

Hyunmin “Min” Lee
3201 Arch Street, Suite 100, Room 164
Drexel University
Philadelphia, PA 19104
Phone: 215-571-3567
Email: hl586@drexel.edu

EDUCATION

Ph.D. in Journalism, University of Missouri-Columbia

- School of Journalism, Advisor: Glen T. Cameron

M.A. in Mass Communication, University of Florida

- College of Journalism and Mass Communication, Emphasis in Public Relations
- Graduation with distinction

B.A. in Public Relations & Advertising, Sookmyung Women’s University, South Korea

- Department of Public Relations and Advertising

ACADEMIC APPOINTMENT

Drexel University, Philadelphia, PA, Fall 2016 – Present

- Fall 2019 – Present: Associate professor of communication (PR concentration) & Director of the Undergraduate Program
- Fall 2016 – Spring 2019: Tenure-track assistant professor of communication (PR concentration)
- Fall 2016 – Present: Graduate faculty of the Communication, Culture, and Media doctoral program

Saint Louis University, St. Louis, MO, Fall 2011 – Spring 2016

- Tenure-track assistant professor of communication (PR major)
- Graduate faculty

GRANTS & EXTERNAL FUNDING PROJECTS

- 1 **2018-2019: Fake News.** [\$4,200, funded]. The Arthur W. Page Center for Integrity in Public Communication. Role: Co-PI with Dr. Mi Jahng.
- 2 **2018-2019: Understanding the holistic impact of organizational transparency efforts on both lay public and practitioners** [\$2,500, funded]. College of Communication and Creative Arts, Rowan University. STORI Fund. Dr. Bokyoung Kim (PI). Role: External collaborator.

- 3 **2017: What the crisis calls for** [\$ 4647.55, funded]. Saint Louis University, Beaumont Faculty Development Fund. Dr. Amber Hinsley (PI). Role: Co-I, social media research, data analysis.
- 4 **2015-2016: Exploring the role of social media in Ferguson** [\$10,000, funded], College for Public Health & Social Justice Small Grant Funding, Saint Louis University. Dr. Ricardo Wray (PI). Role: Co-I, social media research.
- 5 **2011: Missouri Health Information Technology Assistance Center** [\$6,836,335, funded], Department of Health & Human Services. Dr. Grant T. Savage (PI). Role: Strategic communication researcher.
- 6 **2011: Healthy and Active Public Housing Communities** [\$2,500,000, funded], Missouri Foundation for Health (MFH). Ian Thompson (PI). Role: Strategic communications researcher & external consultant.
- 7 **2010: Ozioma** [\$8,600,000, funded], National Cancer Institute. Dr. Glen T. Cameron (PI). Role: Research assistant.

HONORS & AWARDS

- 2020 Best article award. *Newspaper Research Journal*.
 - Official journal of the newspaper & online news division of the Association for Journalism and Mass Communication.
 - Award given by the editorial board of the journal.
- 2018 Arthur Page Legacy Scholar, *The Arthur W. Page Center for Integrity in Public Communication*.
 - Annual competition/grant to support scholars and professionals making contributions to knowledge, practice, and public understanding of ethics and responsibility in public communication.
- 2018 Best Conference Paper, *American Academy of Advertising*
 - 1 selected from the entire conference
- 2017 Antelo Devereux Award for Young Faculty, College of Arts & Sciences, *Drexel University*
 - Awarded to a tenure-track assistant professor from the college in support of his or her research
- 2016 Top Faculty Paper, Public Relations Division, *National Communication Association*
 - 4 selected from PR division
- 2011 Top Student Paper, *International Public Relations Research Conference*
- 2010 Mary Frances Landen Fellowship, *University of Missouri*
- 2010 O. O. McIntyre Scholarship, *University of Missouri*
- 2008 Synor Fellowship, *University of Missouri*
- 2008 1st Place Visual Poster Award, Public relations division. *AEJMC*, Chicago, IL.

