

Curriculum Vita

Jeonghyun (Janice) Lee

Assistant Professor in Public Relations
Manship School of Mass Communication
Louisiana State University

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ACADEMIC APPOINTMENTS

Assistant Professor in Public Relations August 2023 ~ present
Doris Westmoreland Darden Professorship #5
Manship School of Mass Communication
Louisiana State University, Baton Rouge, LA

EDUCATION

Ph.D., in Journalism and Mass Communication
University of Georgia, Athens, GA, 2023

Dissertation title: *Societal Intelligence: Proposing A Communication Model of Authentic Leadership and Trust* (Dissertation Chair: Dr. Juan Meng)

Interdisciplinary Qualitative Studies Graduate Certificate
University of Georgia, Athens, GA, 2023

M.A., in Journalism and Mass Communication
University of Georgia, Athens, GA, 2019

Thesis: *Readiness for Industry 4.0 in Public Relations: A Conceptual Framework of Competencies for Communication Professionals in The Workplace*

B.A., in Music (Music Composition, cum laude)
Yonsei University, Seoul, South Korea, 2009

B.A., in Journalism and Mass Communication (cum laude)
Sogang University, Seoul, South Korea, 2002

RESEARCH EXPERIENCE

Co-director, **Artificial Intelligence and Misinformation Research Group** at Louisiana State University, Baton Rouge, LA. August 2025 ~ present

Founding Director, **Digital Cognition and Computational Analytics Lab (DiCCAL)** at Louisiana State University, Baton Rouge, LA. January 2025 ~ present

Faculty Member, **Social Media Analysis & Creation (SMAC) Lab** at Louisiana State University, Baton Rouge, LA. January 2025 ~ present

Founder and Affiliate Researcher, **Computational Research Method Club (CMRC)** at the University of Georgia, Athens, GA. August 2020 ~ Dec 2024

Graduate Affiliate Research Assistant, **SEE Suite Social Media Lab** at the University of Georgia, Athens, GA. August 2019 ~ July 2023

Graduate Research Assistant, **Crisis Communication Research Group** at the University of Georgia, Athens, GA. August 2018 ~ July 2023

AWARDS, HONORS & RECOGNITIONS

LSU Provost Travel Grant, Louisiana State University (received)	January 2026
NEH Collaborative Research Grant (applied): as a Co-PI of a research project titled “ <i>Structures of Access: AI, Authority, and the Digital Divide in Louisiana</i> ”	November 2025
NIH Grant (R21) RFA-MH-25-206 (applied): as a Co-PI of a research project titled “ <i>Scroll, Watch, Stress: Measuring Adolescent Psychophysiological Reactions to Crime Content in Short-Form Me</i> ”	October 2025
Arther Page Center Legacy Scholar Grant (applied): as a PI of a research project titled “ <i>Ethical AI-Driven Communication: Coping Mechanisms for Mitigating the Impact of Generative AI Hallucinations</i> ”	January 2025
Manship-Reilly Center Pilot Grant (received): as a PI recipient with \$7,427, a research project titled “ <i>Racial Identity and Media Engagement: Understanding Public’s Punitive Attitude to Crime News on TikTok</i> ”	December 2024
The 29th Korean Advertising Society Research Grant Program (received): as a co-PI recipient with \$2,000, a research proposal title is “ <i>AI Literacy and Communication Strategies</i> ”	June 2024
KACA-KOFICE Grant 2024 (received): as a solo-authored recipient with \$600, a tentative research project title is “ <i>Validating a Measurement for Readiness for Industry 4.0: Insights from South Korea</i> ”	May 2024
Ragan Research Award (received): as an inaugural recipient with \$1,500 stipend offered by Ragan communication: a research paper titled “ <i>Engaging Employees Through Environmental, Social, and Governance (ESG) Narratives: Narratives on Social Media Platforms</i> ” (Web link: https://instituteforpr.org/ragan-research-award/)	August 2022
Outstanding Teaching Assistant Awards (received): University of Georgia (Web link: https://grady.uga.edu/grady-ph-d-students-take-home-uga-graduate-school-awards/)	Fall 2022
Koonin Award Scholarship (received): offered by Grady College, University of Georgia	2018, 2019, 2022
Graduate Student Representative of Silicon Valley Research Tour (appointed): offered by Grady College, University of Georgia	January 2019
Conrad Fink Scholarship (received): offered by Grady College, University of Georgia	Fall 2017
High Honors Scholarship (received): Yonsei University	March & August 2008
Honors Scholarship of Dean (received): Sogang University	1997, 1998, 1999

RESEARCH/ACADEMIC PUBLICATIONS

Peer-reviewed Academic Publications:

Park, H., Yang, C., Lee, J. J., Sreepada, N., & Grimm, J. (*in press*). Information sources’ influence on vaccine knowledge and conspiracy beliefs. *Atlantic Journal of Communication*.

