Curriculum Vitae

Name	**Yoon, Ho Young**
E-mail	hoyoungyoon@ewha.ac.kr / hoyoungemail@gmail.com
Academic Position	**Associate Professor** Division of Communication Media Ewha Womans University, S. Korea **Visiting Professor** Big Data Analytics Major, Department of Cross-Disciplinary Studies University of Seoul, S. Korea

Education

University of Wisconsin-Madison

Ph.D. Journalism & Mass Comm.

Korea National Open University

B.S, Environmental Health

B.S, Computer Science

Yonsei University

M.A., Sociology

B.A., English Literature & Language

Korea National Qualification

Advanced Data Analytics Professional

SQL Developer

Data Architecture Semi-Professional

Engineer, Information Processing

Work Experience

Researcher
Yeongnam Cyberemotion Research Institute

Research Analyst
Samsung Economic Research Institute

Published Articles in English (SCI, SSCI, SCIE indexed)

1. **Yoon, H. Y.**, Park, K. (2025). AI algorithm transparency, pipelines for trust not prisms: Mitigating general negative attitudes and enhancing trust toward AI. *Humanities and Social Sciences Communications*, Accepted
2. Park, K., **Yoon, H. Y.** (2024). Beyond the Code: The Impact of AI Algorithm Transparency Signalling on User Trust and Relational Satisfaction. *Public Relations Review*, 50(5), 102507.
3. **Yoon, H. Y.**, Kang, S., & Kim, S. (2024). A Non-verbal Teaching Behavior Analysis for Improving Pointing Out Gestures : The Case of Asynchronous Video Lecture Analysis Using Deep Learning. *Journal of Computer Assisted Learning*, 40(3), 1006-1018.
4. **Yoon, H. Y.** & Yoo, S. C. (2024). Finding tourism niche on image-based social media: Integrating computational methods. *Journal of Vacation Marketing*.
5. Park, H. W., & **Yoon, H. Y.** (2023). Global COVID-19 Policy Engagement With Scientific Research Information: Altmetric Data Study. *Journal of Medical Internet Research*, 25, e46328.
6. Kim, J. S., Kwon, J. H., Rha, S. Y., Lee, S. C., Chang, Y. J., Kwon, I. S., You, K. H & **Yoon, H. Y.** (2023). Status of Using Complementary and Alternative Medicine among Patients with Cancer in Korea: an Online Survey of Online Cancer Support Groups (KCSG PC21-20). Cancer Research and Treatment, 55(2), 442-451.
7. **Yoon, H. Y.**, You, K. H., Kwon, J. H. Kim, J. S. , Rha, S. Y., Chang, Y. J., Lee, S. (2022). Understanding the Social Mechanism of Cancer Misinformation Spread on YouTube and Lessons Learned: Infodemiological Study. *Journal of Medical Internet Research*. 23(11), e39571.
8. Kim, N., **Yoon, H. Y.** (2022). Purchasing Diversity: A Media Ecology Analysis on the Recruitment of Newspaper Op-Ed Columnists. *International Journal of Communication*. 16, 3581-3598
9. **Yoon, H. Y.** (2022). Is Crisis and Emergency Risk Communication as effective as vaccination for preventing virus diffusion? Measuring the Impacts of Failure in CERC with MERS-CoV outbreak in South Korea. *Risk Analysis*. 42(7), 1504-1523.
10. Ahn, S. J., **Yoon, H. Y.***. & Lee, Y. J. (2021). Text mining as a tool for real-time technology assessment: Application to the cross-national comparative study on artificial organ technology. *Technology in Society*. 66, 101659.

    * first coauthor. evenly contributed.

11. Ahn, S. J., **Yoon, H. Y.*** (2020). 'Green Chasm' in clean-tech for air pollution: patent evidence of a long innovation cycle and a technological level gap. Journal of Cleaner Production. 122726.

    * first coauthor. evenly contributed.

12. Kim, K., **Yoon, H. Y.**, & Jung, K. (2017). Resilience in Risk Communication Networks: Following the 2015 MERS Response in South Korea. *Journal of Contingencies and Crisis Management*, 25(3), 148-159.

