

MINJI KIM, Ph.D.

530 Parnassus Avenue, Suite 366, San Francisco, CA 94143-1390

E-mail: minji.kim@ucsf.edu

APPOINTMENT

University of California, San Francisco San Francisco, CA
Post-doctoral fellow, Center for Tobacco Control Research & Education Jul. 2016 – Present

- Research interests: effects of e-cigarette marketing messages and anti-tobacco messages; effects of demographic, psychographic and peer crowd-based targeted tobacco communication
- Primary mentor: Dr. Pamela Ling

EDUCATION

Annenberg School for Communication, University of Pennsylvania Philadelphia, PA
Ph.D. Candidate August 2016

- Dissertation - When Similarity Strikes Back: The Positive and Negative Role of Character-Audience Similarity in Anti-smoking Campaigns
- Advisor: Joseph N. Cappella, Ph.D.

Seoul National University Seoul, Korea
M.A., Communication 2010

- Focus on computer-mediated communication, human-computer interaction and social influence
- Advisor: Eun-Ju Lee, Ph.D.

Seoul National University Seoul, Korea
B.A, Communication and ITCT (Information & Cultural Technology) 2006

- Distinction: *Summa Cum Laude*

University of Washington Seattle, WA
International student exchange program 2003 – 2004

- Focus on communication (Dept. of Communication) and digital arts (Dept. of Digital Arts and Experimental Media)

RESEARCH INTERESTS

Persuasion, Message Effects, Targeted/Tailored Communication & Recommender Systems, Advertising, Strategic Communication, Health Communication, Social Influence, Human-Computer Interaction & Computer-Mediated Communication

HONORS & AWARDS

Russell Ackoff Doctoral Student Fellowship, Wharton Risk Management Center 2014 – 2015

- Awarded \$3,000 for dissertation data collection

Korea Foundation for Advanced Studies: Graduate Scholarship Sep. 2009 – Aug. 2016

- The most competitive fellowship program in South Korea
- The only communication doctoral student selected in 2009

Korea Foundation for Advanced Studies: Undergraduate scholarship Mar. 2003 – Feb. 2005

Dean's list, University of Washington 2003 – 2004

- In three consecutive quarters: 2003 Fall, 2004 Winter, 2004 Spring

RESEARCH EXPERIENCE

University of California, San Francisco San Francisco, CA
Post-doctoral fellow, Center for Tobacco Control Research and Education Jul. 2016 – Present

- Conducted in-depth interviews on poly-tobacco usage behavior and targeted e-cigarette advertisements
- Examined the effects of e-cigarette and smokeless tobacco marketing and counter-marketing messages on adolescents and young adults

Annenberg School for Communication, University of Pennsylvania Philadelphia, PA
Research Fellow, Message Core Jun. 2011 – Jun. 2016

- Contributed to the development of recommendation system for anti-smoking message, supported by National Institutes of Health's Exceptional Unconventional Research Enabling Knowledge Acceleration (EUREKA) grant
- Conducted extensive secondary data analyses of anti-smoking message evaluation
- Multiple manuscripts (published and under review), conference presentation and doctoral dissertation on message effects and message evaluation protocol of anti-smoking campaign messages

Annenberg School for Communication, University of Pennsylvania Philadelphia, PA
Research Fellow, Center for Health Behavior and Communication Research Sep. 2010 – May 2011

- Analyzed the effectiveness of STD intervention program targeting adolescents, focusing on the moderating role of neighborhood effect

PUBLICATIONS

PEER REVIEWED JOURNAL ARTICLES

Kim, M., Shi, R. & Cappella, J. N. (2016). Effect of character-audience similarity on the perceived effectiveness of anti-smoking PSAs via engagement. *Health Communication*.

Jeong, H.-J., & **Kim, M.** (2015). Triangulating safety: Applying social media analysis methods to revolutionize patient safety. *Biometrics & Biostatistics International Journal*, 2, 1-3.

