YOUJIN JANG

Curriculum Vitae

Lineberger Comprehensive Cancer Center
University of North Carolina at Chapel Hill
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EDUCATION

2023 **Ph.D. in Communication**
Michigan State University
Advisor: Dr. Maria Lapinski, Committee members: Drs. Monique Mitchell Turner, Tai-Quan (Winson) Peng, Meredith Gore
Dissertation: *Exploring how anxious people seek and process information about environmental and health risks*

2018 **M.A. in Health and Risk Communication**
Michigan State University
Advisor: Dr. Maria Lapinski, Committee members: Drs. Sandi Smith, Tai-Quan (Winson) Peng

2015 **M.A. in Communication**
Ewha Womans University, Seoul, South Korea
Advisor: Dr. Yungwook Kim, Committee members: Drs. Sung Hee Park, Soontae An

2013 **B.A. in Advertising/Public Relations & Sociology**
Ewha Womans University, Seoul, South Korea

PROFESSIONAL APPOINTMENTS

2023 - Current **Postdoctoral Research Associate**
Lineberger Comprehensive Cancer Center
University of North Carolina at Chapel Hill
Mentor: Dr. Seth Noar

PUBLICATIONS

Refereed Journal Articles:

[16] Yoon, H., **Jang, Y.**, Lapinski, K. M., Turner, M. M., Peng, T., & Lee, S. (In Press). The role of collective group orientation and social norms on physical distancing behaviors for disease prevention. *Health Communication*.

[15] Turner, M. M., **Jang, Y.**, Barry, R., Heo, R. J., Ye, Q., Hembroff, L. A., & Lim, J. (2023). The effects of moral norms and anticipated guilt on COVID-19 prevention behaviors.

Current Psychology. https://doi.org/10.1007/s12144-023-04477-5

[14] Chung, M., **Jang, Y.**, Lapinski, M. K., Kerr, J. M., Zhao, J., Shupp, R. S., & Peng, T. (2022). I do, therefore I think it is normal: Descriptive norms formation and evolution. *Social Influence, 17*(1). 17-35. http://doi.org/10.1080/15534510.2022.2052955

[13] **Jang, Y.**, Turner, M. M., Heo, R., & Barry, R. (2021). A new approach to audience segmentation for vaccination messaging: Applying the anger activism model. *Journal of Social Marketing, 11*(4). 424-452. https://doi.org/10.1108/JSOCM-10-2020-0206

[12] Smith, S. W., De Jong, W., Turner, M. M., Park, S., **Jang, Y.**, Poole, A., Martell, D., & Salerno, J. (2021). Determining whether public communications campaigns based on the social norms approach are a viable covid-19 prevention strategy for college campuses. *Journal of Health Communication, 26*, 792-798. https://doi.org/10.1080/10810730.2021.2009597

[11] Lee, S., Peng, T. Q., Lapinski, M., Turner, M. M., **Jang, Y.**, & Schaaf, A. (2021). Too stringent or lenient: Antecedents and consequences of perceived stringency of COVID-19 policies in the United States. *Health Policy Open.* Published online. http://doi.org/10.1016/j.hpopen.2021.100047

[10] Rheu, M., **Jang, Y.**, & Peng, W. (2020). Enhancing health behaviors through virtual self: A systematic review of health interventions using avatars. *Game for Health Journal, 9*(2). 85-94. http://doi.org/10.1089/g4h.2018.0134

[9] Kim, Y., & **Jang, Y.** (2018). "*Chemyon*," the Korean face: Finalizing the scale and validity check with self-construal. *Korean Journal, 58*(3), 102-127. http://doi.org/10.25024/kj.2018.58.3.102

[8] **Jang, Y**., & Kim, Y. (2016). The influences of cues to action, fear, and trust in government on risk perception and behavior intention: Focus on Japanese fishery products intakes after the Fukushima Daichi nuclear disaster. *The Korean Journal of Advertising, 27*(8), 7-32. (Published in Korean). http://dx.doi.org/10.14377/KJA.2016.11.30.7

