

## Curriculum Vitae

Notarization. I have read the following and certify that this *curriculum vitae* is a current and accurate statement of my professional record.

Signature



Date: August 15, 2024

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### **I. Personal Information**

#### **I.A. Contact Information**

Namkoong, Kang, Ph.D. [UID:115776067]  
Department of Communication  
University of Maryland  
4300 Chapel Drive  
2126 Skinner Building  
College Park MD 20742  
Email: namkoong@umd.edu  
Office number: 301-405-6525  
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#### **I.B. Academic Appointments at UMD**

*Assistant Professor*, Department of Communication, University of Maryland-College Park. 2017 - 2020

*Associate Professor*, Department of Communication, University of Maryland-College Park. 2020 - Present

#### **I.C. Other Employment**

*Assistant Professor*, Department of Community and Leadership Development, University of Kentucky, Lexington, KY. 2012-2017

*Faculty Affiliate*, Appalachian Center and Appalachian Studies Program, University of Kentucky, 2013-2017

*Faculty Affiliate*, Community and Economic Development Initiative of Kentucky (CEDIK), University of Kentucky, 2015-2017

*Research Assistant*, Center for Health Enhancement Systems Studies (CHESS), University of Wisconsin-Madison, 2008-2011

## **I.D. Educational Background**

Ph.D. in Mass Communication (Ph.D. Minor: Statistics)  
University of Wisconsin-Madison, 2011  
Advisor: Dhavan V. Shah

M.A. in Journalism and Mass Communication  
Korea University, 2005  
Advisor: Jae Chul Shim

B.A. in English Language and English Literature  
Korea University, 1999

## **I.E. Professional Certifications, Licenses, and Memberships**

Member, Association for Education in Journalism and Mass Communication  
Member, International Communication Association  
Member, National Communication Association  
Member, Korean American Communication Association

## **II. Research, Scholarly, Creative and/or Professional Activities**

### **II.A. Chapters**

#### **II.A.1. Books**

1. McLaughlin, B., Hull, S., **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2016). We all scream for ice cream: Physical desires and positive identity negotiation in the face of cancer. In A. Novak, & I. J. El-Burki (Eds.), *Defining identity and the changing scope of culture in the digital age* (pp. 81-98). Hershey, PA: IGI Global. ISBN-10:1522502122; ISBN-13: 978-1522502128

### **II.B. Refereed Journals**

#### **II.B.1. Refereed Journal Articles**

1. Weichelt, B. P., Pilz, M., Burke, R., Puthoff, D. & **Namkoong, K.** (05 Dec 2023): The potential of AI and ChatGPT in improving agricultural injury and illness surveillance programming and dissemination. *Journal of Agromedicine*. [Brief Report] <https://doi.org/10.1080/1059924X.2023.2284959>
2. Thier, K. & **Namkoong, K.** (2023). Identifying major components of solutions-oriented journalism: A review to guide future research. *Journalism Studies*. <https://doi.org/10.1080/1461670X.2023.2230314>

3. Burke, R., Weichelt, B., **Namkoong, K.**, & Ploeckelman, M. (2023). Recruiting farm parents for a 6-week online child safety survey study using paid Facebook advertisements. *Frontiers in Communication*, 8.  
<https://doi.org/10.3389/fcomm.2023.1043690>  
\* This article is part of the Special Research Topic: *Safeguarding Youth from Agricultural Injury and Illness: International Experiences*
4. **Namkoong, K.**, Leach, J., Chen, J., Jiawen Zhang, J., & Weichelt, B. (2023). A feasibility study of augmented reality intervention for safety education (ARISE) for farm parents and children. *Frontiers in Public Health*, 10.  
<https://doi.org/10.3389/fpubh.2022.903933>  
\* This article is part of the Special Research Topic: *Safeguarding Youth from Agricultural Injury and Illness: International Experiences*
5. **Namkoong, K.**, Chen, J., Leach, J., Vincent, S. K., Song, Y., Byrd, A. P., & Mazur, J. (2023). Virtual reality for public health: A study on a VR intervention to enhance occupational injury prevention. *Journal of Public Health*, 45(1), 136-144. <https://doi.org/10.1093/pubmed/fdab407>
6. Fung, T., **Namkoong, K.**, Kim, J., & Yan, P. (2022). Linking psychometric paradigm of risk and issue attention cycle: Risk information in news coverage of avian and swine influenza global outbreaks. *Science Communication*, 44(6), 719-758. <https://doi.org/10.1177/10755470221138625>
7. Qin, Y., Wang, X. J., & **Namkoong, K.** (2022). A meta-analysis of the overall effect of mHealth physical activity interventions for weight-loss and the moderating effect of behavioral change theories, techniques, and mobile technologies. *Mobile Media and Communication*, 10(2), 337-359.  
<https://doi.org/10.1177/20501579211054929>
8. Ledford, V., Lim, J., **Namkoong, K.**, Chen, J., & Qin, Y. (2022). The influence of stigmatizing messages on danger appraisal: Examining the model of stigma communication for opioid-related stigma, policy support, and related outcomes. *Health Communication*, 27(14), 1765-1777.  
<https://doi.org/10.1080/10410236.2021.1920710>
9. Qin, Y., Chen, J., **Namkoong, K.**, Ledford, V., & Lim, J. (2022). Increasing perceived risk of opioid misuse: The power of concrete language and the use of images. *Health Communication*, 37(4), 425-437.  
<https://doi.org/10.1080/10410236.2020.1846323>
10. Burke, R., Weichelt, B., & **Namkoong, K.** (2021). Facebook ads manager as a recruitment tool for a health and safety survey of farm mothers: A pilot study. *JMIR Formative Research*, 5(4), e19022. <https://doi.org/10.2196/19022>

11. Byrd, A. P., Vincent, S. K., Mazur, J., & **Namkoong, K.** (2020). A multi-state evaluation of secondary agricultural education students' performance on industry-based standards. *Journal of Agricultural Education*, 61(2), 238-248.  
<https://doi.org/10.5032/jae.2020.02238>
12. Wang, X. J., Joyce, N., & **Namkoong, K.** (2020). Investigating college students' intentions to seek online counseling services. *Communication Studies*, 71(4), 550-567. <https://doi.org/10.1080/10510974.2020.1750448>
13. Kim, J., **Namkoong, K.**, & Chen, J. H. (2020). Predictors of online news-sharing intention in the U.S and South Korea: An application of the theory of reasoned action. *Communication Studies*, 71(2), 315-331.  
<https://doi.org/10.1080/10510974.2020.1726427>
14. Weichelt, B., Heimonen, T., Gorucu, S., Redmond, E., Vechinski, J., Pflughoeft, K., Bendixsen, C., Salzwedel, M., Scott, E., **Namkoong, K.**, Rautiainen, R., & Murphy, D. (2019). Redesigning a sentinel surveillance system for collecting and disseminating near real-time agricultural injury reports: system usability study. *JMIR formative research*, 3(3), e13621.  
<https://doi.org/10.2196/13621>
15. **Namkoong, K.**, Stanley, S. J., & Kim, J. (2019). Man shall not live by bread alone: The role of perceived emotional support networks in health outcomes of low-income adults. *Journal of Public Health*.  
<https://doi.org/10.1093/pubmed/fdz021>
16. Vincent, S. K., Mazur, J. M., Summey, T. E., **Namkoong, K.**, & Byrd, A. P. (2019). An evaluation of behavioral intent in Appalachian youth participating in the CROPS curriculum. *Journal of Agricultural Safety and Health*, 25(1), 25-36.  
<https://doi.org/10.13031/jash.12810>
17. Tingle, A. K., Vincent, S. K., Mazur, J., Dietrich, M. S., Watson, J., & **Namkoong, K.** (2018). Observing change in behavioral intent among secondary youth regarding tractor roll-over through an educational intervention curriculum. *Career and Technical Education Research*, 43(3), 243-258.  
<https://doi.org/10.5328/cter43.3.243>
18. **Namkoong, K.**, Nah, S., Van Stee, S. K., & Record, R. (2018). Social media campaign effects: Moderating role of social capital in an anti-smoking campaign. *Health Communication*, 33(3), 274-283.  
<https://doi.org/10.1080/10410236.2016.1258616>
19. Kim, S. C., **Namkoong, K.**, Fung, T. K., Heo, K., & Gunther, A. C. (2018). Understanding public opinion change of HPV vaccination controversy: Effects of exemplification and the mediating role of projection. *Health Education*, 118(5), 402-412. <https://doi.org/10.1108/HE-01-2018-0006>

