

# HANYOUNG KIM

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## ACADEMIC APPOINTMENTS

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| 2022–Present | <b>Assistant Professor</b> , Department of Integrated Strategic Communication, College of Communication and Information, University of Kentucky                  |
| 2021–2022    | <b>Assistant Professor</b> , Jack J. Valenti School of Communication, College of Liberal Arts & Social Sciences, University of Houston                           |
| 2018–2020    | <b>Instructor of Record</b> , Department of Advertising & Public Relations, Grady College of Journalism and Mass Communication, University of Georgia            |
| 2014–2018    | <b>Teaching and Research Assistant</b> , Department of Advertising & Public Relations, Grady College of Journalism and Mass Communication, University of Georgia |

## EDUCATION

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| 2022 | <b>Ph.D. in Mass Communication</b><br>University of Georgia, Athens, GA                      |
| 2016 | <b>M.A. in Mass Communication</b><br>University of Georgia, Athens, GA                       |
| 2014 | <b>B.A. in Business Administration (Cum Laude)</b><br>Dongguk University, Seoul, South Korea |

## PEER-REVIEWED JOURNAL ARTICLES

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12. Han, J. Y., **Kim, H.**, Yoon, H. J., & Seo, J. K. (Forthcoming). How do individuals with conspiracy beliefs respond to humorous public service announcements promoting COVID-19 vaccination? The role of scientific consensus and vaccine confidence. *International Journal of Communication*. [IF 1.7]
11. Han, J. Y. & **Kim, H.** (2023). How health media environment and communication orientations affect health outcomes: An application of O<sup>1</sup>-S-O<sup>2</sup>-R model. *Health Communication Research*, 22(3) 1-29.
10. Seo, Y., **Kim, H.**, Ko, Y., Yoon, H. J., Han, J. Y., Lee, J., & Seo, J. K. (2023). The power of “Likes”: The effects of “Liked By” and number of likes cues on perceived descriptive norms and behavioral intention to receive the flu vaccine. *Journal of Marketing Communications*.
9. Yoon, H. J., Lee, J., Han, J. Y., Ko, Y., **Kim, H.**, Seo, Y., Seo, J. K. (2023). Using humor to increase COVID-19 vaccination intention for the unvaccinated: The moderating role of trust in government. *Journal of Consumer Behaviour*, 22(5), 1084-1095. [IF 4.3]

8. Ko, Y., **Kim, H.**, Seo, Y., Han, J. Y., Yoon, H. J., Lee, J., & Seo, J. K. (2023). The persuasive effects of social media narrative PSAs on COVID-19 vaccination intention among unvaccinated young adults: The mediating role of empathy and psychological reactance. *Journal of Social Marketing*, 13(4), 490-509. [5-Year IF 2.7]
7. Xu, Q., **Kim, H.**, & Billings, A.C. (2022). Let's watch live streaming: How streamer credibility influences brand attitude in esports streamer marketing. *Communication & Sport*, 10(2), 271-290. [IF 2.7]
6. **Kim, H.** & Han, J. Y. (2021). Hope in the depths of despair: theorizing about hope in the fear appeal context. *Health Communication Research*, 20(1), 1-35. "2021 Enzaim Best Article Award" from Korea Health Communication Association.
5. **Kim, H.**, Seo, Y., Yoon, H. J., Han, J. Y., & Ko, Y. (2021). The effects of user comment valence of Facebook health messages on intention to receive the flu vaccine: The role of pre-existing attitude toward the flu vaccine and psychological reactance. *International Journal of Advertising*, 40(7), 1187-1208. [5-Year IF 6.264]
4. **Kim, H.**, Han, J. Y., So, J., & Seo, Y. (2020). An investigation of cognitive processing of fear appeal messages promoting HPV vaccination: Predictors and outcomes of magnitude and valence of cognitive responses. *Journal of Health Communication*, 25(11), 885-894. [5-Year IF 4.3]
3. **Kim, H.**, Han, J. Y., & Seo, Y. (2020). Effects of Facebook comments on attitude toward vaccines: The roles of perceived distributions of public opinion and perceived vaccine efficacy. *Journal of Health Communication*, 25(2), 159–169. [5-Year IF 4.3]
2. **Kim, H.** & KIM, J. (2020). The effect of brand-health issue fit on fast-food health-marketing initiatives. *Journal of Current Issues & Research in Advertising*, 44(1), 54–70.
1. Kim, J., Choi, D., & **Kim, H.** (2019). Advertising nativeness as a function of content and design congruence. *International Journal of Advertising*, 38(6), 845–866. [5-Year IF 6.264]

