

# Mo Jones

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School of Journalism and Mass Communications, RM 122  
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## **EDUCATION/ POSITION**

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- 2014 ~ present: Assistant Professor, School of Journalism and Mass Communications, University of South Carolina, Columbia
- 2008 ~ 2014: PhD, Communication Studies, University of Michigan, USA
- 2004 ~ 2006: Television Reporter, Seoul Broadcasting System (SBS, one of three major networks in S. Korea)
- 2004: BA in Communication with honors, *Magna Cum Laude*, Seoul National University, South Korea

## **RESEARCH INTEREST**

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- Social media analytics and digital public relations/marketing
- Big data and computational social science
- Political/Science communication
- Flow of (mis)information and information behavior

## **TOP PAPER AWARDS**

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- 2015: NCA Top Faculty Paper Award from the Communication and Future Division
- 2015: ICA Kaid-Sanders Award (2nd place - honorable mention) for Best Article  
Published in 2015 from the Political Communication Division
- 2014: ICA Top Faculty Paper Award from the Political Communication Division
- 2013: ICA Top Student Paper Award from the Mass Communication Division
- 2012: ICA Top Student Paper Award from the Mass Communication Division
- 2011: AEJMC Moeller Research Competition Paper Award (First Place) from the Mass Communication & Society Division

## **TEACHING AWARD**

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2013: *The Macdonald Graduate Student Instructor Award*

- Annually awarded to an instructor who receives the best teaching evaluations in the Communication Department

## **MAJOR GRANT ACTIVITIES**

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- 2018 ~ 2020: PI, **National Endowment for the Humanities (NEH)**: Digital Humanities Advancement Grants; with Drs. Chun and others). Evolution in digital discourse: Toward a computational tool for identifying patterns of language change in social media, **\$89,566. Awarded Sep 1, 2018.**
- 2017 ~ 2018: Co-PI, Advanced Support Programs for Innovative Research Excellence II (ASPIRE II with Drs. Frongillo and others). Positioning USC for Global Prominence in Research on Prevention and Management of Chronic Disease, **\$99,998. Awarded July 1, 2017.**
- 2017: PI, CIC Internal Research Grant for Fake News (with Drs. Tara Mortensen and Jingjing Liu). Fake news literacy. **\$5,000. Awarded February, 2017.**
- 2016 ~ 2017: Co-PI, Advanced Support Programs for Innovative Research Excellence II (ASPIRE II with Drs. Huang and Tang). The most competitive internal grant from the University of South Carolina (first-time winner in the J-School), **\$99,887. Awarded July 1, 2016.**
- 2016: Co-PI, **National Science Foundation (NSF), STS** (with Drs. Huang and Tang from the Department of Computer Science). *Web Archaeology: Uncovering Hidden History on the Internet* **\$398,295. Not funded.**

## **REFEREED JOURNAL ARTICLES**

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1. **Jang, S. M.** (in press). Mass shootings backfire. The boomerang effects of death concerns on policy attitudes. *Media Psychology*. doi:10.1080/15213269.2017.1421471
2. **Jang, S. M.,** McKeever, B., McKeever, R., & Kim, J. K. (in press). From social media to mainstream news: The information flow of the vaccine-autism controversy in the US, Canada, and the UK. *Health Communication*. doi:10.1080/10410236.2017.1384433
3. **Jang, S. M.,** Geng, T., Li, J., Xia, R., Huang, C., Kim, H., & Tang, J. (2018). A computational approach for examining roots and spreading patterns of fake news: Evolution tree analysis. *Computers in Human Behavior*, 84, 103-113.
4. **Jang, S. M.,** & Kim, J. K. (2018). Third-person effects of fake news: Fake news regulation and media literacy interventions. *Computers in Human Behavior*, 80, 295-302.
5. Park, Y.J., **Jang, S. M.,** Lee, H., & Yang, G. (2018). Divide in Ferguson: Social media, social context, and division, *Social Media and(+) Society*. 4(3).