Jeong, H.-J., & **Kim, M.** (2014). A practical guide to behavioral theory-driven statistical development of quality and safety improvement program in health care. *Biometrics & Biostatistics International Journal*, 1, 1-6.

Jeong, H.-J., Pham, J. C., **Kim, M.**, Engineer, C., & Pronovost, P. J. (2012). Major cultural-compatibility complex: Considerations on cross-cultural dissemination of patient safety programmes. *BMJ Quality & Safety*, 21, 612-615.

BOOK CHAPTERS

Cappella, J. N. & **Kim, M.** (forthcoming). Evaluating Media Messages for Effectiveness: Reliable, Valid and Efficient procedures. In P. Rössler (Ed.), *International Encyclopedia of Media Effects*: Wiley-Blackwell.

MANUSCRIPTS UNDER REVIEW

Kim, M. & Cappella, J. N. (under review). Reliable, Valid and Efficient Evaluation of Media Messages: Evaluation Protocol for Effectiveness and Empirical Evidence.

Kim, M. & Popova, L. & Halpern-Felsher, B. & Ling, P. Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes. Invited for full paper submission to the special issue of *Health Communication*.

PRESENTATIONS

CONFERENCE PRESENTATIONS

Kim, M. (May 2017). *When similarity strikes back: the positive and negative effect of character-audience similarity in anti-smoking campaigns*. 2017 International Communication Association (ICA) Annual Conference, San Diego, CA.

Sangalang, A. & **Kim, M.** (May 2017). *When similarity is dissimilar: A Meta-Analysis of the Dimensions of Manipulated and Perceived Character-Audience Similarity on Engagement and Persuasion*. 2017 International Communication Association (ICA) Annual Conference, San Diego, CA.

Kim, M., Popova, L., & Ling, P. (Nov 2016). *Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes*. 2016 NIH TCORS Grantee Meeting. Bethesda, MD.

Kim, M., Lau, B., & Falk, E. (June 2016). *Objective and perceived similarity in persuasion: Smoker-audience similarity in anti-smoking campaigns*. 2016 International Communication Association (ICA) Annual Conference, Fukuoka, Japan.

Kim, M., Baek, Y., Yang, S., Kim, H. & Cappella, J. N. (May 2015). *Analyzing Messages for Their Effectiveness: Content and Executional Features on Smoking Cessation Advertisements*. 2015 ICA Annual Conference, San Juan, PR.

Kim, M. & Cappella, J. N. (May 2014). *Efficient versus accurate message testing: Choosing an optimal sample size to evaluate message characteristics*. 2014 ICA Annual Conference, Seattle, WA.

Kim, M., Shi, R. & Cappella, J. N. (November 2013). *Effect of Character-Audience Similarity on the Perceived Effectiveness of Anti-smoking PSAs via Engagement*. 2013 National Communication Association (NCA) Annual Conference, Washington DC.

- Health Communication Division Top Paper

Kim, M. & Cappella, J. N. (November 2013). *Order Effect on Evaluation: Implication of Using Multiple Stimuli in Message Testing*. 2013 NCA, Washington DC.

Kim, M., Shapiro, D., & Cappella, J. N. (Oct 2012). *Methodological Issues in Testing Messages*. 2012 NCI CECCR II Grantee Meeting. Madison, WI.

Kim, M. & Lee, E.-J. (May 2011). *To Group or To List?: How the Layout of News Aggregation Websites Affects Selective Exposure*. 2011 ICA Annual Conference. Boston, MA.

Kim, M. & Lee, E.-J. (June 2010). *The End of Secondhand Smoking in Public Places?: Effects of Normative Appeal in the "Say No" Anti-Smoking Campaign*. 2010 ICA Annual Conference. Singapore.

Lee, E.-J., Jang, J. W. & **Kim, M.** (Nov 2009). *Interpersonal Interactivity in Online Journalism: What Do Readers' Comments on Internet News Sites Tell Us?* 2009 NCA Annual Conference (Human Communication and Technology Division). Chicago, IL.