Lee, J. J. (2026). Communication readiness: Proposing a measurement model of readiness for Industry 4.0 in communication management. *Korean Journal of Communication*, 3(1).

Lee, J.J. (2025). How Authentic Are Your Workplaces? CEO statement narratives on crisis

leadership, diversity, equity, and inclusion during a crisis. *Korean Journal of Communication*, 2(1), 22-49. <https://dx.doi.org/10.1353/kjc.00008>

Kim, T., Lee, J. J., & Kim, J. (2025). Should influencer CEOs speak out on social issues? The interplay among influencer CEO activism, self-disclosure on social media, and individuals' political ideology. *Internet Research*, 1-20. <https://doi.org/10.1108/INTR-02-2024-0271>

Kim, T., Ko, Y., & Lee, J. J. (2025). The Effects of AI Disclosure and Brand Campaign Type on Perceived Campaign Value, Brand Integrity, Consumer-brand Identification, and Purchase Intention. *The Korean Journal of Advertising*, 36(4), 113-144. <https://doi.org/10.14377/KJA.2025.8.31.113>

Phua, J., Evans, N.J., Ko, Y. & Lee, J. J. (2025). Can virtual, CGI-generated, influencers help sell products on Instagram? Effects of perceived realism and disclosure on brand-related attitudes and behavioural intentions. *International Journal of Internet Marketing and Advertising*, 23(3), 233–254. <https://doi.org/10.1504/ijima.2023.10059311>

Himmelboim, I., Borah, P., Lorenzano, K., Lee, J. J., & Cao, X. (2025). If it Bleeds, it Doesn't Lead: Emotional Appeals and Engagement in Immigration and Election Conversations on Twitter. *Journal of Broadcasting & Electronic Media*, 1–23. <https://doi.org/10.1080/08838151.2025.2459948>

Himmelboim, I., Borah, P., Lee, D. K., Lee, J. J., Su, Y., Vishnevskaya, A., & Xiao, X. (2024). What do 5G networks, Bill Gates, Agenda 21, and QAnon have in common? Sources, distribution, and characteristics. *New Media & Society*. 26(10), 6019-6039. <https://doi.org/10.1177/14614448221142800>

Lee, J. J. & Meng, J. (2021). Digital competencies in communication management: A conceptual framework of Readiness for Industry 4.0 for communication professionals in the workplace. *Journal of Communication Management*. 25(4), 417-436. <https://doi.org/10.1108/JCOM-10-2020-0116>

Manuscript Under Review

Lee, J. J. & Kim, S. Utilizing artificial intelligence in strategic communication: Cognitive and affective trust in crisis communication with generative AI. *Journal of Communication Management*. (under review)

Kim, S. & Lee, J. J. Crisis temporality, organizational centrality, and generative AI: To forgive or not to forgive the use of generative AI to accelerate crisis response. *Journal of Public Relations Review*. (under review)

Choi, R., Lee, J. J., Oh, H., Badurak, M., Hewitt C., Diep, U. , Nguyen M., & Truong, T. *Classifying visual perspective and social distance in short-form news videos: A multimodal framework. Computational Communication Research*. (under review)

Research In Progress

Lee, J. J. & Kim, J. S. *Who said it and how real is it? The role of social media whistleblowers in crisis escalation and resolution*. (manuscript writing)

Lee, J. J. & Meng, J. *Societal Intelligence: Corporate social advocacy competencies for communication management and leadership in the digital age*. (manuscript writing)

Lee, J. J., Kim, T., & Ko, Y. *Ethical AI-driven communication: Coping mechanisms for mitigating the impact of generative AI hallucinations*. (manuscript writing)

Oh, H., Lee, J. J., Choi, J. R., Alkhazail, S. N., Amini, A., Badurak, M., Hewitt C., Nguyen M., Truong, T. *Seeing crime, feeling fear: Experimental evidence on media exposure, emotional arousal,*

and punitiveness among college students. (manuscript writing)

Joseph, E. G., Lee, J. J., Ogor, U., & Kretzschmar, V. *Digital inequality at work: Examining gendered occupation in AI adoption through a Technology Acceptance Model*. (manuscript writing)

