**SANGWON LEE**

(Last updated December 5, 2022)

Department of Communication Studies

New Mexico State University

Email: [swlee@nmsu.edu](mailto:swlee@nmsu.edu)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ACADEMIC POSITIONS** | |  | | |
|  |  | | | |
| 2020 – Present  2021 – Present | Assistant Professor, Department of Communication Studies, New Mexico State University  Affiliate Faculty, Data Science and Applications Center (DaSA), New Mexico State University | | | |
| **EDUCATION** |  | |
| Ph.D. (2020) | **Communication (Minor: Quantitative Methods)**  Department of Communication Arts, University of Wisconsin-Madison | |
|  |
| M.A. (2015) | **Communication** | |
|  | Department of Communication, Michigan State University | |
|  |  | |
| B.A. (2013) | **Communication (Double Major: Sociology)** | |
|  | School of Media & Communication, Korea University, Seoul, Korea | |
| **RESEARCH INTEREST** | | | |
| Digital/social media effects, political communication, science communication, digital journalism | | | |

|  |
| --- |
| **JOURNAL** **PUBLICATIONS** |

24. Tandoc, E., Lee, J.C.B., **Lee, S**., & Quek, PJ. (Accepted). Does length matter? Investigating the impact of fact-check length in reducing COVID-19 vaccine misinformation. *Mass Communication and Society*.

23. **Lee, S.**, Tandoc, E., & Lee, EWJ. (2023) Social Media May Hinder Learning about Science; Social Media’s Role in Learning about COVID-19. *Computers in Human Behavior*.

22. Boulianne, S. & **Lee, S.** (2022). Conspiracy Beliefs, Misinformation, Social Media Platforms, and Protest Participation. *Media and Communication.*

21. **Lee, S.** & Jones-Jang, M. (2022). Cynical Nonpartisans: The Role of Misinformation in Political Cynicism During the 2020 U.S. Presidential Election. *New Media & Society.*

20. **Lee, S.**, Nah, S., & Liu, W (2022). Advancing Communication Infrastructure Theory: The Moderating Roles of Citizen Journalism Practice and Political Trust on Online Civic Participation. *Mass Communication and Society.*

19. Chung, D., Jeong, H., **Lee, S.**, & Nah, S. (2022). The Roles of News Comment Engagement and News Portal Literacy on News Portal Credibility. *Asian Journal of Communication.*

18. Van Swol, L., **Lee, S.**, & Hutchins, R. (2022).The Banality of Insurrection: The role of group dynamics and communication of norms in polarizing violence on January 6. *Group Dynamics: Theory, Research, and Practice.*

17. Morales, G., **Lee, S.**, Bradford, A., De Camp, A., & Tandoc Jr, E. C. (2022). Exploring Vaccine Hesitancy Determinants During the COVID-19 Pandemic: An In-Depth Interview Study. *SSM - Qualitative Research in Health.*

16. Diehl, T. & **Lee, S.** (2022). Credibility of Misinformation as News on Social Media: Moderating Effects of News Finds Me Perception. *Computers in Human Behavior.*

15. **Lee, S.**, Nanz, A., & Heiss, R. (2022). Platform-dependent Effects of Incidental Exposure to Political News on Political Knowledge and Political Participation. *Computers in Human Behavior.*

14. **Lee, S.**, Diehl, T., & Valenzuela, S. (2022). Rethinking the virtuous circle hypothesis on social media: Subjective versus objective knowledge and political participation. *Human Communication Research, 48,* 57-87.

13. **Lee, S.**, & Xenos, M. (2022). Incidental news exposure via social media and political participation: Evidence of reciprocal effects. *New Media & Society*, *24*(1), 178-201.

12. **Lee, S.,** Yamamoto, M., & Tandoc Jr, E. C. (2022). Why People Who Know Less Think They Know about COVID-19: Evidence from US and Singapore. *Journalism & Mass Communication Quarterly*.

11.Nah, S., Lee, S., & Liu, W. (2022). Community Storytelling Network, Expressive Digital Media Use, and Civic Engagement. *Communication Research, 49*(3), 327-352.

