

Kiwon Seo

Department of Mass Communication
Sam Houston State University
201C Dan Rather Communication Building, Huntsville, TX 77341
Email: keyoneseo@shsu.edu, Phone: 936-294-4036

APPOINTMENTS

- 2021 ~ Present Associate Professor, Department of Mass Communication, Sam Houston State University.
- 2015 ~ 2021 Assistant Professor, Department of Mass Communication, Sam Houston State University.
- 2014 ~ 2015 Visiting Assistant Professor, Department of Mass Communication, Sam Houston State University.
- 2008 ~ 2014 Graduate Instructor, Research Assistant, and Teaching Assistant, Department of Communication Arts and Sciences, Pennsylvania State University.

EDUCATION

- 2014 Pennsylvania State University, University Park, PA
Department of Communication Arts and Sciences
Ph.D. in Communication Science
- 2008 Pennsylvania State University, University Park, PA
College of Communications
M.A. of Media Studies
- 2005 Korea University, Seoul, Korea
School of Journalism and Mass Communication
M.A. of Communication
- 2003 Korea University, Seoul, Korea
Department of Linguistics
B.A. of Arts (Linguistics Major)
B.A. of Arts (Mass Communication, Double Major)

ADMINISTRATIVE POSITIONS HELD

Sam Houston State University

- Graduate Program Coordinator, Department of Mass Communication (2018 ~ Present)

Pennsylvania State University

- Administrator of RePaSS (Research Participant Sign-up System) and Communication Research Lab, Department of Communication Arts and Sciences (2008 Fall ~ 2010 Spring)

RESEARCH INTEREST

- Media effects
- Emotion
- Persuasion
- Message modality

JOURNAL PUBLICATIONS: PEER-REVIEWED

- **Seo, K.** (2020). Meta-analysis on visual persuasion: Does adding images to texts influence persuasion?, *Athens Journal of Mass Media and Communications*, 6, 177-190.
- **Seo, K.**, & Dillard, J. (2019). A process analysis of message style and persuasion: The effects of gain-loss framing and emotion-inducing imagery, *Visual Communication Quarterly*, 26, 131-145.
- **Seo, K.**, & Dillard, J. (2019). The persuasive effects of two stylistic elements: Framing and imagery, *Communication Research*, 46, 891-907.
- Kim, H. S., Brubaker, P., and **Seo, K.** (2015). Examining psychological effects of source cues and social plugins on a product review website, *Computers in Human Behavior*, 49, 74-85.
- **Seo, K.**, Dillard, J., and Shen, F. (2013). The effects of message framing and visual image on persuasion, *Communication Quarterly*, 61, 564-583.

BOOK CHAPTER

- Dillard, J. and **Seo, K.** (2013). Affect and persuasion. In J. Dillard & L. Shen (Eds.), *The SAGE handbook of persuasion* (pp. 150-166). Thousand Oaks: Sage Publications.

UNIVERSITY INTERNAL PUBLICATION

- **Seo, K.** (2016). Does adding images to texts influence persuasion? A meta-analysis of visual effects on persuasive texts. Final research report submitted to *The Office of Research and Sponsored Programs for Sam Houston State University Research Resource Archives*.

FUNDED RESEARCH PROJECT

- 2016 Faculty Research Grant (FRG), Sam Houston State University
 - Principle Investigator: \$5,000.00 funded
 - Research Title: *Meta-analysis on visual persuasion*

CONFERENCE SUBMISSIONS AND PRESENTATIONS

- **Seo, K.** and Shields, R. E. (2018, June). *Fusing, shifting, and contrasting horizons: Voicing social media and the global village*. Invited international conference presentation. Sponsored by the National Communication Association and the Communication University of China, Communication University of China, Beijing, China.
- **Seo, K.** and Kim, N. Y. (2018, June). *Effects of behavioral inhibition/approach systems and framing: Their interaction with a goal-congruent topic*. Paper presented at the annual conference of International Communication Association (ICA), Prague, the Czech Republic.
- **Seo, K.** (2018, June). *Does adding images to texts influence persuasion? A meta-analysis of visual image effects on persuasive texts*. Paper presented at the annual conference of ICA, Prague, the Czech Republic.
- **Seo, K.** (2017, August). *Persuasion and message styles: How element matching creates amplification and attenuation*. Paper presented at the annual conference of ICA, San Diego, CA.
- **Seo, K.** (2016, August). *Gain-loss framing and emotional imagery: Testing valence and motivational rules for matching*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.
- Kim, N. Y., Biswas, M., and **Seo, K.** (2015, August). *Investigating individuals' perceptions of anti-binge drinking message effects on self versus on others: the theoretical implications for the third-person perceptions*. Paper presented at the annual conference of AEJMC, San Francisco, CA.
- **Seo, K.** and Dillard, J. (2015, May). *Matching stylistic elements of persuasive messages: Testing a valence rule using gain-loss framing and image*. Paper presented at the annual conference of ICA, San Juan, Puerto Rico.
- Dillard, J. and **Seo, K.** (2011, May). *Moderators and mediators of message framing effects in persuasion: Six Reasons not to give up hope*. Paper presented at the annual conference of ICA, Boston, MA.
- Dillard, J. and **Seo, K.** (2010, June). *An application of the reasoned action approach to women's intention to be vaccinated against HPV*. Paper presented at the annual conference of ICA, Singapore.
- Kim, H., Brubaker, P., Kegerise, A., and **Seo, K.** (2010, June). *To share or not to share, that is the question: Examining psychological effects of heuristic cues on users' attitudes on a product review website*. Paper presented at the annual conference of ICA, Singapore.