[7] Kim, Y., Lee, H., **Jang, Y**., & Lee, H. (2016). A cluster analysis on the risk of particulate matter: Focusing on differences of risk perceptions and risk-related behaviors based on public segmentation. *Journal of Public Relations, 20*(3), 201-235. (Published in Korean). http://doi.org/10.15814/jpr.2016.20.3.201

[6] Kim, Y., Lee, H., Lee, H., & **Jang, Y**. (2016). A study on differences between experts and lay people about risk perceptions toward particulate matter: A focus on the utilization of mental models. *Korean Journal of Communication Studies, 12*(1), 53-117. (Published in Korean)

[5] Kim, Y., & **Jang, Y**. (2015). Developing a scale for the 'Boiling Pot Syndrome'. *Korean Journal of Communication Studies*, *11*(4)*,* 164-198. (Published in Korean)

[4] Kim, Y., Lee, H., Lee, H., & **Jang, Y**. (2015). A study of the public's perception and opinion formation on particulate matter risk: Focusing on the moderating effects of the perception toward promotional news and involvement. *Journal of Communication & Information, 72*, 52-90. (Published in Korean)

[3] Kim, Y., & **Jang, Y**. (2015). An analysis of influencing factors on smoking as a risk-taking behavior: With a focus on sensation seeking, social smoking conformity, and perceived benefit/barriers. *Journal of Public Relations, 19*(2), 22-50. (Published in Korean). http://doi.org/10.15814/jpr.2015.19.2.22

[2] Kim, Y., Lee, H., **Jang, Y**., & Lee, H. (2015). How does media construct particulate matter risks? A news frame and source analysis on particulate matter risks. *Korean Journal of Journalism & Communication Studies, 59*(2), 121-154. (Published in Korean)

[1] Kim, Y., Sung, HJ, & **Jang, Y**. (2014). Crisis communications and the influence of "*Chemyon*" among Koreans. *Journal of Public Relations, 18*(3), 155-184. (Published in Korean)

Book Chapters:

Turner, M. M. **Jang, Y.**, & Turner, S. (2021). Information-processing and cognitive theories. In T. Thompson & P. J. Shultz (Eds.), *Health communication theory*. Hoboken, NJ: John Wiley & Sons, Inc.

Works in Progress:

Jang, Y., & Kim, Y. (under review). Title blinded for review at *Environmental Communication.*

Jang, Y., Turner, M., Lapinski, M., Peng, T., & Lee, S. (under review). Title blinded for review at *Communication Research.*

Turner, M. M., **Jang, Y.**, Heo, R., Ye, Q., & Barry, R. (under review). Title blinded for review at *Communication Research*.

Jang, Y., & Lapinski, M. (in preparation). The roles of severity and susceptibility messages in arousing discrete emotions: Testing the susceptibility threshold.

Jang, Y., Park, S., & Smith, S. W. (in preparation). *The role of interpersonal communication in a social norms campaign.*

Jang, Y., Lapinski, M., Turner, M., & Miller, H. (in preparation). *Men standing up to men: The effect of social norms on bystander intervention to reduce verbal sexual harassment.*

Jang, Y., Lapinski, M., & Smith, S. W. (in preparation). *The difference in alcohol use between Greek and non-Greek members on campus.*

Jang, Y., & Totzkay, D. S. (in preparation). *Revisiting the anxiety in the risk perception attitude framework through PFAS risk communication.*

CONFERENCE PAPERS AND POSTERS

Refereed Conference Papers:

[17] Turner, M. M. Heo, R., **Jang, Y.**, Ye, Q., Wade, R., Cho., H., & Lim, J. I., (2023). *Examining the effects of guilt and anger appeals on cognitive responses and activism behaviors.* Will be presented at the 109th National Communication Association Conference (NCA 2023). National Harbor, MD.

[16] Turner, M. M., **Jang, Y.**, Heo, R., Wade., R., Ye, Q., & Cho. H. (2023). *The effects of anger and guilt appeals on information management in the context of ocean plastic pollution.* Will be presented at the 109th National Communication Association Conference (NCA 2023). National Harbor, MD.

[15] Turner, M. M., Lim, J., **Jang, Y**., Heo, R. J., Ye, Q., Long, J., Choi, H., & Kim, M. (2022). *Do primary emotions about COVID-19 affect risk perception, efficacy beliefs, information seeking and behaviors? Looking at emotions as audience segments.* Presented at the 73rd International Communication Association Conference (ICA). Toronto, CA.