Joseph, E. G., Ogor, U., Tarver, C. C., & Lee, J. J. *Bye, Google? Psychological and utilitarian drivers of switching intentions among US college students*. (data analysis)

Park, I., Lee, J. J., & Wang, Y. *Gen Z's perceptions of the K-pop idol system: A Q-methodology comparison of South Korea and the United States*. (data collection in progress)

Scholarly Book Chapters:

Himelboim, I., Lee, J. J., Cacciatore, M. A., Kim, S., Krause, D., Miller-Bains, K., Mattison, K., & Reynolds, J. (2023). Vaccine support and hesitancy on Twitter: Opposing views, similar strategies, and the mixed impact of conspiracy theories. In *Vaccine Communication Online: Counteracting Misinformation, Rumors and Lies* (pp. 81-101). Cham: Springer International Publishing.

Kim, S., & Lee, J. J. (2023). Management of Cybersecurity through Internal Communication. In *Internal Communication and Employee Engagement* (pp. 215-230). Routledge.

Professional Report Contribution:

Lee, J. J. (2022). Engaging Employees Through Environmental, Social, and Governance (ESG) Narratives: Narratives on Social Media Platforms. *Ragan Research Award Report*.
https://instituteforpr.org/wp-content/uploads/Engaging-Employees-Through-ESG_Lee_Janice_Report_v1.pdf

Meng, J., Reber, B. H., Berger, B. K., Gower, K. K., Zerfass, A., Lee, J. J., & Kim, S. (2021). The 2020-2021 North American Communication Monitor (NACM). (Web link: <http://plankcenter.ua.edu/the-2020-2021-north-american-communication-monitor-identifies-trends-and-challenges-in-a-year-of-continuous-crisis/>)

Eaddy, L., Ervin, S., Lee, J. J., & Kim, S. (April 2021). Survey Notes Diversity Issues, Importance of Leaders in 'Sticky' Crises. *Crisis Insider*. (Web link: <https://www.prnewsonline.com/sticky-crisis-leadership/>)

Voges, T. S., Ervin, S., Kim, S., & Lee, J. J. (May 2021). PR Headed in Right Direction on Diversity, Empathy, and Ethics, Though Long Road is Ahead. *PR News*. (Web link: <https://www.prnewsonline.com/dei-improvement/>)

CONFERENCES/SYMPOSIUM PRESENTATIONS

Lee, J. J. & Kim, J. S. (2026, January) presented *Who said it and how real is it? The role of social media whistleblowers in crisis escalation and resolution*. Paper presented at the Korean American Communication Association (KACA) Conference. Honolulu, HI, USA.

Joseph, G. & Lee, J. J., (2025, November) *Digital Inequality at Work: Examining Gendered Occupation in AI Adoption Through a Technology Acceptance Model*. Paper presented at the National Communication Association (NCA), Denver, CO, USA.

Hewitt, C., Mushtarin, N., Badurak, M., Lee, J. J., Chen, C., Booth, H., & Ramirez, F. (2025, November). *Innovation or Infiltration? The U.S. Media and Public Reactions to China's DeepSeek*. Paper presented at the National Communication Association (NCA), Denver, CO, USA.