### Manuscripts Under Review

**Kim, H.**, Yoon, H. J., Han, J. Y., Seo, J. K., & Ko, Y. Under blind review (2<sup>nd</sup> round) at *International Journal of Advertising*.

**Kim, H.**, Zhang, W., Han, J. Y., Seo, J. K., Yoon, H. J., & Ko, Y. Under blind review (1<sup>st</sup> round) at *Telematics & Informatics*

Seo, J. K., **Kim, H.**, Yoon, H. J., Ko, Y., Han, J. Y., & Seo, Y. Under blind review (1<sup>st</sup> round) Submitted at *International Journal of Advertising*.

Zhang, W., Jiang, M. & **Kim, H.** Under blind review (1<sup>st</sup> round) at *Journal of Interactive Advertising*.

**CONFERENCE PAPERS**

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21. **Kim, H.**, Zhang, W., Han, J. Y., Seo, J. K., Yoon, H. J., & Yeon, J. (2024, June). Talking with AI about Mental Health: The Role of Perceived Message Contingency and Outcome Relevant Involvement. Paper to be presented to the Human-Machine Communication Division of the International Communication Association Annual Conference, Gold Coast, Australia.
20. Seo, J. K., **Kim, H.**, Ko, Y., Han, J. Y., & Lee, J. (2024, March). Are Interactive PSA Formats Always Effective? The Role of Connectedness with Nature in the Interplay between Message Content and PSA Formats for Pro-Environmental Campaigns. Paper to be presented at the American Academy of Advertising (AAA) Annual Conference, Portland, OR.
19. Zhang, W., Jiang, M. & **Kim, H.**, (2024, March). Too Artificial to Talk about Race? - Investigating Consumers' Responses of Artificial Intelligence Influencers in Advocating Racial Justice Issues. Paper to be presented at the American Academy of Advertising (AAA) Annual Conference, Portland, OR.
18. **Kim, H.**, Yoon, H. J., Han, J. Y., Seo, J. K., & Ko, Y. (2023, August) The Order Effects of Humor and Risk Messaging Strategies in Public Service Announcements Promoting COVID-19 Vaccinations: The Moderating Role of Trust in Science. Paper presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
17. **Kim, H.** & Han, J. Y. (2023, May), Unraveling the Effect of Social Media-Based Mental Health Campaigns During the COVID-19 Pandemic: Social Support Reception, Expression, and Coping Strategies. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Toronto, Ontario, Canada.
16. Cho, S., Choi, Y. J., Han, J. Y., **Kim, H.** & Orpinas, P. (2023, March) Violence Against Partner and Children among Korean Immigrants: Age and gender differences in Cultural and Practical Barriers to seek help. Paper presented to Annual Conference of Texas Association for Marriage and Family Therapy (TAMFT), Austin, TX.
15. Seo, J. K., **Kim, H.**, Ko, Y., Yoon, H. J., Han, J. Y., & Seo, Y. (2023, March). Are Interactive PSA Formats Always Good? Testing the Identifiable Victim Effect with Instagram Carousel Posts for Pro-Environmental Campaigns. Paper presented to American Academy of Advertising, Denver, CO.
14. Ko, Y., **Kim, H.**, Seo, Y., Han, J. Y., Yoon, H. J., Lee, J., & Seo, J. K. (2022, May). The Persuasive Effects of Narrative PSAs on COVID-19 Vaccination Intention: The Mediating Role of Empathy and Psychological Reactance. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Paris, France.