10. **Lee, S.**, Rojas, H., & Yamamoto, M. (2021). Social media, Messaging Apps, and Affective Polarization in the United States and Japan. *Mass Communication and Society.*

9. Koo, Z.X., Su, M.-H, **Lee, S.**, Ahn, S, & Rojas, H. (2021). What Motivates Correction of Fake news? Third-Person Perceptions, Perceived Norms, and Personality Traits. *Journal of Broadcasting & Electronic Media*, *65*, 111-134.

8. Carnahan, D., Bergan, D. E., & **Lee, S.** (2021). Do Corrective Effects Last? Results from a Longitudinal Experiment on Beliefs toward Immigration in the U.S. *Political Behavior*, *43*, 1227-1246.

7. **Lee, S.** (2020). Probing the mechanisms through which social media erodes political knowledge: the role of the news-finds-me perception*. Mass Communication and Society, 23*, 810-832.

6. **Lee, S.**, Nah, S., Chung, D., & Kim, J. (2020). Predicting AI-News Credibility: Communicative Capital or Social Capital or Both?. *Communication Studies*, *71*, 428-447.

5. **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.

4. **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.

3. **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.

2. **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.

1. **Lee, S.** (2017). Implications of counter-attitudinal information exposure in further information seeking and attitude change. *Information Research: An International Electronic Journal 22*(3). Retrieved from https://eric.ed.gov/?id=EJ1156395

|  |
| --- |
| **BOOK CHAPTERS** |

3. **Lee, S.** (Invited; Abstract submitted). Political knowledge. In A. Nai (Eds.), *The Encyclopedia of Political Communication*. Edward Elgar Publishing.

2. **Lee, S.** (2020). Social Media Use and Social Movements and Protests. In J. van den Bulck, E.

Scharrer, D. Ewoldsen, & M. L. Mares (Eds.), *The International Encyclopedia of Media*

*Psychology* (pp. 1745-1751). New York, NY: Wiley.

1. 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.

|  |
| --- |
| **CONFERENCE PRESENTATIONS** |

Min, Y., & **Lee, S.** (November, 2022). 불신을 넘어 냉소로: 언론 신뢰 위기를 바라보는 새로운 시각 (Media Cynicism, Beyond Distrust: A New Perspective on the Understanding of the Crisis of Media Trust). Paper presented at the 13th ASIA Future Forum, South Korea.

Boulianne, S., & **Lee, S.** (September, 2022). Misinformation, Conspiracy Beliefs, and Social Media Platforms in Protests. Paper accepted to the 118th American Political Science Association (APSA) Annual Conference, Montréal, Québec, Canada

**Lee, S.**, Gil de Zúñiga, H., & Munger, K (August 2022). Does Fake News Exposure Diminish News Media Trust? Exploring a Fake News Exposure Implicit Versus Explicit Measurement Instrument Test. Paper presented at *the 105th annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*.

**Lee, S.**,Tandoc, E., & Diehl, T. (August, 2022).Making us both uninformed and misinformed: Exploring how social media affects political knowledge. Paper presented at *the 105th annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*.

**Lee, S.,** Choi, J., & Ahn, C. (August, 2022).Hate Prompts Participation: Unraveling the Causal Relationship between Affective Polarization and Political Participation. Paper presented at *the 105th annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*.

Ahmed, S., Gil-Lopez, Teresa, & **Lee, S.** (August, 2022).Pathways from Incidental News Exposure to Political Knowledge: Examining Paradoxical Effects of Political Discussion. Paper presented at *the 105th annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*.

**Lee, S.** & Jones-Jang, M. (November, 2021). Vulnerable Nonpartisans: How Social Media Trigger Cynicism Through Mis/Disinformation During the 2020 U.S. Presidential Election. Paper presented at *the 107th annual meeting of the National Communication Association (NCA) Annual Conference*, Seattle, WA.