[14] Yoon, H., **Jang, Y.**, Lee, S., Lapinski, M., Peng, W., & Turner, M. M. (2022). *The effects of social norms and group orientation on physical distancing behaviors for disease prevention.* Presented at the 73rd International Communication Association Conference (ICA). Toronto, CA.

[13] Turner, M. M., **Jang, Y.**, Heo, R., Ye, Q., Long, J., & Barry, R. (2022). *Studying the effects of emotional appeals: What is the proper manipulation check?*. Presented at the 108th National Communication Association Conference (NCA 2022). New Orleans, LA.

[12] Lee, S., Peng, T. Q., Lapinski, M. M., Turner, M. M., **Jang, Y.**, Schaaf, A., & Choung, H. (2022). *Are liberals flexible and conservatives rigid?: Investigation of COVID-19 (mis)belief systems through network analysis.* Presented at the 72nd International Communication Association Conference (ICA). Paris, FR.

[11] Turner, M. M., **Jang, Y.**, Heo, R., Ye, Q., Barry, R., Long, J., Lapinski, M., Peng, T., & Lee, S. (2022). *Mask wearing as a prosocial behavior: Proposing and testing the moral norms activation model.* Presented at the 72nd International Communication Association Conference (ICA). Paris, FR.

[10] Barry, R., Turner, M. M., Heo, R., Ye, Q., & **Jang, Y.** (2022). *Development and validation of the commitment to social activism scale.* Presented at the 72nd International Communication Association Conference (ICA). Paris, FR.

[9] Smith, S. W., De Jong, W., Turner, M. M., Park, S., **Jang, Y.**, Poole, A., Martell, D., & Salerno, J. (2022). *Determining whether public communications campaigns based on the social norms approach are a viable covid-19 prevention strategy for college campuses.* Presented at the 72nd International Communication Association Conference (ICA). Paris, FR.

[8] **Jang, Y**., Turner, M., Lapinski, M., Peng, W., Schaaf, A., & Lee, S. (2021). *Expanding the risk perception attitude framework in the context of COVID-19.* Presented at the 107th National Communication Association Conference (NCA 2021). Seattle, WA.

[7] Turner, M. M., **Jang, Y.**, Barry, R., Heo, R., & Ye, Q. (2021). *Examining the effects of guilt and anger appeals on perceived persuasiveness, cognitions, and intentions.* Presented at the 71st International Communication Association Conference (ICA 2021). Virtual Conference.

[6] **Jang, Y**., Turner, M. M., Barry, R., & Heo, R. (2020). *Does anger predict activism against anti-vaxxers? Using the anger activism model as an audience segmentation tool.* Presented at the 106th National Communication Association Conference (NCA 2020). Indianapolis, IN.

[5] **Jang, Y.** (2018). *What makes people interested in environmental and/or scientific issues? The effect of risk perception, scientific knowledge, perception about the scientific community and media choice.* Presented at the 104th National Communication Association Conference (NCA 2018). Salt Lake City, UT.

[4] Rheu, M., Peng, W., & **Jang, Y.** (2018). *Enhancing healthy behaviors through virtual self: Systematic review of health interventions using avatars.* Presented at the 104th National Communication Association Conference (NCA 2018). Salt Lake City, UT.

[3] Thomas, B., Murray, K., Vasold, K., Carmody, M., **Jang, Y.,** & Butler, M. (2018). *An investigation into sexual assault disclosure among college students.* Presented at the 104th National Communication Association Conference (NCA 2018). Salt Lake City, UT.

[2] **Jang, Y.,** Hembroff, L., Martell, D., Smith, S., Silk, K., & Quaderer, T. (2018). *Comparing the results of a longitudinal social norms campaign with results from the CDC Behavioral Risk Factor Survey outcomes.* Presented at the 15th Kentucky Conference on Health Communication (KCHC 2018), Lexington, KY.

