

# HEESOO JANG | CV

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## EDUCATION

**Ph.D. in Communication** - University of North Carolina at Chapel Hill, USA Expected 2024

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- Dissertation (in-progress): An integrative framing study of the public discourse around AI ethics
- Committee Chair: Dr. Shannon McGregor (UNC-Chapel Hill)
- Committee Members: Dr. Suman Lee (UNC-Chapel Hill), Dr. Deen Freelon (University of Pennsylvania), Dr. Alex Hanna (Research at the Distributed AI Research Institute (DAIR)), Dr. Magdalena Saldaña (Pontificia Universidad Católica de Chile)

**M.A. in Communication** - Seoul National University (SNU), S. Korea 2018

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- Master's Thesis: Generational differences in news literacy

**B.A. in Media and Mass Communication & Business** - Korea University, S. Korea 2016

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## RESEARCH POSITIONS

**Center for Information, Technology, and Public Life (CITAP)** - NC, USA July 2022 - present

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- Policy Graduate Research Assistant & Graduate Affiliate Researcher
- Supervisor: Dr. Daniel Kreiss, Dr. Shannon McGregor, & Kathryn Peters (Executive Director)

**University of North Carolina at Chapel Hill** - NC, USA Aug 2020 - present

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- Graduate Research Assistant
- Supervisor: Dr. Shannon McGregor

**University of North Carolina at Chapel Hill** - NC, USA May 2020 - Aug 2021

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- Graduate Research Assistant
- Supervisor: Dr. Allison Lazard

**Seoul National University (SNU) FactCheck Center** - Seoul, South Korea Jan 2018 - Jun 2019

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- External Collaboration Graduate Research Assistant & Graduate Researcher
- Supervisor: Dr. Eunryung Chong

**Institute of Communication Research** - Seoul, South Korea Sep 2017 - Jun 2019

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- Graduate Research Assistant
- Supervisor: Dr. Sugmin Youn

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**Korea Press Foundation** - Seoul, South Korea

Jan 2018 - Mar 2019

- Graduate Research Assistant
- Supervisor: Dr. Jungae Yang

## TEACHING POSITIONS

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**Center for Information, Technology, and Public Life (CITAP)** - NC, USA

Jan 2023 - May 2023

- Co-instructor with Dr. Daniel Kreiss
- Course: Undergraduate Research (MEJO490)

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**Hussman School of Journalism and Media, UNC-Chapel Hill** - NC, USA

Aug 2021 - May 2022

- Instructor of Record
- Course: Media Ethics (MEJO141) (2 semesters)

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**Hussman School of Journalism and Media, UNC-Chapel Hill** - NC, USA

Aug 2020 - Dec 2022

- Graduate Teaching Assistant to Dr. Shannon McGregor
- Course: Market Intelligence (MEJO479) (3 semesters)

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**Seoul National University** - Seoul, South Korea

Sep 2016 - Jun 2017

- Graduate Teaching Assistant to Dr. Sugmin Youn
- Primary instructor for homework and final research projects
- Course: Media Industry and Policy (211.419A); Communication Theory (M1312); Media Culture and Art Seminar (2114.420)

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**Howon University** - Seoul, South Korea

Sep 2014 - Dec 2014

- Teaching Assistant to Prof. Huisung Kim
- Course: Intermediate Film Production

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**GENII English Reporter Camp, Gangseo University** - Seoul, South Korea

Aug 2017

- Lecturer
- Media Reporting
- Sponsored by the Seoul Metropolitan Government, Gangseo District Government, & Korea Joongang Daily

## REFEREED JOURNAL PUBLICATIONS

**Jang, H.**, & Lee, S. (2023). Introducing the Co-oriented Scansis (CoS) model: A case of chatbot, Lee-Luda. *Public Relations Review*. <https://www.sciencedirect.com/science/article/pii/S0363811123000759>

**Jang, H.**, Barrett, B., & McGregor, S. C. (2023). Social media policy in two dimensions: Understanding the role of anti-establishment beliefs and political ideology in Americans' attribution of responsibility regarding online content. *Information, Communication, & Society*. <https://www.tandfonline.com/doi/full/10.1080/1369118X.2023.2234970>

**Jang, H.** & Youn, S. (2019). Generational Differences in News Literacy. *Journal of Communication Research*, 56(3), 47-111.

