

# Hyunjin (Jin) Song

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## Current Academic Appointments

**Yonsei University, Department of Communication** 2021.03.01 - Present  
Assistant Professor

## Past Academic Appointments

**Kookmin University, Department of Communication** 2020.09.01 - 2021.02.28  
Assistant Professor

**University of Vienna, Department of Communication** 2016.03 - 2020.06.30  
Universitätsassistent, Post-Doc

**University of Vienna, Department of Methods in the Social Sciences** 2015.08 - 2016.02  
Universitätsassistent, Post-Doc

## Education

**Ph.D in Communication** (May 2015)  
The Ohio State University, School of Communication

Advisor: Dr. William Paul Eveland, Jr.,  
Committee: Dr. Michael A. Neblo, Dr. Neha Gondal, and Dr. Robert M. Bond.  
Dissertation: A dynamic longitudinal examination of social networks and political behavior:  
The moderating effect of cohesive network structure and its implication for social influence  
processes.

**M.A. in Communication** (Aug 2011)  
Graduate School of Communication and Arts, Yonsei University, South Korea

**B.A. in Communication** (Aug 2009)  
Department of Communication, Yonsei University, South Korea

## Research Interest

**Political behaviors:** informal political discussion and its impact, political knowledge and attitudes, electoral behaviors, social media and political engagement, social psychological process of mediated / interpersonal message and its impacts on political behaviors.

**Advanced quantitative research methods:** Computational social science methods, including statistical inference in cross-sectional and longitudinal social networks (ERGM, TERGM, and SAOM), text as data (LDA topic modeling), linear conditional process and structural equation modeling, multilevel analysis, big data and social media analytics

## Refereed Journal Articles (26)

1. Markowitz, D., **Song, H.**, & Taylor, S. (forthcoming). Tracing the Adoption and Effects of Open Science in Communication Research. *Journal of Communication*.
2. **Song, H.**, Cho, J. (2021). Accessing (in)accuracy and bias in self-reported exposure to disagreement: Evidence from linkage analysis using digital trace data. *Communication Methods and Measures*. doi: [10.1080/19312458.2021.1935824](https://doi.org/10.1080/19312458.2021.1935824)
3. **Song, H.**, Tolochko, P., & Boomgaarden, H. (2021). What You Expect is (Not) What You Get: The Impact of Initial and Post-hoc Judgments of Message Characteristics on Political Information Recall. *Media Psychology*. doi: [10.1080/15213269.2021.1879655](https://doi.org/10.1080/15213269.2021.1879655)
4. **Song, H.**, Eberl, J-M., & Eisele, O. (2020). Less Fragmented than We Thought? Toward Clarification of a Subdisciplinary Linkage in Communication Science, 2010-2019. *Journal of Communication*. doi: [10.1093/joc/jqaa009](https://doi.org/10.1093/joc/jqaa009)
5. **Song, H.**, Tolochko, P., Eberl, J-M., Eisele, O., Greussing, E., Heidenreich, T., Lind, F., Galyga, S., & Boomgaarden, H. G. (2020). In validations we trust? Imperfect Gold Standards and the Validation of Automated Content Analysis. *Political Communication*. doi: [10.1080/10584609.2020.1723752](https://doi.org/10.1080/10584609.2020.1723752)
6. Nyhuis, D., **Song, H.**, & Boomgaarden, H. (2020). Disproportionality in media representations of campaign negativity. *Political Science Research and Methods*. doi: [10.1017/psrm.2020.4](https://doi.org/10.1017/psrm.2020.4)
7. **Song, H.**, Gil de Zúñiga, H., & Boomgaarden, H. (2019). Social Media News Use and Political Cynicism: Differential Pathways Through “News Finds Me” Perception. *Mass Communication and Society*. doi: [10.1080/15205436.2019.1651867](https://doi.org/10.1080/15205436.2019.1651867)
8. Minozzi, W., **Song, H.**, Lazer, D. M.J., Neblo, M., & Ognyanova, K. (2019). The Incidental pundit: Who talks politics with whom, and why? *American Journal of Political Science*. doi: [10.1111/ajps.12469](https://doi.org/10.1111/ajps.12469)
9. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2019). That Looks Hard!: Effects of objective and perceived textual complexity on factual and structural political knowledge. *Political Communication*. doi: [10.1080/10584609.2019.1631919](https://doi.org/10.1080/10584609.2019.1631919)
10. Lee-Won, R., White, T., **Song, H.**, Lee, J-Y., Smith, M. (2019). Source Magnification of cyberhate: Affective and Cognitive Effects of multiple-source hate messages on target group members. *Media Psychology*. Online first. doi: [10.1080/15213269.2019.1612760](https://doi.org/10.1080/15213269.2019.1612760)
11. Eveland, W. P., Jr., **Song, H.**, Hutchens, M. J., & Levitan, L. C (2019). Not being accurate is not quite the same as being inaccurate: Variations in reported (in)accuracy of perceptions of political views of network members due to uncertainty. *Communication Methods & Measures*. Online first. doi: [10.1080/19312458.2019.1612865](https://doi.org/10.1080/19312458.2019.1612865)
12. **Song, H.** & Boomgaarden, H. (2019) Personalities discussing politics: The effects of discussion agreement and expertise and its relationship with personality traits. *International Journal of Communication*. 13, 92 - 115. doi: <https://ijoc.org/index.php/ijoc/article/view/8469>
13. Boomgaarden, H. G. & **Song, H.** (2019). Media use and its effects in cross-national perspective. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*. (invited manuscript at the Special Issue). Online first. doi: [10.1007/s11577-019-00596-9](https://doi.org/10.1007/s11577-019-00596-9)
14. Velez, J., Ewoldsen, D., Hanus, M., **Song, H.**, & Jonathan V. (2018). Social comparisons and need fulfillment: Interpreting video game enjoyment in the context of leaderboards. *Communication Research Reports*. Online first. doi: [10.1080/08824096.2018.1525352](https://doi.org/10.1080/08824096.2018.1525352)

