

EunJoo Jin, PhD

Assistant Professor
Jack J. Valenti School of Communication
College of Liberal Arts and Social Sciences
University of Houston

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EDUCATION

The University of Texas at Austin, TX, USA **May 2023**

Ph.D. (GPA: 3.91/4.0)

Stan Richards School of Advertising and Public Relations

Moody College of Communication

Dissertation Title: The Effects of AI-driven Chatbot's Design Cues on Users' Information Trust

Dissertation Committee: Dr. Matthew Eastin (Chair), Dr. Jeeyun Oh, Dr. Lucy Atkinson,

Dr. Natalie Brown Devlin, Dr. Tiffany Whittaker

The University of Texas at Austin, TX, USA **August 2018**

M.A. (GPA: 3.92/4.0)

Stan Richards School of Advertising and Public Relations

Moody College of Communication

Thesis Title: The Persuasive Effectiveness of Website Interactivity in an Anti-Smoking Website

Thesis Committee: Dr. Jeeyun Oh (Chair), Dr. Minette Drumright

Kookmin University, Seoul, South Korea **February 2016**

B.S. (Advanced Degree) (GPA: 4.02/4.5)

Mass Communication

College of Mass Communication

ACADEMIC POSITIONS

Assistant Professor (Tenure-track) **Fall 2023- Present**

Jack J. Valenti School of Communication

University of Houston

Grant Research Assistant **Summer 2022 – Spring 2023**

Funded by Meta: Social Media Privacy and Emotion Lab (\$100,000)

Project in Collaboration with Nanyang Tech University (NTU) in Singapore

PI: Dr. Hyunjin Kang, Co-PI: Dr. Jeeyun Oh,

Stan Richards School of Advertising and Public Relations

Moody College of Communication, The University of Texas at Austin, TX, USA

Course Instructor

Spring 2022

Stan Richards School of Advertising and Public Relations
Moody College of Communication, The University of Texas at Austin

Graduate Research Assistant (Part-time)

Spring 2022

D-Box Immersive Haptic Motion Technology Research
PI: Dr. Lucy Atkinson
Stan Richards School of Advertising and Public Relations
Moody College of Communication, The University of Texas at Austin

Graduate Teaching Assistant

Fall 2018 – Fall 2021

Stan Richards School of Advertising and Public Relations
Moody College of Communication, The University of Texas at Austin

Graduate Assistant

Fall 2017 – Spring 2018

Stan Richards School of Advertising and Public Relations
Moody College of Communication, The University of Texas at Austin

RESEARCH INTERESTS

Communication Technology
AI-driven Marketing Communication
Consumer Psychology in Immersive Media
Persuasive Message Effectiveness in Interactive Media
Digital and Social Media

PEER-REVIEWED JOURNAL PUBLICATIONS

(11, *corresponding author)

[11] Oh, J*, Shuer, Z., & **Jin, E.** (2023) Surprise of Serious COVID-19 Vaccination Messages on TikTok: The Effect of Expectancy Violation on Message Effectiveness. *Science Communication*. (In press) (SSCI, 5-year Impact Factor: 7.300)

[10] Jang, H*, **Jin, E.**, Wilcox, G.B., & Bright, L.F. (2023) #Sponsored by a Robot? How the Human-likeness of Virtual Influencers Influence Purchase Intentions towards Sponsored Products. *Journal of AI, Robotics, and Workplace Automation*, 2(3), 215-227

[9] **Jin, E***, & Eastin, M.S. (2022). When a Chatbot Smiles at You: The Psychological Mechanism Underlying the Effects of Friendly Language Use by Product Recommendation Chatbots. *Cyberpsychology, Behavior & Social Networking*, 25(9), 597-604.
<http://doi.org/10.1089/cyber.2021.0318> (SSCI, 2021 Impact Factor: 6.135)

