

CURRICULUM VITAE

Eunsin Joo

| | | | |
|---------|--|-------------------------|---|
| Office: | College of Comm. Arts & Sciences Michigan State University 404 Wilson Rd, R541 East Lansing, MI 48824 | US Home: | 3211 Apt. 2B Trappers Cove Trl. Lansing, MI 48910 706-540-6213 (cell) eunsinjoo@gmail.com jooeunsi@msu.edu |
| | | South Korea Home: | 20, Nammun-ro 753beon-gil, I'Park Apt. 110-1301 Dong-gu, Gwang-ju, South Korea +82 (0)10-8681-3554 (cell) |

EDUCATION

| | |
|--|--|
| Ph.D. 2012 September - 2018 August (expected) | Michigan State University, Media and Information Studies (M.I.S.) Department of Advertising and Public Relations <u>Major Areas of Study:</u> Mobile strategic communication, persuasive information processing, media psychology and behavior, digital and social media advertising effects and processes, mobile health communication <u>Dissertation title:</u> Sponsor Visibility, Customization, and User Control in the Era of Interactive Technology: Effects on Causal Attribution of Sponsor's Motives, Sponsor Attitudes, and Credibility in the Context of Sponsored Mobile Health-Related Apps <u>Advisor:</u> Anastasia Kononova, PhD |
| M.A. 2010-2012 | The University of Georgia, Grady College of Journalism and Mass Communication, Department of Advertising and Public Relations Major Areas of Study: Digital marketing communication effects with a focus on advertising and marketing |
| B.A. 2005-2010 | Hongik University, South Korea, School of Advertising and Public Relations Early graduation for Top GPA students with a First Class Honors |

COURSES TAUGHT: *Michigan State University:*

2015-2016 Co-Instructor ADV350: Media Planning and Buying (Undergraduate)

- Asia Culture Institution established by South Korea Ministry of Culture, Sports and Tourism, Gwangju, South Korea, November 2017 – Present
 - PR & Marketing specialist and researcher
 - Working for intentional public relations and marketing promotion strategy development for Asia contemporary art and culture.
- Medindicium Inc. San Francisco, California, Spring 2015 – Spring 2016
 - Media consultant
 - Worked for healthcare market research and business plan development, developed mobile healthcare service strategies, identified potential consumer needs, developed strategic communication plan to expand the business.
- Chungbuk Cable TV System (CCS), Chungju, South Korea, Spring 2010
 - Scriptwriter & Assistant Director
 - Wrote scripts for several cable TV programs and worked as a assistant director
- Dart Media Inc., Media Planning Department for Online, Mobile, IPTV, WEB TV, etc., Seoul, South Korea, December 2009 – February 2010
 - Media Representative Intern
 - Developed effective new media strategies for clients (i.e. Hyundai Motor Company)

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Dai, N., Viken, G., **Joo, E.**, & Bente, G. (2018). Risk-Assessment in E-Commerce: How Sellers' Photos, Reputation Scores, and the Stake of a Transaction Influence Buyers' Purchase Behavior and Information Processing. *Computer in Human Behavior*, 84, 342-351. <https://doi.org/10.1016/j.chb.2018.02.038> (SSCI, Journal Impact Factor: 3.435)
2. Kononova, A., Yuan, S., & **Joo, E.** (2017). Reading About the Flu Online: How Health-Protective Behavioral Intentions Are Influenced by Media Multitasking, Polychronicity, and Strength of Health-Related Arguments. *Health Communication*, 32(6), 759–767. <https://doi.org/10.1080/10410236.2016.1172289> (SSCI, Journal Impact Factor: 1.487)
3. Kononova, A., **Joo, E.**, & Yuan, S. (2016). If I choose when to switch: Heavy multitaskers remember online content better than light multitaskers when they have the freedom to multitask. *Computers in Human Behavior*, 65, 567–575. <https://doi.org/10.1016/j.chb.2016.09.011> (SSCI, Journal Impact Factor: 3.435)
4. Yoo, K., **Joo, E.**, Choi, H., Reid, L., & Kim, J. (2015). Trends in the use of statistics in major advertising journals over four decades. *International Journal of Advertising*, 34(3), 549–572. <https://doi.org/10.1080/02650487.2015.1005513> (SSCI, Journal Impact Factor: 2.451)

