

KWAN MIN LEE

Associate Professor (Tenured)
Annenberg School for Communication
University of Southern California
3502 Watt Way, Suite 326A
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EDUCATION

- Ph. D., Communication, Stanford University (June 2002)
 - Ph. D. Minor, Psychology, Stanford University (June 2002)
- MA, Telecommunication, Michigan State University (June 1998)
- BA, Mass Communication, Sogang University, S. Korea (August 1994)

ACADEMIC APPOINTMENTS

University of Southern California

- Associate Professor (Tenured), Annenberg School for Communication (2008 – Present)
- Assistant Professor, Annenberg School for Communication (2002 - 2008)
- Affiliated Faculty, Center for Robotics and Embedded Systems (2003 - Present)
- Research Affiliate, Center for Telecommunication Management (2004 - Present)
- Faculty Associate, Korean Studies Institute (2005 – Present)
- Faculty Supervisor, Annenberg London Program, London, UK. (2007-2008)

University of California, Los Angeles

- Visiting Professor, Department of Communication Studies (June, 2005 – Dec., 2005)

PUBLICATIONS

Books

- Lee, K. M., Watt, J., & Biocca, F. (eds.) (Prospectus under preparation). *Social Scientific Approaches to Computer Game Research*.

Referred Journal Articles

- Lee, K. M., Liao, K., & Ryu, S. (2007). Children's learning through computer-synthesized speech: Gender-consistency and gender-similarity effects. *Human Communication Research*, 22, 310-329.
- Lee, K. M., Peng, W., Yan, C., & Jin, S. (2006). Can Robots Manifest Personality?: An Empirical Test of Personality Recognition, Social Responses, and Social Presence in Human-Robot Interaction. *Journal of Communication*, 56, 754-772.

- Lee, K. M., Jung, Y., Kim, J., & Kim, S. (2006). Are Physically Embodied Social Agents Better Than Disembodied Social Agents?: The Effects of Physical Embodiment, Tactile Interaction, and People's Loneliness in Human-Robot Interaction. *International Journal of Human-Computer Studies*, 64, 962-973.
- Lee, K. M. (2006). Effects of Internet use on college students' political efficacy. *Cyberpsychology & Behavior*, 9, 415-422.
- Lee, K. M., & Lai, J. (2005). Speech vs. touch: A comparative study of the use of speech and DTMF keypad for navigation. *International Journal of Human Computer Interaction*, 19, 343-360.
- Lee, K. M., Park, N., & Song, H. (2005). Can a robot be perceived as a developing creature?: Effects of a robot's long-term cognitive developments on its social presence and people's social responses toward it. *Human Communication Research*, 31, 538-563.
- Lee, K. M., & Jung, Y. (2005). Evolutionary nature of virtual experience. *Journal of Cultural and Evolutionary Psychology*, 3, 159-178.
- Lee, K. M. & Nass, C. (2005). Social-psychological origins of feelings of presence: Creating social presence with machine-generated voices. *Media Psychology*, 7, 31-45.
- Lee, K. M. (2004). Why presence occurs: Evolutionary psychology, media equation, and presence. *Presence: Teleoperators and Virtual Environments*, 13, 494-505.
- Lee, K. M. (2004). Presence, explicated. *Communication Theory*, 14, 27-50.
- Jonsson, I., Nass, C., & Lee, K. M. (2004). Mixing personal computer and handheld interfaces and devices: Effects on perceptions and attitudes. *International Journal of Human Computer Studies*, 61, 71-83.
- Lee, K. M., & Nass, C. (2004). The multiple source effect and synthesized speech: Doubly disembodied language as a conceptual framework. *Human Communication Research*, 30, 182-207.
- Lee, K. M., Park, N., & Jin, S. (2004). Computer gamesui narrativewa interactivity. *Game Sanup Journal: Journal of Game Industry & Culture*, 4, 105-127. (Note: Published in S. Korea). Reprinted in Special Edition of *Journal of Game Industry & Culture*, 5, 51-74.
- Lee, K. M., & Peng, W. (2004). Effects of playing computer/video games. *Journal of Media Economics & Culture*, 2 (3), 7-52.
- Lee, K. M. (2002). Modeling the regional differences in 3G standardization: the Entrepreneur, the Committee, and the Gambler. *Communications and Strategies*, 47, 11-32.