- [8] **Jin, E*.,** & Eastin, M.S. (2022). Birds of a Feather Flock Together: Matched Personality Effects of Product Recommendation Chatbots and Users. *Journal of Research in Interactive Marketing*, 17(3), 416-433. <https://doi.org/10.1108/JRIM-03-2022-0089> (SSCI, 2021 Impact Factor: 4.018)
- [7] **Jin, E*.,** & Brown-Devlin, N. (2022). When Others Are Here: The Combinative Effects of Social Presence and Threat Appeals in Climate Change Message Effectiveness. *Mass Communication and Society*, 25(1), 25-50. <https://doi.org/10.1080/15205436.2021.1910962> (SSCI, 2021 Impact Factor: 3.256)
- [6] **Jin, E*.,** & Oh, J. (2021). The Role of Emotion in Interactivity Effects: Positive Mood Enhances Attitudes, Negative Mood Helps Information Processing. *Behavior & Information Technology*, 41(16), 3487-3505. <https://doi.org/10.1080/0144929X.2021.2000028> (SSCI, 2021 Impact Factor: 3.320)
- [5] Oh, J*., **Jin, E.,** Sudarshan, S., Nah, S., & Yu, N. (2021). Does 360-degree Video Enhance Engagement with Global Warming? The Mediating Role of Spatial Presence and Emotions. *Environmental Communication*, 15(6), 731-748. <https://doi.org/10.1080/17524032.2021.1891945> (SSCI, 2021 Impact Factor: 3.389)
- [4] **Jin, E*.,** & Atkinson, L. (2021). The Moderating Role of Emotion: The Combinatory Effects of Positive Emotion and News Framing Techniques on Climate Change Attitudes. *Journalism & Mass Communication Quarterly*, 98(3), 749-768. <https://doi.org/10.1177/1077699020988105> (SSCI, 5-year Impact Factor: 4.409)
- [3] Oh, J*., Sudarshan, S., **Jin, E.,** Nah, S., & Yu, N. (2020). How 360-Degree Video Influences Content Perceptions and Environmental Behavior: The Moderating Effect of Environmental Self-Efficacy. *Science Communication*, 42(4), 423-453. <https://doi.org/10.1177/1075547020932174> (SSCI, 5-year Impact Factor: 6.908)
- [2] **Jin, E*.,** & Oh, J. (2020). The Effects of Interactivity on the Attitudes and Intentions about Second-hand Smoke: Comparison of Two Mechanisms. *International Journal of Human-Computer Interaction*, 36(4), 307-315. <https://doi.org/10.1080/10447318.2019.1636509> (SSCI, 5-year Impact Factor: 4.503)
- [1] Oh, J*., & **Jin, E.** (2018). Interactivity Benefits Low Self-efficacy Smokers More: The Combinatory Effects of Interactivity and Self-efficacy on Defensive Response and Quitting Intention. *Journal of Interactive Advertising*, 18(2), 110-124. <https://doi.org/10.1080/15252019.2018.1491812> (Impact Factor: N/A)

REFERRED CONFERENCE PAPERS

Yoon, C., **Jin, E.,** & Pounders, K. Guilt Appeal and Sponsor Type Matter: The Moderating Effects of Guilt Intensity on Different Types of Anti-Drunk-Driving Public Service

Announcement Sponsors. Accepted to 2023 International Communication Association (ICA) annual conference, Toronto, Ontario, Canada.

Oh, J., **Jin, E.**, & Zhou, S. Information seekers on TikTok are not easily distracted: The impact of humor in vaccination messages on information processing and affective mechanisms. Accepted to 2023 International Communication Association (ICA) annual conference, Toronto, Ontario, Canada.

Oh, J., Zhou, S., & **Jin, E.** Can TikTok be Serious? Effects of Message Tone, Expectation, and Prior Attitude on Vaccination Intention. Accepted to 2023 International Communication Association (ICA) annual conference, Toronto, Ontario, Canada.

Song, Y., Ham, J., **Jin, E.**, & Eastin, M.S. Advertising Artificial Intelligence (AI) Agents: The Effects of Social Presence, Sincerity, and Social Benefit Appeals. Paper presented at the 2023 American Academy of Advertising (AAA) annual conference, Denver, CO.