13. Lee, M., **Yoon, H. Y.**, & Park, H. W. (2017). "From online via offline to online: How online visibility of tourism information shapes and is shaped by offline visits" *Journal of Travel & Tourism Marketing*, 34(9), 1143-1154.

14. Lee, M., **Yoon, H. Y.**, Park, H. J, Smith, M., & Park, H. W. (2017) "Mapping communication network: A case of the Association of Internet Researchers′ Conference" *Scientometrics*, 112(2), 767-797

15. Kim, N., Konieczna, M., **Yoon, H. Y.**, & Friedland, L. A. (2016). Sustainability Factors of Emergent Civic News Websites: A Qualitative Comparative Analysis Approach. *Journalism & Mass Communication Quarterly*, 93(4), 750-769.

16. Glass, J. E., Grant, J. D., **Yoon, H. Y.**, & Bucholz, K. K. (2015). Alcohol problem recognition and help seeking in adolescents and young adults at varying genetic and environmental risk. *Drug and Alcohol Dependence*, 153, 250-257.

17. Khan, G. F., **Yoon, H. Y.**, Kim, J., & Woo Park, H. (2014). From e-government to social government: Twitter use by Korea's central government. *Online Information Review*, 38(1), 95-113.

18. Khan, G. F., **Yoon, H. Y.**, & Park, H. W. (2014). Social media communication strategies of government agencies: Twitter use in Korea and the USA. *Asian Journal of Communication*, 24(1), 60-78.

19. **Yoon, H. Y.**, & Park, H. W. (2014). Strategies affecting Twitter-based networking pattern of South Korean politicians: social network analysis and exponential random graph model. *Quality & Quantity*, 48(1), 409-423.

Published Articles in Korean (KCI indexed)

1. **Yoon, H. Y.** (2023). Comparison of Color Property in Korean and Japanese TV Dramas* Difference in Saturation and Lightness between the Original and Remake Dramas Measured by Minkowski Distance. *Korean Journal of Journalism Communication Studies*, 67(2), 41-73. (in press).

2. **Yoon, H. Y.**, Ahn, D. (2023) A Study on the Discovery of General News Reporting Pattern A Small Sample LSTM Experiment with Natural Language Generation *Communication Theories*, 19(1), 84-123.

3. Ya, L., **Yoon, H. Y.** (2023) Cultural differences in color between countries viewed as Korean-Japanese dramas: Focusing on the color scheme of five remake dramas *Journal of The Korean Data Analysis Society*, 25(1), 445-456.

4. **Yoon, H. Y.** (2022) Can the Level of YouTube Election Campaign Predict Election Outcome? : An the 21st National Assembly Election Analysis of the Seoul Metropolitan Election Precinct *Korean Journal of Broadcasting Telecommunications Research*, 121, 29-62.

5. **Yoon, H. Y.** (2022) Trend Analysis of "Child YouTube" News Article before ad during COVID-19:An exploration of words frequency LDA topic model *Journal of the Korean Data Analysis Society*, 24(6), 2433-2447.

6. **Yoon, H. Y.** (2022) Analysis of media reports on 'News Factory': The reporting trend by newspaper companies *Journal of Political Communication*, 67, 75-113.

7. **Yoon, H. Y.**, Park, H. (2022) Taking all the glory of regional news media by Seoul-baed ones: A YouTube interview reporting case of TV maeil Shinmum *Journal of Korea Contents Association*, 22(6), 135-144.

8. Chung, Y., **Yoon, H. Y.** (2022) Sexuality over Performance: A Visual analysis on female glofer highlights through deep learning object detection method for detecing subtle differences between female players *Communication Theories*, 18(1), 5-58.

9. **Yoon, H. Y.** (2022) From Human Coding to automated Detection&: Detecting Visual images of female body objectification and sexualized poses from TV music programs using YOLO4 and Media Pipe *Korean Journal of Journalism Communication Studies*, 65(6), 452-481.

10. **Yoon, H. Y.** (2021) Text Classification of YouTube News Media Comments : Focusing on Broadcasting, Cable News, Conservative

Creator Media *Journal of the Korean Data Analysis Society*, 23(3), 1399-1416.

11. Baek, G., **Yoon, H. Y.** (2021) Key Frame Analysis of Network TV News Covering Female Sexual Crime Victims : Victimization Sensationalism of Visual Image.
Korean Journal of Journalism Communication Studies, 65(2), 75-113.