- Lai, J., Mitchell, S., Viveros, M., Wood, D., & Lee, K. M. (2002). Ubiquitous access to unified messaging: A Study of Usability and the Limits of Pervasive Computing. *International Journal of Human Computer Interaction*, 14 (3), 385-404.
- Nass, C., & Lee, K. M. (2001). Does computer-generated speech manifest personality?: Experimental tests of recognition, similarity-attraction, and consistency-attraction. *Journal of Experimental Psychology, Applied*, 7(3), 171-181.
- Lee, K. M. (2000). MUDs and self-efficacy. *Educational Media International*, 37(3), 177-183.
- Park, N., & Lee, K. M. (in press). Effects of online news forum on corporate reputation. *Public Relation Review*.
- Park, N., Lee, K. M., & Cheong, P. H. (in press). User acceptance of e-learning in higher education: An application of the technology acceptance model. *Journal of Computer-Mediated Communication*.

Chapters in Books and Articles in Referred Conference Proceedings

- Lee, K. M. (2006). Phenomenological understanding of social responses to synthesized speech. In P. Messaris, & L. Humphreys (Eds.). *Digital media: Transformations in human communication* (pp. 127-138). New York: Peter Lang.
- Lee, K. M., Park, N., & Jin, S. (2006). Narrative and interactivity in computer games. In P. Vorderer, & J. Bryant (Eds.) *Playing Video Games: Motives, Responses, and Consequence* (pp. 259-274). Mahwah, NJ: Lawrence Erlbaum Associates.
- Jung, Y., & Lee, K. M. (2004). Effects of physical embodiment on social presence of social robots. *Proceedings of Presence 2004*, 80-87.
- Lee, K. M., & Nass, C. (2003). Designing social presence of social actors in human computer interaction. *Proceedings of the CHI 2003 Conference on Human Factors in Computing Systems*, 289-296.
- Lee, K. M. & Peng, W. (2003). Effects of screen size on physical presence, self presence, mood, and attitude toward virtual characters in computer/video game playing. *Programme Book of the 6th Annual International Workshop on Presence*, Abstract only in p. 23.
- Morishima, Y., Nass, C., Bennett, C., & Lee, K. M. (2001). Effects of "Gender" of Computer-Generated Speech on Credibility. *Technical Report of IEICE*, 101 (349), 7-12.
- Nass, C. & Lee, K. M. (2000). Does computer-generated speech manifest personality?: An experimental test of similarity-attraction. *Proceedings of the CHI 2000 Conference on Human Factors in Computing Systems*, 329-336.

- Lee, K.M. (1995). Research on the open market and structural changes in Korea television industries. *Sogang Nonjip, 9th Annual Edition*, 171-188.
- Lee, K. M. (in press). The media equation. In W. Donsbach (Ed.). *International Encyclopedia of Communication*. Washington, D. C.: ICA (International Communication Association).
- Lee, K. M. (in press). Interactivity. In W. Donsbach (Ed.). *International Encyclopedia of Communication*. Washington, D. C.: ICA (International Communication Association).
- Lee, K. M., Peng, W., & Park, N. (in press). Effects of video and computer games. In J. Bryant, & Oliver, M. B. (Eds.) *Media Effects: Advances in Theory and Research* (3rd edition). Mahwah, NJ: Lawrence Erlbaum Associates.