15. **Song, H.**, Cho, J., & Benefield, G. A. (2018). The dynamics of message selection in online political discussion forums: Self-segregation or diverse exposure? *Communication Research*. Online first. doi: [10.1177/0093650218790144](https://doi.org/10.1177/0093650218790144)
16. **Song, H.** (2018). A primer on multilevel mediation models for egocentric social network data. *Communication Methods and Measures*. 12(1), 1-24. doi: [10.1080/19312458.2017.1416343](https://doi.org/10.1080/19312458.2017.1416343)
17. **Song, H.**, Nyhuis, D., & Boomgaarden, H. (2017). A network model of negative campaigning: The structure and determinants of negative campaigning in multi-party systems. *Communication Research*. Online first: doi: [10.1177/0093650217712596](https://doi.org/10.1177/0093650217712596)
18. **Song, H.** & Boomgaarden, H. (2017). Dynamic spirals put to test: An agent-based model of reinforcing spirals between selective exposure, interpersonal networks, and attitude polarization. *Journal of Communication*. 67(2), 256-281. doi: [10.1111/jcom.12288](https://doi.org/10.1111/jcom.12288)
19. Lee, J., & **Song, H.** (2017). Why people post news on social networking sites: A focus on technology adoption, media bias, and partisanship strength. *Electronic News*. 11(2), 59-79. doi: [10.1177/1931243117692084](https://doi.org/10.1177/1931243117692084)
20. **Song, H.** (2016). Why do people (sometimes) become selective about news? The role of emotions and partisan differences in selective approach and avoidance. *Mass Communication and Society*. 20(1), 47-67. doi: [10.1080/15205436.2016.1187755](https://doi.org/10.1080/15205436.2016.1187755)
21. Lee-Won, R. J., Lee, J. Y., **Song, H.**, & Borghetti, L. (2015). To the bottle I go... to drain my strain: Effects of microblogged racist messages on target group members' intention to drink alcohol. *Communication Research*. Online first. doi: [10.1177/0093650215607595](https://doi.org/10.1177/0093650215607595)
22. Shim, H., Oh, P., **Song, H.**, & Lee, Y. (2015). An exploration of motivations for two screen viewing, social interaction behaviors and factors that influence viewing intention. *Cyberpsychology, Behavior, and Social Networking*, 18(3), 158-164. doi: [10.1089/cyber.2014.0543](https://doi.org/10.1089/cyber.2014.0543)
23. Eveland, W. P., Jr., **Song, H.**, & Beck, P. A. (2015). Cultural variations in the relationship among network political agreement, political discussion frequency, and voting turnout. *International Journal of Public Opinion Research*. 27(4), 461-480. doi: [10.1093/ijpor/edv007](https://doi.org/10.1093/ijpor/edv007)
24. **Song, H.** (2015). Uncovering the structural underpinnings of political discussion networks: Evidence from an Exponential Random Graph Model. *Journal of Communication*, 65(1), 146-169. doi: [10.1111/jcom.12140](https://doi.org/10.1111/jcom.12140)
25. **Song, H.**, & Ewoldsen, D. (2015). Metacognitive model of ambivalence: The role of multiple attributes and metacognitions in creating attitude ambivalence. *Communication Theory*. 25(1), 23-45. doi: [10.1111/comt.12050](https://doi.org/10.1111/comt.12050)
26. **Song, H.**, & Eveland, W. P., Jr. (2015). The structure of communication networks matters: How network diversity, centrality, and context influence political ambivalence, participation, and knowledge. *Political Communication*, 32(1), 83-108. doi: [10.1080/10584609.2014.882462](https://doi.org/10.1080/10584609.2014.882462)