*Note: International Journal of Advertising Best Paper of 2015

2. **Joo, E.** (Under review). “Convenience, Security, or Convenient Security? The Influence of Consumer Beliefs about using Mobile Touch ID for in-App Payments.” Submitted to the *Computer in Human Behavior*.
3. Kanthawala, S., **Joo, E.**, Kononova, A., Peng, W., & Cotton, S. (Under review). “Folk theorizing the quality and credibility of health apps.” Submitted to the *Mobile Media and Communication (MMC)*.
4. Kononova, A., Kim, W., **Joo, E.**, & Lynch, K. (Under review). “Click, Click, Ad: The Probability of Congruent and Incongruent Ads in Paginated Online Stories Affects Brand Recognition and Ad Clicking Intentions.” Submitted to the Journal of Interactive Advertising.

JOURNAL SUBMISSIONS IN PREPARATION

1. **Joo, E.** (in stages of preparation). “Facebook Advertising Virality as a Heuristic Cue: The Effects of Need for Cognition on Consumer Judgments.” Prepared for submission to an advertising journal.
2. **Joo, E.**, Peng, W., & Sah, Y. (in stages of preparation). “An exploratory study of group identity effects of online comments on consumer’s attitudes and purchase intention.” Prepared for submission to an electronic commerce journal.
3. **Joo, E.**, Huddleston, P., & Behe, B. (in final stages of preparation). “The Effect of Involvement and Expertise on Visual Attention and Product Choice.” Prepared for submission to a retailing journal.

PEER-REVIEWED CONFERENCE PROCEEDINGS

1. Kononova, A., **Joo, E.**, Kim, W., & Lynch, K. (2017, March). Wait, it’s not relevant! How the probability of seeing congruent vs. incongruent ads in paginated online stories affects brand recognition and ad clicking intentions. *The Proceedings of the 2017 Annual conference of the American Advertising Association (AAA)*, Boston, Massachusetts.
2. **Joo, E.** & Huddleston, P. (2016, March). Exploring Facebook Advertising Likes and Shares as a Heuristic Cue: The Effects of Need for Cognition on Consumer Judgments. *The Proceedings of the 2016 Annual conference of the American Advertising Association (AAA)*, Seattle, Washington.
3. **Joo, E.** & Richards, J. I. (2013, June). Building Brand Loyalty in the Digital Age: The Real Benefit of Social Capital Created in Brand Fan Pages on Facebook. *The Proceedings of the 2013 Global conference of the American Advertising Association (AAA)*, Honolulu, Hawaii.

