

Ji Won “Jenn” Oh

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RESEARCH INTERESTS

My research interests lie at the intersection of cultural studies and media studies, with an emphasis on globalization and identity. In particular, I am interested in social activism and identity-building processes of historically marginalized groups within emerging virtual media landscapes. My methodological interests are interdisciplinary, having experience with qualitative and visual methods, multimodality, focus group interviews, and big data analysis.

Keywords Popular culture, race, civic engagement, fandom, virtual experiences, media industries

EDUCATION

2017 - 2021 **Seoul National University**
M.A. in Communication

Thesis Cringe Culture, Boundary-Policing, and Hybridity in Transnational K-pop Fandom

2012 - 2016 **New York University**
B.S. in Media, Culture, and Communication, *magna cum laude with Honors*
Minor in Studio Art

Thesis Eating Kimchi: Nostalgia, Migration, and Identity in Korean Cuisine

RESEARCH EXPERIENCE

2020 **Research Associate**
Impact of Netflix Content on the Enhancement of Consumer Preference for Korean Culture and the Korean Wave. Project supported by Netflix Korea.
(PI: Seok-Kyeong Hong)

2018 - 2020 **Research Assistant**
Transnational Convergence of East Asian Pop Culture. Project supported by Seoul National University Asia Center.
(PI: Seok-Kyeong Hong)

2018 **Research Assistant**
Transnational Fandom of BTS and Transmedia Storytelling. Project supported by Big Hit Entertainment.
(PI: Seok-Kyeong Hong)

CONFERENCE PRESENTATIONS

- May 2021 Hong, S., Ahn, H., Seo, K., Shin, J. & **Oh, J.** *Does Netflix Hinder Cultural Diversity?: An Analysis of Global Top 10 Rankings on Netflix*. Presented at the Korean Society of Journalism & Communication Studies Annual Spring Conference. Virtual.
- Mar 2021 Ahn, H. Shin, J., Seo, K., **Oh, J.** & Hong, S. *How Netflix Changes Cultural Diversity: An Analysis of Global Top 10 Rankings on Netflix*. Presented at Emerging Scholars Forum IV, BK21 FOUR Free & Responsible AI Media Group at Seoul National University. Virtual.
- Nov 2019 **Oh, Ji Won.** *Virtual Celebrities, Storytelling, and Spectacle: Comparing Hatsune Miku and Lil Miquela*. Presented at News, Information, and Media in the Post-Truth Era, SNU-UT-NCCU Joint Symposium. Seoul, South Korea.
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TEACHING EXPERIENCE

Teaching Assistant

- Fall 2019 College Writing for the Social Sciences
Faculty of Liberal Education, Seoul National University
- Fall 2019 Speech and Debate
Faculty of Liberal Education, Seoul National University
- Fall 2019 Methods in Korean Studies (Virtual e-School Class funded by Korea Foundation)
University of Paris & Seoul National University
- Spring 2019 Speech and Debate
Faculty of Liberal Education, Seoul National University
- Winter 2018 Popular Culture and Media in South Korea (Virtual e-School Class funded by Korea Foundation)
University of Bordeaux & Seoul National University
- Fall 2018 Methods in Korean Studies (Virtual e-School Class funded by Korea Foundation)
Paris Diderot University & Seoul National University
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WORK EXPERIENCE

- Feb 2021- **Administrative Assistant**
Department of Communication, Seoul National University

Feb 2020 - Aug 2020	Editorial Assistant Journal of Communication Research, Seoul National University
Aug 2016 - Jan 2016	Disney College Program Walt Disney Parks & Resorts, Orlando, FL

HONORS & AWARDS

May 2016	Founder's Day Award, New York University
Fall 2014 - Spring 2015	Dean's List for Academic Year, New York University
Spring 2013	Dean's List, New York University

ADDITIONAL TRAINING

2018	Qualitative Methods and Oral History Research, Korea Social Science Data Archive (KOSSDA), South Korea
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