**Lee, S.,** Yamamoto, M., & Tandoc, E. (November 2021). Why People Who Know Less Think They Know More: The Role of Social Media. Paper presented at *the 107th annual meeting of the National Communication Association (NCA) Annual Conference*, Seattle, WA.

**Lee, S.**, Nanz, A., & Heiss, R (August 2021). Platform-dependent Effects of Incidental Exposure to Political News on Political Knowledge and Political Participation. Paper presented at *the 104th annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Converted from New Orleans to virtual due to COVID-19

**Lee, S.** & Diehl, T. (May, 2021). You think you know? Participatory outcomes of incidental exposure to news on social media and political knowledge miscalibration. Paper presented at *the 71st annual meeting of the International Communication Association (ICA) Annual Conference*, Converted from Denver to virtual due to COVID-19

Diehl, T. & **Lee, S.** (May, 2021). Credibility of Misinformation as News on Social Media: Moderating Effects of News Finds Me Perception. Paper presented at *the 71st annual meeting of the International Communication Association (ICA) Annual Conference*, Converted from Denver to virtual due to COVID-19

Spence, P., Nah, S., & **Lee, S.** (May, 2021). When Citizens Trust Professional and Citizen Journalists: Discussion Network Heterogeneity, Social Trust, and Media Credibility. Paper presented at *the 71st annual meeting of the International Communication Association (ICA) Annual Conference*, Converted from Denver to virtual due to COVID-19

Chung, D., Jeong, H., **Lee, S.**, & Nah, S (May, 2021). The Roles of News Comment Engagement and News Portal Literacy on News Portal Credibility. Paper presented at *the 71st annual meeting of the International Communication Association (ICA) Annual Conference*, Converted from Denver to virtual due to COVID-19

**Lee, S.** & Xenos, M.A. (May, 2020). How Incidental is Incidental Exposure in Social Media? Relationships between Participation and Incidental Exposure to Political News on Social Media. Paper presented at *the 70th annual meeting of the International Communication Association (ICA) Annual Conference*, Converted from Australia to virtual due to COVID-19

**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.

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** |

**Faculty Research Award** from AEJMC’s Mass Communication and Society’s division ($10,000), 2022.

**Research Grant Award** from Korean American Communication Association, 2020. *Only two recipients were selected.*

**Emerging Scholar Award** from the 16th International Conference on Technology, Knowledge and Society, 2020

**Student Research Grants Competition (SRGC) Travel Award** fromthe Graduate School, UW-Madison, 2019

**Mellon-Wisconsin Fellowship** from the Mellon Foundation, in partnership with the state of Wisconsin ($6,834), 2019

**Top 5 Paper** from the Graduate Student Caucus, Central States Communication Association Conference, Milwaukee, 2018

**NCA Caucus Student Travel Grant** from NationalCommunication Association Diversity Council, 2018

**KACA-AEJMC Student Travel Grant Award** from Korean American Communication Association (KACA), 2018. *Only one recipient was selected.*

**Student Research Grants Competition (SRGC) Travel Award** fromthe Graduate School, UW-Madison, 2018

**Graduate Student Research Grants** from the Department of Communication Arts, UW-Madison, 2018

**Herman Award** from the Department of Communication Arts, UW-Madison, 2018. *For excellence in research.*

**Elliott Dissertation Scholarship** from the Department of Communication Arts, UW-Madison, 2018

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

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

|  |
| --- |
| **TEACHING EXPERIENCE** |

**Instructor (New Mexico State University)**

Persuasion Theory/Practice (COMM 351): Spring 2021, Fall 2021, Spring 2022

Research Methods (COMM 505–graduate level): Spring 2021

Communication Theory and Discovery (COMM 310): Fall 2020, Fall 2022

Political Communication (COMM 440): Spring 2022

Seminar in Political Communication (COMM 540–graduate level): Fall 2020, Fall 2021, Fall 2022

Seminar in Persuasion (COMM 551-graduate level): Spring, 2022

Seminar in Communication Technologies (COMM 450/550): Fall 2021

**Design Lab Consultant (University of Wisconsin-Madison):** Fall, 2019

**Invited Talks**

Lee, S. Rethinking the Virtuous Circle Hypothesis in the Social Media Environment. *School of Communication and Media, Ewha Womans University.* July 2022