1. Kanthawala, S., **Joo, E.**, Kononova, A., Peng, W., & Cotton, S. (2018, August). *Folk theorizing the quality and credibility of health apps*. Will be presented at the Communicating Science, Health, Environment and Risk Division of the 2018 Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 6-9, Washington D.C.
2. **Joo, E.** (2018, July). *The Influence of Consumer Beliefs about using Mobile Touch ID for in-App Payments: The Roles of Perceived Convenience, Security, and Privacy*. Will be presented at the 2018 Global Marketing Conference, July 26-29, Tokyo, Japan.
3. Kononova, A., **Joo, E.**, Yang, J., & Kanthawala, S. (2018, April). *Are Commercially Sponsored Health Mobile Apps Credible? The Role of Visual Attention to App Interfaces and Persuasion Knowledge*. Presented at the 2018 Kentucky Conference on Health Communication, April 12-14, Lexington, Kentucky.
4. Kononova, A., **Joo, E.**, Kim, W., & Lynch, K. (2017, March). *Wait, it's not relevant! How the probability of seeing congruent vs. incongruent ads in paginated online stories affects brand recognition and ad clicking intentions*. Presented at the 2017 Annual conference of the American Advertising Association (AAA), March 23-26, Boston, Massachusetts.
5. **Joo, E.**, Peng, W., & Sah, Y. (2016, June). *Does What My Neighbors Do Still Matter to Me when Shopping Online? Examining the Impacts of Location-Based Social Identity on the Consumer Decision Making Process*. Presented at the Information System Division of the 66th International Communication Association (ICA) conference, June 9-13, Fukuoka, Japan.
6. Dai, N., Viken, G., **Joo, E.**, & Bente, G. (2016, June). *Risk-Assessment in E-Commerce: How Seller Photo, Reputation Rating, and Stake Influence Purchase Behavior and Decision Certainty*. Presented at the Information System Division of the 66th International Communication Association (ICA) conference, June 9-13, Fukuoka, Japan.
7. **Joo, E.**, Huddleston, P., Behe, B., & Sage, L. (2016, April). *The Effect of Involvement and Expertise on Visual Attention and Product Choice*. Presented at the 2016 Annual Spring Conference of the American Collegiate Retailing Association (ACRA), April 13-16, New York City, New York.
8. **Joo, E.** & Huddleston, P. (2016, March). *Exploring Facebook Advertising Likes and Shares as a Heuristic Cue: The Effects of Need for Cognition on Consumer Judgments*. Presented at the 2016 Annual conference of the American Advertising Association (AAA), March 17-20, Seattle, Washington.
9. Kononova, A., Yuan, S., **Joo, E.**, & Lee, S. (2015, August). *The effects of argument quality, multitasking with Facebook, and polychronicity on health-protective behavioral intentions*.

11. Yang, J. & Joo, E. (2014, June). *An Exploratory Study of Consumers' Use of Branded Application*. Presented at the 13th International Conference on Research in Advertising (ICORIA), June 27-28, Amsterdam, Netherlands.
12. Yuan, S., Joo, E., & Kononova, A. (2014, June). *Double-dipping effect? How Combining YouTube environmental PSAs with thematically congruent advertisements in different formats affects memory and attitudes*. Presented at the 13th International Conference on Research in Advertising (ICORIA), June 27-28, Amsterdam, Netherlands.
13. Kononova, A., Yuan, S., & Joo, E. (2014, May). *Goal Refreshing and Stimulation: Can Media Multitasking Help Keep Focus While Reading Health-Related Online?* Presented at the Psychological Processes Underlying Health Communication Division of the 64th International Communication Association (ICA) conference, May 22-26, Seattle, Washington.
14. Joo, E. (2013, August). *Examining Warranting Theory toward Use in Non-Interpersonal Computer-Mediated Communication (CMC) Contexts*. Presented at the Communication Theory and Methodology of the 2013 Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 8-11, Washington. D.C.
(*Note: Top Student Papers Award, Second Place in the Communication Technology and Methodology Division)
15. Lou C., Wagner, C., & Joo, E. (2013, August). *The Mediating Role of Prior Knowledge in Framing Effects: An Experimental Study of Responses to Valenced Frames*. Presented at the Communication Theory and Methodology Division of the 2013 Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 8-11, Washington. D.C.
16. Joo, E. & Richards, J. I. (2013, June). *Building Brand Loyalty in the Digital Age: The Real Benefit of Social Capital Created in Brand Fan Pages on Facebook*. Presented at the 2013 Global Conference of the American Advertising Association (AAA), May 30-June 2, Honolulu, Hawaii.
17. Yoo, K., Joo, E., Choi H. J., & Reid, L. N. (2012, March). *Use of Statistical Techniques in Major Advertising and Public Relations Journals, 1980 – 2010*. Presented at the Annual conference of the American Advertising Association (AAA), March 15-18, Myrtle Beach, South Carolina.

INVITED GUEST LECTURES AND PRESENTATIONS

1. Joo, E. (2014). Media Planning and Buying. ADV 350: Understanding Digital & Social Media Planning and Effects. Michigan State University, East Lansing, MI, to be presented in November.