### Work Submitted or in Progress

1. Pipal, C., **Song, H.**, & Boomgaarden, H. (Under review). If You Have Choices, Why Not Choose (and Share) All of Them? A Multiverse Approach to Understanding News Engagement on Social Media.

2. **Song, H.** & Ognyanova, K. (In Preparation). Complex Contagions and the Socially-Contingent Correction of Misinformation.
3. **Song, H.**, & Plescia, C. (In Preparation). Reinforcement or De-activation? The Effects of Mediated Populism and Cross-Cutting Discussion on Populist Attitudes.
4. **Song, H.**, Tolochko, P., & Boomgaarden, H. (Drafting). Bringing the Context Back in: A Computational Approach to Conceptualizing and Measuring Media Framing.
5. Chae, J. H., **Song, H.**, & Lee, S. Y., (In Preparation). Perceiving Fact-Checks as Biased but Nevertheless Persuaded? Effects of Fact-Checking News by Partisan Media.
6. **Song, H.** & So, J. (In Preparation). Variations in Processing (Dis)fluency and Message Fatigue.
7. **Song, H.**, Markowitz, D., & Taylor, S. (In Preparation). Open Science Increases Public Trust towards Scientific research.
8. Lind, F., Boomgaarden, H., Vliegenthart, R., & **Song, H.** (In Preparation). The state of the Comparative Communication Research, 2002 - 2021.

### Awards and Honors

Fulbright Graduate Study Awards 2011 & 2012 (\$70,000) U.S. Department of States	2011 – 2013
Graduate Matching Tuition Award, The Ohio State University	2011 – 2013
Krumm Korean Scholarship, The Ohio State University (\$3,250)	2013 – 2014
Top 3 Student Paper Award, Journalism Studies Division, ICA	2013
Top 3 Student Paper Award, Mass Communication Division, ICA	2014
Professional Talents – Career Grants (relocation grant) Die Österreichische Forschungsförderungsgesellschaft	2015

### Internal & Third-party Funding Activities

European Union Horizon 2020 program No. 870612 <i>Co-applicant (WP5), Youth, Skills, Knowledge; Identity, Learning &amp; Life Satisfaction (ySKILLS)</i> (2020 - 2023, EUR 22,1250 for WP5)	EUR 3,178,326
The Role and Impact of Digital Media in Digital Deliberative Democracy <i>PI, 2021-1 Yonsei University Future-Leading Research Initiative (Yonsei University)</i>	KRW 12,600,000
The Roles and Effects of Communication Technologies in a Risk Society <i>Co-applicant, 2021-2023 Yonsei University Signature Research Cluster Initiative (Yonsei University)</i>	KRW 303,864,000
FWF Austrian Science Fund (Declined) <i>PI, The evolution of networks and political attitudes (P 32218-G).</i>	EUR 289,264 Requested