6. Kim, H.B., **Jang, S. M.**, Kim, S. H., & Anan, W. (2018). Evaluating sampling methods for content analysis of Twitter data. *Social Media and(+) Society*. 4(2).
7. Pregressive, G., McKeever, B., & **Jang, S. M.** (2018). What's contagious? Exploring why content goes viral on Twitter: A case study of the ALS Ice Bucket Challenge. *International Journal of Nonprofit and Voluntary Sector*, 23, e1586
8. **Jang, S. M.**, Park, Y. J., & Lee, H. (2017). Round-trip agenda setting: Tracking the intermedia process over time in the ice bucket challenge. *Journalism*, 18(10), 1292-1308.
9. **Jang, S. M.**, & Park, Y. J. (2017). Redirecting the focus of the agenda: Testing the zero-sum dynamics of media attention in news and user-generated media. *International Journal of Communication*, 3998-4017.
10. Lee, H. & **Jang, S. M.** (2017). Talking about what provokes us: Political satire, emotions, and interpersonal talk. *American Politics Research*, 45, 128-154.
11. Park, Y., & **Jang, S. M.** (2017). Public attention, social media, and Edward Snowden saga. *First Monday*, 22(8).
12. **Jang, S. M.**, & Oh, Y. W. (2016). Getting attention online in election coverage: Audience selectivity in the 2012 U.S. presidential election. *New Media & Society*, 18(10), 2271-2286.
13. Park, Y. J., & **Jang, S. M.** (2016). African American Internet use for information search and privacy protection task. *Social Science Computer Review*, 34(5), 618-630.
14. **Jang, S. M.**, & Pasek, J. (2015). Assessing the carrying capacity of Twitter and online news. *Mass Communication & Society*, 18(5), 577-598.
15. **Jang, S. M.**, & Hart, P. S. (2015). Polarized frames on "climate change" and "global warming" across countries and states: Evidence from Twitter big data. *Global Environmental Change*, 32, 11-17. (2015 Impact factor = 6.00, 2<sup>nd</sup> /98 Environmental Studies)
16. Guggenheim, L., **Jang, S. M.**, Bae, S., & Neuman, W. R. (2015). The dynamics of issue frame competition in traditional and social media. *The ANNALS of the American Academy of Political and Social Science*, 659, 207-224.
17. Neuman, W.R., Guggenheim, L., **Jang, S. M.**, & Bae, S. (2014). Theorizing the dynamics of public attention: Agenda setting theory meets big data. *Journal of Communication*, 64(2), 193-214. \* lead article

18. **Jang, S. M.** (2014). Seeking congruency or incongruency online? Examining selective exposure to four controversial science issues. *Science Communication*, 36(2), 143-167 \* *lead article*
19. **Jang, S. M.,** Lee, H., & Park, Y. J. (2014). The more friends, the less political talk? Predictors of Facebook discussion among college students. *Cyberpsychology, Behavior, and Social Networking*, 17(5), 271-275 \* *lead article*
20. Pasek, J., **Jang, S. M.,** Cobb, C., DiSogra, C., & Dennis, J. M. (2014). Can micro-targeting improve survey sampling? An assessment of accuracy and bias in consumer file marketing data. *Public Opinion Quarterly*, 78(4), 889-916.
21. **Jang, S. M.,** & Lee, H. (2014). When pop music meets a political issue: Examining how “Born This Way” influences attitudes toward gays and gay rights policies. *Journal of Broadcasting and Electronic Media*, 58(1), 114-130
22. **Jang, S. M.** (2014). Challenges to selective exposure: Selective seeking and avoidance in a multitasking media environment. *Mass Communication & Society*, 17(5), 665-688.
23. Park, Y. J., & **Jang, S. M.** (2014). Understanding privacy knowledge and skill in mobile communication. *Computers in Human Behaviors*, 38, 296-303.
24. **Jang, S. M.** (2013). Framing responsibility in climate change discourse: Ethnocentric attribution, perceived causes, and policy attitudes. *Journal of Environmental Psychology*, 36, 27-36 \* *lead article*
25. **Jang, S. M.,** & Park, Y. J. (2013). The citizen as issue specialist: Issue publics in a changing media environment. *Future Internet*, 5(4), 568-579
26. **Jang, S. M.,** & Park, Y. J. (2012). The Internet, selective learning, and the rise of issue specialists. *First Monday*, 17(5).
27. Moon, S. S., Kim, Y. J., **Jang, S. M.,** Yoon, S., & Kim, J. (2016). Preventing substance abuse among adolescents: Evaluation of an integrated model combining life skills training and parent training, *People: International Journal of Social Sciences*, 2(1), 555-576.

