

## SANGWON LEE

(Last updated February 14, 2020)

Department of Communication Arts

University of Wisconsin-Madison

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### EDUCATION

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|-----------------------------------|---|
| Ph.D.<br>Expected<br>March, 2020) | <b>Communication Science (Minor: Quantitative Methods)</b><br>Department of Communication Arts, University of Wisconsin-Madison<br>Dissertation: <i>Does Social Media Use Promote or Hinder Political Knowledge?: Providing an Overarching Framework and Testing Underlying Mechanisms</i><br>Advisor: Michael Xenos<br>Committee: Zhongdang Pan, Dhavan Shah, Hernando Rojas, and Lyn Van Swol |
| M.A. (2015)                       | <b>Communication</b><br>Department of Communication, Michigan State University  |
| B.A. (2013)                       | <b>Communication (Double Major: Sociology)</b><br>School of Media & Communication, Korea University, Seoul, Korea   |

### JOURNAL PUBLICATIONS

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- Lee, S., Nah, S., Chung, D., & Kim, J.** (in press). Predicting AI-News Credibility: Communicative Capital or Social Capital or Both?. *Communication Studies*.
- Carnahan, D., Bergan, D. E., & **Lee, S.** (2020). Do Corrective Effects Last? Results from a Longitudinal Experiment on Beliefs toward Immigration in the U.S. *Political Behavior*. doi: 10.1007/s11109-020-09591-9
- Lee, S. & Xenos, M.** (2019). Social distraction? Social media use and political knowledge in two US Presidential elections. *Computers in Human Behavior*, 90, 18-25.
- Lee, S.** (2019). Connecting Social Media Use with Gaps in Knowledge and Participation in Protest Context: The Case of Candle Light Vigil in South Korea. *Asian Journal of Communication*, 29, 111-127.
- Lee, S.** (2019). The Combined Effects of Organizational Engagement and Social Media Use on Protest Participation. *International Journal of Interdisciplinary Civic and Political Studies*, 14, 21-31.
- Lee, S.** (2018). The Role of Social Media in Protest Participation: Case of Candle Light Vigil in South Korea. *International Journal of Communication*, 12, 1523-1540.

- Lee, S. & Paik, J.E.** (2017). How partisan newspapers represented a pandemic: the case of the Middle East respiratory syndrome in South Korea. *Asian Journal of Communication*, 27, 82-96.
- Lee, S.** (2017). Implications of counter-attitudinal information exposure in further information seeking and attitude change. *Information Research*, 22(3). Retrieved from <https://eric.ed.gov/?id=EJ1156395>

## BOOK CHAPTERS

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- Lee, S.** (in press). Social Media Use and Social Movements. In J. van den Bulck, E. Scharrer, D. Ewoldsen, & M. L. Mares (Eds.), *Encyclopedia of Media Psychology*. New York, NY: Wiley.
- Dearing, J.W. & **Lee, S.** (2016). Diffusion of Innovations. In K. Jensen & R. Craig (Eds.), *International Encyclopedia of Communication Theory and Philosophy* (pp. 543-548). Hoboken, NJ: Wiley-Blackwell.

## MANUSCRIPTS IN PREPARATION

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- Lee, S., & Diehl, T.** You think you know? Effects of social media for news on knowledge miscalibration and political participation
- Diehl, T. & **Lee, S., & Weeks, B.** Psychological influences on news consumption and believing disinformation headlines
- Lee, S., & Tandoc, E.** The Cognitive Mediation Model: Factors Influencing Individual's Vulnerability to Fake News
- Koo, Z.X., Su, M.-H, **Lee, S.,** Ahn, S, & Rojas, H. What Motivates Correction of Fake news? Third-Person Perceptions, Perceived Norms, and Personality Traits. Under Review at *Communication Research*
- Xenos, M.A. & **Lee, S.** You can pick your friends, and you can pick your content...but letting your friends pick your content can improve political knowledge: Social media, newsfeed diversity, and gateway effects
- Lee, S., & Hong, Y.** A computational approach to understanding shifts in public opinions of feminism following the #MeToo movement
- Lee, S. & Xenos, M.A.** How Incidental is Incidental Exposure in Social Media? Relationships between Participation and Incidental Exposure to Political News on Social Media.
- Rojas, H. & **Lee, S.** Chat Apps and Affective Polarization in Japan, South Korea and the United States
- Nah, S, **Lee, S., & Liu, S.** Mobilizing for Community: Storytelling Network, Mobile Media, and Civic Engagement.

