

SUNG HYUN LEE

sunghlee@iu.edu | 775-360-0605 | LinkedIn: linkedin.com/in/lena-sunghyun-lee

Last updated: Jun 20, 2025

SUMMARY

Currently investigating human-AI communication and HCI/d as PhD candidate. Previously worked as strategic branding manager/designer, focusing on user behavior and storytelling in the Korean entertainment industry.

Research interests: Media Psychology | Human-Machine Communication | Artificial Intelligence | Interactive Media | User experience | Entertainment Industry

EDUCATION

Indiana University, Bloomington, IN, USA

Ph.D in The Media School

Aug 2022 - present

- Advisor : Dr.John A. Velez (The Media School, Chair), Dr.Elizabeth Kazianus (Minor: HCI/d in Luddy School of Informatics)
- Committee: Dr.Andrew Weaver, Dr.Melanie A.Sarge (The Media School)
- Dissertation Topic: TBD

M.A. in The Media School

Aug 2020 - Apr 2022

- Thesis topic: The effect of narrative structure and construal level on users' brand attitude and advocacy with credibility as a moderator on Instagram.
- Committee: Dr.John A. Velez and Dr.Sung-Un Yang (Co-Chairs), Dr.Melanie A. Sarge

Korea Advanced Institute of Science & Technology(KAIST), Seoul, ROK

MBA in the college of Business

Jan 2011 - Mar 2012

- Program: Information Technology and Media Industry
- Certificated the strategic entertainment and media management summer program in Marshall Business School, University of Southern California - Los Angeles,CA,USA

Sogang University, Seoul, ROK

B.A.

Feb 2002 - Jul 2007

- Majored in Mass Communication and Korean Literature (double major)
 - Exchange student program: University of Pennsylvania - Philadelphia, PA, USA
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REFEREED JOURNAL ARTICLES

- **Lee, S. H.**, Velez, J. A., & Noh, D. [June, 2025]. Beyond Prompt Engineering: Exploring Collaborative Dialogue with GenAI for Problem-Solving, Cyberpsychology, Behavior, and Social Networking, <https://doi.org/>
- Velez, J. A., Yoo, H., Smith, X., **Lee, S. H.**, Lin, Y., & Chae, S. W. [April, 2025]. Trolling is in the eye of the beholder: Perceptions of trolling motivations in others predict vigilantism in video games. Communication Research, <https://doi.org/10.1177/00936502251334420>
- Chae, S. W., & **Lee, S. H.** [May. 2024]. Where do cross-cutting discussions happen?: Identifying cross-cutting comments on YouTube videos of political vloggers and mainstream news outlets, PLOS ONE. <https://doi.org/10.1371/journal.pone.0302030>
- Chae, S. W. & **Lee, S. H.** (June, 2022). Sharing emotion while spectating video game play: Twitch users' emotional change, COVID-19 pandemic. Computers in Human Behavior. <https://doi.org/10.1016/j.chb.2022.107211>

- Browning, N., Lee, E., **Lee, S. H.**, & Yang, S.-U. (February, 2022). We're all in this together: How coronavirus-oriented CSR messaging effects legitimacy gaps, Sustainability. <https://doi.org/10.3390/su14052534>

WORK IN PROGRESS

- Chae, S. W., & Lee, S. H. [Manuscript]. Exploring the Association between Twitch Streamers' Self-identified Gender and Their Viewers' Linguistic Behavior.
- Chae, S. W., Alberta, M., & Lee, S. H. [Under Review]. Twitch vs YouTube: How synchronicity is Associated with Users' Social Interaction and Positive Emotion on Video-based Social Media Platforms, Entertainment Computing

