SANGHYEON JEON

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EDUCATION

Ph.D. Student in Mass Communication   Aug 2025 – Present
University of Georgia, Athens, GA

M.A. in Journalism and Communication   Feb 2020
Kyung Hee University, Seoul, South Korea

B.A. in Journalism and Communication   Feb 2018
Kyung Hee University, Seoul, South Korea

PUBLICATIONS

Jeon, S. & Lee, J. (2020). News shift from Facebook to YouTube. An application of actor-network theory to semantic network analysis of IT news articles. *Korean Journal of Broadcasting and Telecommunications Research, 111*, 110-151. http://doi.org/10.22876/kjbtr.2020.111.004

Jeon, S., Kim, H., Jang, X., Kim, J., & Cho, S. (2019). Why am I hesitating not to buy? The dilemma of a boycott - Effects of corporate unethical violations on individuals' boycott behavior. *Journal of Public Relations, 23*(2), 141-181. https://doi.org/10.15814/jpr.2019.23.2.141

Kim, J., **Jeon, S.**, & Cho, S. (2018). Factors influencing Korean young adults' intentions to prevent diabetes. *The Korean Journal of Advertising and Public Relations, 20*(4), 231-273. https://doi.org/10.16914/kjapr.2018.20.4.231

PRESENTATIONS

Jeon, S. (2025, June). *The effects of perceived attributes and emotions toward AI social robots on relationship formation and maintenance intention: An exploratory study.* Korea Association of Advertising and Public Relations (KADPR) 1st Global Conference on AD&PR, Gangneung, South Korea

Lee, J., **Jeon, S.**, & Kim, H. (2023, May). *Using ChatGPT to compose training data and develop a BERT deep learning model for news sentiment analysis.* Korean Society for Journalism and Communication Studies (KSJCS) 2023 Spring Conference, Jeju, South Korea.

Jeon, S., Kim, H., Jang, X., Kim, J., & Cho, S. (2018, Nov). *Why do corporate unethical violations not lead to an individual's boycott?* Korean Academic Society for Public Relations (KASPR) 2018 Fall Conference, Seoul, South Korea

TEACHING EXPERIENCE

Teaching Assistant
ADPR 3120 Media Strategy and Activation, University of Georgia, Fall 2025
ADPR 5710 Advertising and Communication Management, University of Georgia, Fall 2025
ADPR 5760 Digital and Social Communication Strategies, University of Georgia, Fall 2025

WORK & RESEARCH EXPERIENCE

Graduate Assistant   2025 – Present
Department of Advertising & Public Relations, University of Georgia, Athens, GA

Research Assistant (Biz Transformation, Management Infra, and ICT Trends)   2021 – 2023
SK Research Institute for SUPEX Management (SKRI), Seoul, South Korea

· Collected corporate sources regarding AI technology, Web 3.0, NFTs, metaverse, the creator economy, and other business sector issues.

· Engaged in UX research regarding a conversational AI-agent service and mindfulness space service.

Research Intern   2020 – 2020
Center for Digital Social Science (CDSS), Yonsei University, Seoul, South Korea

· Collected research on disinformation, skepticism, and gullibility, contributing to the clarification of the research concept.

Research Assistant   2019 – 2020
Communication Lab, Kyung Hee University, Seoul, South Korea

· Supported web data collection from different sources (e.g., news sources, blogs, communities, etc.).

· Proofread J. Lee (Ed.), *Data Technology and Communication Research* (2019). Communication Books.

Graduate Assistant   2018 – 2019
Department of Journalism and Communication, Kyung Hee University, Seoul, South Korea

Digital News Team Intern (Video News Editor)   2016 – 2017
SUBUSU News, Seoul Broadcasting System (SBS), Seoul, South Korea

· Produced and published digital news stories on social media with journalists, writers, videographers, and graphic designers.

HONORS & AWARDS

Kyung Hee University

2020	Outstanding Thesis Award
2018-2019	Graduate Research Assistantship
2014	Undergraduate Academic Excellence Scholarship

Korea Student Aid Foundation (KOSAF)

2019	National Graduate Research Scholarship
2016-2017	The Next Century Humanities and Social Sciences Scholarship

The Korean Society for Journalism and Communication Studies (KSJCS)

2018	The 1st GS Shop Content Leader Scholarship

SKILLS & TRAINING

· **Statistics**: SPSS · AMOS / **Data Analytics**: Python · R / **Network Analysis**: UCINET 6 · Gephi

· **Adobe Creative Cloud**: Premiere Pro · After Effects · Photoshop · Lightroom · Illustrator