## CONFERENCE PRESENTATIONS

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- Lee, S. & Xenos, M.A.** How Incidental is Incidental Exposure in Social Media? Relationships between Participation and Incidental Exposure to Political News on Social Media. Paper accepted to *the 70th annual meeting of the International Communication Association (ICA) Annual Conference*, Washington, D.C. Gold Coast, Australia
- Lee, S.** (October, 2019). A computational approach to understanding shifts in public opinions of feminism following the #MeToo movement: Comparing U.S. and South Korean responses on Twitter. Paper presented at *the 2019 Southern Association for Public Opinion Research (SAPOR) Annual Conference*, Raleigh, North Carolina.
- Lee, S.** (August, 2019). Social Media, News-Finds-Me Perception, and Political Knowledge: Panel Analysis of Lagged Relationship. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Toronto, Ontario.
- Rojas, H., & Lee, S.** (May, 2019). Chat Apps and Affective Polarization in Japan, South Korea and the United States. Paper presented at *the 72nd annual meeting of the World Association for Public Opinion Research (WAPOR) Annual Conference*, Toronto, Ontario.
- Carnahan, D., Bergan, D. E., & Lee, S.** (May, 2019). Durability of Corrective Effect. Paper presented at *the 69th annual meeting of the International Communication Association (ICA) Annual Conference*, Washington, D.C.
- Koo, Z.X., Su, M.-H, Lee, S., Ahn, S., & Rojas, H.** (May, 2019). What Motivates Correction of Fake news? Third-Person Perceptions, Perceived Norms, and Personality Traits. Paper presented at *the 69th annual meeting of the International Communication Association (ICA) Annual Conference*, Washington, D.C.
- Lee, S.** (November, 2018). Digital Divide in the Era of Social Media. Paper presented at *the 104th annual meeting of the National Communication Association (NCA) Annual Conference*, Salt Lake City, UT.
- Lee, S. & Xenos, M.A.** (November, 2018). The Effects of Social Media on Citizens' Political Knowledge: Distractor or Facilitator?. Paper presented at *the 104th annual meeting of the National Communication Association (NCA) Annual Conference*, Salt Lake City, UT.
- Paik, J.E. & Lee, S.** (November, 2018). Face-saving at Play: How Young Adult Children Advise Their Parents about Voting in South Korea. Paper presented at *the 104th annual meeting of the National Communication Association (NCA) Annual Conference*, Salt Lake City, UT.
- Lee, S.** (August, 2018). How Motives for Political Information Seeking Online Influence Political Discussion Offline: Exploring a Missing Link Between Online Information Seeking and Political Discussion. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington, D.C.

- Lee, S.** (April, 2018). Connecting Social Media Use with Gaps in Knowledge and Participation in Protest Context: The Case of Candle Light Vigil in South Korea. Paper presented at *the annual meeting of the Central State Communication Association (CSCA) Annual Conference*, Milwaukee, WI. \* **Top 5 Paper** – Graduate Student Caucus
- Xenos, M.A. & **Lee, S.** (May, 2017). You can pick your friends, and you can pick your content...but letting your friends pick your content can improve political knowledge: Social media, newsfeed diversity, and gateway effects. Paper presented at *the 67th annual meeting of the International Communication Association (ICA) Annual Conference*, San Diego, CA.
- Lee, S.** & Paik, J.E. (June, 2016). How Exposure to Counter-attitudinal Messages from the Same Party Influence Further Online Information Seeking and Attitude Change. Paper presented at the 66th annual meeting of *the International Communication Association (ICA) Annual Conference*, Fukuoka, Japan.
- Lee, S.** & Paik, J.E. (June, 2016). How Partisan Newspapers Represented a Pandemic: The Case of the Middle East Respiratory Syndrome in South Korea. Paper presented at the research session of Korean American Communication Association (KACA) at *the 66th annual meeting of the International Communication Association (ICA) Annual Conference*, Fukuoka, Japan.
- Lee, S.** & Bergan, D. E. (November, 2015). The Multiple Roles of Party Cues. Paper presented at *the 101nd annual meeting of the National Communication Association (NCA) Annual Conference*, Las Vegas, NV.
- Morrison, K. & **Lee, S.** (February, 2015). In their own words: Suggestions for reducing discrimination against the LGBT community. Paper presented at *the 2015 International Association for Relationship Research mini-conference*, New Brunswick, NJ.

