Hye Jin Yoon

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Temerlin Advertising Institute
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Southern Methodist University
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EDUCATION

Ph.D. 2010
University of Georgia, Athens, GA
Major: Journalism and Mass Communication
Dissertation title: "Humorous Reappraisal of Threat Information in Advertising: The Effects of Humor and Involvement" (Dissertation Chair: Spencer Tinkham)

M.A., 2006
University of Georgia, Athens, GA
Major: Journalism and Mass Communication
Thesis title: "The Presence and Portrayal of Racial Minorities in Magazine Advertising" (Thesis Chair: Karen Whitehill King)

B.A., 2003
Korea University, Seoul, Korea
Major: Journalism and Mass Communication

EMPLOYMENT HISTORY

Aug. 2010 – Present	Assistant Professor, Temerlin Advertising Institute, Southern Methodist University, Dallas, TX
Aug. 2005 – May 2010	Teaching Assistant/Research Assistant, Department of Advertising and Public Relations, University of Georgia, Athens, GA
Oct. 2003 – July 2004	Marketing Assistant, Urirang World Co., Ltd., Seoul, Korea

June 2003 – July 2004	English Instructor, ELS Institution, Seoul, Korea
Sept 2002 – Feb 2003	Special Training Program for Future Businessmen KT America Inc., Englewood Cliffs, NJ

TEACHING

SMU - ADV 3376	Advertising Media, Fall 2010 – Spring 2013
SMU - ADV 4317	Consumer Behavior, Fall 2011
SMU - ADV 4374	International Advertising, Spring 2011, Spring 2012, Spring 2013
UGA - ADPR 3140	Advertising and Society, Fall 2009 (Co-instructor)
UGA - ADPR 3120	Media Planning, Fall 2008 – Spring 2009, Spring 2010
UGA - ADPR 3130	Advertising Research, Fall 2007 – Spring 2008

RESEARCH

Publications (Peer-Reviewed)

Kim, Jooyoung, and **Hye Jin Yoon** (forthcoming), "Association Ambiguity in Brand Extension," *Journal of Advertising*.

Yoon, Hye Jin, and Spencer Tinkham (forthcoming), "Humorous Threat Persuasion in Advertising: The Effects of Humor, Threat Intensity, and Issue Involvement," *Journal of Advertising*.

Yoon, Hye Jin (forthcoming), "Understanding Schema Incongruity as a Process in Advertising: Review and Future Recommendations," *Journal of Marketing Communications*.

Han, Jeong-Yeob, Junghyun Kim, **Hye Jin Yoon**, Minsun Shim, Fiona McTavish, and David Gustafson (2012), "Social and Psychological Determinants of Levels of Engagement with an Online Breast Cancer Support Group: Posters, Lurkers, and Non-Users," *Journal of Health Communication*, 17 (3), 356-371.

Paek, Hye-Jin, **Hye Jin Yoon**, and Thomas Hove (2011), "Not All Nutrition Claims Are Perceived Equal: Anchoring Effects and Moderating Mechanisms in Food Advertising," *Health Communication*, 26 (2), 159-170.

Choi, Hojoon, **Hye Jin Yoon**, Hye-Jin Paek, and Leonard N. Reid (2011), "Thinking and Feeling' Products and 'Utilitarian and Value-Expressive' Appeals in Contemporary TV Advertising: A Content Analytic Test of Functional Matching and the FCB Model," *Journal of Marketing Communications*, 18 (2), 91-111.

Kim, Jooyoung, **Hye Jin Yoon**, and Sunyoung Lee (2010), "Integrating Advertising and Publicity: A Theoretical Examination of the Effects of Exposure Sequence, Publicity Valence, and Product Attribute Consistency," *Journal of Advertising*, 39 (1), 97-113.

Yoon, Hye Jin, Hye-Jin Paek, Hoyoung Ahn, and Hojoon Choi (2010), "Are Food Ads Healthy? Examination of Television Food Advertising on Health Claims and Persuasion Strategies," *Research in Health Communication*, 1 (1) (South Korean journal).