Other Publications

- Ryu, S.H., Kim, M. K., Lee, K. M., Jung, Y. J., Suk, S. H., & Kim, B. Y. (2005). *Research Report on the Effects of Educational Games*. Book-length Research Report to the Ministry of Education, S. Korea & Korea Game Development Agency (KGDA). Seoul, S. Korea: Kangwon National University, S. Korea.
- Lee, K. M. (2004). *Impact of Information Technologies on Society and Mind: Review of US Literature*. . Book-length Research Report to Korea Information Strategy Development Institute (KISDI). Seoul, S. Korea: Korea Information Strategy Development Institute (KISDI).

RESEARCH GRANTS

Principle Investigator

- *Feelings of Social Presence in Human-Robot Interaction* (2007). Grants for Advancing Scholarship in the Humanities and Social Sciences. University of Southern California. \$25,000. –Submitted but Not Funded.
- *Effects of New Interface Devices in Computer Games* (2007). ASC Games Group, Annenberg School for Communication, \$1,000.
- *Leveraging Social Presence in Mobile Commerce* (2004-2005). Center for Telecommunication Management, University of Southern California, Internal CTM fund for a course buyout, \$6,000.
- *Effects of Narratives in Game Experience* (2003-2004). ASCGames Group, Annenberg School for Communication, \$20,000
- *Information Technology impact on Society and Mind* (2003-2004). Korea Information Strategy Development Institute (KISDI), S. Korea, \$15,000

- *New Faculty Start-up Grant* (2002-2004). Annenberg School for Communication, University of Southern California, \$20,000

Co-Principle Investigator

- *Annenberg Games Workshop* (2007). The Annenberg Foundation, \$50,000.
- *Interactive Biology Learning Modules for the 2020 Classroom* (2004). National Science Foundation, NSF Proposal Number (0437854), \$1,846,393 – Submitted but Not Funded.
- *Annenberg Studies on Computer Games* (2003-2004). The Annenberg Foundation, \$250,000.

Sub Contractor

- *Acquisition of an Assistive Humanoid Robot Platform for a Human Centered Robotics Laboratory* (2006–2009). National Science Foundation, NSF Award Number (0619937), \$ 500,000.
- *Institute for Socially Optimized Learning in Virtual Environments* (2005). National Science Foundation, NSF Proposal Number (0542012), \$ 19,999,674 – Submitted but Not Funded.

EDITORIAL BOARDS

- *Human Communication Research*
- *Journal of Communication*
- *Media Psychology*
- *Korean Prospect* (Founding Member)
- *The Open Communication Journal*
- *International Journal of Mobile and Blended Learning*

PROFESSIONAL AWARDS AND HONORS

- Nominated for Faculty Fellow at Center for Excellence in Research, Spring, 2007.
- Best Paper Award, Humanities and Social Science Division, HCI 2007 Conference: Over the Rainbow. Pyungchang, S. Korea, February 5-8. 2007.
- Certificate of Achievement in Professional Grant Proposal Writing, The Grant Institute, April, 2005
- Recognized by Essential Science Indicators as having a publication listed among the top 1% of articles cited in the field according to the ISI Web of Science – 2004.

- Top Student Paper Award, Communication and Technology (CAT) Division, Annual Conference of the International Communication Association (ICA), Seoul, July 15-18, 2002.
- Nathan Maccoby Graduate Fellowship for Best Dissertation, Stanford University, Spring/2002.
- Top Paper Award, Communication and Technology (CAT) Division, Annual Conference of the International Communication Association (ICA), Washington, D.C., May 24-28, 2001.
- Top Student Paper Award, Communication and Technology (CAT) Division, Annual Conference of the International Communication Association (ICA), Washington, D.C., May 24-28, 2001.
- Lily M. and Henry J. Budde Fellowship, Stanford University, 2001 – 2002.
- The Stanford Asia Pacific Scholars Fellowship, The Asia/Pacific Scholars Program, Stanford University, 1999-2000.
- Stanford University Fellowship, Dept. of Communication, Stanford Univ., 1998 – 1999.
- Korean Presbyterian Church of Metro Detroit (K.P.C.M.D.) Scholarship, Oct. 1997.
- Graduate Office Scholarship, Dept. of Telecommunication, Michigan State Univ., Summer/ 97, Fall/ 97, Spring/ 98.
- Top Paper Award (\$5,000 cash prize and round trip air fare to Korea). Humanity, Society, and the 21st century: Worldwide Internet Essay Contest. Lee, K.M.(1997). *Information Privacy in Cyberspace*, Seoul, Korea, May 1997.
- Top Paper Award (\$800 cash prize). Fifth Annual Information and Telecommunication Thesis Competition (sponsored by LG Telecomm, Inc.). Lee, K.M.(1997). *Will the use of the Internet realize electronic democracy?* May 1997.
- Top Paper Award (\$500 cash prize). Forth Annual SK Open Thesis Competition (sponsored by SunKyung Co.). Lee, K.M. (1997). *Policy for the protection of information privacy in information age*. April, 1997.
- University Scholarship, Sogang University, Fall/ 93, Spring/ 90.
- University Entrance Scholarship (for Top 0.5% admitted students), Sogang University, February, 1990.