Hendricks, A., **Jin, E.**, & Eastin, M.S. (2022 August) Understanding the Positive and Negative Outcomes of Upward Social Comparison as Mediating Factors to Psychological Well-being. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Detroit, MI.

Jin, E., Eastin, M.S., Jang, H., & Ryoo, Y. (2022 May) Birds of a Feather Flock Together: Matched Personality Effects of Product Recommendation Chatbots and Users. Paper presented at the 72th annual International Communication Association (ICA) conference, Paris, France.

Ryoo, Y., Jeon, Y., Kim, W., & **Jin, E.** (2022 March). The Spillover Effect of Robot Service Failure on Service Firms. Paper presented at the 2022 American Academy of Advertising (AAA) annual conference, St. Petersburg, FL.

Jin, E. (2021, July). When a Chatbot Smiles at you: The Psychological Mechanism Underlying the Effects of Friendly Language Use by Product Recommendation Chatbot. Paper presented at the Korean Advertising Society Global Colloquium, Kangreung, South Korea. (***Top Paper (1st place) Award**)

Choi, J., Seo, H., & **Jin, E.** (2021, May). In AI We Trust: How Does AI Algorithm of Korea's Biggest Web Portal, Naver Influence News Source and Exposure Diversity. Paper presented at the 71st annual International Communication Association (ICA) conference, Virtual conference.

Oh, J., Sudarshan, S., **Jin, E.**, Nah, S., & Yu, N. (2020, May). 360-degree Video Persuades High Environmental-efficacy Users: The Interaction Effects between Interactivity and Self-efficacy on Content Perceptions and Behavioral Intention. Paper presented at the 70th annual International Communication Association (ICA) conference, Virtual conference. (***Top Paper Award: Communication & Technology Division**)

Oh, J., **Jin, E.**, Sudarshan, S., Nah, S., & Yu, N. (2019, November). Feeling just peaceful: The Negative Impact of Interactive 360-degree Videos on Environmental Engagement. Paper

presented at the 105th annual convention of the National Communication Association (NCA), Baltimore, MD.

Jin, E. & Oh, J. (2019, November). The Role of Mood in Interactivity Effects: Positive Moods Enhance Attitudes, Negative Moods Help Information Processing. Paper presented at the 105th annual convention of the National Communication Association (NCA), Baltimore, MD.

Jin, E. & Oh, J. (2019, November). The Persuasive Effectiveness of Interactivity in an Anti-secondhand-smoke Website: Comparing Two Mechanisms. Paper presented at the 105th annual convention of the National Communication Association (NCA), Baltimore, MD.

Ryoo, Y., Kim, WJ., & **Jin, E.** (2018, October). The Effect of Ad Appeals on Materialistic Consumers' Ethical Purchase. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Washington, DC.

Kim, WJ., **Jin, E.**, & Ryoo, Y. (2018, November). Your Voice, Your Choice, Vote for a Better World: Effective Election Advertising with Hypocrisy Induction and Regulatory Focus Theory. Paper presented at the 104th National Communication Association (NCA) Annual Convention, Salt Lake City, UT.

Oh, J., & **Jin, E.** (2018, May). The Combinatory Effects of Interactivity and Self-efficacy: Interactivity Gets More Persuasive as I Feel Uncertain about Quitting. Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

INVITED RESEARCH PRESENTATION

Jesse H. Jones Research Presentation

2022 September

Title: The Message Persuasiveness in Interactive Media Technologies

Audience: Graduate Students and Faculty in Moody College of Communication

University of Texas at Austin

TEACHING EXPERIENCE

University of Houston

Course Instructor

Fall 2023

-Comm4360 Media Planning

University of Texas at Austin

Course Instructor

Spring 2022

-ADV315 History and Development of Advertising

(71 Students; Averaged course evaluation score: 4.28/5.0)

Invited Speaker

-Graduate Seminar on PROCESS macro and Quantitative Research Methods **May 2022**
(12 Graduate students)