- Kim, N. and **Seo, K.** (2009, August). *Messages of the people, by the people, and for the people*. Paper presented at the annual conference of AEJMC, Boston, MA.
* This paper received the top poster presentation award in PR division
- **Seo, K.** and Dillard, J. (2009, May). *An appraisal domain analysis of message framing effects*. Paper presented at the annual conference of ICA, Chicago, IL.
- **Seo, K.** and Shen, F. (2009, May). *The interactive effects of visual images and message framing on health-related persuasion*. Paper presented at the annual conference of ICA, Chicago, IL.
- Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, February). *Will you show your Facebook? Self-disclosure in an online social network*. Paper presented at the annual conference of the Mid-Winter AEJMC, Reno, NV.
- Bellur, S., Obar, J., Xu, Q., and **Seo, K.** (2007, April). *Will you show your Facebook? Self-disclosure in an online social network*. Poster presented at the 22nd annual graduate exhibition, Pennsylvania State University, University Park, PA.
- **Seo, K.** (2005, January). *A study on discourse change of internet -parody articles of newspapers*. Paper presented at 8th annual conference of Korea graduate school students, Sponsored by Korea Society for Journalism and Communication Studies, Seoul, Korea.

TEACHING

Visiting Assistant Professor, Assistant Professor, & Associate Professor, Sam Houston State University (2014 Fall ~ Present)

- MCOM 6360: Communication Research Methods (Graduates)
- MCOM 5340: Social Media (Graduates)
- MCOM 5300: Digital Media History & Theory (Graduates)
- MCOM 5099: Independent Study (Graduates)
- MCOM 5050: Special Topic - Persuasion Research (Graduates)
- MCOM 4383: Audience Research & Analysis (Undergraduates)
- MCOM 3362: Media Criticism (Undergraduates)
- MCOM 1330: Analysis of Electronic Culture (Undergraduates)
- MCOM 1130: Media Literacy (Undergraduates)

Stand-Alone Instructor, Pennsylvania State University (2009 Fall ~ 2014 Spring)

- CAS 302: Social Influence - Persuasion Campaign (Undergraduates)
- CAS 202: Communication Theory (Undergraduates)
- CAS 100A: Effective Speech - Public Speaking Concentration (Undergraduates)
- CAS 100B: Effective Speech - Group Communication (Undergraduates)

INVITED TEACHING PRESENTATIONS

- Active learning with QR code activity, Graduate and Undergraduate Instructor Academy, Sam Houston State University (January 14, 2020)
- Education system in South Korea, Geography 1300, Sam Houston State University (April 2, 2019)
- The effects of persuasive message styles. Department of Communication Studies, Sam Houston State University (March 2014)

SERVICE

University Service

- QEP (Quality Enhancement Plan) planning committee member (2018 Spring ~ 2019 Spring)

College Service

- CAM Creative Community Advisory Group (2017 Spring ~ Present)
- CAM CLabs Assessment Committee/Reviewer (2018 Fall ~ Present)
- CAM Diversity, Equity, and Inclusion Committee member (2020 Fall ~ Present)

Department Service

- Committee Chair
 - Graduate program (2018 Fall ~ Present)
 - Ph.D. of Media & Culture (2018 Fall ~ Present)
 - Search for the lecturer position of Media Literacy (2020 Summer)
 - Undergraduate scholarship & Dan Rather internship (2015 Fall ~ 2018 Spring)
- Committee Member
 - Search for the associate level position of Media & Culture (2018 Spring)
 - Ph.D. of Media & Culture (2016 Fall ~ 2018 Spring)
 - Graduate program (2015 Fall ~ 2018 Spring)
 - Search for the position of Media & Culture (2015 Spring)

SCHOLARLY SERVICE

Academic Journal Editorial Board Member

- Korea Regional Communication Research Association (2021 ~ Present)

Academic Journal Manuscript Reviewer

- Invited peer-reviewer for *Applied Psychology*, *Communication Quarterly*, *Journal of Experimental Psychology*, *Journalism Studies*, *Health Communication*, *Journal of Applied Sport Psychology*, and *Communication Research*

Academic Affiliation: Professional Memberships

- International Communication Association
- Association for Education in Journalism and Mass Communication
- National Communication Association