

HYOJUNG PARK

Assistant Professor
Manship School of Mass Communication
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EDUCATION

Ph.D. in Journalism (December 2011), University of Missouri, Columbia, Missouri. Dissertation: *Social presence and source credibility in blog-mediated crisis communication*. Adviser: Glen T. Cameron.

M.A. in Journalism and Mass Communication (August 2007), University of Georgia, Athens, Georgia. Thesis: *The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization*. Adviser: Bryan H. Reber.

M.A. in Communications (February 2005), Korea University, Seoul, Korea.

B.S. in Mathematics, B.A. in Mass Communication (February 2003), Kyung Hee University, Seoul, Korea.

ACADEMIC POSITIONS

Assistant Professor, Manship School of Mass Communication, Baton Rouge, Louisiana State University (August 2012 – present)

Visiting Research Scholar, School of Journalism and Media Studies, San Diego State University (January 2012 – June 2012)

Graduate Instructor and Teaching Assistant, School of Journalism, University of Missouri (August 2010 – May 2011)

Research Assistant, School of Journalism, University of Missouri (August 2008 – December 2011)

Research Assistant, Cox International Center, Grady College of Journalism and Mass Communication, University of Georgia (January 2006 – June 2007)

Graduate Teaching and Research Assistant, Korea University, Seoul, Korea (May 2003 – December 2004)

JOURNAL PUBLICATIONS

Park, H., Reber, B. H., & Chon, M.-G. (in press). Tweeting as health communication: Health organizations' use of Twitter for health promotion and public engagement. *Journal of Health Communication*.

Park, H., & Kim, S.-Y. (in press). A moderated mediation model of corporate social responsibility: How does corporate ability influence the mediating role of inferred motives on consumer responses to corporate social responsibility? *Journal of Communication Management*.

Lee, J., **Park, H.**, & Wise, K. (2014). Brand interactivity and its effects on the outcomes of advergame play. *New Media & Society, 16*(8), 1268-1286.

Park, H., & Cameron, G. T. (2014). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via blogs. *Journalism & Mass Communication Quarterly, 91*(3), 487-507.

Park, H., & Lee, H. (2013). Show us you are real: The effect of human versus organizational presence on online relationship building through social networking sites. *Cyberpsychology, Behavior, and Social Networking, 16*(4), 265-271.

Lee, H., & **Park, H.** (2013). Testing the impact of message interactivity on relationship management and organizational reputation. *Journal of Public Relations Research, 25*(2), 188-206.

Park, H., Rodgers, S., & Stemmler, J. (2013). Analyzing health organizations' use of Twitter for promoting health literacy. *Journal of Health Communication, 18*(4), 410-425.

Alhabash, S., **Park, H.**, Kononova, A., Chiang, Y., & Wise, K. (2012). Exploring the motivations of Facebook use in Taiwan. *Cyberpsychology, Behavior, and Social Networking, 15*(6), 304-311.

Hong, H., **Park, H.**, Lee, Y., & Park, J. (2012). Public segmentation and government-public relationship building: A cluster analysis of publics in the United States and 19 European countries. *Journal of Public Relations Research, 24*(1), 37-68.

Park, H., & Reber, B. H. (2011). The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization. *International Journal of Strategic Communication, 5*(4), 240-260.

Kim, S.-Y., & **Park, H.** (2011). Corporate social responsibility as an organizational attractiveness for prospective public relations practitioners. *Journal of Business Ethics, 103*(4), 639-653.

Park, H., Rodgers, S., & Stemmler, J. (2011). Health organizations' use of Facebook for health advertising and promotion. *Journal of Interactive Advertising, 12*(1), 62-77.

Wise, K., Alhabash, S., & **Park, H.** (2010). Emotional responses during social information seeking on Facebook. *Cyberpsychology, Behavior, and Social Networking, 13*(5), 555-562.

Park, H., & Reber, B. H. (2010). Using public relations to promote health: A framing analysis of public relations strategies among health associations. *Journal of Health Communication, 15*(1), 39-54.