20. **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2017). Offline social relationships and online cancer communication: Effects of perceived social and family support on online social relationship building. *Health Communication*, 32(11), 1422-1429. <https://doi.org/10.1080/10410236.2016.1230808>
21. **Namkoong, K.**, Shah, D. V., McLaughlin, B., Chih, M. Y., Moon, T. J., Hull, S., & Gustafson, D. H. (2017). Expression and reception: An analytic method for assessing message production and consumption in CMC. *Communication Methods and Measures*, 11(3), 153-172. <https://doi.org/10.1080/19312458.2017.1313396>
22. **Namkoong, K.**, Nah, S., Record, R., & Van Stee, S. K. (2017). Communication, reasoning, and planned behaviors: Unveiling the effect of interactive communication in an anti-smoking social media campaign. *Health Communication*, 32(1), 41-50. <https://doi.org/10.1080/10410236.2015.1099501>
23. Nah, S., **Namkoong, K.**, Record, R., & Van Stee, S. K. (2017). Citizen journalism increases civic participation: Theory of reasoned action and its mediating effects. *Newspaper Research Journal*, 38(1), 62-78. <https://doi.org/10.1177/0739532917698444>
24. Hull, S. J., Abril, E. P., Shah, D. V., Choi, M., Chih, M. Y., Kim, S. C., **Namkoong, K.**, McTavish, F. M., & Gustafson, D. H. (2016). Self-determination theory and computer-mediated support: Modeling effects on breast cancer patient's quality-of-life. *Health Communication*, 31(10), 1205-1214. <https://doi.org/10.1080/10410236.2015.1048422>
25. Nah, S., **Namkoong, K.**, Chen, N. T., & Hustedde, R. J. (2016). A communicative approach to community development: The effects of neighborhood storytelling network on civic participation. *Community Development*, 47(1), 11-28. <https://doi.org/10.1080/15575330.2015.1094497>
26. Nah, S., **Namkoong, K.**, Van Stee, S. K., & Record, R. (2014). Unveiling the effects of citizen journalism practice on college students' social capital. *Journalism and Mass Communication Educator*, 69(4), 366-385. <https://doi.org/10.1177/1077695814551833>
27. Yoo, W., **Namkoong, K.**, Choi, M., Shah, D. V., Aguilar, M., Tsang, T. J., Hong, Y., & Gustafson, D. H. (2014). Expression and reception of emotional support online: Mediators of social competence on health benefits for breast cancer patients. *Computers in Human Behavior*, 30, 13-22. <https://doi.org/10.1016/j.chb.2013.07.024>
28. DuBenske, L. L., Gustafson, D. H., **Namkoong, K.**, Hawkins, R. P., Atwood, A. K., Brown, R. L., Chi, M. Y., McTavish, F. M., Carmack, C. L., Buss, M. K.,

- Govindan, R., & Cleary, J. F. (2014). CHES improves cancer caregivers' burden and mood: Results of an eHealth RCT. *Health Psychology, 33*(10), 1261-1272. <https://doi.org/10.1037/a0034216>
29. **Namkoong, K.**, McLaughlin, B., Yoo, W. H., Hull, S., Shah, D. V., Kim, S. C., Moon, T. J., Johnson, C., Hawkins, R. P., McTavish, F. M., & Gustafson, D. H. (2013). The effects of expression: How providing emotional support online improves cancer patients' coping strategies. *Journal of the National Cancer Institute Monograph, 47*, 169-174. <https://doi.org/10.1093/jncimonographs/igt033>
30. Gustafson, D. H., DuBenske, L. L., **Namkoong, K.**, Hawkins, R. P., Chih, M. Y., Bhattacharya, A., Carmack, C. L., Schiller, J. H., Traynor, A. M., Buss, M. K., Govindan, R., & Cleary, J. F. (2013). The effect of an online intervention on symptom distress and survival in patients with nonsmall cell lung cancer: A randomized trial. *Cancer, 119*(9), 1744-1751. <https://doi.org/10.1002/cncr.27939>
31. Kim, S. C., Shah, D. V., **Namkoong, K.**, McTavish, F. M., & Gustafson, D. H. (2013). Predictors of online health information seeking among women with breast cancer: The role of social support perception and emotional well-being. *Journal of Computer-Mediated Communication, 18*(2), 212-232. <https://doi.org/10.1111/jcc4.12002>
32. Yoo, W., Chih, M-Y., Kwon, M. W, Yang, J., Cho, E., McLaughlin, B., **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2013). Predictors of the change in the expression of emotional support within an online breast cancer support group: A longitudinal study. *Patient Education and Counseling, 90*(1), 88-95. <https://doi.org/10.1016/j.pec.2012.10.001>
33. **Namkoong, K.**, Fung, T. K., & Scheufele, D. A. (2012). The politics of emotion: Voter emotions, news media use, and participation during the 2004 U.S. presidential election. *Mass Communication and Society, 15*(1), 25-45. <https://doi.org/10.1080/15205436.2011.563894>
34. **Namkoong, K.**, DuBenske, L. L., Shaw, B. R., Gustafson, D. H., Hawkins, R. P., Shah, D. V., McTavish, F. M., & Cleary, J. F. (2012). Creating a bond between caregivers online: Impact on caregivers' coping strategies. *Journal of Health Communication, 17*(2), 125-140. <https://doi.org/10.1080/10810730.2011.585687>
35. Han, J. Y., Shah, D. V., Kim, E., **Namkoong, K.**, Lee, S. Y., Moon, T. J., Cleland, R., McTavish, F. M., & Gustafson, D. H. (2011). Empathic exchanges in online cancer support groups: Distinguishing message expression and reception effects. *Health Communication, 26*(2), 185-197. <https://doi.org/10.1080/10410236.2010.544283>
36. Fung, T. K., **Namkoong, K.**, & Brossard, D. (2011). Media, social proximity, and risk: A comparative analysis of newspaper coverage of avian flu in Hong Kong

and in the United States. *Journal of Health Communication*, 16(8), 889-907.  
<https://doi.org/10.1080/10810730.2011.561913>

37. **Namkoong, K.**, Shah, D. V., Han, J. Y., Kim, S. C., Yoo, W., Fan, D., McTavish, F. M., & Gustafson, D. H. (2010). Expression and reception of treatment information in breast cancer support groups: How health self-efficacy moderates effects on emotional well-being. *Patient Education and Counseling*, 81S, S41-S47. <https://doi.org/10.1016/j.pec.2010.09.009>
38. Ekdale, B., **Namkoong, K.**, Fung, K. F., & Perlmutter, D. D. (2010). Why blog? (then and now): Exploring the motivations for blogging by popular American political bloggers. *New Media and Society*, 12(2), 217-234.  
<https://doi.org/10.1177/1461444809341440>
39. Thorson, K., Ekdale, B., Borah, P., **Namkoong, K.**, & Shah, C. (2010). YouTube and Proposition 8: A case study in video activism. *Information, Communication & Society*, 13(3), 325-349. <https://doi.org/10.1080/13691180903497060>
40. Seol, J., & **Namkoong, K.** (2007). A study on the relationship between television news and diplomacy: A content analysis of Six-Way Talks news. *Korean Journal of Broadcasting & Telecommunication Studies*, 21(4), 69–100 [Korean].

## **II.C. Conferences, Workshops, and Talks**

### **II.C.1. Invited Talks and Grantee Meeting Presentations**

1. **Namkoong, K.** (2023). Immersive media and health communication: Employing virtual and augmented reality technologies to improve occupational safety and health outcomes. A research talk at MCRC Health Communication Symposium, University of Wisconsin, Madison, WI, December 11.
2. **Namkoong, K.** (2023). Immersive media and occupational injury prevention. Graduate seminar in injury research and policy on occupational injury epidemiology and prevention. Bloomberg School of Public Health, Johns Hopkins University, Baltimore, MD, November 27.
3. **Namkoong, K.** (2017). Social networks in an eHealth System: Their dimensions and impacts on cancer patients. Population science seminar sponsored by the Behavioral and Community Health Department of the School of Public Health, College Park, MD, October 5.
4. **Namkoong, K.**, Vincent, S. K., Mazur, J., Chih, M. Y., Kim, J., & Song, Y. (2017). Virtual reality and occupational safety: Exploring the potential of virtual reality technology in agricultural safety education (poster presentation).

Expanding research partnership: State of the science, sponsored by National Institute for Occupational Safety and Health (NIOSH), Denver, CO, June 21-23.

