

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.

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.

Refereed Conference Panels

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.

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 and Panels

Jang, H. (2023, June 21). Lost in Translation: Large Language Models in Non-English Content Analysis. Participated as a panelist for the *Internal Working Group Meeting for Center for Democracy and Technology*. Virtual.

Jang, H. (2023, May 31). The "Nth Room" Case. A case study of how transnational tech platforms' affordances "afford" violence toward children. Social Justice and Technological Futures. *Royster Global symposium of UNC-Chapel Hill, Kings College London, and University of Tübingen*. Chapel Hill, NC, USA.

Jang, H. (2023, May 3). The "Nth Room" Case. A case study of how transnational tech platforms' affordances "afford" violence toward children. Social Justice and Technological Futures. University of Tübingen, Tübingen, Germany.

Jang, H. (2023, April 28). ChatGPT in context. Presented to Dr. Seoyeon Kim's Public Relations class at the University of Alabama, Tuscaloosa, Alabama, USA (virtual).

Jang, H. (2023, Feb 15). What ChatGPT Means To Journalism. presented at the *Visiting International Scholars (VIS) Program, University of North Carolina at Chapel Hill*, North Carolina, USA.

Jang, H. (2023, Feb 6). Public Discourses Around AI ethics. presented at the *Royster Research Seminar*, North Carolina, USA.

Jang, H. (2023, Feb 3). Ethical Implications of ChatGPT. presented at the ChatGPT in Context Panel*, Co-sponsored by the Department of History, the Institute for the Arts and Humanities, and the Center for Information, Technology, and Public Life*, North Carolina, USA.

Jang, H. (2022, Nov 4). An Assessment of Reported Biases and Harms of Large Language Model. presented at the *Hussman School of Journalism and Media Junck Colloquium Speaker series (Dr. Nneka Logan) student panel*, North Carolina, USA.

Jang, H. (2022, Oct 14). Current Research Summary. presented to the *Hussman School of Journalism and Media Foundation Board Meeting*, North Carolina, USA.

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.

Research Positions

Center for Information, Technology, and Public Life (CITAP) - NC, USA   July 2022 - present

· Policy Graduate Research Assistant & Graduate Affiliate Researcher

· Supervisor: Dr. Daniel Kreiss, Dr. Shannon McGregor, & Kathyrn Peters (Executive Director)

· Established and maintained external collaborations with local practitioners, journalists and newsrooms, and policymakers.

· Collaborated with the Public Technology Leadership Collaborative (PTLC) to co-organize salon series that support co-learning between researchers and policymakers.

· Co-led interviews and conducted thematic analyses with local journalists to strategically design data collection methods and interventions that support newsrooms in effectively covering elections.

University of North Carolina at Chapel Hill - NC, USA   Aug 2020 - present

· Graduate Research Assistant

· Supervisor: Dr. Shannon McGregor

· Provided support for multiple projects involving computational data collection of social media data.

· Conducted comprehensive qualitative and quantitative textual analyses as part of project contributions.

· Utilized Python, R, and SPSS for statistical data analysis.

· Participated in conducting literature reviews and offered thorough review support.

University of North Carolina at Chapel Hill - NC, USA   May 2020 - Aug 2021

· Graduate Research Assistant

· Supervisor: Dr. Allison Lazard

· Co-led end-to-end content analysis project including designing and implementing analysis strategy, developing a comprehensive codebook, conducting in-depth data analysis, and writing the final manuscript

· Relevant 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.

Institute of Communication Research, Seoul National University - Seoul, South   Sep 2017 - Jun 2019
Korea

· Graduate Research Assistant

· Supervisor: Dr. Sugmin Youn

· Researched and published a book chapter on AI Journalism and its legal and social accountabilities

· Led a team in the investigation and report publication on the broadcast impartiality of South Korean current affairs TV programs

· Conducted a content analysis study for a research project on journalism codes of ethics around the world.