Park, H., & Reber, B. H. (2008). Relationship building and the use of Web sites: How *Fortune* 500 corporations use their Web sites to build relationships. *Public Relations Review, 34*(4), 409-411.

Kim, K., **Park, H.**, & Song, I. (2006). Exploring the consequences and values in using cell phones. *The Korean Journal of Journalism and Communication Studies, 50*(1), 60-90.

REFEREED CONFERENCE PAPERS

Kim, Y., & **Park, H.** (2015, August). Is there still a PR problem online? Exploring the effects of different sources and crisis response strategies in online crisis communication via social media. Accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Chon, M., & **Park, H.** (2014, August). One does not fit all: Health audience segmentation and prediction of health behaviors. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Park, H. (2013, March). Credibility of public relations practitioners in social media: Examining the effects of source and message tone on credibility in crisis communication. Presented at the International Public Relations Research Conference, Miami, FL.

Park, H., & Cameron, G. T. (2012, August). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via social media. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL. [**Second Place: Open Competition**]

Oh, H., & **Park, H.** (2012, August). “We’re not the only one with the crisis”: Exploring situational variables in an extension of Situational Crisis Communication Theory. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Johnson, R. A., **Park, H.**, Mazurek, M., Osterlind, S., Cameron, G. T., Carlisle, G. K. M., & McKenney, C. (2012, May). Social media messages about dog ownership among families of children with autism spectrum disorders. Presented at the annual conference of the International Communication Association, Phoenix, AZ.

Alhabash, S., **Park, H.**, Kononova, A., Chiang, Y., & Wise, K. (2011, August). Exploring the motivations of online social network use in Taiwan. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Saint Louis, MO.

Park, H., Rodgers, S., & Stemmler, J. (2011, May). Health promotion via social media: An analysis of health organizations’ use of Facebook in enhancing health literacy. Presented at the annual conference of the International Communication Association, Boston, MA.

Park, H., & Lee, H. (2011, March). The use of human voice as a relationship building strategy on social networking sites. Presented at the International Public Relations Research Conference, Miami, FL. [**Winner: Top Student Paper**]

Park, H., Jeong, J., & Cameron, G. T. (2011, March). A social identity approach to crisis communication: The effect of a group-serving bias on the public’s responses to an organizational crisis. Presented at the International Public Relations Research Conference, Miami, FL.

Park, H., & Reber, B. H. (2010, November). Building bridges between corporations and their publics: Does perceived corporate social responsibility influence organization-public relationships? Presented at the annual conference of the National Communication Association, San Francisco, CA. [**Top Three Paper**]

Park, H., Rodgers, S., & Stemmler, J. (2010, August). Analyzing health organizations’ use of Twitter for promoting health literacy. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Park, H., & Reber, B. H. (2010, August). Identifying the synergy between corporate social responsibility and organization-public relationships. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Lee, J., **Park, H.**, & Wise, K. (2010, August). Brand interactivity and its effects on the outcomes of advergame play. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Alhabash, S., **Park, H.**, & Lee, Y. (2010, August). Facebook and the self: How self-esteem, satisfaction with life, self-consciousness, and general affect inform motivation and intensity of Facebook use. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Jeong, Y., & **Park, H.** (2010, June). The influence of political, socioeconomic, and cultural superstructures on forming global public interests on the Internet. Presented at the annual conference of the International Communication Association, Singapore.

Park, H., & Reber, B. H. (2010, March). Influence of corporate social responsibility on organization-public relationships, attitudes, and behavioral intentions. Presented at the International Public Relations Research Conference, Miami, FL.

Lee, H., & **Park, H.** (2010, March). Testing the impact of message interactivity on relationship management and organizational reputation. Presented at the International Public Relations Research Conference, Miami, FL.