5. Mooney, K., ShameiZadeh, P., Hartfield, M., Christian, J., Hannah, R., **Namkoong, K.**, Studts, J. L., Hildebrandt, G. C., & Chih, M. Y. (2017). Experiences of bone marrow transplant patients and their family caregivers in Kentucky: An Interview Study (poster presentation). Lexington, KY: Markey Cancer Center Research Day. May 17.
6. **Namkoong, K.** (2016). eHealth systems and health promotion: Online communications for agricultural health and safety. Marshfield Clinic Research Foundation Scientific Seminar, Marshfield, WI, December, December 7.
7. **Namkoong, K.** (2016). Open discussions for research about agricultural safety and health conditions. *Panelist* (2 sessions). University of Kentucky Farm Safety Research Consortium, Gatlinburg, TN, July 27.
8. **Namkoong, K.** (2015). An integrated marketing project for the farmers' markets in the Appalachian region. Sharing Work on Appalachian in Progress sponsored by UK Appalachian Center, Lexington, KY, April 2.
9. **Namkoong, K.** (2014). Social capital in an online health community: Network features and impact on breast cancer patients. Research seminar sponsored by the Korean Bioscientists Association at UK (KBAUK), Lexington, KY, March 14.
10. **Namkoong, K.** (2012). Communication networks in CHESS. CECCR Research Update, CECCR II Grantee Meeting\*, Madison, WI, October 8-10.
11. Yoo, W., **Namkoong, K.**, Choi, M., Shah, D.V., Aguilar, M., Tsang, S., Hong, Y., & Gustafson, D. H. (2012). Online expression of emotional support mediates the effect of social competence on breast cancer patients' health benefits. CECCR II Grantee Meeting\* (poster presentation), Madison, WI, October 8-10.
12. McLaughlin, B., Hull, S., **Namkoong, K.**, Shah, D.V., & Gustafson, D. H. (2012). We all scream for ice cream: Physical craving and positive identity negotiation in the face of cancer. CECCR II Grantee Meeting\* (poster presentation), Madison, WI, October 8-10.
13. Yoo, W., Chih, M. Y., Kwon, M. W., Hong, Y., Cho, E., McLaughlin, B., **Namkoong, K.**, Shah, D.V., & Gustafson, D. H. (2012). From lurkers to sustainers: Change in the expression of emotional support in an online cancer support group. CECCR II Grantee Meeting\* (poster presentation), Madison, WI, October 8-10.
14. **Namkoong, K.**, Chih, M. Y., Shah, D.V., & Gustafson, D. H. (2011). Communication network in online breast cancer support groups. CECCR II



Grantee Meeting\* (poster presentation), St. Louis, MO, October 10-12. **“Top Poster Award” Designation**

15. Shah, D.V., **Namkoong, K.**, Moon, T. J., Chih, M. Y., & Han, J. Y. (2011). Explicating use of ICTs in health contexts: Entry, exposure, and engagement. CECCR II Grantee Meeting\* (poster presentation), St. Louis, MO, October 10-12.
16. DuBenske, L., Chih, M. Y., & **Namkoong, K.** (2011). Online cancer resource use: Are patients, caregivers and bereaved caregivers really *that* different? CECCR II Grantee Meeting\* (poster presentation), St. Louis, MO, October 10-12.
17. Kim, S. C., Shah, D.V., **Namkoong, K.**, McTavish, F. M., & Gustafson, D. H. (2010). Predictors of online health information seeking among women with breast cancer: The role of social support perception and emotional well-being. CECCR II Grantee Meeting\* (poster presentation), Philadelphia, PA, April, 28-30.
18. **Namkoong, K.**, Shah, D. V., Gustafson, D. H., McTavish, F., Abril, E., Chih, M. Y., Hull, S., & Kim, S. (2011). Self-determination theory in cancer communication: Mediated effects of interactive cancer communication systems on breast cancer patients' quality of life. Era of Hope Conference, sponsored by Department of Defense (DOD) Breast Cancer Research Program (BCRP) (poster presentation), Orlando, FL, August 2-5.
19. **Namkoong, K.** (2011). Social network in an online cancer community: Social capital and breast cancer patients' health outcomes. Population Health Dissertation Grant Grantee Symposium: Innovation in Population Health Teaching and Research at UW-Madison, Robert Wood Johnson Foundation Health & Society Scholars Program, Madison, WI, April 28.
20. **Namkoong, K.**, DuBenske, L., Shaw, B., Gustafson, D. H., Hawkins, R., Shah, D.V., & McTavish, F. M. (2009). Creating a bond between caregivers online: impact on caregivers' coping behaviors and preparedness for caregiving role. CECCR II Grantee Meeting\* (poster presentation), Denver, CO, May 6-8. **“Top Poster Award” Designation**
21. Han, J. Y., Shah, D.V., Kim, E., **Namkoong, K.**, Lee, S. Y., Moon, T. J., McTavish, F. M., & Gustafson, D. H. (2009). Empathy in online cancer support groups: Distinguishing message expression and reception effects. CECCR II Grantee Meeting\*, Denver, CO, May 6-8, 2009.

\* Center of Excellence in Cancer Communication Research (CECCR) II Grantee Meeting, sponsored by the National Cancer Institute (NCI).

## II.C.2. Refereed Full Paper Presentations

1. Toole, R. D., Vincent, S. K., Byrd, A. P., **Namkoong, K.**, & Song, Y. (2024). Efforts to establish efficiency in the SFS application through self-directed learning and performance-based assessment. Paper presented at the International Society for Agricultural Safety and Health Conference, Portland, OR. June 17-20.
2. Toole, R., Vincent, S., **Namkoong, K.**, Byrd, A. P., & Song, Y. (2024). Use of self-directed learning and performance-based assessment to improve an agriculture cohorts use of the Safe Farm Steward application. Paper accepted for presentation at the Southern Region the American Association for Agricultural Education (AAAE) Conference, Atlanta, GA, February 4-6.
3. Joyce, N., Lin, T., Wang, R. R., KC, U., Montes, A. P., & **Namkoong, K.** (2023). An unclear and distant danger: Cognitive construal, cultural distance and stereotypes as predictors of risk and support. Paper presented at National Communication Association Conference, National Harbor, MD, November 16-19.
4. Hickman, C. M., Julian, H. A., Vincent, S. K., Wasden, B. M., Mazur, J., **Namkoong, K.**, & Byrd, W. P. (2022). A three-year examination of attitudes and behaviors during a secondary agricultural curriculum intervention. Paper presented at American Association for Agricultural Education Conference, Oklahoma City, OK, May 16-19.
5. Fung K. F., **Namkoong, K.**, Kim, J., Lai, P. Y. (2021). Integrating psychometric paradigm of risk and issue attention cycle: A study of risk information in news coverage of avian and swine influenza. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division). **“Top Faculty Paper (first place)” Designation**
6. **Namkoong, K.**, Chen, J., Leach, J. Vincent, S. K., Song, Y., Wasden, B., (2020). Virtual Reality Intervention for Safety Education: Unveiling the immersive media effects on agricultural injury prevention behaviors. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), San Francisco, August 6-9.
7. Ledford, V., Lim, J., **Namkoong, K.** Chen, J., & Qin, Y. (2020). Opioid stigma communication: The impacts of danger appraisal on opioid misusers and opioid-related policies. Paper presented at the annual meeting of International Communication Association (Health Communication Division), Gold Coast, Australia. May 21-25.
8. Qin, Y., Chen, J., **Namkoong, K.** Ledford, V., & Lim, J. (2020). Raising risk perception of opioid misuse: Concrete language and image as a strategy. Paper

presented at the annual meeting of International Communication Association (Health Communication Division), Gold Coast, Australia. May 21-25.

9. Qin, Y., Wang, X. J., & **Namkoong, K.** (2019). A meta-analysis on mHealth physical activity interventions for weight loss: Technology use, behavior change theories and techniques. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), Toronto, Canada. August 7-10.
10. Wang, X. J., Joyce, N., & **Namkoong, K.** (2019). Investigating college students' intentions to seek online counseling services. Paper presented at the annual meeting of International Communication Association (Health Communication Division), Washington, D.C. May 24-28.
11. Kim, J., & **Namkoong, K.** (2018). Understanding the online gatekeeper audience: Predictors of online news sharing intention in a cross-cultural context. Paper presented at the annual meeting of the National Communication Association (Communication and Social Cognition Division). Salt Lake City, UT. November 8-11.
12. **Namkoong, K.**, Stanley, S. J., & Kim, J. (2018). Man shall not live by bread alone: The role of perceived emotional support networks in health outcomes of low-income adults. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), Washington DC, August 6-9.
13. Kim, J., & **Namkoong, K.** (2018). Understanding the online gatekeeper audience: Predictors of online news sharing intention in a cross-cultural context. Paper presented at the annual meeting of the National Communication Association (Communication and Social Cognition), Salt Lake City, November 8-11.
14. **Namkoong, K.**, Nah, S., Van Stee, S. K., & Record, R. (2014). Diffusion of social media campaign effects: Moderating roles of social capital in anti-smoking campaign communications. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Technology Division), Montreal, Canada, August 6-9.
15. **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2013). Social connections in an online cancer community: The effects of individual-level of social capital on psychological health benefits. Paper presented at the annual meeting of the National Communication Association (Health Communication Division), Washington DC, November 21-24.
16. **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2013). Connecting cancer patients online: Communication networks in a computer-mediated social support group. Paper presented at the annual meeting of the National Communication

Association (Human Communication Division), Washington DC, November 21-24.

