

**Sejin Kim**  
Curriculum Vitae  
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University of Utah Asia Campus  
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## EDUCATION

Ph.D.            Public Communication and Technology, Department of Journalism and Media  
Communication, Colorado State University, Fort Collins, August 2018

Dissertation: *Predictors of Behavioral Intention to Purchase Risky Consumer  
Products*

Committee: Kirk Hallahan (chair), Marilee Long, Donna Rouner, Jerry Vaske,  
Michele Betsill

M.S.            Communication, Department of Communication (minor in Statistics),  
University of Louisiana, Lafayette, July 2011

B.B.A.           Actuarial Science (passed Society of Actuaries Exams: Probability and Financial  
Mathematics), School of Business, University of Wisconsin, Madison, May 2005

## ACADEMIC POSITIONS

2020 - Present            Director of Communication Program, University of Utah Asia Campus

2022 - Present            Associate Professor (Lecturer), University of Utah Asia Campus

2016 - 2022            Assistant Professor (Lecturer), University of Utah Asia Campus

## PUBLICATIONS

### Peer Reviewed Journal Articles

- 2022 Kim, D. K. & **Kim, S-J.** What if you have a humanoid AI robot doctor?: An investigation of public trust in South Korea. *Journal of Communication in Healthcare*, 15, 276-285.
- 2020 **Kim, S-J.** Predictors of behavioral intention to purchase a potentially risky consumer product, sunscreen containing nanoparticles. *International Journal of Trend in Research and Development*, 7, 162-177.
- 2018 **Kim, S-J.** Cognitive and affective risk perceptions and their antecedents: Implications for intention to purchase GMO foods. *Asian Journal of Public Relations*, 2, 33-54.
- 2015 Trumbo, C. W., & **Kim, S-J.** The effect of electronic cigarette advertising on intended use among college students. *Addictive Behaviors*, 46, 77-81.
- 2012 Adams, T., **Kim, S-J.**, & Couper, J. Extending Simons: using the dual-perspective to understand the distinctions between violent and nonviolent rhetorical philosophy. *Nuovo Atlantide*, 3, 71-87.

### Chapters in Books

- 2016 Trumbo, C. W., & **Kim, S-J.** The risk behavior diagnosis scale. In J. Dearing & D. K. Kim (Eds.), *Health Communication Research Measures* (Chapter 18, pp. 183-192). New York: Peter Lang Publishing.
- 2014 Trumbo, C. W., & **Kim, S-J.** Agenda-setting with environmental issues. In A. Hansen & R. Cox (Eds.), *The Handbook on Environment and Communication* (Chapter 27, pp. 347-360). London: Routledge.
- 2011 Kim, D. K., & **Kim, S-J.** Hallyu from its origin to present: An historic overview. In D. K. Kim & M-S. Kim (Eds.), *Hallyu: Influence of Korean Popular Culture in Asia and Beyond* (pp. 13-34). Seoul: Seoul National University Press.

## CONFERENCE ACTIVITIES

### Session Co-Chair

- 2013        The Society for Risk Analysis, Baltimore, MD (December 8-12). Co-chaired a Risk Communication Specialty Group session entitled *Risk Information Seeking and Processing Behavior*.

### Refereed Papers

- 2021        Kim, D. K. & **Kim, S-J**. *Advanced AI technology and the future of medical service: A prediction of the AI-based humanoid robot doctor-human patient communication in South Korea*. The International Communication Association (Virtual Conference: May 27-31).
- 2020        **Kim, S-J**. *Predictors of behavioral intention to purchase a potentially risky consumer product, sunscreen containing nanoparticles*. Korea Health Communication Association, Seoul, Korea (Virtual Conference: Nov. 20).
- 2019        **Kim, S-J**. *South Korea's 4 rivers project issues and recommendations from the case of Ceara, Brazil: Can water reform survive politics?* Int. Conf. on Innovative Practices in Management, Engineering & Social Sciences, Singapore (Jun. 20-23).
- 2018        **Kim, S-J**. *Cognitive and affective risk perceptions and their antecedents: Implications for intention to purchase genetically modified food products*. The Western States Communication Association, Santa Clara, CA (Feb. 16-19).
- 2017        **Kim, S-J**. *Need for affect and cognition as precursors to risk perception, information processing, and behavioral intent on the purchase of sunscreen with nanoparticles*. The 15<sup>th</sup> International Nanotech Symposium, Goyang, Korea (Jul. 12-14).
- 2016        Trumbo, C. W., **Kim S-J**, Harper, R. *A longitudinal study of electronic cigarette use among college students*. The Society for Risk Analysis, San Diego, CA (Dec. 11-15).
- 2015        **Kim, S-J**. *Cognitive motivations and the evaluations of online risk information: The role of need for affect and cognition in how individuals act on electronic cigarettes*. The AEJMC (CommSHER division), San Francisco, CA (Aug. 6-9).