REFERRED JOURNAL ARTICLES

* *indicates peer reviewed Social Science Citation Indexed journal*

- 1 Ju, I. & **Lee, H.**, Sherrick, B. (In Press). Consumer responses to covert marketing communications: a case of native advertising disclosure in news contexts.
- 2 *Journal of Promotion Management*.
- 3 ***Lee, H.**, Hong, H., & Kim, H. (2022). Navigating the COVID-19 Pandemic in the Contingency Framework: Antecedents and Consequences of Public's Stance toward the CDC. *Public Relations Review*. [Impact Factor: 2.32](#)
- 4 ***Lee, H.**, Kim, B., Hong, H., & MacPherson, J. (2022). How Does it Depend?: A Systematic Review of the Contingency Theory of Accommodation in Communication Scholarship. *Public Relations Review*. [Impact Factor: 2.32](#) **Paper written with Ph.D. student
- 5 Kim, B., Hong, S., & **Lee, H.** (2021). When brand communities appear on Instagram: exploring emerging brand community markers through Fortune 500 companies' Instagram posts. *International Journal of Strategic Communication*, 15, 177-192.
- 6 Hinsley, A., & **Lee, H.** (2020). Tweeting in the midst of disaster: A comparative case study of journalists' practices following four crises. *Newspaper Research Journal*, 41(3), 297-316. [*Best article award from journal.](#)
- 7 ***Lee, H.** & Jahng, M (2020). Storytelling in crisis communication: Exploring the effectiveness of narrative as a crisis response strategy. *Journalism and Mass Communication Quarterly*, 97, 981-1002. [Impact Factor: 2.12](#)
- 8 *Jahng, R., **Lee, H.**, Rochadiat, A. (2020). Public Relations' practitioners' management of fake news: Exploring key elements and acts of information authentication. *Public Relations Review*, 46, 101907. [Impact Factor: 2.32](#) [*Research funded by Arthur Page Legacy Grant.](#)
- 9 *Kim, H., **Lee, H.**, & Hong, H. (2020). Scale development and validation for psychological reactance to health promotion messages. *Sustainability*, 12 (14), 5816. [Impact Factor: 2.58](#)
- 10 Lee, Y., Park, S., **Lee, H.**, Willis, E., & Cameron, G. T. (2019). Resources aren't everything, but they do help: assessing local TV health news to deliver substantive and useful health information. *Journal of Communication in Healthcare* 29(1), 13-22.
- 11 *Hong, S., **Lee, H.**, & Johnson, E. (2019). The face tells all: Testing the impact of physical attractiveness and social cues of spokesperson on public relations effectiveness. *Journal of Contingencies and Crisis Management*, 257-264. [Impact Factor: 1.98.](#)
- 12 *Wise, K., Hong, S., **Lee, H.**, & Young, R. (2019). Should I stay or should I go? Motivational activation predicts online content changes. *Journal of Media Psychology* 31(3), 157-163. [Impact Factor: 1.35](#)
- 13 ***Lee, H.**, Place, K. R., & Smith, B.G. (2018). Exploring gendered assumptions of social media expertise and practitioner power in public relations. *Public Relation Review*, 44, 191-200. [Impact Factor: 2.32](#)
- 14 Ju, I. & **Lee, H.** (2017). Dynamics of consumer decision making of over-the-counter drugs: Evaluating Product Comparison Claims and Moderating Role of Price

- Consciousness. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 10, 88-99.
- 15 ***Lee, H.**, & Cameron, G. T. (2017). Utilizing audiovisual and gain message frames to attenuate psychological reactance towards strategic health messages. *Health Communication*, 32(1), 72-81. [Impact Factor: 1.97](#)
 - 16 ***Lee, H.**, & Park, S. (2016). Third person effect and pandemic flu: The role of severity, self-efficacy, and message source. *Journal of Health Communication*, 21, 1244-1250. [Impact factor: 1.60](#)
 - 17 Park, S., & **Lee, H.** (2016). Attribution of government responsibility for flu pandemics: The role of TV health news sources, self-efficacy messages, and crisis severity. *Journal of Media and Communication Studies*, 8, 52-62.
 - 18 Place, K., Smith, B., & **Lee, H.** (2016). Integrated influence? Exploring public relations power in integrated marketing communication. *Public Relations Journal*, 10 (1).
 - 19 *Park, J. M., **Lee, H.**, & Hong, H. (2016). The analysis of self-presentation of *Fortune 500* corporations in corporate web sites. *Business & Society*, 55, 706-737. [Impact Factor: 5.38](#)
 - 20 Lee, Y. A., Wanta, W., & **Lee, H.** (2015). Resource-based public relations efforts for university reputation from an agenda-building and agenda-setting perspective. *Corporate Reputation Review*, 18, 195-209.
 - 21 Hinsley, A., & **Lee, H.** (2015). #Ferguson strategic messaging: How local journalists and activists used Twitter as a communication tool. *#ISOJ*, 5(1), 124-146. *Alphabetical author order, both authors contributed equally.* [**Promoted article.](#)
 - 22 ***Lee, H.**, & Len-Rios, M. (2014). Defining obesity: Second-level agenda setting attributes in black newspapers and general audience newspapers. *Journal of Health Communication*, 19, 1116-1129. [Impact factor: 1.60](#)
 - 23 ***Lee, H.**, & Wright, K., O'Connor, K., & Wombacher, K. (2014). Framing medical tourism: An analysis of persuasive appeals, risks and benefits, and new media features of medical tourism broker websites. *Health Communication*, 29, 637-645. [Impact Factor: 1.97](#) [**Paper with MA students.](#)
 - 24 ***Lee, H.**, & Park, H.J. (2013). Testing the impact of message interactivity on relationship management and organizational reputation. *Journal of Public Relations Research*, 25, 188-206. [Impact Factor: 1.90](#) [**Indexed at the Institute for Public Relations.](#)
 - 25 ***Lee, H.**, Lee, Y.A., Park, S, Willis, E., & Cameron, G. T. (2013). What are Americans seeing? Examining the gain and loss frames of local health news stories. *Health Communication*, 28, 846-852. [Impact Factor: 1.97](#)
 - 26 *Park, H. J., & **Lee, H.** (2013). Show us you are real: The effect of human versus organizational presence on online relationship building through social networking site. *Cyberpsychology, Behavior, and Social Networking*, 16, 265-271. [Impact Factor: 2.35](#)