SNU FactCheck Center, Seoul National University - Seoul, South Korea   Jan 2018 - Jun 2019

· External Collaboration Graduate Research Assistant & Graduate Researcher

· Supervisor: Dr. Eunryung Chong

· Led and directed a project as the lead researcher for the Governance Roadmap of the SNU FactCheck Center resulting in the production of a report that proposed a new governance model for the center

· Co-organized the FactCheck Diploma Course (two semesters, 30 journalists per semester), which aimed to enhance understanding of fact-checking journalism among journalists and nurture professional fact-checkers.
· Co-organized the inaugural First Korean FactCheck Conference, contributing to the advancement of fact-checking practices and community-building efforts in Korea

Korea Press Foundation - Seoul, South Korea   Jan 2018 - Mar 2019

· Graduate Research Assistant
· Supervisor: Dr. Jungae Yang
· Collaborated with a team of K12 teachers and researchers to develop and evaluate a News Literacy Curriculum

Teaching Positions

Center for Information, Technology, and Public Life (CITAP) - NC, USA   Jan 2023 - May 2023

· Co-instructor
· Led a research group of 14 undergraduate researchers on a social science research project that examined national and local news coverage about election deniers on the ballot, using both content analysis and interviews
· Course: Undergraduate Research (MEJO490)

Hussman School of Journalism and Media, UNC-Chapel Hill - NC, USA   Aug 2021 - May 2022

· Instructor of Record
· Course: Media Ethics (MEJO141) (2 semesters)

Hussman School of Journalism and Media, UNC-Chapel Hill - NC, USA   Aug 2020 - Dec 2022

· Graduate Teaching Assistant
· Course: Market Intelligence (MEJO479) (3 semesters)

Seoul National University - Seoul, South Korea   Sep 2016 - Jun 2017

· Graduate Teaching Assistant
· Primary instructor for homework and final research projects
· Course: Media Industry and Policy (211.419A); Communication Theory (M1312); Media Culture and Art Seminar (2114.420)

Howon University - Seoul, South Korea   Sep 2014 - Dec 2014

· Teaching Assistant
· Course: Intermediate Film Production

GENII English Reporter Camp, Gangseo University - Seoul, South Korea   Aug 2017

· Lecturer
· Media Reporting
· Sponsored by the Seoul Metropolitan Government, Gangseo District Government, & Korea Joongang Daily

Other Positions

Media Newsletter August | Editor, Seoul, South Korea | 15K subscribers as of Dec 2022 | 2021

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

Joongang Ilbo | Weekly SoJoong Intern Journalist (Founding member), Seoul, South Korea | 2012-2013

Honors and Awards

The Inez Kaiser Graduate Students of Color Awards | Awarded by The Association for Education in Journalism and Mass Communication (AEJMC) (more info), USA | $1,000 | 2023

APSA Political Communication Travel Funding | Funded by the Executive Committee of the Political Communication section at the American Political Science Association (APSA) | $200 | 2022

Minnie S. & Eli A. Rubinstein Research Award | Awarded by the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, USA | $3,000 | 2023

William Francis Clingman Jr. Ethics Award | Awarded by the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, USA | $2,916 | 2023

2023 NextGen Young Leader of the US-ROK Alliance | Center for Strategic and International Studies(CSIS) Korea Chair (more info) | Travel Support to Washington DC Mentorship Program | 2023

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 ₩3,600K (approximately $3025) | 2019

Social Science Research Grant | Funded by the College of Social Sciences, Seoul National University | ₩3,000K 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

Invited Publications

Jang, H. (2023, Mar). Reuters Institute Report: Journalism, media, and technology trends and predictions 2023 (Korean). *Newspaper & Broadcasting*, in press. 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. 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/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==

Interviews

Choi, S. (2023, Feb 16). Quoted for insights into the ethical implications of chatGPT. *Carolia Week*. https://fb.watch/iAWmwxhLyB/?mibextid=uc01c0

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/

Academic Services

ABIDE (Access, Belonging, Inclusivity, Diversity, and Equity), Hussman School of Journalism and Media, UNC-Chapel Hill - USA   Jan 2023—present

· Group Member

· Actively participated in the Inclusive Teaching Discussion Group & Book Club

Public Tech Leadership Collaborative at Data & Society - USA   Oct—Dec 2022

· Co-organizer

· Led a policy discussion series of 30 participants from academia and multi-stakeholder agencies in USG

NC Local News Lab - USA   Sep—Oct 2022

· Award Committee Member

· Contributed to the evaluation and selection process of grant awardees based on how they would serve their local communities

Reviewer - Journals & Conferences

· Social Media + Society | 2023

· Journal of Information, Technology & Politics | 2021

· International Communication Association | 2019-2023

· Association for Education in Journalism and Mass Communication | 2022

Professional Memberships

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Association for Computing Machinery (ACM)