- 2014 **Kim, S-J.** *Utilizing need for affect and need for cognition: Measuring environmental policy preference (EPA's clean power proposed rule) by experimental studies.* The Society for Risk Analysis, Denver, CO (Dec. 8-11).
- 2014 Trumbo, C. W., & **Kim, S-J.** *Antecedents to electronic cigarette use.* The Society for Risk Analysis, Denver, CO (Dec. 8-11).
- 2014 **Kim, S-J.** *Need for affect and cognition as precursors to risk perception, information processing, and behavioral intent on the use of sunscreen with nanoparticles.* The Association for Education in Journalism and Mass Communication (CommSHER division), Montreal, Canada (Aug. 6-9).
- 2014 **Kim, S-J.** *Theoretical framework to measure acceptability of e-cigarette smoking based on personality attributes.* The International Communication Association (Health Communication division), Seattle, WA (May 22-26).
- 2013 **Kim, S-J.** *Utilizing need for affect and need for cognition from a dual-processing perspective: Theoretical framework to measure environmental policy preference (54.5 mpg standard) based on personality attributes.* The Society for Risk Analysis, Baltimore, MD (Dec. 8-12).
- 2013 **Kim, S-J.** *Affective influences on memory, judgment, and cognition: Utilizing personality attributes from a dual-process model perspective.* The Western States Communication Association, Reno, NV (Feb. 15-19).
- 2012 **Kim, S-J.,** Davidson, C. P., Lueck, M. M., McLane, D. N., & Trumbo, C. W. *Protective behaviors, affective risk and information: Familial influences on the adoption of protective behaviors to limit West Nile susceptibility among Hispanics and non-Hispanics.* The Society for Risk Analysis, San Francisco, CA (Dec. 9-12).
- 2012 **Kim, S-J.** *Investigating the role of affect in people's risk perception on climate change: A dual-process model perspective.* The International Conference on Climate Change (joined via virtual conference), Seattle, WA (Jul. 12-13).
- 2012 **Kim, S-J.** *The relationship between opinion leadership and personality attributes: A diffusion of innovations investigation using the issue of climate change.* The International Communication Association (Environmental Communication interest group), Phoenix, AZ (May 24-28).

## RESEARCH / PROGRAM GRANTS

- 2020 Yeon-su Gu (local city government unit) Office internationalization of education project: UAC's global CSR camp. PM: Onsoo Kim; Co-PMs: **Se-Jin Kim**, Heidi Kim, and Jung A Seo. *Yeon-su Gu Office Community Program Grant in Incheon* (funded: 30,000,000 KRW, equivalent to \$27,000)
- 2014 The effect of electronic cigarette advertising on uptake and smoking norms among young people. PI: Craig Trumbo; Co-PIs: **Se-Jin Kim** and Raquel Harper. Colorado State University *School of Public Health Research Pilot Grant Program* (funded: \$20,000)
- 2013 Colorado State University *Graduate School Professional Development Grant* (funded: \$2,100)

## HONORS, SCHOLARSHIPS, AWARDS

- 2015 Spirit of Apartment Life Award in Promoting Diversity, Colorado State University
- 2013-2014 International Presidential Fellow, Colorado State University
- 2011-2012 Research and Scholarly Excellence Fellowship (\$1,665), Colorado State University
- 2011-2012 Graduate Teaching Assistant of the Year Award, Colorado State University
- 2011-2014 Student Travel Award, Society for Risk Analysis (3 years in a row)
- 2010 Jung Sook Lee Scholarship, University of Louisiana at Lafayette

## RESEARCH EXPERIENCE

**Colorado State University, Journalism and Media Communication** Fort Collins, CO

*Ph.D. Candidate/Research Assistant (08/2014-05/2016)*

Collaborated with professors for on-going research projects by utilizing research methods, such as conducting content analysis and surveys/experiments, coding and analyzing data on statistical package programs, and also directly leading focus group interviews.

## **Research Projects**

Worked on a project investigating *the role of trust in the context of environmental and health risks* (collaborator: Julie Demuth).

Worked on an experimental study project investigating *societal adaptation of the public and their responses to the new federal government policy that aims to double overall fuel economy to 54.5 mpg by 2025* (collaborator: Jonathon Schuldt).