- Mushtarin, N., Badurak, M., **Lee, J. J.**, Chen, C., Hewitt, C., Booth, H., & Ramirez, F. (2025, August). *From Headlines to Hashtags: Comparing U.S. News and User Discourses on China's DeepSeek AI*. Scholar-to-scholar session at Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, USA
- Yang, C., Sreepada, N., Park, H., **Lee, J. J.**, & Grimm, J. L. *Understanding the Role of Political Affiliation in Childhood Vaccination Intention in Louisiana*. AEJMC, San Francisco, USA.
- Booth, H., Hewitt, C., Ramirez, F., Badurak, M., Mushtarin, N., Chen, C., & **Lee, J. J.** *The Digital Archive Collective Memory and The End of TikTok*. AEJMC, San Francisco, USA.
- Park, H., Yang, C., **Lee, J. J.**, Sreepada, N., & Grimm, J. (2025, June). *Information Sources' Influence on Vaccine Knowledge and Conspiracy Beliefs*. Presented at the International Communication Association (ICA) Conference, Denver, CO, USA.
- Lee, J. J.**, (2025, March) presented *Integrating Ethical Decision-Making into AI Adoption: An Extended TAM Model for Communication Professionals*. Paper presented at the International Public Relations Research Conference (IPRRC). Orlando, FL, USA.
- Lee, J. J.**, (2024, November) presented *A Measurement for Readiness of Industry 4.0 in Communication Management*. Paper presented at the National Communication Association (NCA) 110th Annual Convention, New Orleans, LA, USA.
- Lee, J. J.**, & Kim, S., (2024, June) *Utilizing Artificial Intelligence in Strategic Communication: Cognitive and Affective Trust in Crisis Communication with Generative AI*. Presented at the International Communication Association (ICA) Conference, Gold Coast, Australia.
- Lee, J. J.**, Shiever, B., & Karinshak, E. M. (2022, July). *How Authentic Your Workplaces Are?: CEO Statement Narratives on Crisis Leadership, Diversity, Equity, and Inclusion During the COVID-19 Pandemic*. Presented at Association for Education in Journalism and Mass Communication (AEJMC), Detroit, USA.
- Meng, J., Xie, T., & **Lee, J. J.** (2022, May). *Understanding the Competency Spectrum for Communication Management: The Need, the Gap, and the Continuous Learning Mindset*. Presented at the International Communication Association (ICA) Conference, Paris, France.
- Vogues, T., Kim, S., & **Lee, J. J.** (2022, May). *Threat Assessments and Organizational Resources for DEI and Ethics Communication Practitioners' Insights on Sticky Crises*. Paper presented at International Communication Association (ICA) Conference, Paris, France.
- Lee, J. J.** (2021, May). *CEO Message Narratives on Crisis Leadership, Diversity and Inclusion During the COVID-19 Pandemic*. Paper presented at the International Communication Association (ICA) Conference (virtual conference)
- Lee, J. J.** (2020, March). *The Importance of Information Source to Convince Crisis Response Strategies in a Socially Mediated Era*. Paper presented at International Public Relations Research Conference (IPRRC), FL, USA.
- Lee, J. J.** (2019, November). *Readiness for Industry 4.0 in Public Relations: A Conceptual Framework of Competencies for Communication Professionals in Workplaces*. Paper presented at International Communication Association (ICA) Conference, DC, USA
- Meng, J., Xie, T., **Lee, J. J.**, & Kim, S (2019, November). *Building Trusting and Committed*

Relationships: The Role of Job Cognition and Face-and-Favor in the Context of Chinese Organizations. Paper presented at the International Communication Association (ICA) Conference, DC, USA

INVITED TALK AND OTHER PRESENTATIONS

Lee, J. J. (2025, June). *Public Communication for Energy Engagement: Public Relations Strategies and Local Community Engagement*. Invited as a panel discussant at the Korean Academic Society for Public Relations (KASPR). Seoul, South Korea.

Lee, J. J. (2025, May). *Artificial Intelligence & Journalism and Mass Media in Future*. Invited to present a lecture at the Louisiana Press Association (LPA) Workshop sponsored by Manship School of Mass Communication at Louisiana State University. Baton Rouge, LA

Lee, J. J. & Choi, J. R. (2025, April). *Emotional and Punitive to Crime News on TikTok: A Multimethod Study Using Computational and Psychophysiological Approaches*. Invited to present research findings at the Manship Grant Symposium hosted by the Manship School of Mass Communication, Baton Rouge, LA

TEACHING EXPERIENCE

Instructor of Record at Louisiana State University August 2023 ~ present

MC 4020 Public Relations Research (Fall 2023-24, 2026, Spring 2024-26)

MC 4971 Case Studies: Corporate Communication (Spring & Fall 2026)

MC 7201 Adv Quantitative Research Methods in Mass Comm (Fall 2025)

MC 7779 Case Studies in Corporate Communication (Spring 2025)

MC 2971 Artificial Intelligence & Strategic Communication (Fall 2024)

MC 4020/MC 4005 (LSU Online) PR Research / PR Campaigns (Fall 2023)

Instructor of Record at the University of Georgia August 2020 ~ May 2023

ADPR 3400 Research and Insights (Fall 2021, Spring 2022)

ADPR 5910 Public Relations Management (Fall 2020, Spring 2021, Fall 2022)

ADPR 5750/7750 Social Media Analytics (a lab instructor under Dr. Itai Himelboim)

Teaching Assistant at the University of Georgia

ADPR 5992 AdPR Study Abroad (Cannes Lion Festival Program) May ~ June 2022

ADPR 5930e/7930e PR Ethics, Diversity and Leadership (online course) January ~ May 2020

ADPR 3130 Advertising Research January 2018 ~ May 2019

Guest Lecture

Lee, J. J. (2024, June). Future of Media and Technology: How to be Ready for the Future. At Seoul Women's University, Seoul, South Korea