CONFERENCE PRESENTATIONS

- Moon, J., **Lee, S. H.** (2025, Aug 7-11) . Trust in the Bylines: Audience Perceptions of AI-Generated News Across Polarized Issues. Mass Communication and Society Div., 108th, Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, United States.
- Velez, J. A., Yoo, H., Smith, X., **Lee, S. H.**, Lin, Y., & Chae, S. W. (2024, June 20-24) . Trolling is in the eye of the beholder: Perceptions of trolling motivations in others predict vigilantism in video games. [Paper Presentation]. Game Studies Div., 74th Annual Conference of the International Communication Association(ICA), Gold Coast, AUS. (Remotely participated)
- **Lee, S. H.** (2023, April 14) .How Hallyu/K-Lifestyle stays in your day-industrial insight. [Case Presentation]. IKS(Institute for Korean Studies) Graduate Student Conference , The Hamilton Lugar School of Global and International Studies , Indiana University, Bloomington, Indiana, United States
- Chae, S. W., Alberta, M., & **Lee, S. H.** (2022, Aug 5-8). Twitch vs YouTube: How synchronicity affects users' social interaction and positive emotion [Paper presentation]. Entertainment Division, 105th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI, United States
- Chae, S. W.& **Lee, S. H.** (2022, July). Exploring the Association between Twitch Streamers' Gender and Their Viewers' Swear Words and Social Words [Paper presentation]. International Conference on Social media & Society, Virtual Online Conference.
- Chae, S. W.& **Lee, S. H.** (2021, Aug 4-7). Sharing emotion while spectating video game play [Paper presentation]. Entertainment Division, 104th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Online Conference.
- Ham, Y., Lee, E., Kim, E., & **Lee, S. H.** (2021, Aug 4-7). Examining publics' comparative evaluations of government communication and strength ties as predictors of country reputation [Poster presentation]. PR Division, 104th Annual Conference of the AEJMC, Virtual Online Conference.

TEACHING EXPERIENCES

Associate Instructor - The Media School, Indiana University FALL 2020 - Present

- MSCH-A305 Strategic Content Development
- MSCH-J360 Fashion, Beauty, and Lifestyle Media
- MSCH-C207 Introduction to Media Industry & Management
- MSCH-C208 Principles of Public Relations
- MSCH-C213 Media Psychology
- MSCH-C209 Introduction to Advertising and Integrated Marketing Communication

Guest Lectures

- Title: "Fandom- a community of taste: how Korean-Entertainment content in your lifestyle"
- . The Media School, Indiana University, Bloomington , IN, USA
- MSCH-J360 Fashion, Beauty, and Lifestyle Media (Spring 2021, Fall, 2021)
- MSCH-J460 Social Media and Fashion, Beauty & Lifestyle (Spring 2021, Fall 2021)
- MSCH-J326 Fashion, Beauty, and Lifestyle Media (Spring 2022, Fall 2023, Fall 2024)

AWARDS, SCHOLARSHIPS, FELLOWSHIPS

AWARDS

- Research Analyst of the Month - CJ corporation, Seoul, Republic of Korea(Nov, 2012)
- Reporter of the Month (twice) – exclusive report - The Electronic Times, Seoul, Republic of Korea (Jan, 2008; Aug, 2010)

SCHOLARSHIPS AND FELLOWSHIPS

- Kern Scholarship for Innovation in Journalism (Indiana University) [2025]
(Selected by innovative journalism-related research in the Media School, \$2,200)
- Cushman Memorial Fund (Indiana University) [Spring, 2024]
(Selected by remaining in good academic standing among MA, PhD students, \$500)
- Top-rated admitted Ph.D. program (Indiana University) [Aug/2024]
- Scott C.Schurz Journalism Scholarship (Indiana University) [2022-2027]
(Selected by remaining in good academic standing among MA, PhD students, \$2,500)
- Student Academic Appointment Scholarships (Indiana University)[FA/2020]-[present]
- Outstanding admission achievement (KAIST) [Feb/2011]
- Foundation Broadcasting in Culture Scholarship (Sogang University x MBC) [Mar, 2005]