Worked on an experimental study project examining *the relationship between need for cognition/need for affect and behavioral intent on genetically modified food consumption* (collaborator: Ashley Anderson).

## **University of Louisiana, Department of Communication Lafayette, LA**

*Research Assistant* (08/2009-7/2011)

Collaborated with professors on research projects by using both quantitative and qualitative research methods.

## **Research Projects**

Completed frequency data of HIV/AIDS media exposure (via *the New York Times*) in Africa and the U.S. during the past 25 years, as well as the number of people who were newly infected each year in each region for an agenda setting research project (Principal Investigator: Do Kyun Kim).

Submitted an “*Unplanned College Pregnancy Prevention Campaign*” proposal to the Student Health Services at the University of Louisiana: Constructed all contents of the proposal, including Plan for Intervention Evaluation part (Principal Investigator: Do Kyun Kim).

Took part in completing a “*Communication Law: Practical Applications in the Digital Age*” textbook: Worked on all contents of the textbook, including class discussion questions and in-class/out-of-class activities at the end of each chapter (Author: William Davie).

## **TEACHING EXPERIENCE**

### **University of Utah Asia Campus, Associate Professor Lecturer**

Strategic Communication Theory & Practice	(fall 2022: <b>31</b> )
PR Cases and Campaigns	(fall 2022: <b>24</b> )
Intercultural Communication	(fall 2022: <b>31</b> )
Strategic Communication Theory & Practice	(summer 2022: <b>21</b> )

### **University of Utah Asia Campus, Assistant Professor Lecturer**

Communication Theory & Life	(spring 2022: <b>34</b> )
Strategic Communication Theory & Practice	(spring 2022: <b>33</b> )
PR Cases and Campaigns	(spring 2022: <b>16</b> )
Strategic Communication Theory & Practice	(fall 2021: <b>34</b> )
PR Cases and Campaigns	(fall 2021: <b>27</b> )
Intercultural Communication	(fall 2021: <b>28</b> )
Strategic Communication Theory & Practice	(summer 2021: <b>10</b> )
Communication Theory & Life	(spring 2021: <b>33</b> )
Principles of Advertising	(spring 2021: <b>33</b> )
Strategic Communication Theory & Practice	(spring 2021: <b>31</b> )
Strategic Communication Theory & Practice	(fall 2020: <b>33</b> )
PR Cases and Campaigns	(fall 2020: <b>5</b> )
Intercultural Communication	(fall 2020: <b>29</b> )
Strategic Communication Theory & Practice	(summer 2020: <b>18</b> )
Principles of Advertising	(spring 2020: <b>26</b> )
Strategic Communication Theory & Practice	(spring 2020: <b>27</b> )
PR Cases and Campaigns	(spring 2020: <b>16</b> )
Theoretical Perspectives in Communication	(fall 2019: <b>23</b> )
Strategic Communication Theory & Practice	(fall 2019: <b>23</b> )

Intercultural Communication	(fall 2019: <b>25</b> )
Strategic Communication Theory & Practice	(summer 2019: <b>27</b> )
PR Cases and Campaigns	(spring 2019: <b>25</b> )
PR Cases and Campaigns	(spring 2019: <b>22</b> )
Principles of Advertising	(spring 2019: <b>23</b> )
Strategic Communication Theory & Practice	(fall 2018: <b>20</b> )
Strategic Communication Theory & Practice	(fall 2018: <b>21</b> )
Intercultural Communication	(fall 2018: <b>21</b> )
Special Topics in Strategic Communication	(summer 2018: <b>7</b> )
PR Cases and Campaigns	(spring 2018: <b>17</b> )
PR Cases and Campaigns	(spring 2018: <b>17</b> )
Principles of Public Speaking	(fall 2017: <b>14</b> )
Intercultural Communication	(fall 2017: <b>19</b> )
Strategic Communication Theory & Practice	(fall 2017: <b>28</b> )
Principles of Advertising	(spring 2017: <b>25</b> )
Principles of Advertising	(spring 2017: <b>24</b> )
Theoretical Perspectives in Communication	(spring 2017: <b>29</b> )
PR Cases and Campaigns	(spring 2017: <b>25</b> )
Analysis of Argument	(fall 2016: <b>47</b> [co-teaching])
Intercultural Communication	(fall 2016: <b>5</b> )
Intercultural Communication	(fall 2016: <b>25</b> )
Strategic Communication Theory & Practice	(fall 2016: <b>28</b> )

