

SANGWON LEE

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Department of Communication Arts

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EDUCATION

- Ph.D. **Communication Science (Minor: Quantitative Methods)**
 Expected December, 2019) Department of Communication Arts, University of Wisconsin-Madison
 Dissertation: *Does Social Media Facilitate or Distract Citizens' Political Knowledge?: Providing an Overarching Framework and Testing Underlying Mechanisms*
 Advisor: Michael Xenos
 Committee: Zhongdang Pan, Dhavan Shah, Hernando Rojas, and Lyn Van Swol
- M.A. (2015) **Communication**
 Department of Communication, Michigan State University
- B.A. (2013) **Communication**
 Department of Media & Communication, Korea University, Seoul, Korea

JOURNAL PUBLICATIONS

- 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

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.

Lee, S. Social Media Use and Social Movements/Protests. In J. van den Bulck, E. Scharrer, D. Ewoldsen, & M. L. Mares (Eds.), *Encyclopedia of Media Psychology*. New York, NY: Wiley. Invited manuscript in preparation.

MANUSCRIPTS IN PREPARATION

Lee, S., & Hong, Y. A computational approach to understanding shifts in public opinions of feminism following the #MeToo movement

Lee, S. & Xenos, M.A. The Role of Incidental News Exposure in Political Participation: Evidence Obtained from Panel data

Lee, S., Liu, S. & Nah, S. Mobilizing for Community: Storytelling Network, Mobile Media, and Civic Engagement

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

Rojas, H. & **Lee, S.** Chat Apps and Affective Polarization in Japan, South Korea and the United States

CONFERENCE PRESENTATIONS

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., & **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.** (November, 2015). The Multiple Roles of Party Cues. Paper presented at *the 101st 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

- 2019 **Student Research Grants Competition (SRGC) Travel Award** from the Graduate School, UW-Madison
- 2018 **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
- Graduate Student Research Grants** from the Department of Communication Arts, UW-Madison
To fund dissertation research
- Student Research Grants Competition (SRGC) Travel Award** from the Graduate School, UW-Madison
- Mellon-Wisconsin Summer Fellowship** (\$6,834) from The Mellon Foundation (Fellowship competition being administered by the UW-Madison Graduate School)
To fund dissertation research
- Herman Award** from the Department of Communication Arts, UW-Madison
For excellence in research
- Top 5 Paper** from the Graduate Student Caucus, Central States Communication Association Conference, Milwaukee
- 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

- 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

Teaching Assistant

Design Lab Digital Consultant, Fall 2019

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. Graphic Essay and Presentations/Visual Aids. *SW 840: Advanced Macro Practice*, University of Wisconsin-Madison. September, 2019

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

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

SERVICE

Served as a reviewer for *Information, Communication & Society*, *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 Editorial Board Member for *Communication, Society and Media*
- Fall 2019

Fall 2018 Communication Science Graduate Student Representative

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

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