17. **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2013). Predictors of online social connections: Impacts of the social environment on cancer support group communications. Paper presented at the annual meeting of the National Communication Association (Group Communication Division), Washington DC, November 21-24.
18. **Namkoong, K.**, Nah, S., Record, R., & Van Stee, S. K. (2013). Modeling a participatory campaign communication: Communication mediation and anti-smoking behavioral intention. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington DC, August 8-11.
19. Nah, S., **Namkoong, K.**, Record, R., & Van Stee, S. K. (2013). Citizen journalism and civic participation: The theory of reasoned action and its mediating effects. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Political Communication Interest Group), Washington DC, August 8-11.
20. Yoo, W., **Namkoong, K.**, Choi, M., Shah, D. V., Tsang, S., Hong, Y., Aguilar, M., & Gustafson, D. H. (2013). Giving and receiving emotional support online: Communication competence as a moderator of psychosocial benefits for women with breast cancer. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington DC, August 8-11.
21. Nah, S., **Namkoong, K.**, Van Stee, S. K., & Record, R. (2013). Making journalism work by citizens: Unveiling the effects of citizen journalism on social capital. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Civic and Citizen Journalism Interest Group), Washington DC, August 8-11.
22. Nah, S., **Namkoong, K.**, Van Stee, S. K., & Record, R. (2013). Citizens as opinion leaders: Exploring the effects of citizen journalism on opinion leadership. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Mass Communication and Society Division), Washington DC, August 8-11.
23. Yoo, W., **Namkoong, K.**, Choi, M., Shah, D. V., Aguilar, M., Tsang, T. J., Hong, Y., & Gustafson, D. H. (2012). Expression and reception of emotional support online: Mediators of social competence on health benefits for breast cancer patients. Paper presented at the annual meeting of the Association for Education

in Journalism and Mass Communication (Communicating Science, Health, Environment and Risk Division), Chicago, IL, August 9-12.

24. McLaughlin, B., Hull, S., **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2012). We all scream for ice cream: How mundane topics strengthen bonding in computer-mediated support groups. Paper presented at the annual meeting of the International Communication Association (Health Communication Division), Phoenix, AZ, May 24-28.
25. Yoo, W., Chih, M. Y., Kwon, M. W., Yang, J. H., Cho, E., Moon, T. J., **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2012). Predictors of the change in the expression of emotional support within online breast cancer support groups: A longitudinal study. Paper presented at the annual meeting of the International Communication Association (Interpersonal Communication Division), Phoenix, AZ, May 24-28.
26. **Namkoong, K.**, Shah, D. V., McLaughlin, B., Yoo, W. H., Kim, S. C., Hull, S., Moon, T. J., Johnson, C., Hawkins, R. P., & Gustafson, D. H. (2011). Computer mediated social support and the effects of expression: The mediating role of perceived bonding on cancer patients' coping strategies. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), St. Louis, August 10-13.
27. **Namkoong, K.**, Shah, D. V., McLaughlin, B., Han, J. Y., Chih, M. Y., Cleland, R., Kim, E., Kim, S. C., McTavish, F. M., & Gustafson, D. H. (2011). An analytic method for computer-mediated communication (CMC): Distinguishing the message expression and reception effects in online social networks. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), St. Louis, August 10-13.
28. Shah, D. V., **Namkoong, K.**, Moon, T. J., Chih, M. Y., & Han, J. Y. (2011). Explicating use of ICTs in health contexts: Entry, exposure, and engagement. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Technology Division), St. Louis, August 10-13.
29. **Namkoong, K.**, DuBenske, L. L., Shaw, B. R., Gustafson, D. H., Hawkins, R. P., Shah, D. V., McTavish, F. M., & Cleary, J. F. (2010). Creating a bond between caregivers online: Impact on caregivers' coping strategies. Paper presented at the annual meeting of the International Communication Association (Health Communication Division), Singapore, June 22-26. **“Highly Ranked Student-Led Paper” Designation**
30. **Namkoong, K.**, Shah, D. V., Han, J. Y., Kim, S. C., Yoo, W., Fan, D., McTavish,

- F. M., & Gustafson, D. H. (2010). Exchanging treatment information in computer-mediated support groups: How health self-efficacy moderates effects on emotional well-being. Paper presented at the annual meeting of the International Communication Association (Communication and Technology Division), Singapore, June 22-26.
31. Kim, S. C., Shah, D. V., **Namkoong, K.**, McTavish, F. M., & Gustafson, D. H. (2010). Predicting health information seeking in an interactive cancer communication system: An interplay between perceived social support and emotional well-being. Paper presented at the annual meeting of the International Communication Association (Information Systems Division), Singapore, June 22-26.
32. Han, J. Y., Shah, D. V., Kim, E., **Namkoong, K.**, Lee, S. Y., Moon, T. J., Cleland, R., McTavish, F. M., & Gustafson, D. H. (2010). Empathic exchanges in online cancer support groups: Distinguishing message expression and reception effects. Paper presented at the annual meeting of International Communication Association (Health Communication Division), Singapore, June 22-26.
33. DuBenske, L. L., Gustafson, D. H., **Namkoong, K.**, Hawkins, R. P., Brown, R. L., McTavish, F. M., Carmack, C. L., Buss, M. K., Schiller, J. H., Govindan, R., & Cleary, J. F. (2010). Effects of an interactive cancer communication system on lung cancer caregivers' quality of life and negative mood: A randomized clinical trial. Paper presented at the annual meeting of the International Psycho-Oncology Society, Quebec, QC, Canada, May 22-26.
34. Shaw, B. R., Ryan, E., Akin, H. E., **Namkoong, K.**, & Binder, A. R. (2009). Pathway or impediment to progress?: Effect of news frames on individual attitudes toward biofuels. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, November 20-21.
35. Thorson, K., Ekdale, B., Borah, P., & **Namkoong, K.** (2009). YouTube and Proposition 8: A case study in video activism. Paper presented at the Association of Internet Researchers Annual Conference, Milwaukee, October 7-10.
36. **Namkoong, K.**, Thorson, K., Fung, T., & Borah, P. (2009). Uncivil engagement: Linking incivility to political participation through negative emotions. Paper presented at the annual meeting of the International Communication Association (Political Communication Division), Chicago, May 21-25.
37. **Namkoong, K.**, Heo, K. J., Kim, S. C., Fung, T. K., & Gunther, A. C. (2009). Testing a projection explanation for exemplar effects. Paper presented at the annual meeting of the International Communication Association (Mass Communication Division), Chicago, May 21-25.
38. **Namkoong, K.**, & Kim, J. Y. (2008). User created contents (UCC) in political

campaign: Third person perception about the effect of political UCC and official campaign advertisements. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, November, 21-22.

39. **Namkoong, K.**, Hernandez, T., & Cacciatore, M. (2008). If you're happy and you know it: The role of emotions on information processing. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, November, 21-22.
40. **Namkoong, K.**, Fung, K. F., & Scheufele, D. A. (2008). The politics of emotion: Voter emotions, news media use and participation during the 2004 U.S. presidential election. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Political Communication Division), Chicago, August 6-9.
41. **Namkoong, K.**, Kim, J. Y., & McLeod, D. M. (2008). The advertising effect of user-created content (UCC) in the 2007 Korea presidential election campaign. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (KACA), Chicago, August 6-9.
42. Fung, F.K., **Namkoong, K.**, & Brossard, D. (2008). Media, social proximity, and risk: A comparative analysis of media coverage of avian flu in Hong Kong and in the United States. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, August 6-9.
43. Seol, J., & **Namkoong, K.** (2008). The CNN effect on the six party talks: A conduit of elite consensus. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, August 6-9.
44. Hwang, H., Borah, P., **Namkoong, K.**, & Veenstra, A. S. (2008). Does civility matter in the Blogosphere?: Examining the interaction effects of incivility and disagreement on citizen attitudes. Paper presented at the annual meeting of the International Communication Association, Montreal, May 22-26.
45. Ekdale, B., **Namkoong, K.**, Fung, K. F., Hussain, M., & Arora, M. (2007). From expression to influence: Understanding the change in blogger motivations over the blogspan. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC, August 9-12.
46. **Namkoong, K.** (2006). Framing the 'information society': A comparative analysis of Korea and U.S. news coverage. Paper presented at the annual meeting of the International Communication Association (Mass Communication Division), Dresden, Germany, June 19-23.