PRESENTATIONS (CONT.)

INVITED PRESENTATIONS

- Helen Diller Family Comprehensive Cancer Center, UCSF** Apr. 2017
Tobacco control scientific trainee retreat
Talk title - TBD
- Center for Tobacco Control Research and Education, UCSF** Feb. 2017
Fellowship Advisory Committee meeting
Talk title - A Communications perspective on tobacco regulatory science: Targeted and tailored communication
- Center for Tobacco Control Research and Education, UCSF** Jan. 2017
Tobacco Policy Research Group
Talk title - Effects of E-cigarette Advertisements on Adolescents' Perceptions of Cigarettes
- Annenberg School for Communication, University of Pennsylvania** Feb. 2013
Communication and Persuasion, Undergraduate course
Talk title - From Theory to Message: How to use Theory of Planned Behavior in message theme selection
- Department of Childhood Studies, Rutgers University** Dec. 2011
Adolescent Health, Graduate seminar
Talk title - Anti-smoking PSAs in Korea: Study on the Effect of Normative Appeal

TEACHING INTERESTS

Communication and persuasion, Persuasion in the digital media environment, Communication and behavior, Health Communication, Mass media effects, Quantitative research methods, Experimental design

TEACHING EXPERIENCE

- Teaching Certificate** May 2014
Center for Teaching & Learning, University of Pennsylvania
- Awarded to doctoral students who have shown commitment for and excellence in teaching
- COM522: Introduction to Communication Research (Graduate)** University of Pennsylvania
Fall 2013
- Teaching fellow with Dr. Robert Hornik
 - Mentored group projects for 17 communication Ph.D. students
 - Led 2-session statistical analyses workshop using SPSS
- COM275: Communication and Persuasion (Undergraduate)** University of Pennsylvania
Spring 2013
- Teaching fellow with Dr. Joseph N. Cappella
 - Mentored and graded student papers on researching and developing campaigns in their interest area
 - Led weekly recitation sections with 25 students

PROFESSIONAL EXPERIENCE

The Boston Consulting Group, Seoul office

Seoul, Korea

Associate Consultant

Feb. 2006 – May 2008

- Participated in management strategy projects for large national and international conglomerates, focusing on business strategy development, market research and analysis
- Led project modules, working with several team members and research assistants: coordination of brand renovation process for the Boston Consulting Group in charge of Asia Pacific and Americas region (total 35 offices), product portfolio and foreign market entry strategy for a leading Korean petrochemical manufacturing company, and intensive benchmarking of 1,000+ global companies

Summer Associate Consultant

Jun. 2005 – Aug. 2005

- Developed product portfolio strategy for a leading Korean petrochemical manufacturing company
- Received a full-time employment offer based on the performance

Washington State Dept. of Community, Trade and Economic Development (currently Dept. of Commerce)

Seattle, WA, USA

Intern, International Trade Division

Oct. 2004 – Jan. 2005

- Conducted market research for company matchmaking for ICT and high-tech companies in WA interested in Korean market
- Supported trade event organizing and preparing: Korea-Pacific U.S. States Joint Conference in 2004

SERVICE, GOVERNANCE & LEADERSHIP

Global Tobacco Certificate Program, Society for Research on Nicotine and Tobacco

Mar. 2017

- Reviewed curriculum: “Communication for Tobacco”

Ad-hoc peer reviewer

Nov. 2015 - Present

- International Communication Association: Health Communication Division
- International Communication Association: Information Systems Division
- Nicotine & Tobacco Research

Professional Development Committee, Annenberg School for Communication, University of Pennsylvania

Jul. 2015 – May 2016

- Organized and prepared a day-long career event targeting doctoral students and post-docs at Annenberg School for Communication; worked with 13 panels and 40+ participants
- Moderated a 75-min session on academic job searching with two panels
- Organizing Wellness Workshop series focused on personal development of doctoral students