

Yujin Kim

PhD Candidate, Department of Communication Studies
 Research Associate, Center for Media Engagement

Moody College of Communication
 The University of Texas at Austin
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RESEARCH INTERESTS

Political Communication, Computational Social Science, Political Polarization, Media Effects,
 Quantitative Methods

EDUCATION

- 2016 – Present Ph.D. Candidate, Communication Studies, University of Texas at Austin
 (exp. May 2022) Dissertation Title: “*How Language Use on Facebook Drives Affective Polarization*”
 Committee Members: Natalie (Talia) J. Stroud (chair),
 Roderick P. Hart, Sharon Jarvis, Josephine Lukito
- 2016 M.A., Communication, Seoul National University
 Thesis: “*The Effects of News Media on Incumbents: South Korea’s National Assembly Members*” (written in Korean)
 Committee Members: Kyu S. Hahn, Seung-Mock Yang, Seok-ho Kim
- 2011 B.A., Mass Communication, Chung Ang University
 Double Major: English Language and Literature
 Exchange Student at San Diego State University (2009 – 2010)

PUBLICATIONS*Peer-Reviewed*

- Kim, Y.**, Collier, J., & Stroud, N. J. (2021). The Effectiveness of Gain and Loss Frames in News Subscription Appeals. *Digital Journalism*, 9(3), 300-318. doi: 10.1080/21670811.2021.1873812
- Collier, J., **Kim, Y.**, & Stroud, N. J. (2020). How News Images Affect Clicking on Subscription Appeals. *Journalism Practice*, 15(4), 489-507. doi: 10.1080/17512786.2020.1738262
- Jang, S., **Kim, Y.**, Lee, B. J., & Hahn, K. S. (2015). Who Becomes Exposed to Celebrity Activism on Twitter? A Case Study on Oisoo Lee, *Asian Communication Research*, 12(1), 60-81.

Book Chapter

- Stroud, N. J., & **Kim, Y.** (2021). Chapter 26: Measure Newsroom Effectiveness Differently. In R. P. Hart (Ed.). *Fixing American Politics: Solutions for the Media Age*. Routledge.

Dataset Paper

- Budak, C., Muddiman, A., **Kim, Y.**, Murray, C. C., & Stroud, N. J. (2021, May). COVID-19 Coverage by Cable and Broadcast Networks. In *Proceedings of the International AAAI Conference on Web and Social Media* (Vol. 15, pp. 952-960).

Grant-Funded White Papers

- Muddiman, A., Budak, C., Romas, B., **Kim, Y.**, Murray, C., Burniston, M. M., Geiger, J., Purcell, A., Ludzenski, J., Turner, M., Duchovany, M., & Stroud, N. J. (2020, December). Cable and Nightly Network News Coverage of Coronavirus. The Center for Media Engagement. White paper. <https://mediaengagement.org/coronavirus-network-coverage>
- Murray, C., Curry, A., **Kim, Y.**, & Stroud, N. J. (2020, December). Coronavirus Coverage in Chicago. *The Center for Media Engagement*. White paper. <https://mediaengagement.org/research/coronavirus-coverage-in-chicago>

Stroud, N. J., Murray, C., & **Kim, Y.** (2020, October). News Comments: What Happens When They're Gone or When Newsrooms Switch Platforms. White paper. *The Center for Media Engagement*. White paper. <https://mediaengagement.org/research/comment-changes>

Stroud, N. J., Curry, A., Murray, C., & **Kim, Y.** (2020, August). Chicago Media Mapping. *The Center for Media Engagement*. White paper. <https://mediaengagement.org/research/chicago-media-mapping>

Stroud, N. J., **Kim, Y.**, & Collier, J. R. (2018, September). Subscription Messages. *The Center for Media Engagement*. White paper. <https://mediaengagement.org/research/subscription-messages>

CONFERENCE PAPERS AND PRESENTATIONS

Jennings, J., Muddiman, A., Collier, C., & **Kim, Y.** (2021, Sept). "State Leadership and COVID-19: How U.S. Governors and the News that Covered Them Changed the Pandemic." Research accepted at the APSA Political Preconference, Seattle, Washington.

Budak, C., Muddiman, A., **Kim, Y.**, Murray, C., & Stroud, N. J. (2021, June). "COVID-19 Coverage By Cable and Broadcast Networks." Paper and dataset presented at International Conference on Web and Social Media (ICSWM). (Virtually held due to COVID-19).

Kim, Y. (2021, May). "Affective Language on Facebook and Issue Polarization of Public Opinion" Paper presented at American Association for Public Opinion Research (AAPOR). (Virtually held due to COVID-19).

Kim, Y., Collier, J. R., & Stroud, N. J. (2020, September). "How Hyperpartisan Memes Drive a Spiral of Homophily on Social Media, and How to Fix it." Research presented at APSA Political Communication Pre-conference (Virtually held due to COVID-19).

Kim, Y. (2019, Nov.). "The Impact of Relationship Quality and Partisan In-group/Out-group Perception on Perceived Interpersonal Competence in Political Conversation." Paper presented at the National Communication Association Annual Conference, Baltimore, MD.

Kim, Y. (2019, Nov.). "When Trust in Media Matters: The Moderating Effects of Media Trust in Public Responsiveness." Paper presented at the National Communication Association Annual Conference, Baltimore, MD.

Kim, Y. (2019, Aug.). "Affective Polarization in Online Uncivil Comments: Issues of Gun Control/Ownership, Health Care, Pro-Choice/Pro-Life, and Gay Rights." Paper presented at the Politics and Computational Social Science Annual Conference, Georgetown University, Washington, DC.