- 27 *Lee, J. H., & Lee, H. (2012). Canonical correlation analysis of online video advertising viewing motivations and access characteristics. *New Media & Society* 14, 1358-1374. [Impact Factor: 4518](#) *Corresponding author, both authors contributed equally.
- 28 *Lee, H., Park, S., Lee, Y. A., & Cameron, G. T. (2010). Assessment of motion media on believability and credibility: An exploratory study. *Public Relations Review*, 36, 310-312. [Impact Factor: 2.32](#)

REFEREED BOOK CHAPTER

- 1 Lee, H. & Choi, Y. (2014). Anti-smoking videos on social media: Comparative analysis of the persuasive attributes on YouTube videos. *Talking Tobacco: Interpersonal, Organizational, and Mediated Messages*. Edited by Drs. Stewart Esrock, Joy Hart, and Kandi Walker. Peter Lang Publishing Inc.

REFEREED PUBLISHED CONFERENCE PROCEEDINGS

- 1 Ju, I., & Lee, H. (2018). *Information or deception? Effects of disclosure language and prominence on consumers' vigilance about native advertising*. Proceedings of the 60th American Academy of Advertising Annual Conference.
- 2 Park, H., & Lee, H. (2011). *The use of human voice as a relationship building strategy on social networking sites*. Proceedings of the 14th International Public Relations Research Conference.

MANUSCRIPTS UNDER REVIEW

**indicates peer reviewed Social Science Citation Indexed journal*

- 1 *Lee, H. & Whitehouse, E. (Under Review). Title Blinded for Peer Review. *Journalism and Mass Communication Quarterly*. [Impact Factor: 2.12 32](#) **Paper written with UG student
- 2 Sun, Q., Paje, D., & Lee, H. (Revise and Resubmit). Title Blinded for Peer Review. *Feminist Media Studies*. ** Paper written with Ph.D. students.
- 3 *Hong, S., Kim, B., & Lee, H. (Under Review). Title Blinded for Peer Review. *Journalism and Mass Communication Quarterly*. [Impact Factor: 1.61](#)

REFEREED CONFERENCE PAPERS & PRESENTATIONS

- 1 Lee, H. & Whitehouse, E. (August, 2021). What do you mean by doing the right thing?: Examining corporate social advocacy frames and transparency efforts in Fortune 500 companies' website. Refereed paper presented to the Public Relations Division at the *Association for Education in Journalism and Mass Communication*

Annual Conference, August 6-9, Virtual Conference. ****Paper written with undergraduate student**

- 2 Jhang, M., & **Lee, H.** (August, 2020). Understanding the Ethics Counsels role of PR in the era of fake news. Refereed paper presented to the Media Ethics Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 6-9, Virtual Conference. *** Research funded by Arthur Page Legacy Grant.**
- 3 **Lee, H.** & Hong, S. (May, 2020). Instagram for brand community building: Using human voice and social presence for organizational authenticity and reputation. Refereed poster presented to the Information Systems Division at the International Communication Association, May 21-25, 2020, Virtual Conference.
- 4 Kim, B., Hong, S., & **Lee, H.** (May, 2020). Brand communities appear on Instagram: Exploring brand Community markers through Fortune 500 companies' Instagram. Refereed paper presented to the Public Relations Division at the International Communication Association, May 21-25, 2020, Virtual Conference.
- 5 Hong, S., Kim, B., & **Lee, H.** (March, 2020). Emerging trend on Fortune 500's Instagram: An empirical evidence of using Conversational Human Voice in corporate Instagram posts. Refereed paper presented at the Annual *International Public Relations Research Conference*. Mar. 7-11. Orlando, FL.
- 6 **Lee, H.** & Jhang, M. (May, 2019). Storytelling in crisis communication: Exploring the effectiveness of narrative as a crisis response strategy. Refereed paper presented to the Public Relations Division at the *International Communication Association*, May 24-28, 2019, Washington D.C.
- 7 Hong, & **Lee, H.**, (May, 2019). How distorting is distorting?: Conceptualizing excessive self-presentation and its application using photo filters in selfies. Refereed extended abstract presented to the Information Systems Division at the *International Communication Association*, May 24-28, 2019, Washington D.C..
- 8 Lee, Y., & **Lee, H.** (March, 2019). Who are Social Media Influencers (SMIs)? An Empirical Examination of Fortune 500 companies. Refereed paper presented at the Annual *International Public Relations Research Conference*. Mar. 7-11. Orlando, FL.
- 9 Kim, B., **Lee, H.**, & Novack, A. (March, 2019). A buffer or a burden?: Understanding expected crisis response strategies and public evaluations on emerging multi-attributional crises of global vs. local organizations. Refereed paper presented at the Annual *International Public Relations Research Conference*. Mar. 7-11. Orlando, FL.