SERVICE

Faculty Search Committee

- Searching for two open(Director)/tenure track kinetic imaging/extended reality (KIX) faculty members (July- .2024, Chair David E. Tolchinsky),The Media School, Indiana University

Graduate Community - The Media School, Indiana University

- Financial Chair (Fall 2022-Spring 2023) , The Media School Graduate Association

Conference

- Paper peer review .
 - The International communication association (ICA), The Communication and Technology Division for The 72nd Annual International Communication Association Conference (Nov. 22, 2021- Nov.29.2021)
 - The International communication association (ICA), The Communication and Technology Division for The 74nd Annual International Communication Association Conference (Nov.20. 2023- Nov.29.2023)
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PROFESSIONAL EXPERIENCES

CJ LIVE CITY- Seoul, Republic of Korea

OCT 2015 - JUL 2020

Project Manager of CJ ENM's themed-plex with Korean Pop-Culture

- Incubated the business and founding member of the company, a subsidiary of CJ Group, which owns the largest media and entertainment company in Korea
- Worked on a US\$1.5 billion project to develop an offline entertainment platform on 330,578m2 of land, which will include area and multifunctional entertainment plex
- Designed between trans-platforms' connected experience from online to offline with ride attractions in one major zone and managing budgets
- Designed a new type of walk-through attraction combining virtual reality with physical activity for an immersive visitor experience using the gamification method
- Designed on-site assessment research for five different businesses: logistics, e-commerce, food and beverage, health and beauty retails, movie theaters
- Applied observational research methodology 'mystery shopping' based on consumers' journey in each on-site business
- Collaborated with various partners: application tech companies such as VR, AI, censing, special effects, architectural design companies, and a gaming studio

CX Strategic Designer of CJ ENM's themed-plex with Korean Pop-Culture

- Design project for customer experience in specific themed ride attractions to the park-wide atmosphere
- Conducted potential customer ethnography, expert interviews, and industry research to design the optimal physical experience by applying customers' expected behaviors.
- Partners: BCG(Korea), Digital Ventures (Japan and Australia), Forrec (Canada)

CJ Corporation- Seoul, Republic of Korea

Jan 2012 - Sep 2015

Sr.Brand Marketing Analyst of CJ Group Branding synergy with Entertainment content

- Consulted branding strategies for CJ group's entertainment business which includes 15 television channels, ten music labels, a film investment & distribution, multiplex movie theater
- Developed on-site branding strategy for the biggest Hallyu Convention & Show KCON, which started in 2004 and expanded into eight countries.
- Designed on-site assessment research for five different businesses: logistics, e-commerce, food and beverage, health and beauty retails, movie theaters : Applied observational research methodology 'mystery shopping' on consumer journey

Sr. Industrial Analyst in Management Research Institute

- Investigated on exploring new business opportunities for CJ's media and entertainment business.
- Researched specialized in technology innovation, telecommunications platforms; how to impact the technology innovation to the entertainment industry

The Electronic Times - Seoul, Republic of Korea

OCT 2007 - Jan 2011

News Reporter in the national-wide daily newspaper

- Built experience at Korea's most reputable and oldest daily newspaper focused on innovative economics and industry
- Reported more than 3,500 short articles and 135 features
- Investigated reporting: "Digital Aging"(2010); "Election- Social media viral effect"(2009)

ACTIVITIES

Indiana University-Bloomington, IN, USA

- Mindless Electron Lab (MEL) at Indiana University, Bloomington (Aug.2020 -)
- Computational Communication Lab(CCL) at Indiana University, Bloomington (Aug.2024-)
- Strategic Communication Research Lab (SCRL) at Indiana University, Bloomington (Aug.2020 - Dec. 2023)

KEY SKILLS

- SPSS, R, Python
- Qualitative research methods: In-depth interview, Design Thinking, Customer Journey Modeling, Content Concept testing
- Video/Photo editing
- Language: Korean (native), English(fluent).