Stroud, N. J., Collier, J. R., & **Kim, Y.** (2019, June). "Processing Polarizing Content. Research presented at Integrity Research Academic Workshop." Paper presented at Facebook HQ, Menlo Park, CA.

Kim, Y., Collier, J. R., & Stroud, N. J. (2019, May). "Gain and Loss Frames in News Subscription Appeals." Paper presented at the International Communication Association Annual Conference, Washington, D.C.

Collier, J. R., **Kim, Y.**, & Stroud, N. J. (2019, May). "News Images and Clicking on Subscription Appeals." Paper presented at the International Communication Association Annual Conference, Washington, D.C.

Kim, Y. (2019, May). "Affective Polarization in Online Uncivil Comments on *The New York Times* Commenting Section." Paper presented at the International Communication Association (ICA) Political Communication Division Graduate Student Preconference, Washington, D.C.

Stroud, N. J., Scacco, J. M., & **Kim, Y.** (2019, April). "Passive Learning and Incidental Exposure to News." Paper presented at the Midwest Political Science Association Annual Conference, Chicago, IL

Hahn K. S. & **Kim, Y.** (2015, Aug.). "Is Polarization of Media Choice Ideological or Affective? Estimating the Influence of Regional Animus in Media Choice in South Korea." Paper presented at the Korean Political Science Association Conference; Gyeongju, Korea.

RESEARCH EXPERIENCE

Knight Research Associate at Knight Foundation, Center for Media Engagement, University of Texas at Austin, 2020 – Present

Graduate Research Associate at Center for Media Engagement (formerly Engaging News Project), Moody College of Communication, University of Texas at Austin, 2017 – Present

Graduate Research Assistant at Texas Media & Society Survey, the Annette Strauss Institute, Moody College of Communication, University of Texas at Austin, Summer 2018

Research Associate at Center for Political Communication, Seoul National University, 2014 – 2016

TEACHING EXPERIENCE

Teaching Assistant, Media Effects & Politics, Department of Communication Studies, University of Texas at Austin, Spring, 2020

Teaching Assistant, Theories of Persuasion, Department of Communication Studies, University of Texas at Austin, Fall, 2016

WORKING/PAST RESEARCH PAPER/PROJECTS

Working Paper

Kim, Y., Collier, J. R., & Stroud, N. J. “A Spiral of Homophily: Partisan Memes as a Catalyst for Like-minded Networks.” Working paper.

Stroud, N. J., Scacco, J. M., & **Kim, Y.** “Passive Learning and Incidental Exposure to News.” Paper submitted to journal and under review.

Muddiman, A., Budak, C., Murray, C. C., **Kim, Y.**, & Stroud, N. J. “COVID-19 misinformation in television news coverage.” Paper submitted to journal and under review.

Budak, C., Stroud, N. J., Muddiman, A., Murray, C. C., & **Kim, Y.** “The Stability of Cable and Broadcast News Intermedia Agenda Setting Across the COVID-19 Issue Attention Cycle.” Paper submitted to journal and under review.

Working/Past Research

Sincere Sharing of Political Content on Twitter (with Natalie J. Stroud), 2020 – Present, Examining (in)sincere sharing of links within and across partisan lines on Twitter

Tech/IT Company Mission Statements Analysis (assisted Eli Pariser), May 2019, Analyzed the mission statement phrases by measuring the latent semantic space

Measuring Incivility of Online Comments, 2017 – 2018, Analyzed uncivil comments with computational and manual approaches on online commenting sections from a major Canadian news organization

WORK EXPERIENCE

Marketing Assistant, Digital Marketing, Global Marketing Office (GMO), LG Electronics HQ (Korean Multinational Electronics Company), Seoul, Korea, 2011 – 2013

Internship, Advertising Research Department, Korea Broadcast Advertising Corporation., Seoul, Korea, 2011

FELLOWSHIPS, AWARD, AND HONORS

Jesse H. Jones Fellowship, Moody College of Communication, University of Texas at Austin, 2020 – 2021

David Bruton Jr. Graduate School Fellowship, The Graduate School, University of Texas at Austin, 2020

Professional Development Award, The Graduate School, University of Texas at Austin, 2019

Moody Graduate Fellowship, Moody College of Communication, University of Texas at Austin, 2016 – 2019

Graduate School Fellowship, The Graduate School, University of Texas at Austin, 2016 – 2017

Research Scholarship, Korea Student Aid Foundation, Korea, 2014

Mayor’s Commendation, Volunteer Work in 2010 G20 Seoul Summit, Seoul, Korea, 2010

Academic Achievement Scholarship, Chung Ang University, 2006, 2009

OTHER TRAINING

AI/Data Science Bootcamp (AIB), CodeStates (Codestates.com), July 2021 – Present

Summer Institute in Computational Social Science at Duke University (SICSS-Duke), Russell Sage Foundation (conducted online due to COVID-19), 2020

Bayesian Statistics for Social Science, the UT Summer Statistics Institute, Department of Statistics and Data Sciences, University of Texas at Austin, 2017

The Summer Math Camp, Center for Social Sciences at Seoul National University, 2015

The 1st Big Camp, Big Data Institute, Seoul National University, 2015

Quantitative Data Analysis Workshop, the Korea Social Science Data Archive, 2014

SKILLS

Computing: R, Python, Stata, SQL, git

Languages: Korean (Native) and English

REFERENCES

Natalie J. Stroud (Advisor/Chair)

Professor of Communication Studies and Journalism
Director and Knight Faculty Fellow at Center for Media Engagement
Moody College of Communication, The University of Texas at Austin
Email: tstroud@austin.utexas.edu

Roderick P. Hart

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Professor and Associate Chair at Department of Communication Studies
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