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# Myojung Chung

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*Assistant professor in journalism and media advocacy at Northeastern University. Dedicated scholar-teacher focusing on the intersection of new media, journalism, strategic communication, and social changes. A decade of professional experience in journalism and strategic communication. Extensive international experience with fluency in English, Korean, Chinese, and Japanese.*

## EDUCATION

**Ph.D., Mass Communications, 2015**

S.I. Newhouse School of Public Communications  
SYRACUSE UNIVERSITY, Syracuse, NY  
Advisor: Pamela J. Shoemaker, Ph.D.

**M.A., Regional Studies-East Asia, 2004**

HARVARD UNIVERSITY, Cambridge, MA  
Advisor: Carter Eckert, Ph.D.

**B.A., Anthropology, 2001, Graduated *Magna Cum Laude***

SEOUL NATIONAL UNIVERSITY, Seoul, Korea

## ACADEMIC POSITIONS

**Assistant Professor, August 2019 – Present**

School of Journalism, College of Arts, Media, and Design  
Northeastern University, Boston, MA

**Assistant Professor, August 2017 – May 2019**

Masters of Arts in Professional Communication Program  
University of San Francisco, San Francisco, CA

**Assistant Professor, July 2015 – July 2017**

Wee Kim Wee School of Communication and Information  
Nanyang Technological University, Singapore

**Editorial Assistant, May 2014 – June 2015**

For Dr. Pamela J. Shoemaker, Co-Editor, *Communication Research*

**Instructor, Spring 2014**

S.I. Newhouse School of Public Communications  
Syracuse University, Syracuse, NY

## PROFESSIONAL POSITIONS

**Columnist**, November 2008 – July 2016

*The Hankyoreh* – NIE Column “*News in English*,” Seoul, Korea

**Staff Reporter**, January 2007 – September 2012

*Yonhap News Agency/Yonhap News TV*, Seoul, Korea

Special correspondent, Tokyo, Japan (January – July 2010)

**PR Manager**, September 2004 - September 2006

SK Telecom, Seoul, Korea

**Advisor**, September 2003 – January 2004

United Nations Headquarters/Permanent Mission of the ROK, New York, NY

**PR Program Coordinator**, March 2001 – August 2001

Korean National Commission for UNESCO, Seoul, Korea

**Staff Reporter**, January 2000 – January 2001

*The Face of Future* (Magazine), Seoul, Korea

## TEACHING

**Northeastern University** (2019 – Present)

### **Undergraduate Courses**

*Public Relations Principles* (Evaluation: 4.8/5.0)

### **Graduate Courses**

*Research for Media Advocacy* (Currently teaching)

**University of San Francisco** (2017 – 2019)

### **Undergraduate Courses**

*Health Communication*(Evaluation: 5.6/6.0)

### **Graduate Courses**

*Capstone: Thesis Writing* (Evaluation: 5.9/6.0)

*Research Methods* (Evaluation: 5.8/6.0)

*Media Advocacy* (Evaluation: 5.8/6.0)

*Foundations of Communication* (Evaluation: 5.7/6.0)

*Seminar: Risk and Crisis Communication* (Evaluation: 5.3/6.0)

*Seminar: Strategic Health Communication* (Evaluation: 5.2/6.0)

**Nanyang Technological University (2015 – 2017)**

**Undergraduate Courses**

*Final Year Project: Public Communication Campaign* (Evaluation: 4.5/5.0)

*Corporate Communications Management* (Evaluation: 4.6/5.0)

**Graduate Courses**

*International Public Relations* (Evaluation: 4.5/5.0)

**Syracuse University (2014)**

**Undergraduate Courses**

*Communications and Society* (Evaluation: 3.9/5.0)

**RESEARCH**

**Publications**

**Chung, M.**, & Kim, H. K. (2019). Effects of Media Frame and Onset Controllability on Support for Postpartum Depression Policy. *Journal of Health Communication*, 24, 674-682.

**Chung, M.** [2019]. The message influences me more than others: How and why social media metrics affect first person perception and behavioral intentions. *Computers in Human Behavior*, 91, 271-278.

**Chung, M.** (2017). Not just numbers: The role of social media metrics in online news evaluations. *Computers in Human Behavior*, 75, 949-957.

Shim, K., **Chung, M.\***, & Kim, Y. (2017). What influences publics' reaction to CSR: The role of media frames and ethical orientation. *Public Relations Review*, 43(4), 817-828.  
\* Corresponding author

**Chung, M.** (2016). Individualism - collectivism revisited: Analysis of self-other perceptions in Korea and the U.S. *Asian Communication Research*, 13(1), 58-79.

**Chung, M.**, Munno, G., & Moritz, B. (2015). Triggering participation: Hostile media and third person effects on online participation. *Computers in Human Behavior*, 53, 452-461.

