

XIANMEI JIN

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EDUCATION

Ph.D., Department of Mass Communication, Sogang University. **2025**

Dissertation: Exploring the Facilitators and Barriers of Pro-Environmental Behavior: Media Exposure and the Value-Belief-Norm Model in Reducing Single-Use Plastics. (Advised by Dr. Jaehee Cho)

M.A., Department of Mass Communication, Sogang University. **2019**

Thesis: The effect of Chinese students' SNS usage on acculturation stress: focus on social support and subjective well-being. (Advised by Dr. Jaehee Cho)

B.A., School of Media and Arts, Advertising, Nanjing University of Posts and Telecommunications. **2017**

Project: Mobile Emoticons brand design

ACADEMIC APPOINTMENTS

Media Convergence Institute, Sogang University, Seoul, South Korea **2025.3 - present**

Senior Researcher

- Conducting media research on environmental, crisis, and health communication
- Performing data analysis and preparing research reports
- Participating in academic conferences, presenting research, and organizing seminars

Sogang University, Seoul, South Korea **2023.3 - present**

Lecturer

- Teaching (Undergraduate Level): *Hallyu (Korean Wave), Media and Communication Research Methods*

Jeonbuk National University, Jeonju, South Korea **2025.3 - present**

Visiting Professor (Lecturer)

- Teaching (Undergraduate Level): *Media and Communication Research Methods*
- Teaching (Graduate Level): *Broadcast and Telecommunication Theories*
- Student guidance and academic counseling

RESEARCH INTERESTS

- Environmental, health, and crisis communication
- Media literacy and digital media effects
- Hallyu and global media culture
- Cross-cultural communication and international student adaptation
- Data-driven media research (e.g., topic modeling, network analysis)

PUBLICATIONS (SELECTED)

- 박우승, **김현미**, 조재희. (2024). 1990 년부터 2023 년까지의 국내 언론보도 중 HPV 관련 보도와 남성의 HPV 관련성에 관한 보도 분석: 구조적 토픽 모델링, 의미연결망, 커뮤니티 검출 분석을 중심으로. 한국언론정보학보, 127, 85-133. “Park, W., **Jin, X.**, & Cho, J. (2024). An Analysis of Domestic Media Coverage on General HPV Reports and Men’s Association with HPV from 1990 to 2023: Focusing on Structural Topic Modeling, Semantic Network and Community Detection Analysis. *Korean Journal of Communication and Information.*, 127, 85-133.
- **김현미**, 김희주, 이보현. (2024). 인터랙티브 스토리텔링 콘텐츠의 상호작용성이 지속이용의도에 미치는 영향: 지각된 실재감과 몰입의 매개적 역할 탐구. 미디어융합연구, 36, 73-117. “**Jin, X.**, Kim, H., Li, B. (2024). Interactivity in Interactive Storytelling Content and Its Impact on Continuance Intention: The Mediating Roles of Perceived Presence and Flow. *Media Convergence Research.*, 36, 73-117.
- **김현미**, 박미혜, 조재희 (2023). 노인의 온라인 건강정보 행동에 영향을 미치는 요인: 헬스 리터러시, 온라인 사회적 관계, 자녀와의커뮤니케이션 정도의 역할에 대한 고찰. <사이버커뮤니케이션학보>, 40 권 4 호, 101-146. “Jin, X., Piao, M., & Cho, J. (2023). Examining Health Information Sharing Behavior Among the Elderly: A Family Communication Approach. *Journal of Cybercommunication Academic Society*, 40(4), 101-146.”
- **김현미**, 조재희. (2023). 재한 중국인 유학생의 문화적응 스트레스에 영향을 주는 요인. 사회통합연구, 4(1), 29-77. “**Jin, X.**, Cho, J. (2023). The Effect of Chinese Students’SNS Usage on Acculturation Stress: Focus on Social Support and Subjective Well-Being. *Social Integration Research*, 4(1), 29-77.”
- **김현미**, 박종형, & 사영준. (2023). 메타버스 내 몸의 대화: 유튜브 영상에 나타난 VR Chat 플레이 유형과 아바타 외모에 따른 차이를 중심으로. Proceeding of HCI Korean 2023 학술대회 발표 논문집, 354-359. “**Jin, X.**, Park, J., & Sah, Y. (2023). Bodily Communication in Metaverse: Focusing on VRChat Play Types and Avatar Appearances in YouTube Videos. *Proceeding of HCI Korean 2023*. 354-359.”
- 윤지수, & **김현미**. (2022). 몽골에 대한 국내 뉴스 토픽 모델링: 한몽 수교 이후 양국 관계 보도 양상 변화를 중심으로. 한국콘텐츠학회논문지, 22(4), 37-46. “Yoon, J., **Jin, X.** (2022). Modeling Domestic News Topics for Mongolia: Focusing on Changes in Press on Diplomatic Relations between the two. *The Journal of the Korea Contents Association*. 22(4), 37-46.”

CONFERENCE PRESENTATIONS (SELECTED)

AEJMC 2025(AEJMC 108th annual conference), San Francisco, USA.

2025.8

- **(Accepted)**. Facilitators and Barriers of Pro Environmental Behavior: Media Exposure and the VBN Model on Single-Use Plastics.
- **(Accepted)**. The Fine Dust Blame Game: How News Exposure Fuels Xenophobia Toward Chinese in Korea Amid Environmental Concerns.

APIC-IST 2023 (The 18th Asia Pacific International Conference on Information Science and Technology), Fukuoka, Japan

2023.6

- Investigation of Potential Relationships between Actual Behaviors of Using Smartphone Applications and Trait Anger.

Spring Conference of the Korean Society for Journalism and Communication Studies.
(KSJCS) (2023 한국언론학회 봄철 정기학술대회), Seoul, South Korea.

2023.5

- Why Do Older Adults Share Health Information Online? Exploring the Role of On-Offline Relationships in Online Health Information Behavior. (노인은 왜 온라인에서 건강정보를 공유하는 것인가? 노인의 온라인 건강정보에서의 온오프라인 관계 역할 탐색)

UNIVERSITY SERVICE

Research Assistant, School of Media & Communication, Chuang-Ang University, South Korea

2017.9-2018.8

- Supported course instruction and faculty research projects as a research assistant under the supervision of a professor (Jaehee Cho) in media and communication.

Administrative Assistant, Graduate School of Metaverse, Sogang University, Korea

2020.9-2020.12

- Provided administrative support including academic scheduling, student services, and event coordination.