Yoon, Hye Jin (2010), "Engaging in Risk-Involved Online Activities: Recognizing the Impact of Knowledge and Experience," *Web Journal of Mass Communication Research,* 19 (1).

Yu, Hyunjae, Karen Whitehill King, and **Hye Jin Yoon** (2010), "How Much are Health Websites Influenced by Culture? Content Analysis of Online Diet Programs in the United States, United Kingdom, and Korea," *Journal of Promotion Management*, 16, 331-359.

Under Review

Yoon, Hye Jin, and Yeuseung Kim, "The Moderating Role of Masculinity in Responses to Comedic Violence Advertising," submitted for 2nd round at *Journal of Advertising*.

Kim, Yeuseung, and **Hye Jin Yoon**, "Characteristics of Consumers Favorable to Comedic Violence in Viral Ads," conditional acceptance at *Journal of Advertising Research*.

Yoon, Hye Jin, and James M. Mayer, **"**Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," under review at *Journal of Business Research*.

Yoon, Hye Jin, "Emotional and Cognitive Responses to Non-Humorous and Humorous Threat Persuasion Advertisements," under review at *Communication Research*.

Yoon, Hye Jin, and Yeo Jung Kim, "Understanding Green Advertising Attitude and Behavioral Intention: An Application of the Health Belief Model," under review at *Journal of Current Issues and Research in Advertising*.

In Progress

Yoon, Hye Jin, Yeo Jung Kim, and Jongsuk Choi, "Humor Style Differences between Korea and the United States," targeted to *Social Psychology* (formatting stage).

Yoon, Hye Jin, and Yeuseung Kim, "Responses to Comedic Violence Advertising: Norm Beliefs and Age Effects," targeted to *International Journal of Advertising* (writing stage).

Yeuseung Kim, and **Yoon, Hye Jin**, "Emotional Responses to Comedic Violence Viral Advertising," targeted to *Cyberpsychology, Behavior, and Social Networking* (analysis stage).

Yoon, Hye Jin, "Responses to Different Humor Types: A Cross-Cultural Consumer Research," targeted to *International Journal of Advertising* (analysis stage).

Mayer, James Mark, **Hye Jin Yoon**, and Piyush Kumar, "Is Sexual Humor Good Advertising Practice on Mars, But Not On Venus? Investigating the Efficacy of Sexually Humorous Advertising for Masculine- and Feminine-Gendered Brands," targeted to *Marketing Letters* (analysis stage).

Yoon, Hye Jin, Jeong-Yeob Han, Junghyun Kim, Minsun Shim, Fiona McTavish, and David Gustafson, "Use of Humor in an Online Breast Cancer Support Group," targeted to *Journal of Health Communication* (analysis stage).

Yoon, Hye Jin, Carre La Ferle, and Steve Edwards, "A Normative Approach to Motivating Savings Behavior: The Interaction Effects of Savings Norm and Benefit Information in Advertising," targeted to *Journal of Advertising* (data collection stage).

Yoon, Hye Jin, and Yongjun Sung, "Creating the Mood for Humor: The Role of Initial Affect States in Humor Advertising," targeted to *Journal of Advertising* (data collection stage).

Mayer, James Mark, and **Hye Jin Yoon**, "Content Analysis of Humor in Cigarette Advertisements," targeted to *Journal of Advertising* (data collection stage).

Yoon, Hye Jin, "Emotional Responses to Humor Advertising," targeted to *Journal of Advertising* (design stage).

Yoon, Hye Jin, "Humor Effects in Reducing Shame in Health Communication: Shame-Proneness and Humor Level Effects," targeted to *Journal of Advertising* (design stage).

Book Chapters

Yoon, Hye Jin (forthcoming), "Advertising, Effectiveness of Humor," in Salvatore Attardo (ed.), *Encyclopedia of Humor Studies*, Sage Publication.