## MANUSCRIPTS UNDER REVISION OR REVIEW

Archer, A. M. N., Schmitt, C., McGregor, S. C., & **Jang, H.** (Invited to Revise and Resubmit). Presidential Authority and the Legitimation of Far-Right News. *International Journal of Press/Politics*.

- Initial submission: 02-March-2023; Invited for first revision and resubmission 30-May-2023

**Jang, H.\***, & Kreiss, D.\* (Under Review). Analyzing "Democracy-Framed Journalism": The Case of Media Coverage of Election Deniers During the 2022 U.S. Midterm Elections. *International Journal of Press/Politics*. [\*equal authorship]

- Initial submission: 13-July-2023

Sutfin, E. L., Lazard, A. J., **Jang, H.**, Wagoner, K. G., Reboussin, B. A., Suerken, C. K., Soule, E. K., Kimes, C., Zizzi, A., & Ross, J. C. (Under Review). Availability and Characteristics of Flavored Waterpipe Tobacco Sold Online in the U.S. *Addictive Behaviors Reports*.

- Initial submission: 14-August-2023

Sutfin, E. L., Zizzi, A. R., Lazard, A., **Jang, H.**, Myer, M., Soule, E. K., Kimes, C., Wagoner, K. G., Reboussin, B. A., Suerken, C. K., Jenson, D., & Cornacchione Ross, J. (Under Review). Consumer perceptions of health claims on waterpipe tobacco packaging. *Addictive Behaviors*.

- Initial submission: 14-August-2023

## PUBLISHED BOOK CHAPTERS

Ahn, S.\*, **Jang, H.\***, Kang, H.\*, Park, S.\*, & Youn, S. [PI]. (2020). Chapter 14. Media Policy Governance. In Youn, S. (Ed.), *Media Policy Governance*. Seoul: Seoul National University Press. [\*equal first-authorship]

**Jang, H.\***, Kang, M.\*, & Youn, S. [PI]. (2020). Chapter 16. AI Journalism Governance. In Youn, S. (Ed.), *Media Policy Governance*. Seoul: Seoul National University Press. [\*equal first-authorship]

## REFEREED CONFERENCE PRESENTATIONS

**Jang, H.** (2023, November). Bringing AI (Artificial Intelligence) Under Critical CSR Scrutiny: A Critical CSR Assessment of Major AI Companies' Communication of Responsible AI. *Public Relations Division, National Communication Association (NCA) 23*, National Harbor, MD.

Schmitt, C., Bach, P., **Jang, H.**, McGregor, S. C., & Archer, A. (2023, September). "Fox News doesn't deliver for us anymore" – Political elites and far-right media. *Political Communication Section, American Political Science Association Annual Meeting*. Los Angeles, CA.

**Jang, H.** (2023, August). Understanding Americans' TikTok Privacy Concerns, Resistance, and Rejection via their Country Reputation of China. *Communication Technology Division/Interest Group, The Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington, D.C., USA.

**Jang, H.** (2023, March). What should CSR in the AI industry look like? – A current assessment and a framework for the future. *The 26th annual International Public Relations Research Conference (IPRR)*, Orlando, Florida, USA.

**Jang, H.** (2022, September). Online public discourse about moral dilemma judgments of autonomous vehicles: emotions, standards, and values. Presented to the *2022 Moral Media Conference*, East Lansing, MI, USA.

Archer, A. M. N., Schmitt, C., McGregor, S. C., & **Jang, H.** (2022, September). Presidential Authority and the Legitimation of Far-Right News. Presented at *the annual meeting of the American Political Science Association*, Montreal, Canada

**Jang, H.**, Barrett, B., & McGregor, S. C. (2022, August). Social media policy in two dimensions: Understanding the role of anti-establishment beliefs and political ideology in Americans' attribution of responsibility regarding online content. Presented to the *Political Communication Division, The Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Detroit, MI, USA.

**Jang, H.**, & Lee, S. (2022, May). A co-oriented crisis communication model for an AI scams: A Case of Chatbot, Lee-Luda. Presented to the *Public Relations Division Top Student Paper Panel, International Communication Association (ICA) annual conference*, Paris, France. **[Top Student Paper Award]**

**Jang, H.** (2022, April). The "Nth Room" case: transnational contexts in modern digital sex trafficking. Presented to the *Triangulating Race, Capital, and Technology Workshop, ACM CHI Conference on Human Factors in Computing Systems*, New Orleans, LA, USA.