## **CONFERENCE PRESENTATIONS**

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- ICA: 2012(1), 2013(2), 2014(1), 2016(2), 2017(1), 2018(2)
- AEJMC: 2011(1), 2012(1), 2013(1), 2014(1), 2015(1), 2016(1), 2017(2)
- NCA: 2013(1), 2014(1), 2015 (2), 2016 (2), 2017(1)
- APSA: 2012(1), 2013(1), 2014(1)
- AAPOR: 2012(2)

- WAPOR: 2011(1)
- IPRRC: 2015(1)

## **JOURNALISM EXPERIENCE**

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*2004~2006: Television Journalist in the Seoul Broadcasting System*

- Produced 200+ television news reports aired nationwide, South Korea.

## **TEACHING EXPERIENCE**

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*Course Instructor, University of South Carolina*

- **Social Media and Big Data (JOUR 499) – New course**
- **Public Relations Campaigns (JOUR531)**
- **Public Opinion and Persuasion (JOUR 542)**
- **New Media Technologies and Mass Media (JOUR 740 – graduate course)**
- **Literature of Mass Communications and Journalism (JOUR 749– graduate course)**
- **Research Design and Methods (JOUR 701– graduate course)**

*Course Instructor, University of Michigan*

- **Managing the Information Environment (COMM 111)**

*Graduate Student Instructor, University of Michigan*

- **Media Effects and Processes – Large lecture introductory course**
- **Research Methods – Lab sessions teaching SPSS (COMM 211)**
- **Media and Individuals – Upper level writing course (COMM 381)**
- **Visual Culture and Literacy - Upper level writing course (COMM 365)**

*Advising Undergraduate Research, University of Michigan*

- **Undergraduate Research Opportunity Program** - involved undergraduate students in a research project, creating research partnerships with first-year students.

## **TEACHING INTEREST**

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- Social Media/ Big Data/ New Media and Society
- Mass Media Theory and Effects
- Political Communication, Science Communication
- Persuasion and Public Relations Campaigns
- Quantitative Research Methods

## **FELLOWSHIPS AND MISCELLANEOUS GRANTS**

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*University of South Carolina*

- 2014~17: Provost Internal Research Grant (\$60,000)

#### *Conferences*

- 2015: NCA Paper Award
- 2014: ICA Paper Award
- 2013: ICA Paper Award
- 2012: ICA Paper Award
- 2012: ICA Travel Grant
- 2011: AEJMC Moeller Research Competition

#### *University of Michigan, Rackham Graduate School*

- 2014: Rackham One-term Dissertation Fellowship (\$9,300)
- 2012: Research Grant w/ Dr. Pasek (\$9,000 total)
- 2011~13: Rackham Travel Grant (\$2,400 total)
- 2011~12: Rackham Graduate Student Research Grant (\$4,400 total)