47. Seol, J., & **Namkoong, K.** (2006). A study on news broadcasts of the Six-Way Talks. Paper presented at the annual meeting of the Korean Society for Journalism & Communication Studies, Seoul, Korea.
48. **Namkoong, K.** (2005). A content analysis of Korean news coverage of the 'information society' issue. Paper presented at the annual meeting of the Korean Society for Journalism and Communication Studies, Seoul, Korea.

### **II.C.3. Refereed Extended Abstract Presentations**

1. **Namkoong, K.**, Thier, K., Burke, R., Kieke, B., & Weichelt, B. P., (2024). We do not trust in journalism: A randomized controlled trial on farmers' trust in news media. Poster presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Community Journalism Interest Group), Philadelphia, August 7-11.
2. **Namkoong, K.**, Burke, R., Kieke, B., & Weichelt, B. (2024). Unveiling Agricultural Injury News Intervention (AINI) Effects: A Randomized Controlled Trial. Poster presented at the International Society for Agricultural Safety and Health Conference, Portland, OR. June 17-20.
3. Toole, R. D., Vincent, S. K., Byrd, A. P., **Namkoong, K.**, & Song, Y. (2024). Building A Southeast U.S. Farm Safety Database Through Utilizing Agricultural Education. Poster presented at the International Society for Agricultural Safety and Health Conference, Portland, OR. June 17-20.
4. Byrd, A. P., Vincent, S. K., **Namkoong, K.**, & Song, Y. (2024). Safe Farm Steward Application: Increasing Farm Safety Awareness. Poster presented at the 2024 International Society for Agricultural Safety and Health Annual Research Conference, Portland, OR. June 17-20.
5. Toole, R. D., Vincent, S. K., Byrd, A. P., **Namkoong, K.**, & Song, Y. (2024). Using agricultural education to build a regional farm safety database. Research presented at the Southern Region of the American Association for Agricultural Education Conference, Atlanta, GA, February 4-6.
6. Byrd, A. P., Vincent S. K., **Namkoong, K.**, & Song, Y. (2024). Safe Farm Steward Safety Application for farmers. Research presented at the Southern Region of the American Association for Agricultural Education (AAAE) Conference, Atlanta, GA, February 4-6.
7. **Namkoong, K.**, Lee, S., Do, J., Wang, Y., & Dawson, E. (2023). Coping with COVID blue: Coping strategies, social support, and their effects on college students' psychological well-being. Research presented for presentation at the National Communication Association (NCA) Annual Convention, National Harbor, MD, November 16-19.



8. Byrd, A. P., Vincent, S., Song, Y. & Namkoong, K. (2023). Increasing safe farm practices in Appalachia. Research presented at the National Agricultural Mechanics Blue Ribbons Research Conference. Indianapolis, IN. **Distinguished Innovative Idea Poster” Designation**
9. **Namkoong, K.** (2023). The purpose driven life: The role of perceived meaning and purpose in life in the relationships among social isolation, social media usage, and psychological well-being. Research accepted for presentation at the HINTS Data Users Conference (sponsored by NIH/NCI), Bethesda, MD, September 21-22.
10. Burke, R., **Namkoong, K.**, Burney, K., & Weichelt, B. (2023). Disconnect between farm parents’ self-efficacy, concerns, and barriers to behavioral intention. Research presented at the International Society for Agricultural Safety and Health (ISASH) Annual Conference, Tampa, FL, June 18-21.
11. Burke, R., Weichelt, B., **Namkoong, K.**, Ploeckelman, M., & Heiberger, S (2022). Utilizing and monitoring [Facebook.com](https://www.facebook.com) advertisements to recruit a farming population for an online research study: Lessons learned. Research presented at the International Society for Agricultural Safety and Health (ISASH) Annual Conference, Fort Collins, CO, June 12-16.
12. **Namkoong, K.**, Leach, J., & Chen, J. (2022). A feasibility study of Augmented Reality Safety Education Program (ARISE) for farm parents and children. Research presented at the annual International Communication Association Conference, Paris, France, May 26-30.
13. Byrd, A. P., Mazur, J., **Namkoong, K.**, & Vincent, S. (2020). CROPS industry based standards: Three year review of student performance in fabricating CROPS. Research presented at the annual meeting of the International Society for Agricultural Safety and Health (ISASH), July 16.
14. Chen, J. & **Namkoong, K.** (2020). The impact of uncertainty on prevention behavior intention: Applying theory of planned behavior to uncertain health threat situation. Research presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), San Francisco, August 6-9.
15. Chen, J. & **Namkoong, K.** (2020). Reluctant to be thought as old?: Age identity gap as a moderator in norm-intention relationship for elders in uncertain health situations. Research presented at the annual meeting of International Communication Association (Health Communication Division), Gold Coast, Australia. May 21-25.
16. Ledford, V., Lim, J., & **Namkoong, K.** (2020). *Mechanisms of Opioid Stigma Communication: Examining the Impacts of Stigmatizing News Articles about*

*People Who Misuse Opioids*. Research presented at the 2020 Kentucky Conference on Health Communication (KCHC). Lexington, KY, April 2-4.

17. Koo, J., Kahl, D., **Namkoong, K.**, Rossi, J., & Fawcett, K. (2018) Voices of communities aiming to enhance healthy connections: Findings for reshaping policies, systems, and the environment. Research presented at the annual meeting of Community Development Society, Detroit, MI, July 22-25.
18. Chih, M. Y., Christian, J., **Namkoong, K.**, Hatfield, M., Johnson, M., Hannah, R., Studts, J., Vanderpool, R., & Hildebrandt, G. (2017). The access of bone marrow transplant patients to online support. Research presented at the annual symposium of American Medical Informatics Association, Washington D.C., November 4-8.
19. **Namkoong, K.**, Vincent, S., & Mazur, J. (2016). Asset and need assessment for eCROPS. Presented at the annual meeting of the International Society for Agricultural Safety and Health, Lexington, KY, June 26-30.
20. **Namkoong, K.**, Moon, T. J., Kim, S. C., Chih, M. Y., & Shah, D. V. (2016). Value of evaluation: A study of cancer patients' and caregivers' evaluation of health information sources. Research presented at the annual meeting of the International Communication Association (Health Communication Division), Fukuoka, Japan, June 9-13.
21. **Namkoong, K.**, Shah, D. V., & Gustafson, D. H. (2016). Impact of network density on computer-mediated social support (CMSS) group participants' information competence. Research presented at the annual meeting of the International Communication Association (Information System Division), Fukuoka, Japan, June 9-13.
22. Kim, J., & **Namkoong, K.** (2016). Sharing a nuclear accident online: A comparison of risk information sharing between Korea and the U.S. Research presented at the annual meeting of the International Communication Association (Information System Division), Fukuoka, Japan, June 9-13.
23. Tingle, A., Vincent, S. K., Mazur, J., **Namkoong, K.**, Schafbuch, M. L., Watson, J., & Harper, T. (2016). Four-part power punch: A model for successful changes in student behavior. Research presented at the American Association for Agricultural Education Annual Conference, Kansas City, MO. May 17-20.
24. **Namkoong, K.** (2016). Emotional support and psychological health of low-income populations. Research presented at the UK Center for Clinical and Translational Science (CCTS) Spring Conference, Lexington, KY, April 21.
25. **Namkoong, K.** (2013). Social media marketing for farmers markets: A service learning project for economic and workforce development in rural communities in

Kentucky. Research presented at the Kentucky Engagement Conference (Economic and Workforce Development Track), Richmond, KY, November 5-6.

26. **Namkoong, K.**, Chih, M. Y., Shah, D. V., & Gustafson, D. H. (2011). Communication network in online breast cancer support groups. Research presented at the annual symposium of American Medical Informatics Association, Washington D.C., October 22-26.