[1] Grayson, A., Totzkay, D. S., Walling, B. M., Viken, G., Ingalls, J., Quaderer, T., Gordon, J., Fowler, A., Carmody, M., Park, S., **Jang, Y.**, Mulroy, M., Smith, S. W., & Silk, K. J. (2017). *Formative research identifying message strategies for a campus bicycle safety campaign using self-determination theory and the social norms approach.* Presented at the 103rd National Communication Association Conference (NCA 2017). Dallas, TX.

Refereed Conference Posters:

[7] Smith, S. W., Park, S., Poole, A., Lapinski, M., Turner, M. M., **Jang, Y.**, Heo, R., Martell, D., & Clark, K. (2022). Using injunctive norms to support college students who choose not to drink alcohol either occasionally or at all. Will be presented at 17th Biennial Kentucky Conference on Health Communication (KCHC 2022), Lexington, KY.

[6] Turner, M. M., **Jang, Y.**, Barry, R., Heo, R. J., & Ye, Q. (2021). *Morality and COVID-19 prevention among university students: The roles of anticipated guilt, collective orientation, and concern for others.* Presented at the 107th National Communication Association Conference (NCA 2021). Seattle, WA.

[5] **Jang, Y**., Park, S., & Smith, S. W. (2021). *The role of interpersonal communication in a social norms campaign.* Virtually presented to the 24th American Association of Behavioral and Social Sciences Conference (AABSS 2021).

[4] Chung, M., **Jang, Y.**, Lapinski, M. K., Kerr, J. M., Zhao, J., Shupp, R. S., & Peng, T. Q. (2020). *Do we use our own behaviors to help us believe we are normal? Testing the causal effects of personal behavior on perceived descriptive norms.* Virtually presented at the 2020 International Communication Association Conference (ICA 2020).

[3] Holtz, B. E., **Jang, Y**., & Murray, K. (2017). *From healthcare providers' point of view: Can health trackers help patients?* Presented at the 4th Biennial D. C. Health Communication Conference (DCHC 2017), Fairfax, DC.

[2] Levine, K.J., Silk, K.J., Park, S., Jodoin, K., Melville, A., Novak, A., Glynn, T., **Jang, Y**., Jackson, M., Mulroy, M., Carmody, M., & Fowler, A. (2017). *Speaking up about medical errors in the healthcare setting.* Presented at the 4th Biennial D. C. Health Communication Conference (DCHC 2017), Fairfax, DC.

[1] Totzkay, D., Walling, B., Silk, K. J., Smith, S. W., Jackson, M., **Jang, Y**., & Park, S. (2017). *Content analysis of breast cancer websites for information on environmental risks.* Presented at the 4th Biennial D. C. Health Communication Conference (DCHC 2017), Fairfax, DC.

GRANTS

Funded as Project Lead

10/2022 – 09/2024 *Decision, Risk and Management Sciences Doctoral Dissertation Research Improvement Grants: Exploring how anxious people seek and process information about environmental and health risks* (PI: Maria Lapinski)
Sponsor: National Science Foundation (NSF)
Role in Project: Co-PI
Budget: $25,998

Other Grant Support

2023 – 2028 *Tobacco Center of Regulatory Science to Reduce Health Disparities*
(PI: Seth Noar and Sarah Kowitt)
Sponsor: National Institute on Drug Abuse (NIDA) and FDA Center for Tobacco Products (CTP)
Role in Project: Trainee
Budget: $18,600,000

2020 – 2025 *Impact of e-cigarette prevention messages on adolescents* (PI: Seth Noar)
Sponsor: National Institutes of Health (NIH)
Role in Project: Trainee (from 08/2023)
Budget: $686,660

AWARDS AND FELLOWSHIP

2023 **College of Communication Arts and Sciences Dissertation Completion Award** ($6,698)
Awarded by the College of Communication Arts and Sciences in Michigan State University to conduct research for a dissertation

2023 **Summer Research Fellowship Award** ($3,000)
Awarded by the Department of Communication in Michigan State University to conduct research

2022 **Summer Research Fellowship Award** ($4,000)
Awarded by the Department of Communication in Michigan State University to conduct research

2021 **Chares J. Strosacker Fellowship Award** ($4,000)
Competitive research award from the Charles J. Strosacker Graduate Research Fund for the Health and Risk Communication Center in Michigan State University

