KACA 40th Anniversary Conference Program

Thursday, August 9

9:00 a.m. -10:15 a.m.  Opening Plenary  
Congressional Hall A & B  
Presider: Seok Kang, Texas-San Antonio

Welcome  
Eyun Jung Ki, President, Korean American Communication Association  
Jennifer Greer, President, AEJMC  
Sang Hyun Nam, Korean Foundation for International Cultural Exchange

Keynote  
Yongjin Kim, President, Korea Center for Investigative Journalism

10:30 a.m. -11:45 a.m.  Session 1: Media & Communication Research in the Age of Artificial Intelligence & Hyper-Connectivity  
Meeting Room 2  
Presider: Jin-Ae Kang, East Carolina University  
Discussant: Shuhua Zhou, University of Missouri

Comparisons of Information Dissemination Patterns during Two Natural Disasters in Korea  
Yongsuk Hwang, Jaekwan Jeong, & Dawoon Jung, Konkuk University

How Do Users Experience the Interaction with an Immersive Screen?  
Dong Hee Shin, Joongang University

Understanding algorithm bias: the suggestions for prevention against algorithmic discrimination  
Kitae Kim, Konkuk University

Session sponsored by Cybercommunication Academic Society

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Session 2: Korean Wave, Culture and Globalization I  
Congressional Hall A & B  
Presider: Dal Yong Jin, Simon Fraser University

Say Hello to Hallyu Emirati Nation: The Rising Korean Wave among Emirati Women and its Impact on their Cultural Identity  
Urwa Mohammad Tariq, UAE University

Webtoon Goes Viral?: The Globalization Processes of Korean Online Comics  
Jaehyeon Jeong, Temple University
Korean Wave under Park in the Dark: How the Discourse of Creativity Became an Enemy of Cultural Diversity and Democracy
Siho Nam, University of North Florida

“Friends Tell me I’m Korean-Style”: The Korean Wave and the Negotiation of Attractiveness among Korean Americans
Hae Lim Suh, Temple University

Session sponsored by Korean Foundation for International Cultural Exchange (KOFICE)

12:00 p.m. - 1:30 p.m. Lunch Time Plenary
Congressional Hall A & B
Presider: Gi Woong Yun, University of Nevada-Reno

Book Launching
Celebrating Communication Scholarship on Korea

Panelists
Dal Yong Jin, Simon Fraser University
Nojin Kwak, University of Michigan – Ann Arbor
Kyu Ho Youm, University of Oregon
Hun Shik Kim, University of Colorado
Jae-Hwa Shin, University of Southern Mississippi
Shin Dong Kim, Hallym University, Korea
Seok Kang, University of Texas-San Antonio
Hye-Ryeon Lee, University of Hawaii - Manoa
Yong Chan Kim, Yonsei University
Seungahn Nah, University of Oregon
Eyun Jung Ki, University of Alabama

1:45 p.m. - 3:00 p.m. Session 3: Politics, Democracy, and Korea
Meeting Room 2
Presider: Kyung Jung Han, California State University, Bakersfield
Discussant: Seihill Kim, South Carolina

Three Main Determinants of Other-Self Perceptual Gap in Partisan News Effect: Evaluation of News Desirability, Self-Other Perceptual Gap in Political Knowledge, and Self-Other Perceptual Gap in Critical Literacy for Political Information
Sungeun Chung & Yunjin Choi, Sungkyunkwan University

Exploring Attributes and Roles of Presidential Candidates’ Dialogic Communication (PCDC) during the 2017 Presidential Campaign in South Korea
Bitt Moon & Sung-Un Yang, Indiana University

PyeongChang, Pyongyang or Pyeonghwa (Peace in Korean) Olympic Games? An Exploration of the Frames between Partisan Media and Framing Effects
Kwansik Mun, Moonhoon Choi, & Hyungjin Gill, University of Wisconsin-Madison
News Frames during Former President Park Scandal and Public Reaction
Kang Hoon Sung, California State Polytechnic University - Pomona,
Hyejoon Rim, University of Minnesota, & Sora Kim, Chinese University of Hong Kong

**Session 4: Korean Wave, Culture and Globalization II**
*Meeting Room 8*
*Presider: Isaac (Changwan) Woo, James Madison*

Strategic approaches of Korean Broadcasting System making the Korean Wave: A Case of KBS Music Bank World Tour in Chile
Hyunsuk Jang, *Korean Broadcasting System & Sungkyunkwan University*

The Politics of Fandom: Social Media as a New Battlefield between Korean and Western Fans
Hyeri Jung, *Eastern University*