#### **II.C.4. Non-Refereed Presentations**

1. **Namkoong, K.**, Lee, S., Zhang, Z., Wang, Y., & Dawson, E. (2023). Coping with COVID blue: Appraisals of stressors, coping strategies, and college students' psychological well-being. Center for Health and Risk Communication (CHRC) 2019 Mini-Conference. University of Maryland, College Park, MD, April 28.
2. Chen, J., Ledford, V., Lim, J., **Namkoong, K.**, & Qin, Y. (2019). Opioid addiction: Prevention & stigma reduction. Center for Health and Risk Communication (CHRC) 2019 Mini-Conference. University of Maryland, College Park, MD, November 8.
3. **Namkoong, K.**, & Chen, J. (2019). Augmented reality intervention for safety education (ARISE). *Conversations*, Department of Communication, University of Maryland, College Park, MD, March 12.
4. **Namkoong, K.** (2014). Open and targeted communication networks: Mentor-component data. Symposium for Health Information Technology, University of Wisconsin, Madison, WI, December 2-4.
5. **Namkoong, K.** (2014). The value of evaluation: Cancer patients' and caregivers' evaluation on healthcare information sources. Symposium for Health Information Technology, University of Wisconsin, Madison, WI, December 2-4.
6. **Namkoong, K.** (2012) Network4CLD: Past, present, and future of a service learning project for online social interactions in KY. Innovations in Community and Leadership Development, University of Kentucky, Lexington, KY, April 12.
7. **Namkoong, K.** (2011). CHESS discussion group effects: Computer-mediated social support and online social network. Staff Retreat/Learning Session of the Center for Health Enhancement Systems Studies (CHESS), Madison, WI, April 11-12.

#### **II.C.5. Other**

1. **Namkoong, K.** (2022) "Addressing sensitive and controversial topics in class," Teaching Panel Proposal (Co-sponsors: Communicating Science, Health,

Environment, and Risk Division & Minority and Communication Division),  
Association for Education in Journalism and Mass Communication (AEJMC)

2. **Namkoong, K.** (2021) “New Normal for Journalism Ethics in 2020: Journalists’ Responsibility in Addressing Misinformation in the Year of Coronavirus, Social Protests, and Natural Disasters,” Professional Freedom and Responsibility (PF&R) Panel Proposal (Co-sponsors: Communicating Science, Health, Environment, and Risk Division & Media Ethics Division), Association for Education in Journalism and Mass Communication (AEJMC)

## **II.D. Completed Creative Works**

### **II.D.1. Software and Applications**

1. **eCROPS.** Smartphone application designed for agricultural safety education. Available from the Apple App Store.
2. **vrCROPS.** Virtual reality program designed for agricultural safety education.
3. **arCROPS.** Augmented reality program designed for agricultural safety education.
4. **Augmented Reality Intervention for Safety Education (ARISE).** Augmented reality program designed for children’s farm safety education.

## **II.E. Sponsored Research and Programs – Administered by the Office of Research Administration (ORA)**

### **II.E.1. Grants**

1. National Institute for Occupational Safety and Health, A Division of the Centers for Disease Control and Prevention (CDC) – “Southeast Center for Agricultural Health and Injury Prevention- SAFE FARM,” PI: Stacy K. Vincent, **Co-PIs: Kang Namkoong** and Alex P. Byrd; \$1,227,620; 2022-2027. [2U54OH007547-21-00]
2. National Institute for Occupational Safety and Health, A Division of the Centers for Disease Control and Prevention (CDC) – “Assessing the Impact of Traumatic Injury News Articles on Farm Mothers and Educators,” PI: Bryan Weichelt, **Co-PIs: Kang Namkoong**; \$454,375; 2020-2025. [5U54OH009568-14 RPPR; sub-award number: 60692200 / 60692300 / 60692400]
3. National Children’s Center for Rural and Agricultural Health and Safety – “Augmented Reality Intervention for Safety Education (ARISE): A Pilot Study of AR Farm Safety Education Program for Farm Parents and Children,” **PI: Kang**

**Namkoong**; Co-I: Bryan Weichelt; \$19,752; 2018-2019. [5 U54OH009568-10-00; sub-award number: 606860-00]

4. National Institute for Occupational Safety and Health, A Division of the Centers for Disease Control and Prevention (CDC) – “Preventing Farm Injury and Fatalities to At-Risk Youth in Rural Communities in the Southeast: A CROPS Intervention for Behavioral Change,” PI: Stacy K. Vincent, **Co-PIs: Kang Namkoong** and Joan M. Mazur; \$1,392,878; 2016-2022. [2U54OH007547-16]
5. Supplemental Nutrition Assistance Program-Education (SNAP-ED), Food and Nutrition Service, USDA – “Supporting the Health of Kentucky SNAP-Ed Participants through Engagement in Reshaping Local Policy, Systems, and the Environment,” PI: Daniel Kahl; **Co-PIs: Kang Namkoong**, Jarius Rossi, Jayoung Koo, Melissa Bond, Sarah Bowker, and Alison Davis; \$450,591; 2015-2018. [PO27361500001655]

#### **II.E.2. Other – Sponsored Research and Programs – NOT Administered by the Office of Research Administration (ORA)**

1. Southeast Center for Agricultural Health and Injury Prevention – “arCROPS: Developing an Augmented Reality Safety Education Program for the Innovative CROPS Curriculum Intervention (ICCI).” **PI: Kang Namkoong**; \$44,352; 2019. [6U54OH007547-18]
2. Southeast Center for Agricultural Health and Injury Prevention – “Virtual Reality for CROPS (vrCROPS): Testing the Effects of Virtual Reality Safety Education based on a Smartphone Platform.” **PI: Kang Namkoong**; Co-PIs: Stacy K. Vincent, Joan M. Mazur, and Ming-Yuan Chih; \$14,850; 2017. [5U54OH007547-15]
3. Southeast Center for Agricultural Health and Injury Prevention – “eCROPS: A Smartphone-Based Interactive Education System for the Innovative CROPS Curriculum Intervention (ICCI).” **PI: Kang Namkoong**; Co-PIs: Stacy K. Vincent, Joan M. Mazur, and Ming-Yuan Chih; \$29,461; 2016. [5U54OH007547-15]
4. Southeast Center for Agricultural Health and Injury Prevention – “A Cost-Effective ROPS (CROPS) Consortium for Secondary Agricultural Mechanics Teachers in Rural Appalachian Communities throughout the Southeast United States,” PI: Stacy K. Vincent; **Co-PIs: Kang Namkoong** and Joan M. Mazur; \$49,313; 2016.
5. Southeast Center for Agricultural Health and Injury Prevention – “Integration of the Cost-Effective RollOver Protective System (CROPS) Construction and Installations into High School Agriculture Mechanics Classes in Eight Rural Kentucky, Tennessee, and North Carolina Counties,” PI: Stacy K. Vincent, **Co-**

**PIs:** Joan M. Mazur and **Kang Namkoong**; \$111,375; 2015. [5U54OH007547-14]

6. Appalachian Center/Appalachian Studies Program Mini-Grant – “Integrated Marketing Communication for the Farmers’ Markets in the Appalachian Region,” **PI: Kang Namkoong**; \$500; 2014.

## **II.F. Research Fellowships, Prizes and Awards**

1. **Distinguished Innovative Idea Poster** (National Agricultural Mechanic Professional Development Blue Ribbon Research Conference): “Increasing Safe Farm Practices in Appalachia,” Byrd, A. P., Vincent, S., Song, Y. & Namkoong, K., 2023.
2. **Top Faculty Paper** (Communicating Science, Health, Environment, and Risk Division of Association for Education in Journalism and Mass Communication): First place, “Integrating Psychometric Paradigm of Risk and Issue Attention Cycle: A Study of Risk Information in News Coverage of Avian and Swine Influenza,” Fung K. F., **Namkoong, K.**, Kim, J., & Lai, P. Y., 2021.
3. **Herbert S. Dordick Dissertation Award** (Communication and Technology Division of International Communication Association): The runner-up, “Social capital in an online health community: Network features and impact on breast cancer patients,” 2012.
4. **Top Poster Award** (Center for Excellence in Cancer Communication Research (CECCR) II Grantee Meeting): “Communication network in online breast cancer support groups,” 2011.
5. **Robert Wood Johnson Foundation Dissertation Grant Award** – “Online Social Networks in Computer-Mediated Social Support (CMSS) Groups: The Production of Social Capital and its Impacts on Cancer Patients and Caregivers’ Health Outcomes,” Principal Investigator; \$5,000; 2010-2011.
6. **Highly Ranked Student-Led Paper** (International Communication Association: Health Communication Division): “Creating a Bond between Caregivers Online: Impact on Caregivers' Coping Strategies,” 2010.
7. **Top Poster Award** (Center for Excellence in Cancer Communication Research (CECCR) II Grantee Meeting): “Creating a Bond between Caregivers Online: Impact on Caregivers' Coping Behaviors and Preparedness for Caregiving Role,” 2009.