13. Choi, Y. J., Han, J. Y., **Kim, H.**, Cho, S., & Orpinas, P. (2022, January). Identifying Communication Campaign Messages to Prevent Intimate Partner Violence Among Korean American Immigrants. Paper to be presented to the 26th Annual Conference of the Society for Social Work and Research (SSWR), Washington, DC.
12. Xu, Q., **Kim, H.**, & Billings, A.C. (2021, August). Glued to the livestream: How streamer credibility influences brand attitude in video game streamer marketing. Association for Education in Journalism and Mass Communication.
11. **Kim, H.**, Seo, Y., Yoon, H. J., Han, J. Y., & Ko, Y. (2020, March). The effects of user comment valence of social media health campaigns on intention to vaccinate: The role of psychological reactance. Paper presented to American Advertising Academy Conference, San Diego, CA.
10. **Kim, H.**, Seo, Y., & Han, J. Y. (2019, May). Effects of social media comments on attitude toward vaccines: The roles of perceived public consensus and perceived vaccine efficacy. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Washington, D.C.
9. Seo, Y., **Kim, H.**, & Han, J. Y. (2019, May). What you believe might not be true: False consensus effect and the flu vaccine controversy. Paper presented to the Mass Communication Division of the International Communication Association Annual Conference, Washington, D.C.
8. **Kim, H.**, Lee, Y-I., & Han, J. Y. (2018, August). Hope in the depths of despair: Theorizing about hope in the fear appeal context. Paper presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
7. **Kim, H.**, Han, J. Y., & Seo, Y. (2018, May). Integrating message elaboration perspectives into fear appeal models. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Prague, Czech Republic.
6. Han, J. Y., **Kim, H.**, Lee, Y-I., & Kim, E. (2018, May). How health information environment and communication orientations affect health outcomes: Testing O1-S-O2-R model among U.S. adults. Paper presented to the Health Communication Division of the International Communication Association Annual Conference, Prague, Czech Republic.
5. **Kim, H.**, Kim, S., & Yan, J. (2017, August). Consideration of future consequences and persuasion: The processing of message about intertemporal behavior. Paper presented to the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

4. **Kim, H.** & Kim, J. (2017, March). The effect of brand-issue fit on a corporate health-promotion campaign: A comparison of elaborational and relational advertising strategy. Paper presented to the Corporate the Social Responsibility Division of the American Advertising Academy conference, Boston, MA.
3. Lin, J. S., Meng, J., Kim, J., & **Kim, H.** (2017, March). Consumer responses toward cosmeceutical advertising: Roles of regulatory fit and implications for skin cancer prevention. Paper presented to the Food and Health Advertising Division of the American Advertising Academy conference, Boston, MA.
2. Kim, J., Choi, D., & **Kim, H.** (2016, March). Perceived advertising nativeness: Dimensions and measurement. Paper presented to the Native Advertising Division of the American Advertising Academy conference, Seattle. WA.
1. Jun, H., **Kim, H.**, & Cacciatore, M. A. (2015, June). The polarization of global climate change attitudes: Differential effects of comedy, science, and political media content. Paper presented to the Student Poster Session of the American Association for Public Opinion Research Conference, Hollywood, FL.

## TEACHING EXPERIENCE

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### Undergraduate Courses

#### *University of Kentucky*

Research Methods for the Integrated Strategic Communication Professional | Spring 2024  
Fall 2023

Integrated Strategic Media Management | Spring 2024, Fall 2023, Spring 2023, Fall 2022  
Global Public Relations Strategies | Spring 2023

#### *University of Houston*

Strategic Communication Research Projects | Spring 2022, Fall 2021,  
Principles of Strategic Communication | Spring 2022

#### *University of Georgia*

Advertising & Society | Spring 2020, Spring 2019, Fall 2018, Spring 2018

### Invited Lectures and Talks

#### Graduate Student Mentoring Session

Korean American Communication Association (KACA), August 9, 2023, AEJMC,  
Washington D.C.