Sutfin, E. L., Lazard, A., **Jang, H.**, Wagoner, K. G., Reboussin, B. A., Suerken, C., Soule, E. K., Kimes, C., Zizzi, A., Jenson, D., & Ross, J. C. (2021, October). [Abstract] Availability and Characteristics of Flavored Waterpipe Tobacco Sold Online in the U.S. Presented at the *Tobacco Regulatory Science meeting (virtual)*

**Jang, H.** (2021, August). [Poster] Computational Communication Science through Keywords. Presented at the *fourth annual Politics and Computational Social Science (PaCSS) conference, virtual (COVID-19)*. Poster URL:

<https://cssh.northeastern.edu/nulab/pacss/2021-posters/#jang>

**Jang, H.**, & Madhavi, R. (2021, August). [Extended Abstract] Intimacy and Connections: Celebrity Culture in Indian and South Korean Television Shows. Presented to the *Entertainment Studies Interest Group, AEJMC annual virtual conference (COVID-19)*.

**Jang, H.** (2021, May). Tik Tok: Motivations and Privacy Perceptions. Presented to the *Communication and Technology Division, ICA annual virtual conference (COVID-19)*.

**Jang, H.**, & Riffe, D. (2020, May). (Extended Abstract) When The Robot Reporter Is A Specialist, Is It More Credible?. Presented to the *Human-Machine Communication Interest Group, ICA annual virtual conference (COVID-19)*.

**Jang, H.** (2018, November). Generational Differences in News Literacy in the Online News Environment. Presented at the *meeting of the University of Tokyo-Seoul National University-National Chengchi University Symposium*, Taipei, Taiwan, China.

## REFEREED CONFERENCE PANELS

**Jang, H.**, N. Narayanamoorthy, Schelenz, L., Brandner, L. T., Burkhardt, A., Hirsbrunner, S.D., & Timcke, S. (2023). Platform (In)Justice: A Call for a Global Research Agenda. In the *2023 ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW)*, Minneapolis, MN, USA.

## INVITED PUBLICATIONS

**Jang, H.** (2023, Mar). Reuters Institute Report: Journalism, media, and technology trends and predictions 2023 (Korean). *Newspaper & Broadcasting*. Seoul: Korea Press Foundation.

**Jang, H.** (2022, Mar). Reuters Institute Report: Journalism, media, and technology trends and predictions 2022 (Korean). *Newspaper & Broadcasting*, 615, 44-48. Seoul: Korea Press Foundation.

**Jang, H.** (2021, Jan). Journalism under the Biden administration? (Korean). *Newspaper & Broadcasting*, 601, 68-73. Seoul: Korea Press Foundation.

**Jang, H.** (2019, Jan). Biases in the South Korean Current Affairs Television Programs. *Institute of Communication Research*. Seoul: Seoul National University.

## INVITED TALKS AND PANELS

**Jang, H.** (2023, August 30). The Impact of ChatGPT on Public Discourse and Democracy during Elections: The Impact of Search Keywords and Democracy-Devoid Content in Large Language Models. Presented at [OpenAI and Bipartisan Policy Center's Roundtable on Large Language Models \(LLMs\) and US Elections](#). Washington, D.C., USA.

**Jang, H.** & Capizzo, L. (2023, August 17). Responsible digital stewardship: ChatGPT/AI and big data ethics for PR & internal comms. Presented for 20+ public relations practitioners at the *Public Relations Society of America (PRSA)*. Virtual.

**Jang, H.** (2023, June 21). Lost in Translation: Large Language Models in Non-English Content Analysis. Participated as a panelist for the *Internal Working Group Meeting for Center for Democracy and Technology*. Virtual.

**Jang, H.** (2023, May 31). The "Nth Room" Case. A case study of how transnational tech platforms' affordances "afford" violence toward children. Social Justice and Technological Futures. *Royster Global symposium of UNC-Chapel Hill, Kings College London, and University of Tübingen*. Chapel Hill, NC, USA.

**Jang, H.** (2023, May 3). The "Nth Room" Case. A case study of how transnational tech platforms' affordances "afford" violence toward children. Social Justice and Technological Futures. University of Tübingen, Tübingen, Germany.

**Jang, H.** (2023, Feb 15). What ChatGPT Means To Journalism. presented at the *Visiting International Scholars (VIS) Program, University of North Carolina at Chapel Hill*, North Carolina, USA.

**Jang, H.** (2023, Feb 6). Public Discourses Around AI ethics. presented at the *Royster Research Seminar*, North Carolina, USA.

