

Yongick JEONG

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Manship School of Mass Communication
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EDUCATION:

Ph.D. in Mass Communication, *The University of North Carolina at Chapel Hill*, 2007 (concentration in Advertising and Media Effects); with Distinction as the University Fellow (*William R. Kenan Fellow*)

M.A. in Communications, *California State University, Fullerton*, 2003 (concentration in Internet Advertising); with Distinction as *the Outstanding Student*

B.A. in Hotel Management, *Kyonggi University*, Korea, in 1997

RESEARCH INTERESTS:

Advertising (measuring advertising effectiveness): Media planning variables influencing audiences' evaluation of advertisement (e.g., length, frequency, clutter, serial order, and more); Impacts of media contexts (e.g., sitcoms, news shows, reality shows) and consumer factors (e.g., viewing behaviors, viewing history, knowledge about the program) on the success of advertisements

Digital and social media: Advertising on new/digital media (e.g., social networking sites (SNSs), Twitter hashtags, quick-response (QR) code, Internet, mobile advertising/apps, video games); Advertising on entertainment media (e.g., product placement, sponsorship)

Health and environmental communication: The effectiveness of public service announcements (PSAs), warning labels and ecolabels (green marketing disclosures) in different contexts

International communication: News coverage of the international events; Determination of the impact of superstructures (e.g., politics, socio-economic status (SES), and culture) on public opinion formation around the world

TEACHING INTERESTS & COURSES TAUGHT:

Teaching Interests: Advertising media planning, advertising campaigns, advertising management, introductory advertising courses, advertising theory, persuasion, research methods

Courses Taught: Advertising media planning, advertising campaigns, advertising theory & process (graduate seminar), advertising problems (*management aspect of advertising), research methods (undergraduate), media persuasion

PAPERS PUBLISHED:

- Jeong, Y.** (forthcoming). The impact of the length of preceding and succeeding ads on television advertising effectiveness. *Journal of Marketing Communications*. DOI: 10.1080/13527266.2015.1048272.
- Jeong, Y.,** & Lundy, L. (2015). Evaluating food labels and food messages: An experimental study of the impact of message format and product type on evaluations of magazine food advertisements, *Journal of Applied Communications*, 99(1), 52-66.
- Jeong, Y.,** & Coyle, E. (2014). What are you worrying about on social networking sites? Empirical investigation of young social networking site users' perceived privacy, *Journal of Interactive Advertising*, 14(2), 51-59. DOI: 10.1080/15252019.2014.930678.
- Jeong, Y.,** & Tran, H. (2014). Detecting pod position effects in the context of multi-segment programs: Implications from four Super Bowl broadcasts. *Sport Marketing Quarterly*, 23(1), 5-16.
- Jeong, Y.,** Tran, H., & Zhao X. (2012). How much is too much? The collective impact of repetition and position in multi-segment sports broadcast. *Journal of Advertising Research*, 52(1), 87-101. DOI: 10.2501/JAR-52-1-087-101.
- Jeong, Y.,** Kim, Y., & Zhao, X. (2011). Competing for consumer memory in television advertising: Interplay among ads, on-air promotions, and TV billboards. *International Journal of Advertising*, 30(4), 617-640. DOI: 10.2501/IJA-30-4-000-000.
- Jeong, Y.** (2011). The impact of commercial break position on advertising effectiveness in different mood conditions, *Journal of Promotion Management*. 17(3), 291-314. (DOI:10.1080/10496491.2011.596765).
- Jeong, Y.,** Sanders, M., & Zhao, X. (2011). Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness. *Journal of Marketing Communications*, 17(4), 263-279. DOI: 10.1080/13527261003590259.

- Jeong, Y.**, & Mahmood, R. (2011). Reading the world's mind: Political, socio-economic, and cultural approaches to understanding worldwide Internet search queries. *International Communication Gazette*, 73(3), 234-252.
- Jeong, Y.**, & Mahmood, R. (2010). Political, socioeconomic and cultural consideration of globalization on the Internet. *International Communication Research Journal*, 45(3-4), 2-27.
- Jeong, Y.**, An, D., & Kim, S. (2010). The impact of television billboards on the effectiveness of embedded ads in sports broadcasts. *Korean Journal of Advertising*, 21(4), 43-58. (**Korean Journal of Advertising is a leading advertising journal in Korea*)
- Jeong, Y.**, & King, C. M. (2010). Impacts of website context relevance on banner advertisement effectiveness. *Journal of Promotion Management*, 16(3), 247-264.
- Yu, H., Baek, T. H., **Jeong, Y.**, & Ju, I. (2010). How many plastic surgeons' websites contain information recommended by the ASPS advertising code of ethics? *Internet Journal of Law, Healthcare and Ethics*, 6(2).

