**Yujin Heo, Ph.D.**

Assistant Professor

Donald P. Bellisario College of Communications

The Pennsylvania State University

14 Carnegie Building, University Park, PA 16802

814-865-3481 | yph5338@psu.edu

**EDUCATION**

**Doctor of Philosophy in Mass Communications** (2023)

University of South Carolina, School of Journalism and Mass Communications, Columbia, SC.

**Master of Arts in Mass Communications** (2015)

Sungkyunkwan University, Graduate School of Communication and Arts, Seoul, South Korea.

**Bachelor of Science in Mathematics** (2012)

Sungkyunkwan University, Department of Mathematics, Seoul, South Korea.

(Double majored in Mass Communications)

**ACADEMIC APPOINTMENTS**

**Assistant Professor**, August 2023 – Present

Donald P. Bellisario College of Communications

The Pennsylvania State University

**PROFESSIONAL EXPERIENCES**

Software Engineer, 2011-2013

LG CNS, Paju, South Korea

*Specialization*: Logistic algorithm design and evaluation, large-scale data analysis

**REFEREED JOURNAL ARTICLES**

1. **Heo, Y.**, Moon, J., Jones-Jang, S. M., & Chung, S. (2024). Why Do People Underestimate Polling Effects? Examining the Gap Between Actual and Perceived Polling Effects. *Mass Communication and Society*, 1-25. [SSCI]
2. Kim, S. H., Oh, S. H., Zain, A., **Heo, Y.**, & Jun, J. (2023). Transition from Idealized Science to Culture of Skepticism in South Korea: Micro-Level Evidence for the Two-Culture Model of Public

Understanding of Science. *International Journal of Public Opinion Research*, *35*(3), edad026. [SSCI]

1. **Heo, Y.**, Choi, C. W., Overton, H., Kim, J. K., & Zhang, N. (2022). In-group vs. out-group CSR messages and the effects of gender and cause involvement on brand attitudes and positive Word of Mouth intentions. *Journalism & Mass Communication Quarterly, 99*(1),213-236.[SSCI]
2. Jun, J., Kim, S. H., Thrasher, J., Cho, Y. J., & **Heo, Y. J.** (2022). Heated debates on regulations of heated tobacco products in South Korea: the news valence, source and framing of relative risk/benefit. *Tobacco Control*, 31, 57-63. [SCI]
3. Kim, S. H., Jun, J., Thrasher, J. F., **Heo, Y**. **J.**, & Cho, Y. J. (2021). News media presentations of Heated Tobacco Products (HTPs): A content analysis of newspaper and television news coverage in South Korea. *Journal of Health Communication*, 1-13. [SSCI]
4. Jones-Jang, S. M., **Heo, Y. J.,** McKeever, R., Kim, J., Moscowitz, L., & Moscowitz, D. (2020). Good news! Communication findings may be underestimated: Comparing effect sizes with self-reported and logged smartphone data, *Journal of Computer-Mediated Communication, 25*(5), 346-363*.* [SSCI]
5. Jun, J., Kim, J., Choi, M., & **Heo, Y.** (2020). Cancer control continuum in Korean American community newspapers: What is the association with source nationality—US vs. Korea?. *Journal of Racial and Ethnic Health Disparities*, 1-12. [SSCI]
6. Chung, S., **Heo, Y. J.,** & Moon, J. H. (2018). Perceived versus actual polling effects: Biases in perceptions of election poll effects on candidate evaluations. *International Journal of Public Opinion Research*, *30*(3), 420-442. [SSCI]
7. **Heo, Y. J.**, & Chung, S. (2016). Accuracy of media effect perception: A comparison between actual attitude change and perceived attitude change by exposure to issue poll results. *Korean Journal of Journalism and Communication Studies, 60*(2), 238-265.

**GRANT EXPERIENCES**

Co-Principal Investigator, “Collaborative Research: HNDS-I: Fact-Checking Fact Checkers:

Global-Scale Data-Driven Analysis on Fact-Checking,” National Science Foundation, $649,852, Application submitted February 2025.

With Dr. Dongwon Lee, Professor, IST, Penn State; Dr. Aping Xiong, Associate Professor, IST, Penn State; Dr. Xian Lee, Assistant Professor, University of Mississippi. Not funded.

Co-Principal Investigator, “Towards an Infrastructure Enabling Global-Scale Data-Driven Fact-Checking,” IST Seed Grant, Penn State, $70,000. Application submitted January 2025.

With Dr. Dongwon Lee, Professor, IST, Penn State; Dr. Aping Xiong, Associate Professor, IST, Penn State; Dr. Xian Lee, Assistant Professor, University of Mississippi. Not funded.

Principal Investigator, “Fact-Checking Fact Checkers: AI-Driven Analysis of Fact Checkers’ Agenda Setting,” Center for Socially Responsible Artificial Intelligence Seed Grant, Penn State. $78,500. Application submitted November 2024.