5. Joo, E. (2014). Media Planning and Buying. ADV 350: How to develop Successful Budgeting strategy. Michigan State University, East Lansing, MI, to be presented in March.
6. Joo, E. (2014). Consumer Behavior. ADV 375: The introduction of Consumer Behavior. Michigan State University, East Lansing, MI, to be presented in January.

AWARDS AND HONORS

- International Student Tuition Awards, International Studies and Programs, Michigan State University, East Lansing, Michigan – Spring, 2018
- International Student Tuition Awards, International Studies and Programs, Michigan State University, East Lansing, Michigan – Fall, 2017
- Top Student Paper Award (Second Place), Communication Technology and Methodology Division, Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C. – August, 2013
- Prizewinner, iLoveWater Contest, Ministry of Environment and Korea Water and Wastewater works Association, Seoul, South Korea. – May, 2009
- Finalist, the 30th Cheil AD Awards, Cheil Worldwide, Inc. (Subsidiary marketing company of Samsung Group), Seoul, South Korea. – March, 2009

FELLOWSHIPS, SCHOLARSHIPS, AND GRANTS

- Dissertation Completion Fellowship, College of Communication Arts of Sciences, Michigan State University – Spring 2018
- Marie Louise Gephart Donnell Scholarship, Department of Advertising and Public Relations, Michigan State University – Spring 2017
- Graduate Student Research Enhancement Fellowship, The Graduate School, Michigan State University – Spring 2016
- Marie Louise Gephart Donnell Scholarship, Department of Advertising and Public Relations, Michigan State University – Spring 2016
- International Studies and Programs Travel Fellowships, The Graduate school, Michigan State University – Spring 2016, Spring 2013
- Doctoral Student Conference Scholarship, American Collegiate Retailing Association (ACRA) – Spring 2016
- Council of Graduate Students (COGS) Conference Grant, co-Sponsored by MSU Federal Credit Union and the Office of the Vice President for Research and Graduate Studies, Michigan State

- Top GPA & Dean List's Scholarships for all semesters, Hongik University – 2005, 2006, 2008, 2009, 2010
- Honor Student Oversea Activity Funding for UNESCO Volunteer Corps for the Saint Martine la plane area in France, Hongik University – Summer 2008
- Honor Student Oversea Activity Funding for Habitat for Humanity in Thailand, Hongik University – Summer 2006

PROFESSIONAL SERVICE

Conference Paper Reviewer

- International Communication Association
 - Information System Division (2015)
 - Mobile Communication Division (2015)
- Association for Education in Journalism and Mass Communication (AEJMC)
 - Advertising Division (2015-2018)
 - Mass Communication & Society Division (2015)
 - Korean American Communication Association Division (2014-2016)
- International Conference on Research in Advertising (ICOREA) (2015-2016)
- American Collegiate Retailing Association
 - Consumer and Shopper Behavior (satisfaction, loyalty, patronage) (2015)

Undergraduate and Graduate Students Advising and Services

- The AD+PR and MI Graduate Research and Arts Forum (2016, April)
 - Doctoral student judge to provide constructive feedback for master students' posters and oral presentations at the Forum at Michigan State University
- The annual University Undergraduate Research and Arts Forum (UURAF) (2015-2016)
 - Grad student evaluator/judge to provide constructive feedback for undergraduate students' posters and oral presentations at the UURAF at Michigan State University
- Mid-Michigan Symposium for Undergraduate Research Experiences (Mid-SURE) (2014, July)
 - Grad student evaluator to provide feedback for undergraduate students' posters at the summer undergraduate research forum at Michigan State University

PROFESSIONAL AFFILIATIONS

- International Communication Association (2016-present)
- Korean Graduate Students Association (KGSA) at Michigan State University (2014-present)
 - Vice President (2015-2016)

SKILLS AND LANGUAGES

- Statistics Knowledge on SPSS, STATA, AMOS, PLS, and R
- Experience with MAXQDA, QDAMiner, NVIVO, or other qualitative software
- Production Knowledge on Premier, Photoshop, Illustration
- Working expert knowledge on MS Office (Excel, Word, Outlook, and Power Point)
- Languages: Korean (native) and English (fluent)