

Lee, Ju Young

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Education

Aug 2010 – Present

Ph.D. student (ABD) in Mass Communications, Penn State University, University Park

Sep 2007 – May 2009

M.A. in Telecommunications (earned in Dec 2012), Indiana University, Bloomington

Mar 2001 – Feb 2003

M.A. in Mass Communication, Ewha Women's University, Seoul, South Korea

Mar 1996 – Feb 2001

Bachelor of Law, Ewha Women's University, Seoul, South Korea

Research Interests

Telecommunications policy and regulation with focus on:

- Broadband policy to bridge the digital divide
- Effects of new media on communication between the government and the public

Academic Experience

Teaching

TV Field Production (Fall 2014) at Penn State University, University Park

Media Programming Strategies (Spring 2014) at Penn State University, University Park

Media Programming Strategies (Fall 2013) at Penn State University, University Park

Media Programming Strategies (Spring 2013) at Penn State University, University Park

TV Field Production (Fall 2012) at Penn State University, University Park

Teaching Assistant / Associate Instructor

Telecommunications Regulation (Spring 2012) at Penn State University, University Park

Telecommunications Regulation (Fall 2011) at Penn State University, University Park

Media & Society (Spring 2009) at Indiana University, Bloomington
Politics & the Media (Fall 2008) at Indiana University, Bloomington
Media & Society (Fall 2007) at Indiana University, Bloomington
News Reporting (Fall 2002) at Ewha Women's University, Seoul, South Korea
Statistical Analysis (Spring 2002) at Ewha Women's University, Seoul, South Korea

Research Assistant

For Dr. Harmeet Sawhney (Spring 2008) at Indiana University, Bloomington
- Research on the next generation concept of universal service (A comparative study of the u-Strategy of Korea and Japan)
For Dr. Barbara Cherry (Spring 2008) at Indiana University, Bloomington
- Research on the regulation of the broadband Internet market focusing on the relationship between Internet service providers and end-users
For Dr. Sae-Kyung Yu (Fall 2001) at Ewha Women's University, Seoul, South Korea
- Research on the efficiency of the international co-production of Korean movies
For Dr. Eui-Sun Yoo (Spring 2001) at Ewha Women's University, Seoul, South Korea
- Translated a casebook of U. S. mass communication law into Korean

Conference Presentations

Lee, J. Y. (2010). *Am I Being Watched?: The Effects of the Governmental Regulations of the Internet on Youth Perceptions of the On-line Expression Environment in South Korea*. Paper presented at the annual convention of the International Communication Association (ICA), Singapore, Singapore, June 24, 2010.

Lee, J. Y. (2011). *For Constitutional Control of New Media: Examining the Judicial Obsession with Causality in Video Software Dealers Association v. Schwarzenegger*. Paper presented at the 2011 First Annual Conference, "The Game Behind the Video Game: Business, Regulation, and Society in the Gaming Industry," New Brunswick, NJ, April 9, 2011.

Lee, J. Y. (2011). *An Active Role of Government for the Public's Right to Know: A Case Study of the Government Information Disclosure Policy in South Korea*. Paper presented at the annual convention of the International Communication Association (ICA), Boston, MA, May 27, 2011. **(Second top paper in the Communications Law and Policy division)**