Kinsey, D. F. & **Chung, M.** (2013). National image of South Korea: Implications for public diplomacy. *Exchange: The Journal of Public Diplomacy*, 4, 5-16.

**Manuscripts under Review**

- Chung, M.,** & Kim, N. When I Learn the News is False: How Fact-checking Information Stems Spread of Fake News via Third-person Perception. **Revised & Resubmitted** to *Human Communication Research*.
- Chung, M.,** & Lim, Y. The organization engages me: How and when dialogic messages on online platforms influence social presence and behavioral intentions. Under review at *Health Communication*.
- Chung, M.,** Seo, Y., Lee, D., & Jung, Y. Agenda melding in social TV: How and when the number of user comments affects perceived issue importance. Under review at *Journal of Broadcasting & Electronic Media*.
- Lee, E.-J., Jang, Y., & **Chung, M.** When and how audience reactions affect news readers' personal opinion: Experimental comparisons between user comments and pers-on-the street quotes. Under review at *Digital Journalism*.

**Conference Papers**

- Chung, M.** & Kim, N. (2020). When I Learn the news is false: How fact-checking information stems spread of fake news via third-person perception. Paper to be presented at the annual conference of International Communication Association, Golden Coast, Australia, May 2020.
- Kim, N. & **Chung, M.** (2020). The role of media richness in simulating intergroup contact: A text of the contact space framework. Paper to be presented at the annual conference of International Communication Association, Golden Coast, Australia, May 2020.
- Lee, E.-J., Jang, Y., & **Chung, M.** (2019). When and how audience reactions affect news readers' personal opinion: Experimental comparisons between user comments and pers-on-the street quotes. Paper presented at the annual conference of International Communication Association, Washington D.C., May 2019.
- Chung, M.,** & Lim, Y. (2019). The organization engages me: How and when dialogic messages on online platforms influence social presence and behavioral intentions. Paper presented at the annual conference of International Communication Association, Washington D.C., May 2019.
- Chung, M.,** Seo, Y., Lee, D., & Jung, Y. (2019). Agenda melding in social TV: How and when the number of user comments affects perceived issue importance. Paper presented at the annual conference of International Communication Association, Washington D.C., May 2019.

- Seo, Y., **Chung, M.**, Lee, D., & Jung, Y. (2018). Third person perception in interactive social TV: Effects of comment civility and interface types on message perception. Paper presented at the annual conference of International Communication Association, Prague, Czech Republic, May 2018.
- Lee, E.-J., Jang, Y., & **Chung, M.** (2018). Are user comments special? Effects of User comments vs. Direct quotes on perceived public opinion and news evaluation. Paper presented at the annual conference of International Communication Association, Prague, Czech Republic, May 2018.
- Chung, M.** (2018). The message influenced me more than others: Social media metrics effects on Third-Person Perception. Paper presented at the annual conference of Hawaii International Conference on System Sciences, Hawaii, January 2018.
- Chung, M.** (2017). Health risk communication in Web 2.0. Paper presented at the annual International Conference on Information Systems, Seoul, Korea, December 2017.
- Chung, M.** (2017). Are you more scared of virus? Health risk communication on Twitter. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 2017.
- Chung, M.** & Kim, H. (2017). Effects of news framing and onset controllability on social discussion on postpartum depression. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 2017.
- Chung, M.** & Chock, T.M. (2016). Health risk communication in the digital era: Extended parallel process model in the social media context. Paper presented at the biennial conference of CeDEM Asia, Daegu, South Korea, December 2016.
- Chung, M.** (2016). Care or not care others' reaction: Moderators of social endorsement effects. Paper presented at the annual conference of International Communication Association, Fukuoka, Japan, June 2016.
- Shim, K., & **Chung, M.** (2016). What influences publics' reaction to CSR: The role of media frames and ethical orientation. Paper presented at the annual conference of International Communication Association, Fukuoka, Japan, June 2016.
- Chung, M.** (2016). Social endorsement effects on message processing: Cross-cultural analysis. Paper presented at the annual conference of Cross-Cultural Communication Conference, Bangkok, Thailand, January 2016.
- Chung, M.** (2015). Effects of social endorsement on news evaluation. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2015. ***Top Student Paper (1<sup>st</sup> place) at the Communication Technology Division.***