Park, H., & Kim, S.-Y. (2009, August). Exploring how corporate social responsibility can enhance publics' attitudes, purchase intentions, and supportive behaviors toward an organization. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA. **[Winner: Top Student Paper]**

Alhabash, S., **Park, H.**, & Wise, K. (2009, August). Emotional responses during Facebook use: Two conceptual frameworks. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA. **[Second Place: Faculty Paper]**

Kim, J., Lee, Y., Gardner, E. L., **Park, H.**, & Cameron, G. T. (2009, May). What's in a name? Health literacy leaders say plenty! Presented at the annual conference of the International Communication Association, Chicago, IL.

Kim, S.-Y., & **Park, H.** (2009, May). Corporate social responsibility as an organizational attractiveness/relationship building role for prospective public relations practitioners. Presented at the annual conference of the International Communication Association, Chicago, IL.

Park, H., & Hong, H. (2009, March). From strategic management to policy consensus in a health-related crisis: An analysis of the national salmonella outbreak in the U.S. Presented at the International Public Relations Research Conference, Miami, FL.

Jeong, J., **Park, H.**, Park, N., & Cameron, G. T. (2009, March). Relationship management and failed risk communication as predisposing contingency variables: Explaining grassroots furor over a government food import policy. Presented at the International Public Relations Research Conference, Miami, FL.

Park, H., & Reber, B. H. (2008, May). The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization. Presented at the annual conference of the International Communication Association, Montreal, Canada.

Park, H., & Reber, B. H. (2008, May). Using public relations to promote health: A framing analysis of public relations strategies among health associations. Presented at the annual conference of the International Communication Association, Montreal, Canada.

Park, H., & Reber, B. H. (2007, May). Relationship building and the use of Web sites: How *Fortune* 500 corporations use their Web sites to build relationships. Presented at the annual conference of the International Communication Association, San Francisco, CA.

ACADEMIC AWARDS & HONORS

Tiger Athletic Foundation Undergraduate Teaching Award, Louisiana State University, \$1,000 (April 2014)

Second Place Open Competition Paper, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication, \$300 (August 2012)

Outstanding Graduate Student Award, Korean American Communication Association, \$200 (August 2011)

University of Miami Top Student Paper Award, 14th annual International Public Relations Research Conference, \$1,000 (March 2011)

Top Three Paper, Public Relations Division, annual conference of the National Communication Association (November 2010)

First Place Visual Poster Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2010)

Top Student Paper Award/Kappa Tau Alpha Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication, \$400 (August 2009)

Second Place Faculty Paper, Communication Technology Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2009)

Top Three Research Paper Award, annual research competition of the Korean Public Relations Association, \$5,000 (May 2009)

Member of Kappa Tau Alpha honor society, Georgia chapter (2007 – present)

RESEARCH GRANTS

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$8,000 (April 2015). Project: “I pledge to drink responsibly!” The role of message framing and social influence in interactive social media campaign for reducing binge drinking among college students

Community Engaged Research Scholars Program, LSU Center for Community Engagement, Learning, and Leadership, \$1,500 (September 2014). Project: Social pressure in action on social media: Developing strategic messages for the prevention and intervention of collegiate substance abuse

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$8,500 (April 2014). Project: Narrative health messages in social media: Exploring how narratives interplay with the effects of source and message framing in health communication

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$6,450 (May 2013). Project: Tweeting and friending as health communication: Examining social media strategies for health promotion and relationship building

Junior Faculty Summer Research Stipend Award, LSU Office of Research & Economic Department, \$5,000 (January 2013). Project: Understanding public knowledge and interest level to promote the safe use of dietary supplements

TEACHING & ADVISING

LOUISIANA STATE UNIVERSITY, BATON ROUGE, LOUISIANA

Courses Taught

- MC 4002 Strategies for Public Relations and Social Media (Fall 2013, Fall 2014)
- MC 4004 Case Studies in Public Relations (Fall 2012)
- MC 4005 Public Relations Campaigns (Fall 2012, Spring 2013, Spring 2014, Spring 2015)
- MC 7001 Research Methods (Spring 2013, Spring 2014, Spring 2015)
- MC 7042 Foundations of Strategic Communication (Fall 2013, Fall 2014)