- 10 **Lee, H.**, Hong, S., & Jhang, M. (November, 2018). Uses and gratification of #ferguson information in social media: Does social capital and usage time make a difference? Paper to be presented at the *National Communication Association Annual Convention*. Nov. 8-11. Salt Lake City, UT.
- 11 Hinsley, A. & **Lee, H.** (August, 2018). Tweeting in the midst of disaster: A comparative case study of journalists' practices following four crises. Paper presented to the ComSHER Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 6-9, Washington D.C.
- 12 **Lee, H.**, & Hong, S. (May, 2018). When high-scope cues collide: The interplay between seller reputation, star ratings, and product review in online shopping. Paper presented to the Communication and Technology Division at the *International Communication Association*, May 24-28, 2018, Prague, Czech Republic.
- 13 **Lee, H.** (May, 2018). What's in the name? A content analysis of health native advertising in digital media. Paper presented to the Health Communication at the *International Communication Association*, May 24-28, 2018, Prague, Czech Republic.
- 14 Mayer, A., & **Lee, H.** (April, 2018). Which narrative elements persuade in weight loss stories: Focus groups with Philadelphia females seeking to lose weight. Poster presented at *Kentucky Conference in Health Communication*, Lexington, KY. [**Paper with PHD Student.](#)
- 15 Hong, S., & **Lee, H.** (March, 2018). Maintaining relationships on Instagram: Test of social presence, interactivity and human voice on organization-public relationship. Conference paper presented to the *International Public Relations Research Conference*, March 8-10, Orlando, FL.
- 16 Jhang, M., & **Lee, H.** (March, 2018). Do you want to hear a story?: Testing the (in)effectiveness of storytelling in crisis communication. Conference paper presented to the *International Public Relations Research Conference*, March 8-10, Orlando, FL.
- 17 Ju, I. & **Lee, H.** (March, 2018). Information or deception? Effects of disclosure language and prominence on consumers' vigilance about native advertising disclosure. Paper presented to the *American Academy of Advertising*, March 23-25, New York, NY. [**Best Conference Paper](#)
- 18 **Lee, H.**, Place, K. R., & Smith, B. G. (May, 2017). Exploring gendered assumptions of social media expertise and practitioner power in public relations. Paper presented to the Public Relations Division at the *International Communication Association*, May 25-29, San Diego, CA.
- 19 Hong, S. **Lee, H.**, & Jhang, M. (May, 2017). What happened in Ferguson stayed in Ferguson?: The influence of physical distance on information sharing behavior. Paper presented to the Information Systems Division at the *International Communication Association*, May 25-29, San Diego, CA.
- 20 Lee, H. & Hong, S. (March, 2017). What is beautiful is good: Reputation management using PR practitioner's physical attractiveness and social media

information. Paper presented to the *International Public Relations Research Conference*, Miami, FL.

- 21 Hong, S., **Lee, H.**, & Johnson, E. (November, 2016). The face tells all: Testing the impact of physical attractiveness and social cues of spokesperson on public relations effectiveness. Conference paper presented to the Public Relations Division at the *National Communication Association*, November 10-14, Philadelphia, PA.
[**Top Faculty Paper](#)
- 22 **Lee, H.**, Ju, I., & Boyles, C. (November, 2016). Smokeless not harmless: A content analysis of electronic cigarette portrayals in national newspapers. Conference paper presented to the Health Communication Division at the *National Communication Association*, November 10-14, Philadelphia, PA.
- 23 **Lee, H.**, & Hinsley, A. (June, 2016). Retweeting and favoriting in a crisis: Understanding manifested motivations and strategic messaging during #Ferguson. Paper presented to the Mass Communication Division at the *International Communication Association*, June 9-13, Fukuoka, Japan.
- 24 **Lee, H.**, & Lee, Y. A. (March, 2015). Explicating transparency from a PR point of view. Paper presented to the *International Public Relations Research Conference*, Miami, FL.
- 25 Place, K., Smith, B., & **Lee, H.** (August, 2014). Integrated influence? Exploring public relations power in integrated marketing communication. Paper presented to the Public Relations Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Montreal, Canada.
- 26 Faulkner, E., Leaders, V., & **Lee, H.** (August, 2014). A content analysis of Facebook responses to Abercrombie and Fitch's post-crisis message. Paper presented to the Public Relations Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Montreal, Canada. [**Paper with MA Students.](#)
- 27 **Lee, H.**, & Park, S. (May, 2014). Third person effect and pandemic flu: The role of perceived severity, self-efficacy, and message source. Paper presented to the Health Communication Division at the *International Communication Association Annual Conference*, Seattle, WA.
- 28 Lee, Y. A., Wanta, W., & **Lee, H.** (March, 2014). Resource-based public relations efforts for university reputation from an agenda-building and agenda-setting perspective. Paper presented to the *International Public Relations Research Conference*, Miami, FL.
- 29 Park, S., & **Lee, H.**, & Len-Rios, M. (August, 2013). Who's held accountable for the public's well-being during a pandemic? The role of crisis severity, self-efficacy messages, and the source of health news. Paper presented to the Public Relations Division at the *Association of Education in Mass Communication and Journalism Annual Conference*, August 8-11, Washington D.C.
- 30 **Lee, H.** (June, 2013). Alpha strategies for persuasive health messages: The interplay between source credibility perceptions and psychological reactance. Paper

presented to the Health Communication Division at the *International Communication Association Annual Conference*, June 17-21, London, UK.

