

## Minji Kim, Ph.D.

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### APPOINTMENT

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

- Research focus: Effects of tobacco marketing and counter-marketing messages; Effects of demographic and psychographic targeting in tobacco communication; Asian American-targeted anti-tobacco communication
- Primary mentor: Pamela Ling, MD, MPH
- Secondary mentor: Janice Tsoh, Ph.D.

### EDUCATION

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**Annenberg School for Communication, University of Pennsylvania** Philadelphia, PA  
**Ph.D., Communication** 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 Technology & Cultural Technology)** 2006

- Distinction: *Summa Cum Laude*

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

- Joint focus on (1) Communication and (2) Digital Arts and Experimental Media programs

### RESEARCH INTERESTS

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

### HONORS & AWARDS

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**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 graduate fellowship program in South Korea
- The only fellowship awarded to a communication student that year

**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

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### 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 use behavior and targeted e-cigarette advertisements
- Using surveys and experiments, examined the effects of cigarettes and other tobacco product (including e-cigarettes and heat-not-burns) marketing and counter-marketing messages on adolescents and young adults
- Developed and tested anti-tobacco intervention messages targeting Asian Americans focused on exposure to secondhand smoke

### Annenberg School for Communication, University of Pennsylvania

Research Fellow, Message Core

Philadelphia, PA

Jun. 2011 – Jun. 2016

- Contributed to the development of a 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

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### PEER REVIEWED JOURNAL ARTICLES

**Kim, M.** & Popova, L. & Halpern-Felsher, B. & Ling, P. (2017). Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes. *Health Communication*. Special issue: Communication research about tobacco regulatory science.

**Kim, M.** (2017). Philip Morris International Introduces New Heat-not-burn Product, IQOS, in South Korea. *Tobacco Control*.

**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.)

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### MANUSCRIPTS UNDER REVIEW

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

**Kim, M.** When Similarity Strikes Back: The Conditional Persuasive Effect of Character-Audience Similarity from a Social Identity Theory Perspective. – R&R

McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P., Halpern-Felsher, B. IQOS Labeling Will Mislead Consumers. – R&R

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

Kim, H., Yang, S., **Kim, M.**, Hemensay, B., Ungar, L., Cappella, J. N. An Experimental Study of Recommendation Algorithms for Tailored Health Communication.

McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P., Halpern-Felsher, B. Heated Tobacco Products Likely Appeal to Adolescents and Young Adults.

## PRESENTATIONS

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### CONFERENCE PRESENTATIONS

**Kim, M.**, Jordan, J., & Ling, P. (May. 2018). *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. 2018 International Communication Association (ICA) Annual Conference, Prague, Czech Republic.

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

**Kim, M.**, Lau, B., & Falk, E. (Jun. 2016). *Objective and perceived similarity in persuasion: Smoker-audience similarity in anti-smoking campaigns*. 2016 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. (Nov. 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.)

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### CONFERENCE PRESENTATIONS (CONT.)

**Kim, M.** & Cappella, J. N. (Nov. 2013). *Order Effect on Evaluation: Implication of Using Multiple Stimuli in Message Testing*. 2013 NCA Annual Conference, 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. (Jun. 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 TALKS

**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"

**Tobacco Center of Regulatory Science (TCORS), NIH** Oct. 2017  
 Health Communication Working Group  
 Talk title: "Effects of E-cigarette Advertisements on Adolescents' Perceptions of Cigarettes"

**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"

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**TEACHING INTERESTS**


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

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**TEACHING EXPERIENCE**


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<b>Science Teaching Effectiveness Program for Upcoming Professors (STEP-UP)</b>	UCSF
• Course completion: Introduction to Pedagogy	May 2018
<b>Teaching Certificate</b>	University of Pennsylvania May 2014
<b>Introduction to Communication Research (Graduate, COM522)</b>	University of Pennsylvania
• Teaching fellow	Fall 2013
<b>Communication and Persuasion (Undergraduate, COM275)</b>	University of Pennsylvania
• Teaching fellow	Spring 2013
• Led weekly recitation sections with 25 students	

