

**STELLA (JUHYUN) LEE**

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## EDUCATION

Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, United States

**Ph.D. in Communication** **2014-2017 (expected)**

Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, United States

**M.A. in Communication** **2012-2014**

Department of Communication, Seoul National University, Seoul, South Korea

**M.A. in Communication** **2010-2012**

Department of Communication, Seoul National University, Seoul, South Korea

**B.A. in Communication** **2005-2010**

Distinction: Summa Cum Laude

## RESEARCH INTERESTS

Health communication, Risk communication, Persuasion, Campaign message effects and social influence, Tobacco cessation and prevention

## RESEARCH POSITIONS

Research fellow: Annenberg School for Communication, University of Pennsylvania, Tobacco Center of Regulatory Science (TCORS).

Supervisor: Professor Robert Hornik (Phone: 215-898-7057; Address: 3620 Walnut street, Philadelphia, PA, United States)

**2013 – Current**

- Developed, implemented, and analyzed an experiment to validate a theory-based tobacco prevention message topic selection strategy.
- Content analyzed media articles for tobacco-related mentions and themes.
- Conducted qualitative content analysis of news articles to garner a list of beliefs related to electronic cigarette use which can be used as targets in communication campaigns.
- Developed and tested different types of crowd-sourced methods to content analyze the valence of tobacco-related media content.

Research fellow: Annenberg School for Communication, University of Pennsylvania, Tobacco Center of Regulatory Science (TCORS).

Supervisor: Professor Joseph Cappella (Phone: 215-898-7059; Address: 3620 Walnut street, Philadelphia, PA, United States)

**2012 – 2013**

- Designed an experiment to test whether vaping cues in e-cigarette commercials have effects on cigarette smokers' smoking urges. Created experimental stimuli for the experiment.
- Conducted literature review and contributed to writing a P50 grant proposal (TCORS).

Research fellow: Department of Communication, Seoul National University.

Supervisor: Professor Eun-mee Kim (Phone: +82 2-880-5479; Address: Gwanak-ro 1, Gwanak-gu, Seoul, Korea)

**2010 – 2012**

- Collected and content analyzed Twitter data to examine news retransmission patterns.
- Conducted literature review and assisted publication of a book about social media.

## TEACHING EXPERIENCE

Teaching assistant: Annenberg School for Communication, University of Pennsylvania, Introduction to Communication Behavior

Instructor: Dr. Amy Jordan (Phone: 215-898-1553; Address: 3620 Walnut street, Philadelphia, PA, United States)

**Fall, 2015**

- Led weekly recitations, facilitated students' preparations for student-led discussions, provided regular feedback regarding students' final projects, held regular office hours to help with assignments and exams. Also gave one full-time lecture.
- Average recitation evaluation (3.8, scale from 0[poor]-4[excellent])
- Average lecture evaluation (3.6, scale from 0[poor]-4[excellent])

## PEER-REVIEWED PUBLICATIONS

**Lee, S. J.**, Brennan, E., Gibson, L. A., Tan, A. S. L., Kybert-Momjian, A., Liu, J., & Hornik, R. (2016). Predictive validity of an empirical approach for selecting promising message topics: A randomized-controlled study. *Journal of Communication*, 66(3), 433–453. <http://doi.org/10.1111/jcom.12227>

**Lee, S. J.**, & Kim., E. (2012). The effect of television viewing on perceptions of consumption in romantic relationships. *Korean Journal of Journalism and Communication Studies* 56(6), 196-221. url: <http://www.dbpia.co.kr/Article/NODE02060405> (In Korean)

Kim, E., & **Lee, S. J.** (2011). The diffusion of news through Twitter and the emerging media ecosystem. *Korean Journal of Journalism and Communication Studies* 55(6), 152-180. url: <http://www.dbpia.co.kr/Article/NODE01757395> (In Korean)

## CONFERENCE PRESENTATIONS

- Sangalang, A., Volinsky, A. C., Yang, Q., Liu, J., **Lee, S. J.**, Gibson, L. A., & Hornik, R. (2016). Multi-method approach to identifying promising campaign themes to prevent youth initiation of electronic cigarette use. To be presented at the TCORS meeting, Bethesda, MD.
- Lee, S. J.** (2016). Construal level theory and health communication research: The role of construal level in health-related mass and interpersonal communication. To be presented at the NCA 102<sup>nd</sup> Annual Convention, Philadelphia, PA.
- Gibson, L., Yang, Q., O'Donnell, M. B., Liu, J., **Lee, S. J.**, Kranzler, E. C., Volinsky, A., Jeong, M., Hornik, R. (2016). Automated methods for content analysis in health communication: Comparing dictionary and Supervised Machine Learning (SML) methods. To be presented at the NCA 102<sup>nd</sup> Annual Convention, Philadelphia, PA.
- Lee, S. J.**, Brennan, E., Gibson, L., Tan, A., Kybert-Momjian, A., Liu, J., & Hornik, R. (2015). An experimental test of a message topic selection approach: Testing the H&W method. Presented at the NCA 101st Annual Convention, Las Vegas, NV.
- Kim, E., & **Lee, S. J.** (2011). News diffusion through Twitter: An emerging media ecosystem (abstract). Presented at the IAMCR Annual Conference, Istanbul, Turkey.

## REPORTS

- Sangalang, A., Volinsky, A.C., Yang, Q., Liu, J., **Lee, S. J.**, Gibson, L.A., & Hornik, R.C. (2016). Identifying promising campaign themes to prevent youth initiation of electronic cigarette use. Philadelphia, PA: UPenn Tobacco Center for Regulatory Science, Annenberg School for Communication, University of Pennsylvania.

## FELLOWSHIPS AND AWARDS

Russell Ackoff Doctoral Student Fellowship, Wharton Risk Center	2016 – 2017
Graduate and Professional Student Assembly (GAPSA) Research Student Travel Grant, University of Pennsylvania	Fall, 2015
Summer Fellowship awarded by Annenberg School Dean	2012 – 2016
Full Tuition and Research Fellowship, Annenberg School	2012 – 2016
BK(Brain Korea)21 Scholarship, National Research Foundation of Korea	2010 – 2011

## MEMBERSHIPS

- International Communication Association
- National Communication Association