**Jang, H.** (2023, Feb 3). Ethical Implications of ChatGPT. presented at the ChatGPT in Context Panel, *Cosponsored by the Department of History, the Institute for the Arts and Humanities, and the Center for Information, Technology, and Public Life*, North Carolina, USA.

**Jang, H.** (2022, Nov 4). An Assessment of Reported Biases and Harms of Large Language Model. presented at the *Hussman School of Journalism and Media Junck Colloquium Speaker series (Dr. Nneka Logan) student panel*, North Carolina, USA.

**Jang, H.** (2022, Oct 14). Current Research Summary. presented to the *Hussman School of Journalism and Media Foundation Board Meeting*, North Carolina, USA.

**Jang, H.** (2022, Feb 16). AI Needs Journalism and PR as much as Journalism and PR need AI. presented at the *Visiting International Scholars (VIS) Program, University of North Carolina at Chapel Hill*, North Carolina, USA.

**Jang, H.** (2019, Jan 28). Biases in the South Korean Current Affairs Television Programs. presented at the *Institute of Communication Research, Seoul National University*, Seoul, South Korea.

## INVITED GUEST LECTURES

**Jang, H.** (2023, September 11). Fireside chat: AI ethics and public relations. Presented for Rosie Jahng's Professional Masters students in *Theories of Public Relations, Wayne State University*. Michigan, USA. (Virtual).

**Jang, H.** (2023, April 28). ChatGPT in context. Presented to Dr. Seoyeon Kim's Public Relations class (30+ students) at the University of Alabama, Tuscaloosa, Alabama, USA (virtual).

**Jang, H.** (2022, Jun 16). Social Networks in Digital Communication. presented to the *Computational Social Science Reading Group, TechnoSoc: Sociologists of Digital Things (SDT)* ([more info](#)), virtual.

**Jang, H.** (2021, Nov 22). Privacy in the Social Media Era. Presented to Instructor Syndey Nicolla's Media Ethics class. University of North Carolina at Chapel Hill, North Carolina, USA., virtual

## AWARDS AND HONORS

**The Inez Kaiser Graduate Students of Color Awards** | Awarded by The Association for Education in Journalism and Mass Communication (AEJMC) ([more info](#)), USA | \$1,000 | 2023

**Minnie S. & Eli A. Rubinstein Research Award** | Awarded by the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, USA | \$3,000 | 2023

**William Francis Clingman Jr. Ethics Award** | Awarded by the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, USA | \$2,916 | 2023

**2023 NextGen Young Leader of the US-ROK Alliance** | Center for Strategic and International Studies(CSIS) Korea Chair ([more info](#)) | Travel Support to Washington DC Mentorship Program | 2023

**Top Student Paper Award** | Public Relations Division, 72nd International Communication Association (ICA) Conference | 2022

**Royster Fellowship (William R. Kenan Jr. Fellowship)** | Funded by the Royster Society of Fellows | University of North Carolina at Chapel Hill | 4 years of tuition support, stipend, health insurance, and \$2000 travel fund ([more info](#)) | 2019-2023

**Richard Cole Eminent Professor Graduate Student Fellowship** | Funded by the Hussman School of Journalism and Media | University of North Carolina at Chapel Hill | 3 years of tuition support, stipend, health insurance, and a total of \$6000 research/travel fund | 2019-2023

**Graduate Student Instructor (GSI) Scholarship (one semester)** | Funded by the Department of Communication, Seoul National University | tuition support & annual stipend of ₩3,600K (approximately \$3025) | 2019

**Graduate Student Instructor (GSI) Scholarship (three semesters)** | Funded by the Department of Communication, Seoul National University | Tuition support & annual stipend of ₩2,400,000, or approximately \$2009 | 2017-2018

**Certificate of Appreciation** | Korea Association for Persons with Physical Disabilities | 2017

**Graduation Honors** | Korea University | 2016

**Undergraduate Excellence Scholarship** | Funded by Korea University | tuition support | 2011-2012

## OTHER POSITIONS

**Media Newsletter August** | Editor, Seoul, South Korea | 15K subscribers as of Dec 2022 | 2021

**Joongang Ilbo** | Weekly SoJoong Journalist (Stringer), Seoul, South Korea | 2013-2014

**Joongang Ilbo** | Weekly SoJoong Intern Journalist (Founding member), Seoul, South Korea | 2012-2013

## PUBLIC SCHOLARSHIP

### ENGLISH

**Jang, H.** (2022, Sep 14). Tech Companies Sit on Sidelines While Korean Children Are Drawn Into Digital Sex Trafficking. *Tech Policy Press*. URL: <https://techpolicy.press/tech-companies-sit-on-sidelines-while-korean-children-are-drawn-into-digital-sex-trafficking/>