12. Choi, Y. J., Chung, Y., Kim, M., **Yoon, H. Y.**, Kim, N. Y., Lu, C., Shin, J., Lee, J., Kim, N., Yeo, E., Kang, J. (2021) An Analysis of Candidates' Appearance Frequency, Facial Expression, and Gaze Direction through Deep Learning-Based Video Processing Algorithm *Korean Journal of Broadcasting Telecommunications Research*, 114, 113-157.

13. Jung K. H., **Yoon, H. Y.** (2021) 'Kids playing alone with toys': Contemplation on the sociality of toy-oriented YouTube Kid's videos by using automated face-detection program for video analysis.
Communication Theories, 17(1), 54-107.

14. Choi, Y. J., Chung, Y., **Yoon, H. Y.**, Kim, M., Kim, N. Y., Lu, C., Shin, J., Lee, J., Kim, N., Yeo, E., Kang, J. (2020) Analysis of the 19th Presidential TV Debate Using Deep Learning Based Video Processing Algorithms: Analysis of the frequency, facial expression and gaze *Korean Journal of Journalism Communication Studies*, 64(5), 319-372.

15. **Yoon, H. Y.**, Park, H., (2020) A Study of Internet Discussion on Inter-regional co-prosperity: Focusing on Daegu-Gyeongbuk Regions. *Journal of the Korea Academia-Industrial cooperation Society*, 21(6), 62-69.

16. Lee, M., **Yoon, H. Y.**, (2020) Success factors of Korean famous dramas in Vietnam. *The Journal of Image and Cultural Contents*, 19, 59-83.

17. **Yoon, H. Y.** (2020) Text Mining News Analysis on North-South Korea Relation: News Coverages for 227 months *Journal of the Korean Data Analysis Society*, 22(6), 2517-2534.

18. **Yoon, H. Y.** (2020) A Note on Data Journalism Education in the Era of Big Data: What to do, and How to do? *Korean Journal of Journalism Communication Studies*, 63(5), 87-115.

19. **Yoon, H. Y.** (2019) The Evolution of the Podcast Market: Diversity, Competition, Survival

Korean Journal of Broadcasting and Telecommunication Studies, 33(4), 50-98.

20. Kil, W. Y., **Yoon, H. Y.**, Lee, J. H. (2019). Factors Affecting the Change of Perceptions of Nuclear Issues: A Comparison Among Different Types of Online Discussions *Journal of Social Sciences Studies*, 30(3), 181-210.

21. You, K. H, **Yoon, H. Y.** (2018) Vision and Value of Blockchain Media:Analysis on White Paper of Blockchain Media in Initial Coin Offering (ICO), *Journal of Cybercommunication Academic Society*, 35(4), 253-279.

22. **Yoon, H. Y.** (2018) An Analysis of News (title) on Fourth Industrial Revolution: How the Keyword on Technology-Society Paradigm is Articulated in South Korea, *Information Society Media*, 19(2), 1-28.

23. **Yoon, H. Y.** (2018) Communication Study in Flux: Trend and Prospect of Computational Social Science, *Communication Theories*, 14(1), 50-98.

24. Lee, M. K., **Yoon, H. Y.**, Park, H. W. (2017) Network Analysis of Tourist Destinations: The case of Daegu city, South Korea. *Journal of the Korean Data Analysis Society*, 19(3), 1153-1165.

25. **Yoon, H. Y.**, Kil, W. Y., & Lee. J. H. (2017). The Relationship between News Media Repertoire and Users' Interest in Multiple News Topics:Focusing on News Topic Network.
Korean Journal of Broadcasting and Telecommunication Studies, 31(1), 107-148.

26. **Yoon, H. Y.**, (2015). SNS, Social Capital Network: Trust on Information, People in SNS and Institutional Confidence. *Culture and Politics*, 2(1), 105-126.

27. Kim, Y., **Yoon, H. Y.**. (2013).Value Exchange in Marriage Market). *Korea Journal of Population Studies*, 36(3), 69-95.

28. **Yoon, H. Y.**. (2011). South Korea's Specificity of Internet Culture. *Korean Journal of Sociology*, 45(5), 61-104.