Transcultural Consumption of Korean Popular Culture in Latin America: An Analysis of Vibrant Hallyu Fan Activities in Chile
Wonjung Min, *Pontifical Catholic University of Chile*
*Dal Yong Jin, Simon Fraser University*
Kyong Yoon, *University of British Columbia, Okanagan*

**Session 5: 3 Minute Thesis Competition**
*Meeting Room 9*
*Presider: Jisu Huh, University of Minnesota*

The effects of smartphone adoption, skill and use on cross-cultural adaptation: The case of North Korean defectors
Dawoon Jung, *Konkuk University*

Predictors and Effectiveness of Parental Mediation of Young Children’s Smartphone Use in South Korea
Regina Jihea Ahn, *University of Illinois at Urbana-Champaign*

Public service at the intersection of journalism, globalization and English: South Korea’s English language press
John Christopher Carpenter, *University of Iowa*

Imagining National Cuisine: Food, Media, and the Nation: How has Korean food television discursively constructed the Korean nation in contemporary globalization?
Jaehyeon Jeong, *Temple University*
Making, Connecting, and Complicating Home: South Korean Transient Migrants’ Media Use and Everyday Lives in Austin
Shin Hea Lee, University of Texas at Austin

Fearful Misinformation and Systematic/Heuristic Corrective Information in the Spread of Health Virus
Jiyoung Lee, Syracuse University

The Role of Social Media in Protest Participation: The Case of Candlelight Vigils in South Korea
Sangwon Lee, University of Wisconsin-Madison

Is the Cultural Difference in Time Perception Still There?: Impact of Eastern and Western Views on Perceived Length of Social Media Video Advertisement
Youngwoong Jeon, University of Texas at Austin

English Speech and Debate in East Asia
Pablo Gannon, Wake Forest University

Breaking the silence: Extending theory to address the underutilization of mental health services among Chinese immigrants in the United States
Queenie Jo-Yun Li, University of South Carolina

What Do You Mean Sorry?: The Impact of Culture on Crisis Responses
Jungkyu Rhys Lim, University of Maryland - College Park

American Audiences’ View of Korea and Korean Products: The Influence of Direct Contact with Koreans, Mediated Contact with K-pop, and Parasocial Relationship with K-pop Stars
Ruonan Zhang, Bowling Green State University

3:15 p.m. - 4:30 p.m.  **Session 6: Perspectives on Endowed Chair Professorship**
Meeting Room 2
Presider: Ji Young Kim, University of Hawaii at Manoa

**Panelists**
Kyu Ho Youm, Jonathan Marshall First Amendment Chair Professor, University of Oregon
Jisu Huh, Raymond O. Mithun Endowed Chair in Advertising, University of Minnesota
Kwan Min Lee, Korea Foundation Professor in Contemporary Korean Society and New Media, Nanyang Technological University

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**Session 7: Korean Media and Gender Sensitivity Issues**
Meeting Room 8
Presider: Hye-Ryeon Lee, University of Hawaii at Manoa
Panelists

The Digital War between Ilbe Storehouse and Megalia on Gangnam Station Murder and Misogyny
Ho jeong Lee, Temple University

Advocates or Detached Referee: Examining the newspaper coverage of #MeToo movement in South Korea
Joseph Jai-sung Yoo, University of Texas Austin

Defining “Feminist”: Male and female audiences’ reaction to Korean public broadcasting program “Ggachil Namneo (EBS)”
Claire Shinhea Lee, University of Texas Austin

4:45 p.m. - 6:00 p.m.  **Final Plenary**
*Meeting Rooms 12, 13, & 14 combined*
*Presider: Seungahn Nah, University of Oregon*

**Reimagining Asian Communication Scholarship: Past, Present, and Prospect**

Panelists

Louisa Ha, Bowling Green State University
R. Lance Holbert, Temple University
Hye-Ryeon Lee, University of Hawaii at Manoa
Kwan-Min Lee, Nanyang Technological University
Fuyuan Shen, Pennsylvania State University
Shyam Sundar, Pennsylvania State University

*Session sponsored by Nanyang Technological University and University of Oregon, School of Journalism and Communication*

6:15 p.m. - 8:00 p.m.  **Gala Reception & Award Ceremony**
*Penn Quarter*
*Presider: Eyun Jung Ki, President, KACA*

*Reception sponsored by Korean Foundation for International Cultural Exchange (KOFICE)*

*Please note that the program is subject to change, and will be updated up to the conference. If you have any comments or questions regarding the program, please contact Drs. Seok Kang (seok.kang@utsa.edu) or Gi Woong Yun (gyun@unr.edu), who are coordinating the program.*