Conference Papers

Kim, Yeuseung, and **Hye Jin Yoon**, "Characteristics of Consumers Favorable to Comedic Violence in Viral Ads," accepted at the *American Academy of Advertising Annual Conference*, Albuquerque, NM, April 4-7, 2013.

Yoon, Hye Jin, and James Mark Mayer, "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," accepted at the *Winter Marketing Educator's Conference*, St. Petersburg, FL, February 17-19, 2012.

Mayer, James Mark, and **Hye Jin Yoon**, "Does Sexual Humor Work on Mars, But Not on Venus?" accepted at the *Winter Marketing Educator's Conference*, St. Petersburg, FL, February 17-19, 2012.

Kim, Yeo Jung, and **Hye Jin Yoon**, "Predicting Green Advertising Attitude and Behavior in South Korea: Utilizing a Modified HBM," accepted at the *American Academy of Advertising Asia-Pacific Conference*, Brisbane, Australia, June, 2011.

Han, Jeong-Yeob, Junghyun Kim, **Hye Jin Yoon**, Minsun Shim, and Fiona McTavish, "Who Engages More and Why? Testing Two Explanations for Participation in an Online Cancer Support Group" accepted at the *International Communication Association* (TOP 3 Faculty Paper), Boston, MA, May, 2011.

Minsun Shim, Junghyun Kim, Han, Jeong-Yeob, **Hye Jin Yoon**, and Fiona McTavish, "Personal and Social Resources, Approach Coping, and Quality of Life: An Integrative Framework with Women with Breast Cancer," accepted at the *International Communication Association*, Boston, MA, May, 2011.

Yoon, Hye Jin, and Spencer F. Tinkham, "Humorous Reappraisal of Threat in Advertising: Humor, Threat Intensity, and Past Experience Effects," accepted at the *American Academy of Advertising Annual Conference*, Mesa, AZ, April, 2011.

Han, Jeong-Yeob, Junghyun Kim, **Hye Jin Yoon**, Minsun Shim, Fiona McTavish, and David Gustafson, "Social and Psychological Determinants of Levels of Engagement with an Online Breast Cancer Support Group: Posters, Lurkers, and Non-Users," presented at the *Kentucky Conference on Health Communication*, Lexington, KY, April, 2010.

Yoon, Hye Jin, and Spencer F. Tinkham, "Does Humor Go Well with Threat? The Effects of Humor and Issue Involvement in Public Service Announcements," presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March, 2010.

Paek, Hye-Jin, **Hye Jin Yoon**, Mina Lee, Hoyoung Ahn, Leonard Reid, "Implicit Health Information in Cigarette Advertisements for Youth- and Adult-Oriented Brands between the Pre- and Post-Master Settlement Agreement Eras," presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March, 2010.

Kim, Jooyoung, **Hye Jin Yoon**, Yong Joo Choi, "Association Ambiguity Analysis for Developing Brand Extension Marketing Strategies," presented at the *American Academy of Advertising Annual Conference*, Minneapolis, MN, March, 2010.

Yoon, Hye Jin, "Differences in Emotional and Cognitive Responses between Non-Humorous and Humorous Public Service Advertisements," presented at the *Association for Education in Journalism and Mass Communication Annual Conference*, Boston, MA, August, 2009.

Paek, Hye-Jin, and **Hye Jin Yoon**, "Not All Comparative Nutrient Claims Are Perceived Equal: Consequences of Anchoring Effects and Moderating Mechanisms in Food Advertising," presented at the *American Academy of Advertising Annual Conference*, Cincinnati, OH, March, 2009.

Yoon, Hye Jin, "Understanding Schema Incongruity as a Process in Advertising: Review and Future Recommendations," presented at the *American Academy of Advertising Annual Conference*, San Mateo, CA, March, 2008.

Yoon, Hye Jin, "Engaging in Risk-involved Online Activities: Recognizing the Impact of Knowledge and Experience," presented at the *American Academy of Advertising Annual Conference*, San Mateo, CA, March, 2008.