SELECTED CONFERENCE PRESENTATIONS:

- Jeong, Y.** (2015). The effectiveness of warning labels and ecolabels in different contexts, *Association for Education in Journalism and Mass Communication (AEJMC)*, San Francisco, CA.
- Jeong, Y.** & Lee, S (2015). Determining the factors influencing the news values of international disasters in the U.S. news media, *Association for Education in Journalism and Mass Communication (AEJMC)*, San Francisco, CA.
- Jeong, Y.** (2014). The effectiveness of ecolabels among young adults: Environmental warning messages in differing message contexts, *Association for Education in Journalism and Mass Communication (AEJMC)*, Montreal, Canada.
- Jeong, Y.**, & Lundy, L. (2014). Evaluating food labels and food messages: An experimental study of the impact of message format and product type on evaluations of magazine food advertisements, *Association for Education in Journalism and Mass Communication (AEJMC)*, Montreal, Canada.
- Jeong, Y.**, & Kim, Y. (2013). Understanding the effectiveness of ecolabels: Exploring message formats, context-induced moods, and issue-relevant determinants, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington D.C.
- Jeong, Y.**, & Kamal, M. (2012). What are you searching for? Determination of the role of political, socioeconomic and cultural superstructures on public interest formations around the world, *National Communication Association (NCA)*, Orlando, FL.
- Jeong, Y.**, & Coyle, E. (2012). What are you worrying about on social networking sites? Empirical investigation of young social networking site users' perceived

- privacy, *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Kamal, M., & **Jeong, Y.** (2012). Cultural imperialism revisited: Empirical determination of the role of superstructures on Internet searches of international issues, *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Jeong, Y.** (2012). Determinants of warning label effectiveness: The interplay among message formats, context-induced moods, and personal interests, *International Communication Association Annual Conference (ICA)*, Phoenix, AZ.
- Jeong, Y.** (2012). Read responsibly: The processing of warning messages by young adults in differing message conditions, *American Academy of Advertising (AAA)*, Myrtle Beach, SC.
- Kulkani, A., **Jeong, Y.**, & Christensen, B. (2011). Age and gender consideration of female models' sexuality in fashion magazine advertisements, *International Communication Association (ICA)*, Boston, MA.
- Jeong, Y.**, & Kim, Y. (2010). Finding the right spot: The effect of the length of preceding and succeeding ads on television advertising effectiveness, *Association for Education in Journalism and Mass Communication (AEJMC)*, Denver, CO.
- Jeong, Y.**, & Lee, S. (2010). A study on the news values of international disasters: Change of determinants on news coverage of international disasters in the U.S. news media, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.**, & Park, H. (2010). The influence of political, socioeconomic, and cultural superstructures on forming global public interests on the Internet, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.**, Kulkani, A., & Kim, N. (2010). Circulation and geographic determinations of advertising placements in Internet newspapers, *International Communication Association (ICA)*, Singapore, Singapore.
- Kulkani, A., & **Jeong, Y.** (2010). Impact of endorser and message appeal on the success of an online AIDS PSA, *International Communication Association (ICA)*, Singapore, Singapore.
- Jeong, Y.** (2010). The impact of commercial break position on advertising effectiveness in different mood conditions, *American Academy of Advertising (AAA)*, Minneapolis, MN.
- Jeong, Y.**, & Porter, L. (2009). Advertising in a live drama: Audiences' game involvement in the Super Bowl and advertising effectiveness, *Association for Education in Journalism and Mass Communication (AEJMC)*, Boston, MA.
- Jeong, Y.**, & Varma, T. (2009). A study on the news values of international disasters: Determinants of news coverage of international disasters in the U.S. news media, *Association for Education in Journalism and Mass Communication (AEJMC)*, Boston, MA.