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**SERVICE, GOVERNANCE & LEADERSHIP**


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**Public Comments to the Food and Drug Administration on Tobacco Regulatory Science**

- Experimental study on warning statements for cigarette graphic health warnings  
Docket number: FDA-2017-N-0932  
- *“FDA’s Proposed Collection of Information on the Experimental Study on Warning Statements for Cigarette Graphic Health Warnings Should be Addressing the Graphic Images, not Merely the Textual Statements”* (May 26, 2017) - Lauren Lempert, Minji Kim, Lucy Popova, and Stanton Glantz
- Applications for IQOS System with Marlboro HeatSticks submitted by Philip Morris Products S.A.  
Docket Number: FDA-2017-D-3001  
- *“Because PMI has not demonstrated that IQOS is associated with lower risks, FDA should not permit modified exposure claims, because such claims are likely to be misunderstood as modified risk claims”* (December 11, 2017) - Lauren Lempert, Lucy Popova, Bonnie Halpern-Felsher, Karma McKelvey, Minji Kim, Benjamin Chaffee, Pamela Ling, Stanton Glantz  
- *“The evidence cited in PMI’s MRTP Application indicates that the proposed labeling and warnings for IQOS will mislead consumers, particularly youth, about the product”* (December 8, 2017) – Bonnie Halpern-Felsher, Karma McKelvey, Lucy Popova, Minji Kim, Benjamin Chaffee, Maya Vijayaraghavan, Pamela Ling, Lauren Lempert, Stanton Glantz  
- *“PMI’s MRTP Application for IQOS Does Not Consider IQOS’s Appeal to Youth or Adolescents, or the Likelihood that Youth and Adolescents will Initiate Tobacco Use with IQOS or Use IQOS with Other Tobacco Products”* (December 7, 2017) – Bonnie Halpern-Felsher, Karma McKelvey, Minji Kim, Lucy Popova, Benjamin Chaffee, Maya Vijayaraghavan, Pamela Ling, Lauren Lempert, Stanton Glantz

**Fellowship Committee, Center for Tobacco Control Research and Education** Oct. 2017 - Present

- Discuss fellowship program structure and curriculum
- Review and interview fellowship applicants

**Peer Reviewer** Nov. 2015 - Present

- Communication and Health Communication discipline journals and conferences:
  - Communication Monograph, Health Communication
  - International Communication Association: Health Communication & Information Systems Divisions
- Public health discipline journals:
  - American Journal of Preventive Medicine, Addictive Behaviors
- Tobacco-specific journals:
  - Nicotine & Tobacco Research, Tobacco Control, Tobacco Regulatory Science

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**SERVICE, GOVERNANCE & LEADERSHIP (CONT.)**


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**Global Tobacco Certificate Program, Society for Research on Nicotine and Tobacco** Mar. 2017

- Reviewed curriculum: “Communication for Tobacco”

**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
- Worked with 13 panels and 40+ participants; Moderated a 75-min session on academic job searching
- Organizing Wellness Workshop series focused on personal development of doctoral students

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**PROFESSIONAL EXPERIENCE**


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**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

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

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**REFERENCES**


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- **Pamela M. Ling, MD, MPH**

Professor of Medicine

School of Medicine, University of California, San Francisco

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530 Parnassus Ave., Suite 366, San Francisco, CA 94143-1390

- **Joseph N. Cappella, Ph.D.**

Gerald R. Miller Professor of Communication

Annenberg School for Communication, University of Pennsylvania

[joseph.cappella@asc.upenn.edu](mailto:joseph.cappella@asc.upenn.edu); (215) 898-7059

3620 Walnut Street, Philadelphia, PA 19104-6220

- **Robert C. Hornik, Ph.D.**

Wilbur Schramm Professor of Communication and Health Policy

Annenberg School for Communication, University of Pennsylvania

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