With Dr. Dongwon Lee, Professor, IST, Penn State; Dr. Aping Xiong, Associate Professor, IST, Penn State; Dr. Xian Lee, Assistant Professor, University of Mississippi. Not funded.

Principal Investigator, “The way people react unlike-minded information: Exploring counterattitudinal information-seeking behavior based on selective exposure theory,” Mass Communication and Society Division of AEJMC, $5,000. Awarded August 2020.

**REFERRED CONFERENCE PRESENTATIONS**

1. **Heo, Y.**, Zhang, B., & Shen, F. (2025, August). *Cross-cultural Comparison of AI Fashion Models and Body Esteem in U.S. and Korea*. Paper will be presented at Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
2. Cha, J., & **Heo., Y.** (2025, August). Aversion to *AI-Driven Recommendations and the Moderating Effect Political Content*. Paper Will be presented at Association for Education in Journalism and Mass Communication Annual Conference., San Francisco, CA.
3. Moon,W. -K., **Heo, Y.**, & Lee, S. (2025, June). *AI Ethics in the Headlines: Examining the Frames of South Korean Newspapers in Communicating Responsible AI Innovation.* Paper will be presented at International Communication Association, Denver, CO.
4. **Heo, Y.**, Zhang, B., Bao, J., Liu, Y., & Jung Y. (2025, June). *Real or Reel? The Impact of AI on Consumer Behavior of Fashion Advertising.* Paper will be presented at International Communication Association, Denver, CO.
5. **Heo, Y.** & Kim, S. H. (2024, June). Exploring the Agenda-setting Dynamics between Traditional Newspapers and Twitter: A Case Study of Uvalde School Shooting. Paper presented at International Communication Association, Gold Coast, Australia.
6. Moon, W. K, **Heo, Y**. & Lee, S. (2024, April). Beyond algorithms: Navigating societal, cultural, and ethical perspective of AI. Paper will be presented at inaugural Korean American Communication Association, Washington DC.
7. Kim, S. H., Zain, A. **Heo, Y. J.** (2021, August). *Idealized science vs. scientific skepticism in South Korea: Micro-level evidence for the two-cultures thesis.* Paper presented at Association for Education in Journalism and Mass Communication Virtual Conference.
8. Kim, S. H., Jun, J, Thrasher, J, **Heo, Y. J**., & Cho, Y (2020, August). *News media presentations of Heated Tobacco Products (HTPs): A content analysis of news coverage in South Korea.* Paper presented at Association for Education in Journalism and Mass Communication Virtual Conference.
9. **Heo, Y. J.**, Choi, C. W., Overton, H., Kim, J. K., & Zhang, N. (2020, August). *In-group vs. outgroup CSR messages and the effects of gender and cause involvement on brand attitudes and positive Word-of-Mouth intentions.* Paper presented at Association for Education in Journalism and Mass Communication Virtual Conference.
10. **Heo, Y. J.**,Chung, S., & Moon, J., H. (2020, May). *When private opinion meets public opinion: Actual impact and biases in poll effect perceptions*. Paper presented at International Communication Association Annual Conference, Gold Coast, Australia.
11. Choi, C. W., Jones-Jang, M., **Heo, Y. J.**, Carter, J., Walker, D., & Alharbi, K. (2020, May). *Are social media the agenda setter or follower of fake news?* Paper presented at International Communication Association Annual Conference, Gold Coast, Australia.
12. **Heo, Y. J. (**2019, August). *Real-world relationships matter: Attachment theory as a framework for explaining loneliness on social media*. Paper presented at Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
13. **Heo, Y. J.** & Layer, M. (2019, August). *Thinking about real-world friends: Attachment theory as a framework for explaining self-presentation on social media*. Paper presented at Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
14. Jones, M., **Heo, Y. J.**, McKeever, R., Moscowitz, L. M., & Moscowitz, D. (2019, August). *Inferential statistical analysis with Inaccurate self-reports Comparing correlational outcomes with self-reported and logged mobile data*. Paper presented at Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
15. Jun, J., Kim, J., K, Choi, M., & **Heo, Y. J.** (2019, August). *Cancer coverage in Korean American community newspapers: Source nationality and its relationship with cancer prevention and screening information*. Paper presented at Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
16. **Heo, Y. J.**, & Chung, S. (2017, May). *Accuracy of perceptions about the effect of public opinion polls on attitudes of self and others*. Paper presented at the annual meeting of the International Communication Association Annual Conference, San Diego, CA.
17. **Heo, Y. J.**, & Chung, S. (2016, November). *Accuracy of media effect perceptions: Actual versus perceived effect of public opinion polls on citizens’ attitudes*. Paper presented National Communication Association Annual Conference, Philadelphia, PA.
18. Chung, S., **Heo, Y. J.**, & Moon, J. H. (2015, August). *The actual and perceived effects of poll coverage on candidate evaluations*. Paper presented Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