2021 **Summer Research Fellowship Award** ($3,800)
Awarded by the Department of Communication in Michigan State University to conduct research

2018 **Rasmussen Doctoral Recruitment Award** ($5,000)
Awarded by the graduate school in Michigan State University for outstanding students who planned to enroll in a doctoral program

2018 **Graduate Office Fellowship** ($800)
Awarded by the graduate office to travel for the conference

2018 **Sandi Smith Research Fellowship Award** ($1,000)
Competitive research award from the Health and Risk Communication Center in Michigan State University to conduct research

2016	**Top Paper Award** ($1,000) Research Papers Contest of Korea Academic Society for Public Relations
2014	**Top Thesis Award** Excellent Thesis Contest of Korea Health Communication Association for Graduate students

TEACHING EXPERIENCE

Pedagogical Training
The University Graduate Certification in College Teaching (CCT), MSU (October, 2023)

Instructor of Record at Michigan State University (Solo teaching):
Intercultural Communication (Undergraduate, Elective) [2021 Fall (In-person, *n* = 54)]
Human Communication (Undergraduate, Required) [2020 Summer (Online, *n* = 20), 2019 Summer (Online, *n* = 22)]

Recitation Instructor at Michigan State University (Solo taught recitation sections):
Methods of Communication Inquiry (Undergraduate, Required) [2022 Spring (Online, *n* = 26), 2020 Fall (In-Person, *n* = 18 to 20)]
Human Communication (Undergraduate, Required) [2019 Spring (In-person, *n* = from 22 to 23), 2018 Fall (In-Person, *n* = 18)]

Teaching Assistant Experiences at Michigan State University:
Health Communication (Undergraduate, Elective) [2019 Fall (In-person, *n* = 23)]
Interpersonal Communication (Undergraduate, Required) [2021 Spring (Online, *n* = 224)]
Intercultural Communication (Undergraduate, Elective) [2018 Spring (In-person, *n* = 53)]

RESEARCH EXPERIENCE

01/2020 – 07/2023	Research Assistant Interdisciplinary Laboratory for research on Cognition, Attitudes, and the Study of Emotion (CASE Lab), Michigan State University
01/2017 – 05/2023	Research Assistant National Social Norms Center (NSNC), Michigan State University
07/2020 – 06/2021	Unpaid Research Assistant RAPID: The impact of norms and emotions on social distancing during COVID-19 Michigan State University
01/2020 – 05/2020	Research Assistant Department of Communication Michigan State University

02/2017 – 04/2017	Research Assistant Tools for Teenage Moms Project (T4TM) Michigan State University
03/2014 – 07/2016	Researcher Ultrafine Particulate Matter Reduction Measures Projects The Ministry of Science, ICT and Future Planning, South Korea
12/2013 – 01/2014	Researcher Media Research for Social Problem Resolution National Research Foundation of Korea, South Korea
09/2013 – 07/2014	Research Assistant Department of Communication Ewha Womans University, South Korea
06/2011 – 07/2011	Researcher Reputation Management Project Community Chest of Korea, South Korea

DEPARTMENTAL/UNIVERSITY SERVICE

08/2020 - 05/2023	Colloquium Committee Department of Communication, Michigan State University
08/2022 - 12/2022	Hiring Committee Department of Communication, Michigan State University
09/2020 - 08/2021	Chair's Advisory Committee Department of Communication, Michigan State University

SERVICE TO THE DISCIPLINE

- Journal Reviewer
    - Health Communication
    - Current Psychology

ACADEMIC AND PROFESSIONAL AFFILIATIONS

- International Communication Association (2018 – Present)
- National Communication Association (2018 – Present)

RELATED PROFESSIONAL SKILLS

- Certification of **iMotions**, iMotions Academy, Boston, MA
    - Experienced in using eye trackers, facial expression sensors, and galvanic response sensors
- Strong statistical skills with proficiency in *SPSS, STATA, Mplus, AMOS* and *R*
    - Skilled in structural equation modeling, multilevel modeling (hierarchical linear modeling), and social network analysis

REFERENCES

Maria K. Lapinski
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James Howard and Hallie McLean Parker Distinguished Professor
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