29. **Yoon, H. Y.**, Park, H. W. (2011). Politicians' Twitter Name-Referring Network Analysis. *Dongainmunhak*, 20, 559-582.

Books in Korean

1. **Yoon, H. Y.** (2022). *Transformation of Labor in COVID 19: Delivery App Platform, Labor, and Future*, Seoul: Sechang.

2. **Yoon, H. Y.** (2021). *Visual Journalism*, Seoul: Communication Books

Chapters in Korean

1. **Yoon, H. Y.** (2022). Educational Direction and Design for Visual Communication, In Hwang et al., (Eds). *Media Communication Education for Future*, Chapter 7, Seoul: The Korean Society for Journalism Communication Studies

2. **Yoon, H. Y.** (2021). Smart City Techoration: Computing, Data and Outdoor Advertisement, In Yoo et al., (Eds). *Techoration, Metaverse, Smartcity and Digital Outdoor Advertisement*, Chapter 4, Seoul: Hakjisa

3. **Yoon, H. Y.** (2021). Everything becomes Data: The Big Data Era, In Bae et al., (Eds). *Understanding Intelligent Information Society*, Chapter 18, Seoul: Nanam Publisher

4. **Yoon, H. Y.** (2020). Unstructured Text Data Analysis: Statistical Language Processing- Topic Model. *Big Data Analysis Method and Application*, in Chung et al., Chapter 2, Seoul: Hakjisa

5. **Yoon, H. Y.** (2019). Big Data Analysis Algorithm and Communication. In Kwak et al. *Data Technology and Communication Research*. Chapter 6, Seoul: Communication Books

Research Funding

1. **The Arthur W. Page Center's 2023 Page/Johnson Legacy Scholar Grant USD 2,500** 2023.4 - /with Keonyoung Park at Hongkong Baptist University.

2. **AMORE Pacific Foundation (USD 8,080)** 2023. 1 - 2023. 12

   Sexualized Body: Tracing Share-Search Digital Culture

3. **Korea Research Foundation: Basic Research (USD 128,510)** 2022. 6 - 2025.2

   Scientific Analysis of K-Content Success: Building Deep learning Model for Color Psychology by Countries.
   Principal Investigator

4. **Korea Research Foundation: Social Science Korea (USD 365,100)** 2021. 9 - 2023.8

   Child Media Quality Index Development and Application.
   Co-investigator

5. **Korea Emplyoment Information Service (USD 16,150)** 2021. 11 - 2023.12

   A Machine Learning Study to Profile Jobs with Occupation Profile Examination.
   Principal Investigator

6. **Korea Creative Content Agency (USD 54,100)** 2021. 6 - 2023.11

   Digital Transformation: An User Trend.
   Principal Investigator

7. **The Foundation of Broadcast Culture (USD 6,500)** 2021.3 - 2021.9

   Sexualized Body Image on Sports Broadcasting
   Principal Investigator

8. **The Foundation of Broadcast Culture (USD 6,500)** 2019.3 - 2019.11.

   Success Factor Analysis through International-Domestic Online Viewership
   Co-Investigator

9. **Korea Association for Braodcasting and Telecommunication Studies (USD 4,000)** 2019.8 - 2020.7.

   YouTube Comment Analysis
   Principal Investigator

10. **Korean Council for Reconciliation and Cooperation (USD 5,700)** 2019.6 - 2019.9.

    North-South Korea Relatioship News Analysis
    Principal Investigator

11. **Seoul Broadcasting System Foundcation (USD 8,080)** 2018. 11 - 2019.10.

    The Evolution of Podcast Ecology
    Principal Investigator

Int'l Conference Presentation

1. "Sexuality over peformance: A visual analysis on female glofer highlights through Deep Learning Object Detection ", *ICA 72th Annual Conference, Paris: France, 26–30 May, 2022.* **Yoon, H. Y.**, Chung, Y.

2. "Online Game Teamplay's Influences on Players' Communitarian Values, Gaming Disorders, and Self-Control ", *ICA 71th Annual Conference, Virtual Conference, 27–31 May, 2022.* **Yoon, H. Y.**

3. "A comparative study on the triangular relationship between Internet, institution, and political participation", *ICA 68th Annual Conference, Prague: Czech, 25–28 May, 2018.* **Yoon, H. Y.**.