INDUSTRY CONSULTANCIES AND EXPERIENCE

- Member of Advisory Board, Digital Interactive Systems Corporation (<http://www.discoverconsole.com>). 2006 – Present.

- HRI (Human Robot Interaction) Consultant, Samsung Electronics Co., Keehung, S. Korea. Area: Human Robot Interaction Research & Design. 2004
- Ph.D. Summer Research Intern, IBM T. J. Watson Research Center. Hawthorne, NY. Area: Human Computer Interaction Research & Design; DTMF experiment; Usability Experiments, Test & Analysis. 2001
- Research Behavior Analyst, Quack.com (now part of AOL Time Warner, Inc.). Area: User Log Analysis; Phone Ad Effects Study; Usability Tests; Build Internal Usability Library; Interface design. 2000

INVITED TALKS, WORKSHOPS, AND KEYNOTE SPEECHES

- *Product Design and Feelings of Presence*. LG Techno-Conference, Palo Alto, CA, Nov. 18, 2006.
- *Feelings of Presence in Virtual Experience*. Annenberg Research Seminar, Annenberg School for Communication, University of Southern California, Los Angeles, CA, Nov. 13, 2006.
- *Virtual Experience*. Science Studies Colloquium, University of California, San Diego, La Jolla, CA. Nov. 6, 2006.
- *Why Presence Occurs*. Online, Offline, & The Concept of Presence: When Games and VR Collide. Workshop hosted by USC's Institute for Creative Technologies. Marina del Rey, CA. Oct. 25-27, 2006.
- *Making Renaissance Scholars of 21st Century at USC*. Korea Press Center, Seoul, Korea, September 28th. 2006.
- *Interacting with Virtual Social Actors*. School of Communication. Northwestern University. Evanstone, IL. January 11th. 2006.
- *Social Presence in Virtual Experience*. International Conference on Digital Contents and Communication, Seoul National University, Sponsored by Korea Culture & Content Agency (KOCCA) (<http://www.kocca.or.kr>), Seoul, S. Korea, December 16th, 2005
- *Presence and Computer Games*. NCSOFT Inc. (www.ncsoft.com), S. Korea, May 13th. 2005.
- *Online Gaming: Just for fun - or Enterprise Tool for Engaging Customers and Education*. Keynote Speaker, Speak & Spark, Center for Telecommunication Management (CTM), University Club, USC, January 28th, 2005.
- *Network-Centric Defense Technologies and Emerging Commercial Telecom Applications*. Speak & Spark, Center for Telecommunication Management (CTM), November 5th, 2004.