### **III. Teaching, Extension, Mentoring, and Advising**

#### **III.A. Courses Taught**

##### University of Maryland

COMM 302: Communication Science Theories  
COMM 398E: Health Communication  
COMM 398E: Health Communication – Honor’s Class  
COMM 402: Communication Theory and Process  
COMM 498I: New Media and Health Communication  
COMM 602: Communication Science Theories  
COMM 730: Health Communication  
COMM 738B: Emerging Media and Health Communication

##### University of Kentucky

CLD305: Research Methods in Community and Leadership Development  
CLD400: Agricultural Communications Campaigns  
CLD650: Applied Community Communications  
CLD/SOC675: Community and Leadership Development Communications (distance learning course)

#### **III.B. Teaching Innovations**

##### **III.B.1. Course or Curriculum Development**

##### University of Maryland

Fall 2024	Revision of COMM 730: Health Communication
Fall 2021	Develop a new course – COMM302: Communication Science Theories
Spring 2019	Revision of COMM 398E: Health Communication as an Honor’s Course
Fall 2019	Revision of COMM 402: Communication Theory and Process
Spring 2018	Revision of COMM 398E: Health Communication
Spring 2018	Developed a new course - COMM 738B: Emerging Media and Health Communication
Fall 2017	Developed a new course - COMM 498I: New Media and Health Communication

##### University of Kentucky

Spring 2016	Revision of CLD305: Research Methods in Community and Leadership Development
Fall 2013	Revision of CLD/SOC 675: Community and Leadership

Development Communications  
Spring 2012 Revision of CLD400: Agricultural Communications Campaigns  
Spring 2012 Developed a new course - CLD650: Applied Community  
Communications

### **III.C. Advising: Research or Clinical**

#### **III.C.1. Undergraduate**

##### University of Maryland

Honor's Thesis Advisor

- Solomon Sewell (Fall 2018 – Fall 2019)
- Cecilia Sun (Fall 2020 – Spring 2021)
- Joshua Poggioli (Fall 2021 – Spring 2022)

Individual Studies Program (IVSP) Mentor

- Nikita Mutter (Fall 2021 – Spring 2022)

##### University of Kentucky

Professional Practicum Project Supervisor

- Nathaniel Bosworth (Fall 2013)
- Martell L. Johnson (Spring 2014)

#### **III.C.2. Master's**

##### University of Kentucky

Advisor and Thesis Committee Chair

- Rachel Bolin, University of Kentucky (Summer 2013)
- Dale Davis, University of Kentucky (Summer 2015), Co-Chair with Dr. Kenneth Jones

Thesis Committee Member

- Shelley Meyer, University of Kentucky (Fall 2013)
- Christine Herren, University of Kentucky (Fall 2015)
- Mollie Tichenor, University of Kentucky (Fall 2016)
- Joshua Jennings, University of Kentucky (Spring 2017)
- Krista Perry, University of Kentucky (Fall 2017)
- Mary Kate Fields, University of Kentucky (Fall 2017)

Independent Studies

- Mary Kate Fields, University of Kentucky (Summer 2016)



- Christine Herren, University of Kentucky (Summer 2014)
- Dale Davis, University of Kentucky (Spring 2014, Fall 2014)
- Rachel Bolin, University of Kentucky (Summer 2012, Summer 2013)

Co-Supervision through Community Communication Research Group (CCRG)

- Coria Bowen, B.A., Research Assistant, University of Kentucky (Fall 2013 – Spring 2014)

### III.C.3. Doctoral

#### University of Maryland

Advisor

- Junhan Chen (Fall 2018 – Spring 2022)  
Current position: Assistant Professor, University of Hong Kong
- Jonathan D. Leach (Fall 2019 – Summer 2024)
- Ran Ma (Fall 2022– present)
- Sunrin Rudy Kim (Fall 2022– present)
- Jeonghyun Grace Kim (Fall 2022– present)
- Siqiao Austin Ao (Fall 2022– present)
- Xinyi Song (Fall 2023– present)

Advisory and/or Dissertation Committee Member

- Yan Qin (Spring 2018 – Spring 2021) \*
- Victoria Ledford (Spring 2018 – Spring 2022)
- Christina SanInocencio (Spring 2018 – Spring 2021)
- Sumin Fang (Fall 2018 – Fall 2019) \*
- Shawna Dias (Fall 2018 – Fall 2020) +
- Lingyan Ma (Fall 2018 – Spring 2022)
- Yuan Wang (Fall 2018 – Spring 2023)
- Xiaojing Wang (Spring 2019 – Spring 2022) \*
- Kathryn A. Their (Fall 2019 – Summer 2023)
- Tong Lin (Fall 2020 – Spring 2024)
- Xin Ma (Spring 2021 – Spring 2024)
- Jiawen Zhang (Spring 2021 – present)
- Shilin Xia (Fall 2021– present)
- Tania Nachrin (Fall 2023– present)
- Taufiq Ahmad (Fall 2023– present)
- Misa Park (Fall 2023– present)

\* Dissertation Committee Member

+ Advisory Committee Member

Dean's Representative

- Samantha Watters (Fall 2022 – present)

APT Mentor for Assistant Professors

- Yan Qu (2024 – 2025)
- Sun Young Lee (2022 – 2023)

Faculty mentor

- Siqiao Austin Ao: Health Policy Research Scholars, Robert Wood Johnson Foundation (Cohort Seven; 2023– present)

Supervision: Visiting Researcher

- In Sung Chun, a Journalist from Joongang Ilbo, a daily newspaper company in South Korea that has second largest circulation (Fall 2018 – Spring 2020)

Independent Studies

- Samantha Stanley (Spring 2018)
- Junhan Chen (Spring 2019; Winter 2019)
- Jonathan D. Leach (Spring 2020)
- Sunrin Rudy Kim (Fall 2023)
- Jeonghyun Grace Kim (Fall 2023)
- Shilin Xia (Fall 2023)
- Siqiao Austin Ao (Winter 2023)

Supervision through the Center for Health and Risk Communication Research Group

- Yuan Wang, Saymin Lee, John Leach, Jiawen Zhang, and Emily Dawson (2022 – present)
- Yan Qin, Jungyu Rhys Lim, Victoria Ledford, and Junhan Chen (2018 - 2020)

Supervision: Meta-Analysis Research Team (2018 – 2020)

- Yan Qin and Xiaojing Wang

University of Kentucky

Committee Member

- Robert Rice, University of Kentucky (2018); Current position and affiliation: Assistant Professor, University of Pikeville

Co-Supervision through Community Communication Research Group (CCRG)

- Rachael Record, Ph.D., Research Assistant, University of Kentucky (Fall 2012 – Spring 2013); Current position and affiliation: Associate Professor, San Diego State University

Outside Examiner for Final Doctoral Examination

- Sarah Vos, University of Kentucky (Spring 2016)

### **III.C.4. Post-doctoral**

Co-Supervision through Community Communication Research Group (CCRG)

- Stephanie Van Stee, Ph.D., Project Coordinator, University of Kentucky: YAP and NAP (Fall 2012 – Spring 2013); Current position and affiliation: Associate Professor, University of Missouri - St. Louis

### **III.D. Mentorship**

#### **III.D.1. Other**

- Panelist. “Professional Workshop: Understanding and Preparing Academic Conferences” Graduate Seminar, Department of Communication, University of Maryland, February 23, 2023. Drs. Sunyoung Lee, and Carina Zelaya.
- Moderator. “Mixed Method Research Panel” Graduate Seminar, Department of Communication, University of Maryland, September 30, 2022. Panelist: Drs. Shawn Parry-Giles, Erich Sommerfeldt, and Carina Zelaya.
- Moderator. “Professional Workshop: Preparing Job Market Materials” Graduate Seminar, Department of Communication, University of Maryland, September 2, 2022. Panelist: Drs. Kristy Maddux, Erich Sommerfeldt, and Carina Zelaya.
- Panelist. “Professional Workshop: Written Materials, Phone Interviews, and On-Campus Interviews” Graduate Seminar, Department of Communication, University of Maryland, August 27, 2021.
- Panelist. “Professional Workshop on Seeking Research Funding” Graduate Seminar, Department of Communication, University of Maryland, November 16, 2020.
- Panelist. “Job Market Workshop: Written Materials, Phone Interviews, and On-campus Interviews” Graduate Seminar, Department of Communication, University of Maryland, August 28, 2020.
- Panelist. “Job Market Workshop 2” Graduate Seminar, Department of Communication, University of Maryland, August 23, 2019.
- Panelist. “Building a Scholarly Profile,” Graduate Seminar, Department of Communication, University of Maryland, August 24, 2018.
- Panelist. “Job Market Boot Camp 2: Interviewing” Graduate Seminar, Department of Communication, University of Maryland, October 6, 2017.
- Panelist. “KACA Mentoring Session,” Korean American Communication Association), International Communication Association, Phoenix, AZ, May 24-

28, 2012.