- 31 **Lee, H.**, & Wright, K. (June, 2013). Assessing procedures, appeals, risks, and interactivity in medical tourism broker web sites. Paper presented to the Health Communication Division at the *International Communication Association Conference*, June 17-21, London, UK.
- 32 **Lee, H.**, & Cameron, G. T. (May, 2012). Utilizing audiovisual and gain message frames to attenuate psychological reactance towards strategic health messages. Paper presented to the Health Communication Division at the *International Communication Association Annual Conference*, May 24-28, Phoenix, AZ.
- 33 **Lee, H.** (March, 2012). Managing relationship through online dialog: When will publics respond back? Paper presented at the *International Public Relations Research Conference*, March 8-10, Miami, FL
- 34 **Lee, H.**, Wang, Y., Cameron, G. T., & Rodgers, S. (August, 2011). Finding antecedents of CSR perceptions and relationship outcomes: Exploring the role of collectivist orientation and CSR genuineness. Paper presented to the Public Relations Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 10-13, St. Louis, MO.
- 35 Lee, Y. A., Willis, E., Park, S., **Lee, H.**, & Cameron, G. T. (August, 2011). Resources aren't everything, but they do help! Assessing local TV health news to deliver substantive and useful information for smart health decisions. Paper presented to the Mass Communication Division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 10-13, St. Louis, MO.
- 36 Kim, B. K., & **Lee, H.** (May, 2011). The effects of angry user-generated content and its source on organizational reputation and behavioral intentions for a corporate crisis. Paper presented to the Public Relations Division at the *International Communication Association Annual Conference*, May 21-25, Boston, MA.
- 37 Park, H.J., & **Lee, H.** (March, 2011). The use of human voice as a relationship building strategy on social networking sites. Paper presented at the *International Public Relations Research Conference*, March 9-12, 2011, Miami, FL. [**Top Student Paper Award.](#)
- 38 **Lee, H.**, & Kim, B. K. (March, 2011). Expanding the Situational Crisis Communication Theory: An examination of the impact of angry social media content. Paper presented at the *International Public Relations Research Conference*, March 9-12, Miami, FL.
- 39 Willis, E., Lee, Y., Park, S., & **Lee, H.**, Cameron, G. T. (October, 2010). "Reality check": Applying domains of health literacy to local television health news. Paper presented at the *Health Literacy Research Conference*, October 18-19, Bethesda, MD.
- 40 **Lee, H.**, Burchewell, E., Beard, L., Damico, A., Krochmal, T., Pittman, A., & Smith, D. (August, 2010). Towards a healthy and active public housing community: Attitudes towards healthy lifestyles and perceived obstacles among the residents.

Poster presented to the *Center for Disease Control and Prevention National Conference on Health Communication, Marketing, and Media*, August 17-19, Atlanta, GA. **Paper with Undergraduate Students.

- 41 Park, S., Lee, Y., **Lee, H.**, & Willis, E. (August, 2010). The making of local TV health news: Relationships between gender, source, topic, and tone. Poster presented to the *Center for Disease Control and Prevention National Conference on Health Communication, Marketing, and Media*, August 17-19, Atlanta, GA.
- 42 **Lee, H.**, & Len-Rios, M. (August, 2010). Second-level agenda setting in obesity stories in Black newspapers and general audience newspapers. Paper presented to the Communication in Science and Health and Environmental Risk Interest Group at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 4-7, Denver, CO.
- 43 **Lee, H.**, Lee, Y. A., Park, S., & Willis, E. (August, 2010). What are Americans seeing? Examining the gain and loss frames of local health news stories. Paper presented to the Mass Communication and Society division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 4-7, Denver, CO.
- 44 Kim, B. K., & **Lee, H.** (August, 2010). The effects of high-context and low-context profile and subjective norm on attitudes and behavioral intentions toward social networking sites. Paper presented to the Communication Technology division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 4-7, Denver, CO.
- 45 Lee, J., **Lee, H.**, & Wise, K. (August, 2010). Virtual experience in navigation: 2D versus 3D from the perspective of telepresence and flow. Paper presented to the Communication Technology division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 4-7, Denver, CO.
- 46 Lee, J., & **Lee, H.** (August, 2010). Canonical correlation analysis of online video advertising viewing motivations and access characteristics. Paper presented to the Graduate Education Interest Group at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 4-7, Denver, CO.
- 47 **Lee, H.**, & Park, H. J. (2010). Testing the impact of message interactivity on relationship management and organizational reputation. Paper presented at the *International Public Relations Research Conference*, March 10-13, Miami, FL.
- 48 **Lee, H.** (2009). Anti-smoking videos on social media: Comparative analysis of the persuasive attributes on YouTube videos. Paper presented to the Communication and Technology division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Boston, MA.
- 49 Park, J. M., & **Lee, H.** (2009). Extension of symbolic convergence theory: "About Us" web page analysis of Fortune top 100 Corporations. Paper presented to the Public Relations division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Boston, MA.