- *Implications of Digital Technologies on the Future of Journalism*, Informal Lecture to the Delegation of the Press Arbitration Commission (PAC) of S. Korea (www.pac.or.kr), University of Southern California, October 29th, 2004.
- *Asia, Next Generation Networks, and Global Competition Workshop*. Berkeley Roundtable of International Economy (BRIE), University of California, Berkeley, August 25th. 2003
- *Personality in Voice User Interfaces*. Information Science Institute (ISI), Marina del Rey, CA., September 17th. 2002
- *Social Responses to Synthesized Speech*. ASC Research Seminar. Annenberg School for Communication, University of Southern California. Los Angeles, CA, February, 17th, 2002.
- *Social Responses to Synthesized Speech*. ASC Colloquium Series. Annenberg School for Communication, University of Pennsylvania. Philadelphia, PA., February, 8th, 2002.
- *Social Responses to Synthesized Speech*. Department of Communication, University of Michigan, January 19, 2002.
- *Social Responses to Synthesized Speech*. Department of Communication, Cornell University, December, 12, 2001.
- *Social Responses to Synthesized Speech*. School of Journalism and Mass Communication, University of Kansas, December 5, 2001.
- *Social Responses to Synthesized Speech*. School of Journalism and Mass Communication, Ohio State University, November, 8th, 2001.
- *Social Responses to Synthesized Speech*. Department of Language, Literature, and Communication, Rensselaer Polytechnic Institute, Oct 26, 2001

REFERRED CONFERENCE PRESENTATIONS

- Lee, K. M., Ryu, S., & Jung, E. (2007). Effects of Networked Interactivity in Educational Games: Mediating Effects of Social Presence. Paper accepted for presentation at Annual International Workshop on Presence. Barcelona, Spain, Oct., 2007.
- Lee, K. M. (2007). *Social Presence in Human Robot Interaction*. Paper presented at the Annual Conference of the International Communication Association (ICA), San Francisco, USA, May, 2007.
- Park, N., & Lee, K. M. (2007). *Effects of Discussions in Online News Forum on Corporate Reputation*. Paper presented at the Annual Conference of the International Communication Association (ICA), San Francisco, USA, May, 2007.

- Ryu, S., Y. Jang, Lee, K. M., Lee, J., Kim, B., & Y. Hong (2007). *A Study on Effects of Edu-Games: Focused on Narratives and Platforms*. Paper presented at HCI 2007 Conference. Pyungchang, S. Korea, February 5-8. 2007.
- Peng, W., Klein, J., & Lee, K. M. (2006). *Will Role Playing Video Game Influence How You Judge? Favoritism towards Similar Roles and Social Judgments towards Criminality*. Paper presented at the Annual Conference of the International Communication Association (ICA), Dresden, Germany, June, 2006
- Yates, D., Lee, K. M., Omar, E. (2006). *Leveraging presence in the design of mobile services: Challenges, opportunities, and value creation*. Paper presented at Helsinki Mobility Roundtable, Helsinki, Finland, June, 2006.
- Lee, K. M. (2005). *Presence as a mediator for psychological effects of computer games*. Panel presentation at the Annual Conference of the International Communication Association (ICA), New York, NY, May, 2005
- Lee, K. M., & Jung, Y. (2005). *Evolutionary nature of virtual experience*. Paper presented at the Annual Conference of the International Communication Association (ICA), New York, NY, May, 2005
- Lee, K. M., Jin, S., Park, N., & Kang, S. (2005). *Effects of narrative on feelings of presence in computer-game playing*. Paper presented at the Annual Conference of the International Communication Association (ICA), New York, NY, May, 2005
- Jung, Y., & Lee, K. M. (2005). *Are physically embodied social agents better than disembodied social agents?: Effects of embodiment, tactile interaction, and people's loneliness in human-robot interaction*. Paper presented at the Annual Conference of the International Communication Association (ICA), New York, NY, May, 2005
- Lee, K. M., Jin, S., Park, N., & Kang, S. (2004). *Effects of narrative on feelings of presence in computer/video games*. Paper presented at USC Game Summit. Los Angeles, CA, Oct., 2004.
- Jung, Y., & Lee, K. M. (2004). *Effects of physical embodiment on social presence of social robots*. Paper presented at the 7th Annual International Workshop on Presence. Valencia, Spain, Oct., 2004.
- Lee, K. M., Park, N., & Song, H. (2004). *Can a robot be perceived as a developing creature?* Paper presented at the Annual Conference of the International Communication Association (ICA), New Orleans, LA, May, 2004
- Yan, C., Peng, W., Lee, K. M., Jin, S. (2004). *Can robots have personality? An empirical study of personality manifestation, social responses, and social presence in human-robot interaction*. Paper presented at the Annual Conference of the International Communication Association (ICA), New Orleans, LA, May, 2004