Yoon, Hye Jin, Hye-Jin Paek, Hoyoung Ahn, and Hojoon Choi, "Are Food Ads Healthy? Examination of Television Food Advertising on Health Claims and Persuasion Strategies," presented at the *American Academy of Advertising Annual Conference*, San Mateo, CA, March, 2008.

Kim, Jooyoung, **Hye Jin Yoon**, and Sunyoung Lee, "Integrating Advertising and Publicity: The Effects of Exposure Sequence, Publicity Valence and Product Attribute Consistency," presented at the *American Academy of Advertising Annual Conference*, San Mateo, CA, March, 2008.

Choi, Jongsuk, **Hye Jin Yoon**, Hana Kim, and Jooyoung Kim, "Publication Productivity and Topic Trends of Asian Countries in Three Leading U.S. Advertising Journals from 1996 to 2005," presented at the *American Academy of Advertising Asia-Pacific Conference*, Seoul, Korea, May, 2007.

Yoon, Hye Jin, and Karen Whitehill King, "The Presence and Portrayal of Racial Minorities in Magazine Advertising," presented at the *American Academy of Advertising Annual Conference*, Burlington, VT, April, 2007.

Choi, Jongsuk, **Hye Jin Yoon**, Hana Kim, and Jooyoung Kim, "Publication Productivity and Topic Trends in Advertising Research: 1996 through 2005," presented at the *Association for Education in Journalism and Mass Communication Annual Conference*, San Francisco, CA, August, 2006.

HONORS AND AWARDS

Temerlin Advertising Institute Research Funding, Dallas, TX, $800, 2012
Southern Methodist University Meadows Faculty Travel Grant, Dallas, TX, $1,150, 2012
Southern Methodist University Meadows Faculty Development Grant, Dallas, TX, $2,250, 2012
Southern Methodist University Meadows Faculty Travel Grant, Dallas, TX, $1,300, 2012
Southern Methodist University Meadows Faculty Development Grant, Dallas, TX, $4,000, 2011
Southern Methodist University Meadows Faculty Travel Grant, Dallas, TX, $3,200, 2011
Southern Methodist University Meadows Faculty Travel Grant, Dallas, TX, $1,300, 2011
Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, 2010
Outstanding Teaching Assistant, Grady College, University of Georgia, Athens, GA, 2010
American Academy of Advertising Dissertation Competition Award, $1,600, 2010
Broun Dissertation Research Fund, University of Georgia, Athens, GA, $1,000, 2009
Teaching Assistantship, University of Georgia, Athens, GA, Fall 2005 – Summer 2010
First Class Honors, Korea University, Seoul, Korea, Fall 2001, Spring 2002, Fall 2003
Scholarship, Hankuk University of Foreign Studies, Seoul, Korea, Fall 2000, Spring 2001

PROFESSIONAL ASSOCIATION MEMBERSHIP

American Academy of Advertising
Association for Education in Journalism and Mass Communication
Korean American Communication Association
Korean Student Association of Grady College of Journalism and Mass Communication
- President, March 2008 – March 2009

SCHOLALY EDITORIAL ACTIVITIES

Ad Hoc Reviewer

Journal of Advertising
Journal of Interactive Advertising
Journal of Health Communication
American Academy of Advertising Conference

AMA Winter Marketing Educators' Conference

SERVICES

Undergraduate Curriculum Committee Chair, SMU, Dallas, TX, 2012
TAI/Ad Age AAA White Paper Competition Committee Chair, 2012
University Council on General Education, SMU, Dallas, TX, 2011-2012
- Review of the University Curriculum

Meadows Academic Policies Committee, SMU, Dallas, TX, 2011-2012
- Monitoring the Meadows curriculum and interdisciplinary academic programs

Assessment Committee, SMU, Dallas, TX, 2011-Present
- Assessment of Temerlin Advertising Institute curriculum

Tenure Track Professor Search Committee, SMU, Dallas, TX, 2011
Dean's Faculty Advisory Board, SMU, Dallas, TX, 2010-2011
- Advising the school dean on policy matters

Student Curriculum Advising, SMU, Dallas, TX, 2010-Present