#### Social Media Health Campaigns

CMST490 Social Media, Eastern Washington University, May 11, 2020,

#### Experimental Research

MC407 Communication Research Methods, University of Alabama, March 26, 2019

### Teaching Assistant

#### *University of Georgia*

Introduction to Public Relations (Honors) | Fall 2019

Public Relations Foundations | Fall 2019

Advertising & Society | Fall 2017  
 Advertising Research | Fall 2017  
 Advertising and Public Relations Research (Graduate course) | Spring 2017  
 Global Marketing and Advertising | Fall 2016, Fall 2015  
 Advertising and Communication Management | Fall 2016, Fall 2015

## GRANTS EXPERIENCE

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**The Effect of Conversing with AI on Mental Health: The Test of Functional and Contingency Interactivity on Cognitive Absorption, Elaboration, and Mental Health Outcomes** (\$5,000, awarded 2024). Summer Faculty Research Fellowship program, College of Communication and Information, University of Kentucky. Role: PI.

**Unraveling the Effect of Social Media-Based Mental Health Campaigns: Message Reception, Expression, and Campaign Efficacy** (\$2,000, awarded 2023). Faculty Research Project Support Funds, College of Communication and Information, University of Kentucky. Role: PI.

**Seeking Effective Advertising Appeals for Adults Who are Hesitant to COVID 19 Vaccination: The Role of Humor, Social Norm, and Threat Information** (\$ 9,720, award 2021) The Owens Institute for Behavioral Research (OIBR) Faculty Seed Grant Program, University of Georgia. Role: Research Assistant.

**Primary Prevention of Intimate Partner Violence in Immigrant Communities: Development of a Social Marketing Strategy** (\$10,000, awarded 2020). The Owens Institute for Behavioral Research (OIBR) Faculty Seed Grant Program, University of Georgia. Role: Research Assistant.

## AWARDS, HONORS, AND FELLOWSHIPS

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| 2021 | <b>Enzaim Best Article Award</b><br><i>Korea Health Communication Association</i>  |
| 2020 | <b>Martha Johnson Kaplan Graduate Scholarship</b><br>University of Georgia, Grady College of Journalism and Mass Communication |
| 2018 | <b>Travel Grant</b><br>International Communication Association.  |
| 2018 | <b>Prentiss Courson Scholarship</b><br>University of Georgia, Grady College of Journalism and Mass Communication               |
| 2017 | <b>Prentiss Courson Scholarship</b><br>University of Georgia, Grady College of Journalism and Mass Communication               |
| 2017 | <b>Travel Grant</b><br>University of Georgia, Grady College of Journalism and Mass Communication                               |
| 2014 | <b>Cum Laude</b><br>Department of International Trade, Dongguk University, Seoul, South Korea                                  |

## SERVICE ACTIVITIES

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- 2023-present **Chair**, Student Success and Diversity Committee  
Department of Integrated Strategic Communication, University of Kentucky
- 2023-present **Newsletter Editor-in-Chief**, Korean American Communication Association (KACA)
- 2022-2023 **Member**, Student Success and Diversity Committee  
Department of Integrated Strategic Communication, University of Kentucky
- 2018-2021 **Student Leader**, Ad and Health Research Group  
Department of Advertising and Public Relations, University of Georgia
- 2018-2021 **Student Leader**, Health and Information Technology (HIT) Research Group  
Department of Advertising and Public Relations, University of Georgia
- 2015-2017 **Program Coordinator**, Business and Communication Visiting Scholar  
Grady College of Journalism and Mass Communication, University of Georgia
- 2015-2016 **Vice President**, Grady College Korean Graduate Student Association  
Grady College of Journalism and Mass Communication, University of Georgia
- 2013 **International Student Mentor**, Department of International Trade, Dongguk University

## EDITORIAL EXPERIENCE

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### *Editorial Board*

- International Journal of Advertising (Since 2023)

### *Ad-hoc Journal Reviewing*

- International Journal of Advertising
- Journal of Health Communication
- Health Communication
- Journal of Current Issues & Research in Advertising
- Internal Journal of Communication
- Asian Journal of Communication
- Current Psychology
- Communication & Sports

### *Conference Reviewing*

- Health Communication Division, International Communication Association
- Human-Machine Communication Division, International Communication Association
- American Academy of Advertising Annual Conference
- Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication

**PROFESSIONAL DEVELOPMENT**

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- 2024      *Strategies for Success: Promotion and Tenure Preparation for Tenure Tracks*  
Faculty Advancement, University of Kentucky
- 2022      *Small Changes—Big Impact: Inclusive Syllabi in The Classroom*  
College of Communication and Information, University of Kentucky