- Peng, W., Lee, K. M. (2004). *What do we know about computer and video games?: A comprehensive review of literature*. Paper presented at the Annual Conference of the International Communication Association (ICA), New Orleans, LA, May, 2004
- Lee, K.M., Song, H., & Park, N. (2003). *Effects of artificial developments on social presence of social robots*. Paper presented at the 6th Annual International Workshop on Presence. Aalborg, Denmark. Oct, 2003.
- Lee, K. M. (2003). *What is presence and why it occurs*. The 6th Annual International Workshop on Presence. Aalborg, Denmark. Oct, 2003.
- Lee, K. M. & Peng, W. (2003). *Effects of screen size on physical presence, self presence, mood, and attitude toward virtual characters in computer/video game playing*. The 6th Annual International Workshop on Presence, Aalborg, Denmark. Oct, 2003.
- Lee, K.M. (2003). *Playing computer games with a large screen: The effect of screen size on presence, mood, and social responses to game characters*. Annual Conference of the International Communication Association (ICA), San Diego, CA, May, 2003.
- Lee, K.M. (2003). *Presence, explicated*. Annual Conference of the International Communication Association (ICA), San Diego, CA, May, 2003.
- Lai, J., & Lee, K. M. (2002). *Choosing speech or touchtone modality for navigation within a telephony natural language system*. 7th International Conference on Spoken Language Processing (ICSLP 2002), Denver, CO, September 16 - 20, 2002.
- Lee, K. M. (2002). *Can multiple computer voices manifest multiple human sources?: The effect of multiple synthetic voices on persuasion in e-commerce*. Annual Conference of the International Communication Association (ICA), Seoul, S. Korea, June 2002.
- Lee, K.M. (2001). *Internet use and political efficacy*, Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C., August 5 - 8, 2001.
- Lee, K.M. & Nass, C. (2001). *Social presence of social actors: Creating social presence with machine-generated Voices*. Presence 2001: 4th Annual International Workshop, Philadelphia, PA, May, 2001.
- Lee, K.M. (2001). *Modeling the regional differences in the 3G mobile standardization process: The entrepreneur, the committee, and the gamble*. Annual Conference of the International Communication Association (ICA), Washington, D.C., May, 2001.
- Lee, K.M. (2001). *Social responses to computer-synthesized voices*. Annual Conference of the International Communication Association (ICA), Washington, D.C., May, 2001.

- Lee, K.M. (2000). *TTS Personality and choice: The value of user choice in interface design*. Experiments in Voice User Interface Seminar, Center for the Study of Language and Information (CSLI), Stanford University, June, 2000.
- Lee, K.M. (1999). *An experimental test of similarity-attraction*. Automated Social Interaction and Internet Commerce, Center for the Study of Language and Information (CSLI), Stanford University, November, 1999.
- Lee, K.M. (1999). *Media use explicated*. Communication as Meaning: The Western States Communication Conference, Communication Graduate Student Association, April, 1999.
- Lee, K.M. (1997). *Will the use of the Internet increase political efficacy?*, "The Global Village: Past, Present and Future": 11th Annual Communication Research Conference, Ohio University, Oct. 24-25, 1997.