Lee, J. J. (2018~2023). Social Media Ethics: What marketers should be aware of. ADPR 5750/7750 Social Media Analytics at the University of Georgia, Athens, USA

Lee, J. J. (2019, April). News Trends in Advertising and Marketing. ADPR 5710 Advertising Management at the University of Georgia, Athens, USA

STUDENTS SUPERVISED

Master's Thesis/Professional Project Committees

Professional Project Committees

(Chair) Juan Dorta, Spring 2025

(Member) Erin Lawson, "Tailored Tiger Strategic Communication Plan" Spring 2025

(Member) Daylen Paige, “Voices of Inclusion in Special Education: Strategic Awareness Campaign”

Fall 2024

Undergraduate Committees

Professional Project Committees

(Member) Taylor Knowlton

Spring 2026 (present)

ACADEMIC AND PROFESSIONAL SERVICE

External:

Committee Member at Research Associations

Vice Chair of Research Committee 2025 ~ 2026

Association for Education in Journalism and Mass Communication (AEJMC)
Public Relations Division

Co-Chair of Special Awards Competition Research Committee 2024 ~ 2025

Association for Education in Journalism and Mass Communication (AEJMC)
Public Relations Division

Susanne A. Roschwalb Grant for International Study and Research Committee 2024 ~ 2025
AEJMC Public Relations Division

Member of Organization Committee or Global Colloquium 2025
Korean Advertising Society (KAS) themed “Artificial Intelligence and
Communication”

Scholar Competition Judge for Global Colloquium 2025
Korean Advertising Society (KAS) themed “Artificial Intelligence and
Communication”

Member of Social Media Committee 2022 ~ 2024
AEJMC Public Relations Division

Member of DEI (Diversity, Equity, and Inclusion) Committee 2020 ~ 2024
Association for Education in Journalism and Mass Communication (AEJMC)
Public Relations Division

Member of Graduate Student Committee 2018 ~ 2020
Association for Education in Journalism and Mass
Communication (AEJMC) Public Relations Division

Journal of Advertising's Student Reviewer Training Program

Graduate Student Reviewer, Journal of Advertising (JA) 2022 ~ 2023

Committee Member at Research Associations

Member, Korea Public Relations Association (KPRA) 2011 ~ present

Inaugural Doctoral Researcher

Crisis Communication Think Tank (CCTT) working with Public Relations
Organization International (PROI) Worldwide for crisis research venture 2018 ~ 2023

Member of UGA PhD Consulting Club

Graduate Researcher Member, Case Practice based on real cases 2020 ~ 2023
from consulting firms, such as McKinsey & Company, Boston
Consulting Club, Bain & Company, and Big 4

Internal (Louisiana State University):

Member, Graduate Committee at Manship School of Mass Communication	2023 ~ present
Member, Search Committee at Manship School of Mass Communication	2024
Member, Manship Award Committee at Manship School of Mass Communication	2024

PROFESSIONAL EXPERIENCE

Corporate

CIGNA International	Seoul, South Korea
Marketing Communication Manager	October 2014 ~ August 2015
Lead corporate branding acquisition, annual marketing communication campaigns, corporate social media campaigns, internal communication, crisis communication, and so on. Representative member of Employee Engagement Committee and Brand Acquisition Project	
Online Marketing Manager	November 2013 ~ October 2014
Lead marketing social media campaigns, executed lead generation on mobile and internet websites, online customer engagement campaigns, and so on	
Corporate PR Assistant Manager	May 2010 ~ October 2013
Executed media relations, CSR campaigns, crisis communication, global communications, and so on	

Communication Consulting Firms

PLATCOMM (a boutique PR agency)	Seoul, South Korea
Senior Manager, Manager	December 2016 ~ June 2017
Lead client campaigns and media relations in the fields of luxury resort and luxury automobile (Jaguar).	
CONTENTA (a content platform marketing)	Seoul, South Korea
Community Manager	January ~ March 2016
Community communication with authors and clients. Analyzing content creation resources and encourage authors to create valuable contents	
BURSON-MARSTELLER KOREA	Seoul, South Korea
Senior Associate	March 2009 ~ May 2010
Lead versatile campaigns and media relations for clients in technology and government sectors.	
Senior Associate as a freelancer	November 2007 ~ August 2008
Lead global marketing communication and crisis communication for LG Elect. Mobile Division. global launching	
Associate	July 2002 ~ July 2005
Executed global PR campaigns & marketing comm for Samsung, LG, FedEx, QUALCOMM, Goldman Sachs, Loan Star	