- Jeong, Y.** (2009). The effectiveness of the length of commercials in different types of television programs, *International Communication Association (ICA)*, Chicago, IL.
- Jeong, Y.**, Varma, T., & Mahmood, R. (2009). Convergence or globalization: An examination of the influence of the superstructures on Korean public opinion on the Internet, *International Communication Association (ICA)*, Chicago, IL.
- Jeong, Y.**, & Tran, H. (2008). Detecting pod position effects in the context of multi-segment programs: Implications from four Super Bowl broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, Chicago, IL.
- Jeong, Y.** (2008). What to think about and what to search about: A time-series analysis of agenda-setting function of traditional media on public interest on the Internet, *International Communication Association (ICA)*, Montreal, Canada.
- Mahmood, R., & **Jeong, Y.** (2008). Superstructures and globalization of gendered public interests: Political, socio-economic, and cultural determination of gendered worldwide search queries on the Internet, *International Communication Association (ICA)*, Montreal, Canada.
- Tran, H., & **Jeong, Y.** (2008). Collective impact of repetition and position on advertising effectiveness in multi-segment broadcast, *American Academy of Advertising (AAA)*, San Mateo, CA.
- Jeong, Y.**, & Mahmood, R. (2007). The role of superstructures in globalization: Political, socio-economic, and cultural determination of worldwide public interests on the Internet, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington, D.C.
- Jeong, Y.**, & Tran, H. (2007). Where would ads work during multi-segment broadcasts? A four-year research of advertising position effects in Super Bowl broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, Washington, D.C.
- Jeong, Y.**, & Hester, J. B. (2007). Three ads in a pod: The impact of the length of the immediately surrounding commercials on advertising effectiveness, *American Academy of Advertising (AAA)*, Burlington, VT.
- Jeong, Y.**, & Hester, J. B. (2006). Brought to you by...: The impact of television billboards on advertising effectiveness in sports broadcasts, *Association for Education in Journalism and Mass Communication (AEJMC)*, San Francisco, CA.
- Jeong, Y.**, & Mahmood, R. (2006). How different are your search terms from mine? Political, socio-economic, and cultural approaches to understanding worldwide Internet search queries, *International Communication Association (ICA)*, Dresden, Germany.
- Hester, J. B., & **Jeong, Y.** (2006). Magazine ad pricing revisited: Setting rates vs. selling pages, *American Academy of Advertising (AAA)*, Reno, NV.
- Jeong, Y.**, & Kim, K. (2005). Advertising in sports broadcasts: Relationship between context effects and positions of commercial break, *National Communication Association Annual Convention (NCA)*, Boston, MA.

Jeong, Y. (2005). Length versus frequency: Deconstructing myths in advertising research, *Association for Education in Journalism and Mass Communication* (AEJMC), San Antonio, TX.

Jeong, Y. & King, C. M. (2005). Impacts of website context relevance on banner advertisement effectiveness, *International Communication Association* (ICA), New York, NY.

Jeong, Y., Kim, K., & Shin, W. (2005). Agenda building function of Internet searches: Measuring the unique contribution of the public agenda on the media agenda, *International Communication Association* (ICA), New York, NY.

Jeong, Y., & Kim, K. (2005). Advertising in sports broadcasts: Relationship between context effects and positions of commercial break, *Association for Education in Journalism and Mass Communication* (AEJMC) *South Colloquium*, Athens, GA.

Jeong, Y., Kim, K., & Zhao, X. (2004). Quarter position effect during Super Bowl broadcast: How advertising effectiveness changes as a game goes on, *Association for Education in Journalism and Mass Communication* (AEJMC), Toronto, Canada.

OTHER RESEARCH PRESENTATION:

Jeong, Y. (2006). The Impact of the length of immediately neighboring commercials on advertising effectiveness, Paper presented and discussed in the *National Communication Association - National Doctoral Honors Seminar*, West Lafayette, IN.

MANUSCRIPTS UNDER REVIEW:

Jeong, Y. The effectiveness of warning labels among young adults: Determination of the of message formats, context-induced moods, and issue-relevant factors (*Journal of Health Communication*)

Jeong, Y. Read responsibly: The processing of warning messages by young adults in differing message conditions (*Journal and Mass Communication Quarterly*)

Jeong, Y. The impact of the length of preceding and succeeding ads on television advertising effectiveness (*Journal of Marketing Communication*)

Jeong, Y., & Kim, Y. The impact of commercial break positions on advertising effectiveness in football broadcasts (*International Journal of Sports Marketing and Sponsorship*)

RESEARCH IN PROGRESS (AS OF FALL 2014):