Undergraduate Student Advisement

- Distinguished Communicator Program advisees: Lindsey Miller (current), Elizabeth Hilton (current)
- Honors Theses advised: Kristin White (current), Katie Campbell (current)

Graduate Student Advisement

- Master's theses/projects chaired (5):
 - Lauren Meyers (current), Ryan DeLaune (graduated in May 2015), Camille Ivy-O'Donnell (graduated in May 2015), Leslie Wells (graduated in May 2014), Lilliana Lopez (graduated in May 2014)
- Master's committees served on as committee member (16):
 - Diana Cordero (current), Juliette Highland (current), TuVy Nguyen (current), Taylor Cox (graduated in May 2015), Ashley Lee (graduated in May 2015), John Evans (graduated in May 2015), Sarah Voelkel (graduated in May 2015), Dionell McNeal (graduated in August 2014), Andrea Chavez (graduated in May 2014), Ellen Sturgill (graduated in May 2014), Kathleen Jackson (graduated in May 2014), Megan Fambrough (graduated in December 2013), Silvia Medrano (graduated in December 2013), Rebecca Lang (graduated in December 2013), Christina Persaud (graduated in May 2013), Ali Loftin (graduated in May 2013)
- Dissertation committees chaired (2):
 - Lindsay McCluskey (current), Myoung-Gi Chon (current)
- Dissertation committee served on as committee member (1):
 - Young Kim (current)

UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI

- JOUR 8018 Strategic Communication Research II (Fall 2010, Co-instructor): Online graduate course focusing on qualitative and quantitative research methods designed for professionals currently working in the field; co-taught with Dr. Shelly Rodgers
- JOUR 8006 Quantitative Research Methods (Spring 2011, Teaching Assistant): Graduate course for quantitative research methods and associated statistical analyses in journalism and mass communication

KOREA UNIVERSITY, SEOUL, KOREA

- Advertising Management, Consumer Behavior, and Introduction to Advertising (Fall 2003 – Fall 2004, Teaching Assistant)

SERVICE & PROFESSIONAL AFFILIATIONS

LSU MANSHIP SCHOOL OF MASS COMMUNICATION

- Faculty adviser for ImPRint Communications affiliated with PRSSA at LSU (August 2013 – present)
 - ImPRint Communications became a PRSSA Nationally Affiliated firm in March 2014.
- Graduate Committee (August 2012 – present)
- Digital Media Initiatives Committee (August 2012 – present)
- Faculty Search Committee for the Digital Advertising position (Fall 2013)
- Faculty Search Committee for the two Public Relations (tenure-track and instructor) positions (Fall 2014 – Spring 2015)

LOUISIANA STATE UNIVERSITY

- Faculty Senate Courses and Curricula Committee (June 2015 – present)

NATIONAL AND INTERNATIONAL SERVICES

- Secretary, Korean American Communication Association (August 2013 – present)
- Chair of the Membership Committee of the Korean American Communication Association (August 2013 – present)
- Editorial board member, *Korean Journal of Public Relations Research* (December 2012 – December 2013)
- Manuscript reviewer
 - *Journal of Public Relations Research*
 - *Cyberpsychology, Behavior, and Social Networking*
 - *Howard Journal of Communications*
 - *Korean Journal of Advertising and Public Relations*
 - *Korean Journal of Public Relations Research*
- Conference paper reviewer
 - Association for Education in Journalism and Mass Communication – Public Relations division, Mass Communication and Society division, and Korean American Communication Association division
 - National Communication Association – Mass Communication division
 - International Communication Association – Public Relations division and Korean American Communication Association division
- Student representative, Korean American Communication Association (2009 – 2011)
- Student committee, International Student Center at the University of Georgia (2006 – 2007)

PROFESSIONAL AFFILIATIONS

- Member, International Communication Association (2007 – present)
- Member, Association for Education in Journalism and Mass Communication (2009 – present)
- Member, Public Relations Society of America (2013 – present)
- Member, National Communication Association (2010 – 2012)