TEACHING

Graduate Courses

- COMM 620. Studies in Communication Theory: Minds and Media
 - General Instructor Evaluations [GIE]: 5.00 out of 5 (Spring/04); 4.80 out of 5 (Spring/03)
- COMM 631. Minds and Media: Evolutionary Psychology and Communication
 - GIE: 4.75 out of 5 (Summer/07); 5.00 out of 5 (Spring/06); 5.00 out of 5 (Spring/05)
- COMM/CMGT 533. Emerging Communication Technologies
 - GIE: 5.00 out of 5 (Fall/07); 4.78 out of 5 (Summer/07); 4.67 out of 5 (Fall/06); 4.80 out of 5 (Spring/06)

Undergraduate Courses

- COMM 473 Advanced Issues in Communication Technologies
 - GIE: 5.00 out of 5 (Fall/04)
- COMM 495 Social and Psychological Issues of Computers and Interfaces
 - GIE: 4.86 out of 5 (Spring/03); 3.89 out of 5 (Fall/03)
- COMM340 Cultures of New Media
 - GIE: 5.00 out of 5 (Fall/07)
- COMM 301 Empirical Research in Communication
 - GIE: 3.68 out of 5 (Spring/04); 3.12 out of 5 (Fall/03)

Teaching Honors and Awards

- USC-Mellon Awards for Excellence in Mentoring. Center for Excellence in Teaching, University of Southern California, April 17th, 2007.
- Selected to provide USC WELCOME WEEK 2007 MICRO-SEMINAR on "Virtual Experience and Feelings of Presence" to incoming freshmen. May, 2007.

- Nominated for Provost Award for Teaching with Technology. Center for Technology Enhanced Learning. University of Southern California, Spring, 2007.
- Certificate of Recognition as an Exceptional Mentor, Inaugural Mellon Mentoring Honors Reception, Center for Excellence in Teaching, University of Southern California, April 19th, 2005

Advising

- Ph.D. Advisee
 - Annenberg School for Communication: Robby Ratan (2006)
- Ph.D. Dissertation Committees
 - Annenberg School for Communication: Wei Peng (2006); Namkee Park (2007); Seung-A Jin (2007); Hayeon Song (2007)
 - Marshall School of Business: David N. Yates (2006)
 - Department of Computer Science: Boyoon Jung (2004)
 - Rossier School of Education: Hiroshi M. Sasaki (2006)
- Ph.D. Qual Committees
 - Annenberg School for Communication: Wei Peng (2004); Namkee Park (2005); Seung-A Jin (2005); Younbo Jung (2005); Hayeon Song (2006); Elaine Chan (2006)
- M.A. Thesis Advisee
 - Annenberg School for Communication: Jay Moon (2007)
- Undergraduate Honor Theses
 - Katharine Liao (2004); Adrian Kann (2003); Arbi Derzakharian (2003); Tommy Hung Keng Lim (2003)
- Graduate Research Assistants
 - Robby Ratan (2006), Wei Peng (2004; 2005); Younbo Jung (2004); Chang Yan (2003); Seung-A Jin (2003); Namkee Park (2006; 2003; 2002)
- Graduate Independent Studies
 - Hayeon Song (2003); Elizabeth Hoffman (2007).
- Undergraduate Independent Studies
 - Brian Woo (2005); Alexander Cooley (2007); Julian Klein (2004); Jonnie Chiu (2003)

Notable Student Placement

- Ph.D. Student Co-Authors:
 - Namkee Park: Assistant Professor at University of Oklahoma
 - Nathan David Yates: Assistant Professor at University of Maryland
 - Younbo Jung: Assistant Professor at Nanyang Technological University
 - SeungA Jin: Assistant Professor at Boston College

- Undergraduate Honor Seminar and MA Theses Advisees:
 - David Bosko: Received Full Scholarship from Harvard Law School.
 - Katharine Liao: Law School at Boston University
 - Dennis Bullock: Received Full Fellowship from Claremont Graduate University
 - Jay Moon: Ph.D. Program, University of Texas, Austin