[Environmental communication]

The effectiveness of ecolabels (environmental warning labels) in different contexts across different product types (presented to 2014 AEJMC)

Determining factors that influence the effectiveness of ecolabels (presented to 2013 AEJMC)

[Health communication]

The comparison between general health warning labels and ecolabels (manuscript preparing for a journal)

[New media, social media and mobile marketing]

Multi-screen and digital device: Effectiveness of Internet advertising (obtained IRB approval)

Content analysis of SNSs of Fortune 500 companies (data coding is completed for 2011; currently coding is underway for 2012)

The relationships among various personal identifiers (e.g., self-esteem, self-monitoring, tech knowledge, privacy concern) and SNS use (completed data collection, currently analyzing data)

How do you use your social networking sites? Cross-cultural comparison among the U.S., South Korea and China (data collection completed)

The impacts of social media components on the effectiveness of various persuasive messages (obtained IRB approval; experimental stimuli and questionnaire ready)

[International communication]

Determining factors that influence U.S. news coverage of the global disasters

Cultural imperialism revisited: Empirical determination of the role of superstructures on Internet searches of international issues (manuscript preparing for a journal)

PROFESSIONAL EXPERIENCE:

Associate professor, Manship School of Mass Communication, *Louisiana State University* (Fall 2015 - present)

Assistant professor, Manship School of Mass Communication, *Louisiana State University* (Fall 2007 - Spring 2014)

Research assistant, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Spring 2007)

Instructor of record, (*Advertising Media*, JOMC 272.003), the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2006)

Assistant director, *Center for Research in Journalism and Mass Communication*, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2004 - Spring 2006)

Coordinator/Interpreter, *Media Management Fellowship Program*, sponsored by the *Korea Press Foundation* and the School of Journalism and Mass Communication at *The University of North Carolina at Chapel Hill* (Summer 2005)

Assistant coordinator, *Dow Jones Newspaper Internship Program*, directed by Professor Bill Cloud, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Summer 2005)

Teaching assistant, *International Communication* (JOMC146, Robert L. Stevenson), School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Fall 2004, Spring 2005)

Assistant coordinator, *Dow Jones Newspaper Internship Program & Knight Foundation's Institute for Midcareer Copy Editors*, directed by Professor Bill Cloud, the School of Journalism and Mass Communication, *The University of North Carolina at Chapel Hill* (Summer 2004)

Copy writer, *JOCAS Online* (advertising creative boutique), Seoul, Korea (Fall 1996 – Winter 1996)

Part-time research assistant, *Korea Broadcasting Advertising Corporation (KOBACO)*, Seoul, Korea (Summer 1996)

Advertising intern, *Geoson, Inc.* (advertising agency), Seoul, Korea (Summer 1995 – Summer 1996)

GRANTS, AWARDS, SCHOLARSHIPS, & DISTINCTIONS:

[Teaching Awards]

Recipient, Ralph Sims 2015 Advertising Education Award of Excellence (2015)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2015)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2013)

Recipient, Tiger Athletic Foundation (TAF) Undergraduate Teaching Award (2012)

[Professorships/Grants]

Recipient, *Remal Das and Lachmi Devi Bhatia Memorial Professorship*, Louisiana State University (2015 – 2016)

Recipient (member of Digital Advertising Research Team, DART), *Doris Westmoreland Darden #2 Professorship*, Louisiana State University (2015 – 2016)

Recipient, *D. Jensen Holliday Professorship*, Louisiana State University (2014 – 2015)

Recipient, *Bank One/Bateman Professorship*, Louisiana State University (2013 – 2014)

Recipient, *Joe D. Smith/Hibernia Professorship*, Louisiana State University (2012 – 2013)

Recipient, *Joe D. Smith/Hibernia Professorship, Louisiana State University* (2011 – 2012)

Recipient, *Blue Cross/Blue Shield Professorship, Louisiana State University* (2010 – 2011)

Recipient, *Howard and Nantelle Mitchiner Gittinger Professorship, Louisiana State University* (2009 – 2010)

Recipient, *Summer Research Stipend, Louisiana State University* (2009)

Recipient, *Bart Swanson Professorship, Louisiana State University* (2008 – 2009)

[Other Distinctions]

Recipient, University (*William R. Kenan*) *Fellowship, The University of North Carolina at Chapel Hill* (2003 – 2008)