#### *University of Michigan, Department of Communication Studies*

- 2013: Teaching Award (\$ 1,000)
- 20012~2014: Research Fellowship (2 terms: \$17,000 total)
- 2011~2013: Travel Grant (\$5,300 total)
- 2009~2011: Summer Research Grant (\$13,000 total)
- 2008~2013: Teaching Assistantship (9 terms: \$77,000 total)

#### *Seoul National University, Department of Communication*

- Merit Scholarship for Top1 GPA Student (1 term: 2/3 tuition waived)
- Merit Scholarship for Top10 GPA Student (6 terms: 1/3 tuition waived)

### **MEDIA ATTENTION**

- **Podcast Interview with Allen McDuffee: Governmentality.net** “Polarizing tribalism: How political tribes are killing democracy.” (3/12/2018)  
<https://governmentality.net/2018/03/12/polarization-political-tribes-amy-chua/>
- **Pacific Standard:** “Why school shootings produce more polarization?” This article introduces the findings of my research published in Media Psychology, "Mass shootings backfire.” (2/28/2018) <https://psmag.com/education/school-shootings-produce-more-political-polarization>
- **Salon:** “Backfire: Do mass shootings only harden existing attitudes?” (2/26/2018) <https://www.salon.com/2018/02/26/backfire-do-mass-shootings-only-harden-existing-attitudes/>
- **Psypost:** “People view their political opponents as being more influenced by fake news than themselves, study finds.” The article talks about my research, "Third person effects of fake news." (1/16/2018) <http://www.psypost.org/2018/01/people-view-political-opponents-influenced-fake-news-50588>
- **HuffPost Live:** Participated in this live discussion regarding harsh Facebook comments about the situations in Gaza. I also introduced my research published in Cyberpsychology, Behavior, and Social Network. (8/19/2014)

- **DailyDot.com:** "Study confirms you should just shut up about politics on Facebook"  
<http://www.dailydot.com/lifestyle/study-facebook-politics/>

## **SERVICES / MEMBERSHIPS**

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### *Professional Service*

- ComSHER (AEJMC) Division Website Chair (2017 ~ present)
- Elected KACA officer – Web Master (2015 ~ 2017)
- Elected Student Representative to KACA (Korean American Communication Association; 2013 ~ 2015)
- Conference Paper Reviewer (ICA, AEJMC, NCA)
- Ad hoc Journal Reviewer
  - Journal of Communication
  - Human Communication Research
  - Public Opinion Quarterly
  - Communication Research
  - Journal of Computer-Mediated Communication
  - International Journal of Communication
  - Journalism and Mass Communication Quarterly
  - Cyberpsychology, Behavior & Social Networking
  - Mass Communication & Society
  - Global Environmental Change
  - Science Communication
  - Computers in Human Behavior
  - Risk Analysis
  - Environmental Communication
  - Journal of Environmental Psychology
  - Climatic Change
  - Big Data & Society
  - Journal of Applied & Social Psychology
  - International Journal of Press & Politics
  - Telematics and Informatics
  - Political Behavior
  - Canadian Journal of Behavioral Science

### *University Service*

#### *University of South Carolina*

- 2017 ~ present Graduate Council Committee
- 2017 ~ present Petition Committee
- 2017 ~ 2018 Broadcasting Search Committee
- 2016 ~ present Fulbright Evaluation Committee
- 2015 ~ 2016 Director Search Committee
- 2015 ~ 2016 Self-Study Committee (Scholarship: Research, Creative and Professional Activity)
- 2014 ~ 2016 Research and Creative Scholarship Committee

- 2014 ~ 2015 Graduate Council
  - 2014 ~ 2015 Graduate Program Admission Committee
- University of Michigan*
- 2013 ~ 2014 Search Committee

*Community Service*

- 2015 ~ present Public Relations Director for Korean Festival
- 2012 ~ 2014 Media Engineering Director at the KCOAA church (2012 ~ 2014)

*Professional Memberships*

- International Communication Association (ICA)
- National Communication Association (NCA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Korean American Communication Association (KACA)