

MINJI KIM, Ph.D.

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APPOINTMENT

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

- Research focus: Effects of e-cigarette marketing and anti-tobacco messages; Effects of demographic and psychographic targeting in tobacco communication; Asian American-targeted anti-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, Health Communication, Targeted/Tailored Communication, Social Influence, Strategic Communication, 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

Post-doctoral fellow, Center for Tobacco Control Research and Education

San Francisco, CA

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

Research Fellow, Message Core

Philadelphia, PA

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

Research Fellow, Center for Health Behavior and Communication Research

Philadelphia, PA

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. & Popova, L. & Halpern-Felsher, B. & Ling, P. (In press). Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes. *Health Communication*. Special issue: Communication research about tobacco regulatory science.

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.** (2017). Evaluating Media Messages for Effectiveness: Reliable, Valid and Efficient procedures. In P. Rössler (Ed.), *International Encyclopedia of Media Effects*: Wiley-Blackwell.

PUBLICATIONS (CONT.)

MANUSCRIPTS UNDER REVIEW

Kim, M. When Similarity Strikes Back: The Positive and Negative Effect of Character-Audience Similarity on Persuasion from the Social Identity Theory Perspective.

Kim, M. Philip Morris International Introduces New Heat-not-burn Product, IQOS, in South Korea.

Kim, M., Ling, P., Ramamurthi, D. & Halpern-Felsher, B. Adolescents' and Young Adults' Perceptions of E-cigarette Advertisements with Cessation Claims.

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

PRESENTATIONS

CONFERENCE PRESENTATIONS

Kim, M., Ling, P., Ramamurthi, D. & Halpern-Felsher, B. (Nov 2017). *Adolescents' and Young Adults' Perceptions of E-cigarette Advertisements with Cessation Claims*. 2017 American Public Health Association (APHA) Annual Conference, Atlanta, GA.

Kim, M., Jordan, J., & Ling, P. (Oct 2017). *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. 2017 NIH TCORS Grantee Meeting. Bethesda, MD.

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

PRESENTATIONS (CONT.)

CONFERENCE PRESENTATIONS (CONT.)

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.

INVITED PRESENTATIONS

Center for Tobacco Control Research and Education, UCSF Feb. 2018
 "It's About Billion Lives" Symposium
 Talk title - Learning from tobacco industry to fight back: Peer-crowd targeting in e-cigarette advertisements

Center for Tobacco Control Research and Education, UCSF Sep. 2017
 Tobacco Policy Research Group
 Talk title – PMI's marketing or IQOS in South Korea – A sleek, high-tech approach to new tobacco product

Helen Diller Family Comprehensive Cancer Center, UCSF Apr. 2017
 Tobacco control scientific trainee retreat
 Talk title – Youth perception of cessation-themed e-cigarette advertisements

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

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
- Health Communication
- Nicotine & Tobacco Research
- Tobacco Control

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

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