### **III.E. Teaching Awards/Fellowship**

- 2019 Outstanding Teaching Award, Department of Communication, University of Maryland
- 2016 Faculty Fellow for Presentation U (Cohort #5; \$2,000), University of Kentucky
- 2012 Teaching Incentive and Improvement Fund (TIIF), College of Agriculture, Food, and Environment, University of Kentucky – “Community-Based Communication Campaigns for the Kentucky Farmers’ Market (CLD 400: Agricultural Communications Campaigns),” \$3,000; 2012-2013

## **IV. Service and Outreach**

### **IV.A. Editorships, Editorial Boards, and Reviewing Activities**

#### **IV.A.1. Editorial Boards**

- *Communication Yearbook* (2013 – 2015)

#### **IV.A.2. Reviewing Activities for Journals and Presses**

Invited Journal Reviewing:

- *Asian Journal of Communication* (2015)
- *Communication Research* (2018)
- *Communication Studies* (2019, 2020)
- *Communication Yearbook* (2013, 2014, 2015)
- *Health Communication* (2015, 2016[2], 2018, 2019[2], 2020[4], 2021[3], 2022[3], 2023, 2024)
- *International Journal of Communication* (2015, 2016)
- *Journalism and Mass Communication Quarterly* (2017)
- *Journal of Agromedicine* (2017)
- *Journal of Broadcasting and Electronic Media* (2014, 2014)
- *Journal of Computer-Mediated Communication* (2014)
- *Journal of Health Communication* (2011, 2015, 2016, 2017, 2021)
- *Korean Journal of Communication Science* (2021)
- *Mass Communication and Society* (2012)
- *Media Psychology* (2014)
- *New Media and Society* (2010, 2013)

Invited Book Chapter Reviewing

- *Social Media and Journalism's Search for Truth* (2018)

#### IV.A.3. Reviewing Activities for Conferences

##### Paper reviewer

Association for Education in Journalism and Mass Communication (AEJMC)

- Communicating Science, Health, Environment, and Risk Division (2019, 2020, 2021, 2022)
- Korean American Communication Association (2018)
- Communication and Technology Division (2015)
- Mass Communication and Society Division (2012, 2013)

International Communication Association (ICA)

- Korean American Communication Association (2014, 2021)
- Health Communication Division (2011, 2020)

The Communication Crossroads (A Multidisciplinary Graduate Student Conference, UW School of Journalism and Mass Communication), 2010.

#### IV.A.4. Other

##### **Discussant/Moderator**

1. Moderator. Teaching Panel: Addressing sensitive and controversial topics in class. (Co-sponsors: Communicating Science, Health, Environment, and Risk Division & Minority and Communication Division), Association for Education in Journalism and Mass Communication (AEJMC, 2022)
2. Discussant. KACA-CCA joint session: Mechanisms of health communication and news effects in Asian contexts (Korean American Communication Association & Chinese Communication Association), International Communication Association (ICA, 2019)
3. Discussant. Scholar-to-scholar refereed paper research session (Communication and Technology Division), Association for Education in Journalism and Mass Communication (AEJMC, 2015)
4. Discussant. KACA state of art research panel (Korean American Communication Association), International Communication Association (ICA, 2014)
5. Moderator. Political discussion in online space (Communication and Technology Division), International Communication Association (ICA, 2012)

**Competition Judge**. Agricultural Communications Career Development Event (CDE) sponsored by the Kentucky Future Farmers of America (Kentucky FFA)

- 2016 (5 strategic communication plans)
- 2015 (11 strategic communication plans and 6 presentations)
- 2014 (6 strategic communication plans and 6 presentations)
- 2013 (3 strategic communication plans and 3 presentations)

## **IV.B. Committees, Professional & Campus Service**

### **IV.B.1. Campus Service – Department**

#### University of Maryland

- Search Committee Chair (Assistant Professor in Communication Science); 2023
- Graduate Studies Committee, Co-Director of Graduate Studies, 2021 – 2023
- Administrative Council, 2021 – 2023
- Search Committee Chair (Assistant Professor in Communication Science); 2021
- IRB Liaison, 2017–2018; 2018–2019; 2020 – 2021; 2023 – present
- Salary Advisory Committee, 2017–2018; 2018–2019
- Ad-hoc committee: Department Teaching and Service Awards Committee (2018)
- Faculty Advisory Committee, 2019–2020
- Steering Committee Member for the Center for Health and Risk Communication (CHRC), 2018 – present
- Colloquium Committee, 2020 – 2021; 2022-2023
- APT Committee, 2020 – present
- APT 3<sup>rd</sup> Year Review Sub-Committee, 2020-2021
- APT Tenure Review Sub-Committee, Chair, 2022 – 2023
- Peer Reviews for PTK Instructors, 2020 – present

#### University of Kentucky

- Graduate Committee, 2013 – 2017
- Resources and Support Committee, 2015 – 2017
- Digital Media Lab Ad Hoc Committee, 2016 – 2017
- Associate Director, Community Communication Research Group, 2012 – 2016
- Undergraduate Committee, 2012 – 2015
- Marketing and Communication Ad Hoc Committee, 2012 – 2015
- Department IT Staff Search Committee, 2015

### **IV.B.2. Campus Service – College**

- ARHU Assessment Committee, 2021 – 2023
- ARHU Research Advisory Committee, 2022 – 2023

### IV.B.3. **Offices and Committee Memberships**

- **Vice Head Elected**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2024 – present
- **Co-Research Chair**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2022 – 2024
- **Teaching Chair**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2021 – 2022
- **Professional Freedom and Responsibility (PF&R) Chair**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2020 – 2021
- **Outreach Chair**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2019 – 2020
- **Website Chair**, Communicating Science, Health, Environment and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication (AEJMC), 2018 – 2019
- **Faculty Committee**, Korean American Communication Association (KACA) – International Communication Association (ICA), 2013 – 2015

### IV.C. **External Service and Consulting**

#### IV.C.1. **Community Engagements, Local, State, National, International**

- **Network4CLD**: Developing communication campaign plans and websites for local farmers markets in Kentucky, 2012-2016

#### IV.C.2. **Corporate and Other Board Memberships**

- **Panelist** for the National Action Plan Meeting. National Children’s Center for Rural and Agricultural Health and Safety (NCCRAHS), Minneapolis, MN, May 15 – 16, 2024.
- **Steering Committee Member** for the AgInjuryNews.org System Development Project. National Farm Medicine Center, 2016 - present

- **Advisory Board Member** for the University of Kentucky Mobile Technologies Research Project that explores the use of mobile technology to increase healthy eating behaviors among Kentucky’s low-income families. 2016 – 2017

**IV.C.3. Consultancies** *(to local, state and federal agencies; companies; organizations)*

- **Consultant.** Development of Survey Instruments for Cancer Information National Trends in Korea, National Cancer Center, Gyeonggi-do, Korea, 2019
- **Consultant.** Advanced Knowledge Mobilization and e-Communications (AKME) Project; National Children’s Center for Rural and Agricultural Health and Safety, Marshfield Clinic Research Foundation, Marshfield, WI, 2016

**IV.C.4. External Program Review**

- **External Reviewer.** Self-studies of MA in Emerging and Social Media and MFA in Digital Media Production; Department of Mass Communication, Sam Houston State University, Huntsville, TX, 2024

**IV.C.5. Professional Development Fellow**

- Research Impact Fellows, 2024-2025

**IV.D. Non-Research Presentations**

**IV.D.1. Outreach/Professional Development Presentations**

- “eCROPS, vrCROPS, and arCROPS,” presented at the CROPS Professional Development, Pigeon Forge, TN, July 26, 2021
- “eCROPS, vrCROPS, and arCROPS,” presented at the CROPS Professional Development, Pigeon Forge, TN, July 26, 2020
- “eCROPS application,” presented at the CROPS Teacher Training Symposium, Pigeon Forge, TN, July 28, 2019
- “eCROPS application,” presented at the CROPS Teacher Training Symposium, Gatlinburg, TN, July 30, 2017
- “Social Media & eCROPS,” presented at the CROPS Teacher Training Symposium, Gatlinburg, TN, July 26, 2016



**IV.E. Service Awards and Honors**

- 2023 Arete Award, Department of Communication, University of Maryland (Given by COMMGRads to an outstanding faculty member).
- 2023 Outstanding Service Award, Department of Communication, University of Maryland
- Charles E. Barnhart Fund for Excellence, College of Agriculture, Food, and Environment, University of Kentucky; “Integrated Marketing Project for the Farmers’ Markets in the Promise Zone,” \$500; (2014-2015)