Lee, S. Does social media make us better citizens? *Center for Digital Social Science, Yonsei University.* June 2022

Lee, S. Introduction to political communication. COMM 583 Seminar in Theories of Communication. November 2021

Lee, S. Social Media’s Influence on Politics. *2021 NMSU Research and Creativity Week.* November 2021

Lee, S. Introduction: Survey and Experimental Research. *COMM 310: Communication Theory and Discovery.* October 2021

Lee, S. Preparing for the Job Market in the COVID Era. *AEJMC-KACA (Korean American Communication Association)*. August 2020

Lee, S. Social Media and Political Learning. *JMC 822: Communication Research Methods*, *Korea University*. 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

|  |
| --- |
| **ADVISING & MENTORING** |

**Academic Advisor:** Adam De Camp, Aileen Galicia, Fredrick Daoyenikye, Jessica Tuleassi

**Committee member:** Amanda Bradford, Baylee Banks, Jett Barela, Jacqueline Vela, Dillon Gregory, Andrea Sandoval

**Mentor**: Korean-American Scientists and Engineers Association-Wisconsin Chapter (2019-2020)

|  |
| --- |
| **SERVICE** |

**Ad hoc reviewer**:

* Peer reviewed journals: *Journal of Communication*, *Political Communication*, *Communication Monographs*, *Political Research Quarterly, Mass Communication and Society*, *Information, Communication & Society*, *Digital Journalism*, *Journalism & Mass Communication Quarterly*, *Social Science Computer Review, International Journal of Press/Politics,* *International Journal of Public Opinion Research*, *International Journal of Communication, Asian Journal of Communication*, *Communication and the Public*, *Journal of Civil Society*, *PLOS ONE*, *Journal of Youth Studies*
* Conferences: *International Communication Association (ICA)*, *National Communication Association (NCA)*, *Association for Education in Journalism and Mass Communication (AEJMC),* *Korean American Communication Association (KACA).*
* National Science Foundation (NSF)

**Editorial Board & Committee**

* Editorial board member of *Korean Journal of Communication* (Spring 2022 -)
* Nominating Committee, National Communication Association (NCA)’s Political Communication Division (Fall 2021- Fall 2022)

**Etc**

* Judge during 2021 NMSU Research and Creativity Week
* Liaison for the Communication Studies Department at New Mexico State University

|  |  |  |
| --- | --- | --- |
| **MEDIA ATTENTION** | | |
|  |  | |
| “How to identify election misinformation on social media” *KOAT-TV, 2022*  https://www.koat.com/article/election-misinformation-social-media/41892357  “NMSU researcher explores the ‘dark side’ of social media influence on political participation” *Las Cruces Sun News, 2021.*  https://www.lcsun-news.com/story/news/education/nmsu/2021/09/25/nmsu-researcher-explores-dark-side-social-media-and-politics/5865231001/?fbclid=IwAR1Di0sa-uJRYI-OssFe2mhrp3CfJF4Ai\_LWci32viTBGVXTUnMY\_RyCXHw | |
|  | |
| “Social Media (Probably) Isn’t Making You Stupid. Social media gets unfairly maligned sometimes.” *Psychology Today, 2019*  https://www.psychologytoday.com/us/blog/unique-everybody-else/201904/social-media-probably-isn-t-making-you-stupid  “Here’s more evidence Facebook is harming democracy.” *Pacific Standard, 2018* <https://psmag.com/news/heres-more-evidence-facebook-is-harming-democracy>  “Facebook has good news and bad news about its data breach.” *The Verge, 2018.* <https://www.getrevue.co/profile/caseynewton/issues/facebook-has-good-news-and-bad-news-about-its-data-breach-139500> | |
| “Political standing changes epidemic coverage.” *Journalism Research News, 2016*  http://journalismresearchnews.org/article-political-standing-changes-epidemic-coverage/ | |