**Jang, H.** (2021, April 2). A South Korean Chatbot Shows Just How Sloppy Tech Companies Can Be With User Data. *Slate*. URL: <https://slate.com/technology/2021/04/scatterlab-lee-luda-chatbot-kakaotalk-ai-privacy.html>

- Cited in Dinan et al. (2021). Anticipating Safety Issues in E2E Conversational AI. <https://arxiv.org/abs/2107.03451>

### KOREAN

**Jang, H.** (2021, Sep 21). How did Facebook become evil? (*Korean*). *Media Newsletter August*. URL: <https://stibee.com/api/v1.0/emails/share/74BaYNUVfK7hVjZQq9sCZ62OgbZMQ==>

**Jang, H.** (2021, May 11). The Fake World of Mark Zuckerberg (*Korean*). *Media Newsletter August*. URL: [https://stibee.com/api/v1.0/emails/share/PsUPp81OkbhU\\_vRcvB2JtArFGz27QA==](https://stibee.com/api/v1.0/emails/share/PsUPp81OkbhU_vRcvB2JtArFGz27QA==)

## INTERVIEWS

Choi, S. (2023, Feb 16). Quoted for insights into the ethical implications of chatGPT. *Carolia Week*. <https://fb.watch/iAWmwxhLyB/?mibextid=uc01c0>

Moorefield, N. (2022, Sep 16). News fatigue: what it is and how to avoid it. *The Well*. URL: <https://thewell.unc.edu/2022/09/16/news-fatigue-what-it-is-and-how-to-avoid-it/>

## GRANTS

### AWARDED

**APSA Political Communication Travel Funding** | Funded by the Executive Committee of the Political Communication section at the American Political Science Association (APSA) | \$200 | 2022

**Michael Haley Travel Grant** | Funded by the International Communication Association | \$500 | 2022

**Gary Marsden Travel Award** | Funded by SIGCHI, ACM CHI Conference on Human Factors in Computing Systems. | Financial support for conference registration, flight, and accommodation ([more info](#)) | 2022

**Graduate Student Transportation Grant** | Funded by the Graduate School, University of North Carolina at Chapel Hill | Up to \$ 1000 support for travel transportation | 2022

**Social Science Research Grant** | Funded by the College of Social Sciences, Seoul National University | ₩3,000K or approximately \$2520.16) | 2018

**International Travel Grant** | Funded by the Institute of Communication Research, Seoul National University | Approximately \$1000 financial support for flight & accommodation | 2018

SUBMITTED

McGregor, S.C., **Jang, H.**, & Kreiss, D. | **Accelerate Foundation Models Research Grant** | Microsoft | 2023 | Under Review

## ACADEMIC SERVICES

**Co-organizer, Workshop** - UNC-Chapel Hill 2023

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· Co-organized "[Empowering Junior Academics in Tech Policy](#)," an interdisciplinary workshop for junior academics and PhD students with Dr. Melinda Sebastian at Data Society & Dr. Evaglia Tavoulareas at Georgetown University.

**Member, ABIDE Group** - UNC-Chapel Hill 2023

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· Active member of the Inclusive Teaching Discussion Group & Book Club called ABIDE (Access, Belonging, Inclusivity, Diversity, and Equity) with other instructors in the Hussman School of Journalism and Media

**Expert Reviewer** - German Marshall Fund 2022

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· Offered specialized insights based on my expertise in media and democracy, contributing to the quality of GMF's [Civic Information Handbook](#)

**Co-organizer, Policy discussion series** - Data & Society 2022

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· Led a policy discussion series of 30 participants from academia and multi-stakeholder agencies in the government, as part of my work for the Public Tech Leadership Collaborative (PTLC)

**Member, Award Committee** - NC Local News Lab 2022

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· Contributed to the evaluation and selection process of grant awardees based on how they would serve their local communities

**Reviewer** - Journals & Conferences

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- Social Media + Society | 2023
- Journal of Information, Technology & Politics | 2021
- International Communication Association | 2019-2023



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· Association for Education in Journalism and Mass Communication | 2022

## **PROFESSIONAL MEMBERSHIPS**

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Association for Computing Machinery (ACM)