Invitee, *National Communication Association Doctoral Honors Seminar, Purdue University, West Lafayette* (July 2006)

Recipient, *Outstanding Graduate Student Award, Communications, California State University, Fullerton* (2003)

Member, *PHI KAPPA PHI* (The Honor Society), *KAPPA TAU ALPHA* (National Honor Society in Journalism and Mass Communication), *PHI BETA DELTA* (Honor Society for International Scholars)

Recipient, *Silver Award, Student Ad Competition, Sports Seoul Newspaper Inc., Korea* (1996)

ACADEMIC AFFILIATIONS:

American Academy of Advertising (AAA), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), National Communication Association (NCA)

SERVICE:

[LSU Manship School of Mass Communication Service]

LSU Manship:

Advertising Area Head (2013 – present)

Current committees:

Advertising, public relations, graduate, assessment, associate dean for graduate studies search (2014), grant/undergraduate research, budget review, Kappa Tau Alpha (KTA), internships

Former committees:

Admissions/appeals, curriculum, MC3018 (Foundations in Media Research), full-time and part-time faculty (accreditation committee), advertising faculty search

Masters thesis/project chair:

Completed: Kulkarni, Arti (2009); Grove, Amber (2011, co-chair with Peggy DeFleur); Palmer, Cydney (2011); Viktorya, Mirzoyan (2013); Sturgill, Ellen (2014)

Masters thesis/project committee:

Completed: Broussard, Mallory (2011); Baron, Krista (2011); Hutchinson, Jessica (2013); Lang, Rebecca (2013); Li, Minjie (2014); Carman, Richard (2015); Evans, John (2015); Lee, Ashley (2015); Voelkel, Sarah (2015)

In Progress: Kisluk, Victoria; Nguyen, TuVy; Sanchez, Lacey

Ph.D. dissertation Committee:

Kamal, Mia (in progress)

Ad club advisor:

Advisor, American Advertising Federation – LSU Chapter

Founder/Advisor, Madison Avenue Project (MAP) – Advertising portfolio club

[University Service]

Co-chair, Academics & Quality Committee (2014 – present)

Chancellor's Future Leaders in Research, Faculty advisor (2008)

Advisor, CXC Distinguished Communicators Program:

Haefele, Alicia (2009-2010), Nicholas, Ebony (2013-2014), Ana Argueta (2014-2015)

Dean's Representative Dissertation Committee:

Bray, John Patrick (Theatre Studies, 2011), Bharad, Abhishek (Agricultural Economics, 2012-2014), Ericson, Justin (Cognitive Psychology, 2013-2014)

[Academic Service]

Journal reviews (Ad-hoc)

*Journalism & Mass Communication Quarterly (JMCQ), Journal of Advertising Research (JAR), Journal of Asian Communication (JAC), Journal of International & Intercultural Communication (JIIC), Electronic Journal of Communication (EJC), Advertising Research (Korean advertising journal), Asian Communication Research (ACR- editorial board member)**

Conference reviews:

American Academy of Advertising (AAA), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association

(ICA), National Communication Association (NCA), Society for Marketing Advances (SMA)

External grant review:

West Virginia University, 2013 Senate Research Grant Application Review

[General Service]

Secretary, Korean American Communication Association (KACA), (2009 – 2013)

Election Committee, Korean American Communication Association (KACA), (2011, 2013)

Principal, Korean Language School in Baton Rouge, (2009 –2010)

Teacher, Korean Language School in Baton Rouge, (2007 –2010; 2011-2013)

Outreach committee, Korean American Communication Association (KACA), (2007 –2009)

Student board member, Korean American Communication Association (KACA), (2006 –2007)

Infantryman, South Korean Army, (1992 –1993)

ADVERTISING BACKGROUND:

Advertising Diploma, *International Advertising Association (IAA)*, New York, NY (1996)

Certificate, *Korea Broadcasting Advertising Corporation (KOBACO) Advertising Institution*, operated by the Korean Government, Seoul, Korea (1996)

Founder/President, *Adison*, ad club in *Kyonggi University*, Korea (1996 –1997)

President, *Avinew* (10th), ad club, Seoul, Korea (1995 –1996)

Member, *Avinew*, ad club, Korea (August 1995 – present)

Member, *JOCAS*, copy-writing club, Korea (1996 – 1997)

Member, *Hitel Adver*, online ad club, Korea (1996 – 1997)

[Updated 06/02/2015]