## **SCHOLARSHIPS, GRANTS, & AWARDS**

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- 2020     **Emerging Scholar Award** for the *16th International Conference on Technology, Knowledge and Society*, Champaign, Illinois, 26-27 March, 2020
- 2019     **Student Research Grants Competition (SRGC) Travel Award** from the Graduate School, UW-Madison
- 2018     **Mellon-Wisconsin Fellowship** (\$6,834) from the Mellon Foundation, in partnership with the state of Wisconsin  
*To fund dissertation research*
- Top 5 Paper** from the Graduate Student Caucus, Central States Communication Association Conference, Milwaukee

**NCA Caucus Student Travel Grant** from National Communication Association  
Diversity Council

**KACA-AEJMC Student Travel Grant Award** from Korean American  
Communication Association (KACA)

*Only one recipient was selected per annual conference*

**Student Research Grants Competition (SRGC) Travel Award** from the Graduate  
School, UW-Madison

**Graduate Student Research Grants** from the Department of Communication Arts,  
UW-Madison

*To fund dissertation research*

**Herman Award** from the Department of Communication Arts, UW-Madison

*For excellence in research*

2016 **Elliott Dissertation Scholarship** from the Department of Communication Arts, UW-  
Madison

*To fund dissertation research*

2015 **Pearce Award** from the Department of Communication Arts, UW-Madison

2014 **Summer Research Fellowship** from the College of Communication Arts & Sciences,  
Michigan State University

*To fund thesis research*

2012 **Honors Scholarship** from Korea University, South Korea

## MEDIA ATTENTION

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- 2019 “Social Media (Probably) Isn’t Making You Stupid. Social media gets unfairly maligned sometimes.” *Psychology Today*  
<https://www.psychologytoday.com/us/blog/unique-everybody-else/201904/social-media-probably-isn-t-making-you-stupid>
- 2018 “Here’s more evidence Facebook is harming democracy.” *Pacific Standard*  
<https://psmag.com/news/heres-more-evidence-facebook-is-harming-democracy>
- Facebook has good news and bad news about its data breach.” *The Verge*  
<https://www.getrevue.co/profile/caseynewton/issues/facebook-has-good-news-and-bad-news-about-its-data-breach-139500>
- 2016 “Political standing changes epidemic coverage.” *Journalism Research News*  
<http://journalismresearchnews.org/article-political-standing-changes-epidemic-coverage/>

## TEACHING EXPERIENCE

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### Teaching Assistant

DesignLab Digital Consultant, Fall 2019 & Spring 2020

*Helping students one-on-one with various digital projects, including presentations, posters, videos, audio, websites/blogs, infographics, and more*

*Delivering instructional presentations across campus about how to use digital communication technologies effectively to present and deliver content*

Introduction to Quantitative Research in Communication (CA 361), Spring 2018 & Spring 2019

Theory and Practice of Persuasion (CA 368), Fall 2016 & Spring 2017

Theory and Practice of Group Discussion (CA 266), Spring 2016 & Fall 2017

Introduction to Interpersonal Communication (COM 225), Fall 2014

### Guest Lecture

Lee, S. Concept Explication and Theory Construction Process. *JMC 822: Communication Research Methods*, Korea University (Seoul). July 2019

Lee, S. Applications of Two-Way ANOVA. *CA 361: Introduction to Quantitative Research in Communication*, University of Wisconsin-Madison. April, 2019

Lee, S. Does Social Media Facilitate Political Learning? *CA 509: Digital Media & Political Communication*, University of Wisconsin-Madison. February, 2018

## MENTORING EXPERIENCE

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2019- 2020	Mentor of the Korean-American Scientists and Engineers Association- Wisconsin Chapter
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## SERVICE

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Served as a reviewer for *Political Communication*, *Mass Communication and Society*, *Information, Communication & Society*, *International Journal of Press/Politics*, *Asian Journal of Communication*, *Journal of Youth Studies*, *Journal of Civil Society*, as well as multiple conferences including *International Communication Association (ICA)*, *National Communication Association (NCA)*, *Korean American Communication Association (KACA)*, and *Association for Education in Journalism and Mass Communication (AEJMC)*

Fall 2018  
- Fall 2019      Editorial Board Member for *Communication, Society and Media*

Fall 2018      Communication Science Graduate Student Representative

Summer 2018  
- Spring 2019      Graduate Student Liaison at AEJMC Political Division

Fall 2015      Center for Communication Research SONA System Administrator,  
UW-Madison  
*Managed the subject pool and extra-credit granting system*