SERVICES

Society

- Member of Advisory Board, World Cyber Edugames (WCE) Competition between China and S. Korea. Sponsored by the Korea Education & Research Information Service, the Korea Game Development & Promotion Institute of Korea, the Chinese Communist Youth League and the Young Pioneers. 2005. Details at <http://www.wedugame.com/>

Community

- Advisory Director of Community Research, Encino Chamber of Commerce, Encino, CA. <http://www.encinochamber.org/>

Academic Discipline

- Editorial Board Member
 - *Human Communication Research* (since 2005)
 - *Journal of Communication* (since 2006)
 - *Media Psychology* (since 2006)
 - *Korean Prospect* (since 2005)
 - *The Open Communication Journal* (since 2008)
 - *International Journal of Mobile and Blended Learning* (since 2008)
- Ad-Hoc Journal Reviewer
 - *Communication Research*
 - *Communication Theory*
 - *Journal of Communication*
 - *Human Communication Research*
 - *International Journal of Human Computer Interaction*
 - *Journal of Computer-Mediated-Communication*
 - *Media Psychology*
 - *Presence: Teleoperators and Virtual Environments*
- Ad-Hoc National Grant Application Reviewer
 - *Social Sciences and Humanities Research Council of Canada* (January, 2008)
- Founding Member, ICA Interest Group in Game Studies. International Communication Association. 2005

- Vice President, Korean American Communication Association (KACA), 2005 – 2007.
<http://www.kacanet.org/>
- Conference Reviewer
 - ACM (Association for Computing Machinery) CHI (Computer Human Interaction) Conference
 - ACM (Association for Computing Machinery) CSCW (Computer Supported Cooperative Works)
 - Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC)
 - Annual Conference of the International Communication Association (ICA)
 - Annual Conference of the National Communication Association (NCA)
 - Annual International Workshop on Presence

USC

- Faculty Marshall, Public Relation Research Field Trip to China and Hong Kong (Visited Companies: Motorola, IBM, Boeing, Citi Group), University of Southern California, 2005
- Faculty Advisor, Korean International Student Association (KISA) (<http://www-scf.usc.edu/~kisa/>), University of Southern California. 2003.
- Faculty Participant. USC Strategic Planning Retreat. Santa Monica, CA. September, 2003.

Annenberg School

- Faculty Advisor in London, Annenberg School for Communication, University of Southern California, 2007.
- Faculty Merit Review Committee, Annenberg School for Communication, University of Southern California, 2002, 2006.
- Technology Committee, Annenberg School for Communication, University of Southern California, 2004, 2006.
- Grade Dispute Committee, Annenberg School for Communication, University of Southern California, 2004, 2006.
- Faculty Participant, Annual Professor Mixer. Annenberg Student Communication Association (ASCA). University of Southern California. March 04, 2004.
- Faculty Search Committee, Heath Communication Position, Annenberg School for Communication, University of Southern California, 2003.

MEDIA FEATURES AND OUTREACH

- Interview in Greater Good magazine published by UC Berkeley, “Can Robots Feel Your Pain?” (pp. 4-5), August 2007.
- Interview with OCLC (Online Computer Library Center) (<http://www.oclc.org/>) on the future of online community and online library search. Dublin, OH., Nov. 13. 2006.
- Quoted in Online Journalism Review (www.ojr.org), “It feels relevant: biological tactility in news media,” September 25, 2006.
- Interview with McKinsey & Company on the issue of Human Robot Interaction in domestic settings, April 26, 2006.
- Interview in USA Today, “TiVo's Ripple Effect: Water-Cooler Chill”, March 23, 2005.
- Interview in The Detroit Press, “TiVo transforms TV gossip: Digital video recorder users have to be careful not to overhear plot twists of still-unseen shows”, April 20, 2005.
- Interview in The Washington Post, “Computer Voices Carry”, October 8, 2001.
- A study featured in BBC News, “Robots Say It with Feeling”, October 1, 2001.
- A study featured in Science Daily, “We "Hear" Personality In Computer-Generated Speech And The More It Sounds Like Us, The More We Like It” October 1, 2001.