- Lee, J. Y. (2011). *An Old Regime for Viewpoint Diversity of the New Media: Protecting Anonymity for a Functioning “Marketplace of Ideas” in Cyberspace*. Paper presented at the annual convention of the Association of Internet Researchers (AoIR), Seattle, WA, October 13, 2011.
- Lee, J. Y. (2012). *Looking Behind the Scenes: A Political Economic Speculation of Universal Service*. Paper presented at the annual convention of the International Communication Association (ICA), Boston, AZ, May 28, 2012.
- Lee, J. Y. (2013). *FCC Merger Review as an Innovative Control over Telecommunications Market in the Age of Deregulation*. Paper presented at the annual meeting of the Pacific Telecommunications Council (PTC), Honolulu, HI, January 20-23, 2013.
- Lee, J. Y. (2013). *Net is Neutral, But the Media Is Not Neutral: A Critical Discourse Analysis of Print News Coverage of Network Neutrality*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington DC, August 8, 2013. (**Top student paper in the Cultural and Critical Studies division**)
- Lee, J. Y., & Han, S. (2013). *Why Are College Students Easily Targeted?: The Enforcement of the Graduated Response Policy on Campus*. Paper presented at the annual meeting of the Telecommunications Policy Research Conference (TPRC), Washington DC, September 27-29, 2013.
- Lee, J. Y., & Jayakar, K. (2013). *Free Wi-Fi Networks: A Comparative Study of the Impact of Policy and Public-Private Collaboration on Wireless Broadband in the United States, South Korea, and Finland*. Paper presented at the annual meeting of the Telecommunications Policy Research Conference (TPRC), Washington DC, September 27, 2013.
- Lee, J. Y. (2013). *A Mental “Prior Restraint” on Online Political Expression: An Effect of Internet Regulation on Youth Perceptions of the Online Communication Environment in South Korea*. Paper presented at the annual convention of the National Communication Association (NCA), Washington DC, November 24, 2013.
- Lee, J. Y. (2014). *Public Wi-Fi Networks: An Analysis of Collaborative Efforts to Bridge the Mobile Divide*. Paper presented at the preconference of the International Communication Association (ICA), Seattle, WA, May 22, 2014.
- Lee, J. Y., & Taylor, R. (2014). *Home Hotspots: Neighborly Gesture or Trojan Horse?.* Paper presented at the annual meeting of the Telecommunications Policy Research

Conference (TPRC), Washington DC, September 12-14, 2014.

Awards

James Carey Award (Top Student Paper Award) (August, 2013)

at the AEJMC 2013 conference with the paper titled “Net is Neutral, But the Media Is Not Neutral: A Critical Discourse Analysis of Print News Coverage of Network Neutrality” (Lee, 2013).

PTC’13 Young Scholar Program Award (January, 2013)

at the PTC’s 35th annual conference with the paper titled “FCC Merger Review as an Innovative Control over Telecommunications Market in the Age of Deregulation” (Lee, 2013).

Top Paper Award (second place) (May, 2011)

at the ICA 2011 conference with the paper titled “An Active Role of Government for the Public’s Right to Know: A Case Study of the Government Information Disclosure Policy in South Korea” (Lee, 2011).

Graduate Scholarship and Assistantship (2011-present)

from Penn State University, University Park

Graduate Scholarship and Associate Instructorship (2007-2009)

from Indiana University, Bloomington

Graduate Merit Fellowship (2007-2009)

from Indiana University, Bloomington

Graduate Teaching and Research Assistantship (2001-2003)

from Ewha Women’s University, Seoul, South Korea

Undergraduate Research Assistant Scholarship (Fall 2000)

from Ewha Women’s University, Seoul, South Korea

Professional Experience

May 2006 – Aug 2006

Korean Broadcasting Institute (Seoul, Korea)

Assistant Researcher

- Conducted research on pricing service bundles of cable TV and Internet services

Mar 2003 – Apr 2006

On Media Corp. (Bundang, Korea)

Manager (Producer / Researcher)

- Took charge of daily scheduling and programming for two cable TV channels
- Produced movie magazine programs
- Conducted TV audience research with TNS and Nielsen Media Research
- Developed cable TV network and program promotion strategies including media and public relations strategies

June 2001 – Aug 2002

Korea Association for Infomedia Law (Seoul, Korea)

Assistant Manager

- Planned and coordinated conferences and seminars
- Produced the Association's monthly newsletter and progress report
- Fulfilled tasks of budget and account management

Skills

Good working knowledge of:

Statistical package – SPSS, STATA

Media editing software – Final Cut Pro, Adobe Premiere Pro

Other Activities

May 20, 2009 – May 25, 2009

Volunteering at the ICA 2009 conference, Chicago

May 1997 – Dec 2000

Reporter of *Ewha Hakbo* (The Ewha Women's University Press) at Ewha Women's University, Seoul, South Korea

Mar 1996 – Feb 1997

Student Representative for the Department of Law at Ewha Women's University, Seoul, South Korea