**Colorado State University, Instructor of Record**

Publicity and Media Relations	(spring 2015: <b>18</b> , spring 2016: <b>17</b> )
International Mass Communication	(fall 2013: <b>33</b> , spring 2014: <b>38</b> )
Professional & Technical Communication	(summer 2012: <b>20</b> , 2014: <b>26</b> , 2015: <b>24</b> )



**Colorado State University, Teaching Assistant**

Communication Research Methods (spring 2014: **11**)

Specialized Professional Writing (fall 2014: **22**)

Professional & Technical Communication (fall 2011: **48**, 2015: **49**, spring 2012: **50**)

Media in Society (fall 2012: **49**, 2013: **48**, spring 2013: **50**, 2014: **47**)

**University of Louisiana, Lafayette, Teaching Assistant**

Principles of Human Communication (fall 2009: **48**, 2010: **49**, spring 2010: **47**, 2011: **50**)

**GUEST LECTURES / PRESENTATIONS**

Early Spring 2021, Fall 2021, and Fall 2022, Invited to Give a Lecture on “UN’s Sustainable Development Goal (SDG), Climate Action: Diffusion of Innovations Applications in Utilizing Environmental Opinion Leaders” for *UAC’s Global CSR Camp Events*

Summer 2021, Invited to Give a Cross-Cultural Workshop on “How to Make a Smooth and Effective Transition to SLC Main Campus” for UAC Students

Fall 2020, Invited to Give a Presentation on the origin and traditions of *Chuseok (Mid-Autumn Festival) Holiday* to all faculty and staff members at UAC

Fall 2019, Invited to Give a Talk during UAC’s very first Mental Health Week in a *university sponsored event, Let’s Talk Mental Health Q&A*

Early Spring 2018, Invited to Give a Lecture on “Korean Wave (Hallyu) Phenomenon from a Political Economy Perspective: BTS” in an *Intercultural Communication* course

Spring 2016, Invited to Give a Lecture on “Communicating Info. with Risks via Cognitive and Affective Messages” in a *New Communication Technologies and Society* course

Fall 2014, Invited to Give a Lecture on “Hallyu around the World: Psy’s Gangnam Style” in an *International Communication* Course

## **OTHER PROFESSIONAL INVOLVEMENT / EXPERIENCE**

**City of Incheon, City Brand Committee** Incheon, South Korea  
*Advisory Committee Member* (04/2021-Present)

**Colorado State University, Apartment Life** Fort Collins, CO  
*Community Coordinator* (05/2014-05/2016)

**Chung Dahm Institute** Seoul, South Korea  
*Editor & English Instructor* (01/2009-08/2009)

**Milliman, Inc.** Seoul, South Korea  
*Actuarial Consultant* (01/2008-01/2009)

## **SERVICE TO PROFESSION / UNIVERSITY**

**University of Utah Academic Senate** Salt Lake City, UT  
*Inaugural Senator of UAC* (10/2022-Present)

**UAC Faculty Development Committee** Incheon, South Korea  
*Committee Member* (11/2022-Present)

**UAC Diversity Club** Incheon, South Korea  
*Faculty Advisor* (01/2018-Present)

**UAC's Global CSR Camp for Local Communities** Incheon, South Korea  
*Faculty Coordinator* (09/2020-01/2021)

**Faculty Search Committee for UAC's Visual Communication Hire** Salt Lake City, UT  
*Committee Member* (11/2020-12/2020)

**UAC Annual Research/Project Symposium** Incheon, South Korea  
*Faculty Judge* (09/2019-12/2020)

**UAC Master of Public Health Student Advising** Incheon, South Korea  
*Faculty Mentor* for Ate Mapa and Greta Gokey (08/2019-12/2020)

**UAC New Students Orientation Organizing Committee** Incheon, South Korea  
*Faculty Member (09/2018-02/2019)*

**UAC Excellence in Public Speaking Competition** Incheon, South Korea  
*Faculty Judge (02/2017-06/2017)*

## **PROFESSIONAL AFFILIATIONS**

Association for Education in Journalism and Mass Communication  
Korea Health Communication Association  
International Communication Association  
Society for Risk Analysis

## **ADDITIONAL QUALIFICATIONS**

Certificate      Synchronous Online Program from Center for Executive and Continuing  
Professional Education on “**applied artificial intelligence in health care,**”  
School of Public Health, Harvard University, Boston, 2021

Certificate      Continuing Education Units (1.6 CEUs) on “**effective risk communication:  
theory, tools, and practical skills for communicating about risk,**”  
School of Public Health, Harvard University, Boston, 2013