**AWARDS and HONORS**

**2020: AEJMC Graduate Research Award**

The Mass Communication and Society Division of AEJMC

**Heo, Y. J.** *The way people react unlike- minded information: Exploring counterattitudinal information-seeking behavior based on selective exposure theory*

**2020: Promising Student Professor Award (2nd place)**

The Mass Communication and Society Division of AEJMC

**2019: Top Student Paper Award**

The Communication Technology Division of AEJMC

**Heo, Y.** **J.** *Real-world relationships matter: Attachment theory as a framework for explaining loneliness on social media.*

**2019: Graduate Student Travel Grant Award**

Korean American Communication Association of AEJMC

**2016: Top Student Paper Award**

Annual Conference of the Social Science for the Next Generation of Social Scientists

**Heo, Y. J.** *Accuracy of media effect perception: An experimental study on the discrepancy between actual attitude change by exposure to poll results*.

**2015: Top Paper Award**

Annual Conference of the Korean Society for Journalism and Communication Studies

**Heo, Y. J.**, & Chung, S. *Accuracy of perceived media message effect: A comparison* *between actual attitude change and perceived attitude change by issue poll results.*

**COURSES TAUGHT**

**The Pennsylvania State University, University Park, PA**

*Undergraduate*

* COMM450A Digital Campaigns (Spring 2024, Fall 2024, Spring 2025)
* COMM420 Research Methods in Advertising and Public Relations (Fall 2023, Spring 2024, Fall 2024, Spring 2025)

**University of South Carolina, Columbia, SC**

*Undergraduate*

* JOUR400 Digital Media and Big Data Analysis (Spring 2020)
* JOUR332 Mass Communications Research (Fall 2019)

**INVITED LECTURES**

**At the Bellisario College of Communications, The Pennsylvania State University**

* Guest lecture on Social Science Research: *Testing a Bias in Perceived Media Effects*. COMM590: Colloquium. (Graduate Course), [Instructor: Dr. Anthony Olorunnisola]. Fall 2024.
* Guest lecture on Balancing Teaching and Research: *Balancing Teaching and Research*. COMM502: Pedagogy in Communications (Graduate Course), [Instructor: Dr. Ford Risley]. Fall 2023.

**At the Institute of Communication Research, Seoul National University**

* Guest lecture on Media Effect Research: *Why Do People Underestimate Polling Effects? Examining the Gap Between Actual and Perceived Polling Effects*. Emerging Scholar Session. July 2024.

**At the Student Success Center, Sungkyunkwan University**

* Invited to speak on Student Success: *How to be a professor*. July 2024.

**At the School of Journalism and Mass Communications, University of South Carolina**

* Guest lecture on Public Relation Research: Case of public relations research in industry and academia. JOUR515 Mass Communications Capstone Portfolio. [Instructor: Dr. Robert McKeever]. September 2022.
* Invited to speak on Research Roundtable Series: *Real-world relationships matter: Attachment theory as a framework for explaining loneliness on social media*. AEJMC award winning research panel. September 2020.
* Guest lecture on Data Analysis: Lab session teaching SPSS. JOUR332 Mass Communications Research. [Instructor: Dr. Sei-Hill Kim]. April 2019.

**STUDENT ADVISING**

**Advising Graduate at Penn State University**

**Dissertation Committee Member**

* Mahjabin Nahar, 2024 – Present
* Temilade Adeeko, 2024 – Present

**SERVICE**

Professional Service

**Ad hoc Reviewer for Academic Journal**

2025 – Present, *Journalism and Mass Communication Quarterly*

2024 – Present, *International Journal of Strategic Communication*

2021 – Present, *International Journal of Public Opinion Research*

**Service to Peer-Reviewed Academic Conferences**

Association for Education in Journalism and Mass Communications (AEJMC)

* Paper Reviewer, Mass Communication and Society Division (2020 – Present), Political Communication Division (2025 – Present)
* Member, Graduate Student Scholarship Committee for the AEJMC Advertising Division, 2025
* Discussant, Mass Communication and Society Division, 2025

International Communication Association (ICA)

* Paper Reviewer, Journalism Division (2024 – Present), Information Systems Division (2024 – Present)
* Moderator, Information Systems Division, 2025

Korean American Communication Association (KACA)

* Paper Reviewer, 2022 – Present

University Service

**Service to the Bellisario College of Communications, Penn State University**

* Member, Search Committee for Tenure-Track Faculty (Open Rank), Institute for Computational and Data Sciences (Co-hire), 2025 - Current
* Member, Master of Professional Studies in Strategic Communications Admissions Committee, 2024 – Present
* Reviewer, 2025 Arthur W. Page Center Page/ Johnson Legacy Scholar grant competition
* Reviewer, 2024 Arthur W. Page Center Page/ Johnson Legacy Scholar grant competition

**Service to Penn State University**

* Advisor, Student Organization for Sustainable development goals, 2023 – 2025.

**MEMBERSHIP**

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association (ICA)

American Academy of Advertising (AAA)

Korean American Communication Association (KACA)