- 50 **Lee, H.**, Park, S., Lee, Y.A., & Cameron, G. T. (2009). Seeing is believing: Assessment of motion media on audience judgments of believability and source credibility. Paper presented to the Public Relations division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Boston, MA.
- 51 **Lee, H.** (2009) Who's to Blame?: Analysis of the changes in framing responsibility for HIV/AIDS in South Korea. Paper presented to the Korean American Communication Association division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-8, Boston, MA.
- 52 Leshner, G., Bolls, P., Bailey, R., Ashley, S., **Lee, H.**, & Wise, K. (2009). The information processing of political advertisements: Attitude accessibility, psychological processing, and party affiliation. Paper presented to the Information Systems division at the *International Communication Association Annual Conference*, May 21-25, Chicago, IL.
- 53 **Lee, H.** & Sheng, Z. (2009): When the almighty father lets you down: Fantasy theme analysis of Sanlu's melamine crisis in China. Paper presented at the *International Public Relations Research Conference*, March 11-15, Miami, FL.
- 54 **Lee, H.** & Kim, M. (2008). Who vs. How: Factors impacting outrage on the world wide web. Paper presented to the Public Relations division at the *Association for Education in Journalism and Mass Communication Annual Conference*, August 5-9, Chicago, IL. **1st Place Visual Poster.

SELECTED RESEARCH MEDIA COVERAGE

Philadelphia Inquirer: <https://www.inquirer.com/health/coronavirus/philadelphia-pa-coronavirus-restrictions-enforcement-messaging-20201121.html>

New York Magazine: <https://www.thecut.com/2017/02/heres-why-so-many-people-dont-bother-to-get-flu-shots.html>

Science Daily: <https://www.sciencedaily.com/releases/2017/02/170208111543.htm>

Curiosity: <https://curiosity.com/topics/the-third-person-effect-is-why-we-all-think-were-too-smart-for-ad-campaigns-curiosity/>

News Medical: <https://www.news-medical.net/news/20130215/Negative-obesity-stories-could-discourage-men-in-African-American-community-from-taking-action.aspx>

BET: <https://www.bet.com/news/health/2013/02/21/commentary-how-should-obesity-be-covered-in-black-media.html>

CBS News: <https://www.cbsnews.com/news/why-the-tweet-is-mightier-than-the-ad/>

Science Blog: <https://scienceblog.com/45398/use-of-human-voice-in-social-media-can-help-organizations-build-relationships/>

Non Profit Quarterly: <https://nonprofitquarterly.org/2011/05/19/the-human-voice-in-social-media-builds-community/>

Marketing Profs: <http://www.marketingprofs.com/charts/2011/5130/human-voice-in-social-media-helps-build-customer-relationships-positive-wom>

PROFESSIONAL WRITING

- 1 Jhang, M. & Lee, H. (Summer, 2018). [*Navigating the role of public relations in the era of fake news.*](#) The Arthur W. Page Center for Integrity in Public Communication.
- 2 Hinsely, A., & Lee, H. (Summer, 2017). [*The impact of journalists' tweets when reporting crises, from Ferguson to Orlando.*](#) The Center for News Excellence & Engagement. Association for Education in Journalism and Mass Communication.

TEACHING EXPERIENCE

Drexel University

Com 101	Human Communication (core course for communication major) <i>Fall 2016, Spring 2017, Fall 2017, Spring 2018</i>
Com 210	Theories and Models in Communication (core course for communication major) *Online course <i>Winter 2019</i>
Com 284	Public Relations Research (core course for PR concentration) <i>Winter 2018</i>
Com 286	Public Relations Strategies (core course for PR concentration) <i>Winter 2017, Winter 2018</i>
Com 546	Foundations of Public Relations (Graduate course) Fall 2019
Ccm 689	Health Persuasion (Graduate course) <i>Fall 2017</i>
Ccm 706	Research Methods (Graduate course) <i>Spring 2019</i>

Saint Louis University

Cmm516	Strategic Communication (Graduate Course)
Cmm493	Social Media and Strategic Communication
Cmm473	Independent Research
Cmm460	Integrated Communication Campaigns (PR Capstone)
Cmm360	Principles in Public Relations
Cmm280	Communication Research Methods
Cmm200	Communication Theory

Cmm100 Introduction to Human Communication

University of Missouri-Columbia

J8006 Quantitative Research Methods (Graduate Course)

J8044 Strategic Conflict Management (Graduate Course)

J4790 Strategic Campaigns (Senior Capstone Course)

University of Florida

PUR3000 Principles in Public Relation

INVITED TALKS & LECTURES

Spring 2021: Zoom interview. *Social Media and human Behavior*. Pennoni Honors College Custom Design Major.

Summer 2020: Webinar. *Reputation Management during Tumultuous Times: CSR, Corporate Social Advocacy, and Social Media*. The Chamber of Commerce for Greater Philadelphia.

Summer 2019: Drexel University's 1,000 hours Podcast. *We've got a crisis on our hands. Social media crisis plans, and the best companies using social media today*. Drexel University Online.