Graduate Teaching Assistant

-ADV324/PR324 Communicating Sustainability **Fall 2022**
-ADV/PR339K Digital Graphic Communication **Fall 2022**
-ADVF332D/PRF332D Entrepreneurialism in Communication **Summer 2022**
-PR305 Fundamentals of Public Relations **Summer 2022**
-ADV345J Advertising Media Planning Foundation **Fall 2021**
-ADV309R Intro to Advertising and Public Relations Research **Spring 2021**
-ADV309R Intro to Advertising and Public Relations Research **Fall 2020**
-ADV/PR323 Public Communication of Science and Technology **Spring 2020**
-ADV/PR323 Public Communication of Science and Technology **Fall 2019**
-ADV/PR339K Digital Graphic Communication **Spring 2019**
-ADV/PR339K Digital Graphic Communication **Fall 2018**

Graduate Assistant

-ADV373/PR377 Integrated Communication Campaigns **Spring 2018**
-ADV370/PR367 Integrated Communication Management **Spring 2018**
-ADV303 Advertising and Popular Culture **Fall 2017**

HONORS AND AWARDS

Jesse H. Jones Fellowship (2022)

Moody College of Communication, University of Texas at Austin. (\$6500 stipend and full tuition coverage)

Professional Development Award (2022)

Stan Richards School of Advertising & Public Relations, University of Texas at Austin. (\$1500)

Top (1st place) Paper Award (2021)

Korean Advertising Society Global Colloquium. (\$1000)

Graduate Student Spotlight (2021)

American Academy of Advertising (AAA) Newsletter 2021 June Issue.

Top Paper Award (2020)

Communication & Technology Division, International Communication Association (ICA).

Professional Development Award (2019)

Stan Richards School of Advertising & Public Relations. University of Texas at Austin. (\$500)

Moody Graduate Fellowship (2018)

Stan Richards School of Advertising & Public Relations. University of Texas at Austin.
(Awarded for 3 years; \$5000 per year)

Sung-Kok Full Scholarship (2016)

College of Communication, Kookmin University. (Semester GPA: 4.5/4.5, tuition fully waived)

Sung-Kok Full Scholarship (2015)

College of Communication, Kookmin University. (Semester GPA: 4.5/4.5, tuition fully waived)

Grade 1 Scholarship (2014)

College of Communication, Kookmin University. (2/3 tuition waived)

Grade 2 Scholarship (2013)

College of Communication, Kookmin University. (1/3 tuition waived)

PROFESSIONAL EXPERIENCE

Intern

December 2013-March 2014

Media Planner

WPP & Group M, Mindshare Korea, Seoul, South Korea

ACADEMIC SERVICE

Invited Manuscript Reviewer, Journal of Research in Interactive Marketing (2022)

Invited Manuscript Reviewer, Computers in Human Behavior (2022)

Invited Manuscript Reviewer, Cyberpsychology, Behavior, and Social Networking (2022)

Invited Manuscript Reviewer, Cyberpsychology, Behavior, and Social Networking (2022)

Paper Reviewer, International Communication Association (2022)

Paper Reviewer, International Communication Association (2021)

Invited Manuscript Reviewer, Computers in Human Behavior (2021)

Paper Reviewer, International Communication Association (2020)

Invited Manuscript Reviewer, Computers in Human Behavior (2019)

Invited Manuscript Reviewer, Computers in Human Behavior (2019)

Paper Reviewer, International Communication Association (2019)

REFERENCES

Matthew S. Eastin, Ph.D., Professor, Stan Richards School of Advertising and Public Relations,
Moody College of Communication, University of Texas at Austin (matt.eastin@utexas.edu)

Jeeyun Oh, Ph.D., Associate Professor, Stan Richards School of Advertising and Public Relations, Moody College of Communication, University of Texas at Austin
(jeeyunoh@utexas.edu)

Lucy Atkinson, Ph.D., Associate Professor, Stan Richards School of Advertising and Public Relations, Moody College of Communication, University of Texas at Austin
(lucyatkinson@austin.utexas.edu)

Natalie Brown-Devlin, Ph.D., Assistant Professor, Stan Richards School of Advertising and Public Relations, Moody College of Communication, University of Texas at Austin
(nataliebdevlin@utexas.edu)

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