- Chung, M.** (2015). Framing in national interest: Airplane crash news in Korea, U.S., and China. Paper presented at the annual conference of International Communication Association, San Juan, Puerto Rico, May 2015.
- Chock, T.M., Kim, J., **Chung, M.**, & Chung, E. (2015). The role of source identification and credibility in the social media impact hypothesis. Paper to be presented at the annual conference of International Communication Association, San Juan, Puerto Rico, May 2015.
- Kim, J., Chock, T.M., **Chung, M.**, & Roh, S. (2015). The effects of news about depression: The role of narrative format and controllability attributions. Paper presented at the annual conference of International Communication Association, San Juan, Puerto Rico, May 2015.
- Chung, M.** (2014). Irrational dictator or magistrate-maverick? The leadership style of Kim Jong Un. Paper presented at the annual conference of National Communication Association, Chicago, IL, November 2014.
- Chung, M.** (2014). Do you see my country as I do? National self-image vs. national image. Paper presented at the annual conference of National Communication Association, Chicago, IL, November 2014.
- Kim, J., Chock, T.M., **Chung, M.**, & Jeong, S. (2014). Social media, risk perception, and the third person effect. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Montreal, Canada, August 2014.
- Munno, G., **Chung, M.**, & Moritz, B. (2014). Triggering participation: Hostile media and third person effects on online participation. Paper presented at the annual conference of International Communication Association, Seattle, WA, May 2014.
- Kinsey, D. F. & **Chung, M.** (2013). National image of South Korea: Implications for public diplomacy. Paper presented at the 29th annual conference of the International Society for the Scientific Study of Subjectivity, Amsterdam, Netherlands, September 2013.

## **GRANTS & SCHOLARSHIPS**

### **Start-Up Grant: USD 8,000**

Northeastern University, Fall 2019

### **Faculty Development Fund: USD 20,000**

University of San Francisco, Fall 2017 – Spring 2019

**Start-Up Grant: SGD 35,000**

Nanyang Technological University, Fall 2015 – Spring 2017

**Newhouse Dissertation Research Grant: USD 2,000**

Syracuse University, Fall 2014 – Spring 2015

**Newhouse Travel Grant to Academic Conferences: USD 3,500**

Syracuse University, Fall 2013 – Spring 2015

**Harvard Summer Research Grant: USD 2,000**

Harvard University, Summer 2002

**Harvard Graduate Scholarship: USD 50,000**

Harvard University, Full scholarship upon admission, Fall 2001 – Spring 2003

**Korea Foundation for Advanced Studies Scholarship: USD 9,000**

Qualified through a triple-round national competition, March 1998 – February 2001

**SNU Grant for Academic Achievement: USD 7,000**

Seoul National University, Fall 1997 – Fall 2000

**AWARDS**

**Top Student Paper Award (1st Place)**

Association for Education in Journalism and Mass Communication  
Communication Technology Division, August 2015

**Excellent Research Award, National Thesis Contest for College Students**

Korean Ministry of Education, November 1998

**SERVICE**

**Search Committee, Fall 2019 – Spring 2019**

School of Journalism, Search for Assistant Professor in Data Journalism  
Northeastern University

**Media Advocacy Program Committee, Fall 2019 – Present**

School of Journalism  
Northeastern University

**Website Committee, Fall 2019 – Present**

School of Journalism, College of Media, Arts, and Design  
Northeastern University

**Newsletter Editor, Fall 2019 – Present**

Korean-American Communication Association (KACA)

**Community-Engage Learning and Teaching Fellow, Fall 2018 – Spring 2019**

Leo T. McCarthy Center for Public Service and the Common Good  
University of San Francisco, San Francisco, CA

**Steering Committee, Fall 2017 – Spring 2019**

M.A. in Professional Communication Program  
University of San Francisco, San Francisco, CA

**Thesis Committee, Fall 2016**

Nanyang Technological University, Singapore  
Student: Lew Zi Jian, M.A.

Thesis Title: “Warranting, meta-warranting, meta-meta-warranting, and credibility as indicators of perceived authenticity and persuasiveness of product recommendations.”

**Newsletter Committee, May 2016 – Sep 2017**

Korean-American Communication Association (KACA)

**Ad-hoc Reviewer, Jan 2015 – Present**

*Human Communication Research*

*New Media and Society*

*Public Opinion Quarterly*

*Journalism and Mass Communication Quarterly*

*Computers in Human Behavior*

*Telematics and Informatics*

*Cyberpsychology, Behavior, and Social Networking*

*International Journal of Press/Politics*

*International Journal of Communication*

*Public Relations Review*

Association for Education in Journalism and Mass Communication

International Communication Association

**Graduate Student Representative, September 2013 – August 2014**

Newhouse Faculty Promotion Committee  
Syracuse University, Syracuse, NY

**Vice President, August 2013 – July 2014**

Newhouse Doctoral Student Association  
Syracuse University, Syracuse, NY

**Vice President, August 2002 - July 2003**

Harvard Asia Society  
Harvard University, Cambridge, MA



## **CERTIFICATIONS**

Certificate in University Teaching (May 2015, Syracuse Future Professoriate Program)

Hootsuite Certified Social Media Professional

## **PROFESSIONAL MEMBERSHIPS**

Association for Education in Journalism and Mass Communication

International Communication Association

International Association for Media and Communication Research

Korean American Communication Association

National Communication Association

## **LANGUAGE SKILLS**

Korean, English, Chinese, Japanese