Winter 2019: Webinar. *Putting the E Back in Health Communication: Ethically Communicating Health Issues*. Drexel University Online.

Summer 2018: Guest speaker, *Content Analysis Method (online)*, University of Amsterdam. "Benefits of the content analysis method for communication research"

Spring 2017: Guest lecturer, *Social Media Theory*, Department of Communication, Drexel University. "Issues in using digital media for relationship and reputation management"

Fall 2016: Guest lecturer, *Reading and Research in Communication*, Department of Communication, Drexel University. "Analyzing quantitative research."

Spring 2014: Guest speaker, *Occupational Health and Wellness*, Department of Occupational Science and Occupational Therapy, Saint Louis University. "How to give winning presentations to community partners."

Fall 2012: Guest speaker, *Exploring Identity*, Honors Department, Saint Louis University. "Social media and you: Managing online impressions and identities."

Spring 2012: Guest speaker, Korean American Association of St. Louis. St. Louis, Mo. "Understanding media effects: First and second level agenda setting in US newspapers."

Fall 2011: Panelist, *Advertising Research and Applications*, Department of Communication, Saint Louis University. "International strategic communication: Understanding Latino and Asian culture."

EXTERNAL SERVICE

Editorial

- Invited Reviewer: Monograph proposal for Routledge publisher
- Invited Reviewer: *Communication Research* (1)
- Invited reviewer, *Mass Communication & Society* (3)
- invited Reviewer: *Journal of Health Communication* (3)
- Invited Reviewer, *American Behavioral Scientist* (1)
- Invited reviewer, *Journal of Contingencies and Crisis Management* (2)
- Invited reviewer, *International Journal of Environmental Research and Public Health* (1)
- Invited reviewer, *Communication Quarterly* (2)
- Invited reviewer, *Journalism and Mass Communication Quarterly* (7)
- Invited reviewer, *Journal of Broadcasting and Electronic Media* (1)
- Invited reviewer, *International Communication Gazette* (1)
- Invited reviewer, *Health Communication* (7)
- Invited reviewer, *Journal of Public Relations Research* (1)
- Invited reviewer, *African Journal of Aids Research* (1)
- Invited reviewer, *Korean Journal of Public Relations Research* (1)
- Invited reviewer, *Cyberpsychology, Behavior, and Social Networking* (2)
- Invited reviewer, *Journal of Computer-Mediated Communication* (1)

Professional Societies

Routledge Publishing

- Summer, 2021: Book proposal review. *Crisis Communication History*

Arthur Page Society Legacy Scholar

- Spring, 2020: Invited Grant Reviewer, *Organizational Listening*

AEJMC Division Membership Service

- 2020-Present: Member, Research Committee, Public Relations Division, *Association for Education in Journalism and Mass Communication*
- 2018 – 2019: Vice Chair, Website Committee, Public Relations Division, *Association for Education in Journalism and Mass Communication*
- 2017 – Present: Newsletter Committee, Contributor, Public Relations Division, *Association for Education in Journalism and Mass Communication*
- 2017 – 2018: Website Committee, Public Relations Division, *Association for Education in Journalism and Mass Communication*

- 2017 – Present: Tankard Book Award, Reviewer, *Association for Education in Journalism and Mass Communication*

ICA Division Membership Service

- 2016, 2018: Panel Chair/Discussant, Public Relations Division
- 2013: Panel Discussant, Health Communication Division

NCA Division Membership Service

- 2017 – 2018: PRIDE Committee, Public Relations Division, *National Communication Association*

Conference Paper Reviewer

- 2011 – Present: International Communication Association
 - Public Relations & Health Communication division
- 2011 – Present: Association for Education in Journalism and Mass Communication
 - Public Relations & Communicating Science, Health, Environment, and Risk (ComSHER) division

INTERNAL SERVICE

**I. Drexel University
Department**

Leadership

- Fall 2019 – Present: Director of Undergraduate Program in Communication

Committees

- Fall 2018 – Winter 2019: Research Committee
- Fall 2016 – Present: Public Relations Curriculum Committee

Advising

Doctoral Advising Spring 2017 – Present
Abby Meyer, Committee chair
[Dissertation title: Health narratives in obesity campaign messages]

Doctoral Committee Winter 2017 – Spring 2019
Fei Jia, Committee member
[Dissertation title: Overwhelming consumption: How the number of choices affects music consumption on music streaming services]

Undergraduate Advising Senior Projects: Primary Advisor

- Winter 2021-Spring 2021: Adeoluwa Obayaomi
- Winter 2020- Spring 2020: Gabrielle Tobia
- Fall 2019-Winter 2020: Nimra Sohail

- Winter 2019-Spring 2019: Tim Lopez
 - Fall 2018-Winter 2019: Bowie Huang
 - Winter 2018-Spring 2018: Sarah Woods
 - Fall 2017-Winter 2018: Ariana Downs
- Senior Projects: Secondary Advisor
- Winter 2017-Spring 2017: Yuzu Chen
- Undergraduate Research
- Emma Whitehouse
 - Jacky Tsang