4. "The cost of communication failure: Validating an empirical case with individual-based modeling on MERS outbreak.", *ICA 67th Annual Conference, San Diego, CA: USA, 25–29 May, 2017.* **Yoon, H. Y.**

5. "Do privacy concerns promote the use of foreign-based SNS?: A Comparison before and after the disclosure of SNS surveilance in S. Korea." Preconference: Digital Asia. *ICA 67th Annual Conference, San Diego, CA: USA, 25–29 May, 2017.* **Yoon, H. Y.**

6. "In search for missing link in the studies on Foreign-TV programs Flow." *ICA 67th Annual Conference, San Diego, CA: USA, 25–29 May, 2017*, **Yoon, H. Y.**

7. "A Networked Media Ecology: How non-journalists alter information flows in one city". *102nd Annual Convention, National Communication Association, Philadelphia, PA: USA, 10–13 Nov, 2016* Robinson, S., **Yoon, H. Y.**

8. "When Censorship is not an option: Internet Trolling by National Intelligence Agency of S. Korea". *Annual Conference (AoIR2016), Association of Internet Researchers, Berlin: Germany, 5–8 Oct, 2016.* **Yoon, H. Y.**, Kang, W. C

9. "Media competition in the convergence environment: A study on the cross-activity impacts with smartphone use example". *ICA 65th Annual Conference, San Juan, PR: USA, 20–25 May, 2015.* **Yoon, H. Y.**

10. "Incidence of alcohol problem recognition and treatment utilization in a high-risk offspring of twins sample". *2015 Annual Conference of the Society for Social Work and Research, New Orleans, CA: USA, 14–18 Jan, 2015.* Glass, J.E., Grant, J. D., **Yoon, H. Y.** & Bucholz, K. K

11. "A study of glocalization using cultural network analystics on Twitter: A case of Kpop." *Sunbelt XXXIV International Sunbelt Social Network Conference, St. Peter Beach, FL: USA, 18-–23 Feb, 2014.* Kim, J. , **Yoon, H. Y.** & Park, H. W.

12. "Contributors to Sustainability of Emergent, Civic News Sites: A Qualitative Comparative Analysis." *Annual Conference, Association for Education in Journalism and Mass Communication, Washington*

DC, 8–11 Aug, 2013. Kim, N., Konieczna, M., **Yoon, H. Y.** & Friedland, L. A.

13. "Legislators Talking and Walking: A comparison of Korean and American Social Media Behavior and Voting Patterns." Shapiro, M. A., Hemphill, L., Yoon, H. Y., Association for Education in Journalism and Mass Communication (Korean American Communication Association), Chicago, Aug 9 – 12, 2012.

14. "Social Media Information flow and Public Representation: A case of South Korean Politicians." Triple Helix IX International Conference, Stanford, CA: USA, 11–14 Jul, 2011. **Yoon, H. Y.** & Park, H. W.

15. "Political Activity with General-Interest Intermediaries." 105th Annual Meeting of American Sociological Association, Atlanta, GA: USA, 13–17 Aug, 2010. **Yoon, H. Y.**

16. "Shaping the Internet Structure: Comparative Study between US andS. Korea.".The Midwest Sociological Society, Des Moines. 2–5 Apr, 2009. **Yoon, H. Y.**

Services

1. **Editorial Board**
   - Journal of Contemporary Eastern Asia. 2020. 8 - Present
   - Media, Gender and Culture (Korean Journal). 2022. 12 - Present
   - Communication Theories (Korean Journal). 2022. 11. - Present
   - Locality and Globality (Korean Journal). 2020. 10 - Present
   - Korean Journal of Journalism and Communication Studies 2020. 11 - 2022. 10.
2. **Committee / Board Member**
   - Korea Press Ethics Commission Review Committee. 2022. 3 - Present
   - Daum-Kakao News Recommendation System Transparency Audit Committee. 2022. 9 - 2022. 10.
   - 2nd NAVER News Algorithm Review Board. 2021. 8 - 2022. 1.
   - Election News Article Review Committee, Press Arbitration Commission, 2022. 1 - 2022. 6.
3. **Director, General Affairs**
   The Korea Society for Journalism and Mass Communication Studies. 2021. 10 - 2022. 10