College/University

- Fall 2019—Present: Undergraduate Curriculum Committee, Communication department representative, College of Arts & Sciences
- Fall 2018 – Present: Social Science Committee, Leadership Member, Drexel University Provost Office Initiative
- Fall 2018 – Present: Doctoral Admissions Committee, Member, Communication, Culture, and Media program in the College of Arts & Sciences
- Fall 2017 – Fall 2020: Doctoral Qualifying Exam Committee, Member, Communication, Culture, and Media program in the College of Arts & Sciences
- Spring 2017: Judge, Social Science Essay Contest, Drexel University

Professional Development

- March, 2018: Participant/Mentee, CANOPI Workshop, Drexel University
- January, 2018: Participant, Faculty Scholarly and Creative Activity Awards Workshop, Drexel University
- December, 2017: Participant, Career Development Award Workshop, Drexel University

II. Saint Louis University

Department

Committees

Search Committee

- Fall 2014: Public Relations Faculty Search Committee (Chair), Department of Communication
- Spring 2013: Public Relations Faculty Search Committee (Co-Chair), Department of Communication
- Fall 2012: Advertising Faculty Search Committee, Department of Communication,

Fall 2014 – Spring 2016: Undergraduate Committee

Fall 2012 – Spring 2014: Graduate Committee

Fall 2012: Technology Committee

Advising

Doctoral Committee	Fall 2012 – Spring 2015 Susan Berman [Ph.D. Candidate at the School of Public Health and Social Justice, Saint Louis University]
Master's Advising	Fall 2014 – Spring 2015 Vallory Leaders, Committee Chair [Thesis title: #ImSorry: Exploring relationships between source factor and transparency on Twitter in crisis situations]
Master's Committees	<ol style="list-style-type: none"> 1. 2015-2016: Corinne Gibson 2. 2014-2015: Adam Olds 3. 2013-2014: Jonathan Ernst 4. 2013-2014: Colleen Hamilton 5. 2011-2012: Ashely Pitlyk 6. 2012-2013: Molly Dempsey 7. 2012-2013: Kevin Wombacher
Master's Research	<ol style="list-style-type: none"> 1. Summer 2015: Tucker Redding 2. Spring 2014: Vallory Leaders, Emily Faulkner 3. Fall 2013: Adam Olds, Shannon Singer
Undergraduate Advising	<ol style="list-style-type: none"> 1. Fall 2015: 22 undergraduate mentees, curriculum and career guidance 2. Fall 2014-Spring 2014: 18 undergraduate mentees, curriculum and career guidance 3. Fall 2013-Spring 2014: 21 undergraduate mentees, curriculum and career guidance 4. Fall 2012-Spring 2013: 24 undergraduate mentees, curriculum and career guidance 5. Fall 2011-Spring 2012: 19 undergraduate mentees, curriculum and career guidance
Undergraduate Research	<ol style="list-style-type: none"> 1. 2014: Sarah Roberts 2. 2013: Katherine Cundari, Leah Smith, Michael Johnson

Extracurricular

- Fall 2012 – Fall 2013: Communication Honor Society, Lambda Pi Eta
- Fall 2011 – Spring 2013: PR Club (PRSSA), Secondary Advisor

College

- Fall 2015 – Spring 2016: Member, *Graduate Faculty Membership Committee of the College of Arts and Science Faculty Council*

University

- Fall 2015 – Spring 2016: Member, *University Wide Task Force on Tobacco Free Campus Committee*

- Fall 2013 – Spring 2016: Faculty advisor, *Be The Match on Campus*, National Bone Marrow Donor Program, St. Louis University Chapter
- Summer 2014: Reviewer, *Beaumont Faculty Development Fund*, Office of Research Development and Services at Saint Louis University

MEMBERSHIPS

- 2008 – Present: Association for Education in Journalism & Mass Communication (AEJMC)
- 2009 – Present: International Communication Association (ICA)
- 2016 – Present: National Communication Association (NCA)

PROFESSIONAL EXPERIENCE

- 2010-2011** **Communications Specialist**
Missouri Health Information Technology (MO HIT), Columbia, MO.
- Communication specialist to develop a strategic communication. campaign to encourage rural physicians to adopt electronic health record systems.
- 2009-2011** **Strategic Communications Consultant**
Columbia/Boone County Department of Public Health and Human Services, Columbia, MO.
- Communications consultant to promote awareness of physical activity opportunities and its benefits to families living in public housing in Columbia, MO.
- Summer 2008** **Public Relations Executive**
The Obesity Research Collaborative, Gainesville, FL.
- Developed content for Obesity Research Collaborative website.
 - Managed members' profiles, research articles, and seminar materials.
- 2005-2006** **Public Relations Specialist**
Korea E-Business Association, Seoul, South Korea.
- Managed overseas news clippings/media hot list/environmental scanning/newsletters.
 - Planned quarterly conferences of the association.

Spring 2005 Assistant Account Executive

Incession, Seoul, South Korea.

- Assistant AE for a Professional Convention Organization (PCO)
- Held international conferences such as the Seoul Digital Forum (SDF) and Asia-Pacific Economic Cooperation (APEC).