**Conference presentations (31)**

1. Markowitz, D., **Song, H.**, & Taylor, S. (2021, May). *Tracing the Adoption and Effects of Open Science in Communication Research*. Paper presented at the 71th International Communication Association Conference, Virtual Conference.
2. Chae, J. H., **Song, H.**, & Lee, S. Y., (2021, May). *Perceiving Fact-Checks as Biased but Nevertheless Persuaded? Effects of Fact-Checking News Delivered by Partisan Media*. Paper presented at the 71th International Communication Association Conference, Virtual Conference.
3. **Song, H.**, Tolochko, P., & Boomgaarden, H. (2020, May). *A Computational Approach to Conceptualizing and Measuring Media Frames*. Paper accepted for presentation at the 3rd Annual COMPTTEXT Conference, Innsbruck, Austria.
4. **Song, H.** (2020, May) *Agent-Based Modeling – In session “We gave the useNEWS dataset and one research question to five scholars—here’s what happened”*. Paper accepted for presentation at the 70th International Communication Association Conference, Gold Coast, Australia.
5. **Song, H.**, Gil de Zúñiga, H., & Boomgaarden, H. (2019, May). *Social Media News Use and Political Cynicism: Differential Pathways Through “News Finds Me” Perception*. Paper accepted for presentation at the 69th International Communication Association Conference, Washington DC.
6. **Song, H.**, Tolochko, P., Eberl, J-M., Lind, F., Eisele, O., Greussing, E., Heidenreich, T., & Boomgaarden, H. G. (2019, May). *When Does Garbage Start to Stink? Imperfect Gold Standards and the Validation of Automated Content Analysis*. Paper accepted for presentation at the 69th International Communication Association Conference, Washington DC.
7. Lee-Won, R., White, T., **Song, H.**, Lee, J-Y., Smith, M. (2019, May). *Source Magnification of cyberhate: Effects of multiple-source hate messages on target group members and the moderating role of group identification*. Paper accepted for presentation at the 69th International Communication Association Conference, Washington DC.
8. **Song, H.**, Tolochko, P., Eberl, J-M., Lind, F., Eisele, O., Greussing, E., Heidenreich, T., & Boomgaarden, H. G. (2018, December). *When Does Garbage Stink? Imperfect Gold Standards and the Validation of Automated Content Analysis*. Paper presented at Workshop on Biases in Social Computing Data and Technology, co-located with the 2nd European Symposium on Societal Challenges in Computational Social Science (EuroCSS): Bias and Discrimination, Cologne, Germany.
9. **Song, H.**, Cho, J., & Benefield, G. A. (2018, April). *The Dynamics of Message Exposure Online in Political Discussion Forums: Self-Segregation or Diverse Exposure?* Paper presented at the 76th annual Midwest Political Science Association conference, Chicago, IL. (also accepted for presentation at the 2018 annual International Communication Association conference, Prague, Czech Republic)
10. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2018, April). *“That Looks Hard!”: Effects of Objective and Perceived Textual Complexity on Message Comprehension, Recall, and Structural Political Knowledge*. Paper presented at the 76th annual Midwest Political Science Association conference, Chicago, IL.

11. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2018, April). *Conceptualizing and measuring political text complexity using topic modeling and multilayered two-mode semantic networks*. Paper accepted for presentation at the 76th annual Midwest Political Science Association conference, Chicago, IL.
12. **Song, H.** (2018, May). *Complex contagions and the socially-contingent correction of misinformation*. Paper accepted for presentation at the 2018 annual International Communication Association conference, Prague, Czech Republic.
13. **Song, H.** & Boomgaarden, H. (2017, June). *Dynamic spirals put to test: An agent-based model of reinforcing spirals between selective exposure, interpersonal networks, and attitude polarization*. Paper accepted for presentation at the 2017 annual International Communication Association conference, San Diego, CA.
14. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2017, June). *Conceptualizing and measuring political text complexity using topic modeling and Exponential Random Graph Models for two-mode networks*. Paper accepted for presentation at the 2017 annual International Communication Association conference, San Diego, CA.
15. **Song, H.**, Minozzi, W., Lazer, D. M J., Neblo, M., & Ognyanova, K. (2016, June). *The incidental pundit: Opportunity and intention in political discussion*. Paper presented at the 112th American Political Science Association Annual Meeting, Philadelphia, PA. (also presented at the 9th Political Network conference, St. Louis, MO., and 74th annual Midwest Political Science Association conference, Chicago, IL.)
16. **Song, H.** (2016, June). *Why do emotional citizens (sometimes) become picky about news? The contingent role of emotions that underlie partisan selective exposure and avoidance*. Paper presented at the 2016 annual International Communication Association conference, Fukuoka, Japan.
17. **Song, H.**, Nyhuis, D., & Boomgaarden, H. (2016, June). *A network model of negative campaigning: Structures and determinants of negative campaigning in multi-party systems*. Paper presented at the 2016 annual International Communication Association conference, Fukuoka, Japan (also presented at 74th annual Midwest Political Science Association conference, Chicago, IL., and at the DACH-Wahlstudientreffen (German-Austrian-Switzerland Election Studies Meeting), Vienna, Austria)
18. Nyhuis, D., **Song, H.**, & Boomgaarden, H. (2016, June). *Disproportionality in media representations of campaign negativity*. Paper presented at the annual International Communication Association conference, Fukuoka, Japan (also presented at the 74th annual Midwest Political Science Association conference, Chicago, IL.)
19. Eveland, W. P., Jr., **Song, H.**, & Hutchens, M. J. (2015, June). *What "don't know" causes us to not know about accuracy in political perceptions in network data*. Paper presented at the 8th Political Network Conference, Portland, OR.
20. Lee-Won, R. J., Lee, J. Y., **Song, H.**, & Borghetti, L. (2015, June). *Effects of racist tweets on target racial minority members' drinking intention and the role of negative emotions: Experimental evidence*. Paper presented at the 2015 annual meeting of the International Communication Association, San Juan, Puerto Rico.
21. **Song, H.** (2014, November). *Attitude polarization as an emotional-motivational phenomenon: Revisiting polarization and partisan selective exposure*. Paper presented to the Political Communication Division at the 100th annual convention of the National Communication Association, Chicago, IL.

22. **Song, H.** (2014, May). *Predicting the structures of political discussion in networks with weak ties: The role of predisposition, homophily, expertise, and endogenous network processes.* Paper presented to the 7th Political Network Conference, Montreal, Canada.
23. **Song, H.** (2014, May). *The Matthew effect or the equalizing effect? Mutual causation and "moderating mediator" relationships between media use and political discussion.* Paper presented to the Mass Communication Division at the 2014 annual meeting of the International Communication Association, Seattle, WA (Top 3 student paper award).
24. Gleason, S., McClurg, S., Eveland, W. P., Jr., & **Song, H.** (2014, April). *The structural and personal determinants of political disagreement in social groups.* Paper presented to the Interpersonal Communication and Political Behavior Section at the 72nd annual meeting of the Midwest Political Science Association, Chicago, IL.
25. Eveland, W. P., Jr., **Song, H.**, & Beck, P. A. (2014, January). *Cultural variations in political discussion and agreement – and their relation with voting turnout.* Paper presented to the Choice, Participation, and Political Networks Section at the 85th annual meeting of the Southern Political Science Association, New Orleans, LA.
26. **Song, H.** (2014, January). *Value conflict, ambivalence, and electoral choice: How does political ambivalence affect correct voting?* Paper presented to the Elections and Voting Section at the 85th annual meeting of the Southern Political Science Association, New Orleans, LA.
27. **Song, H.** (2013, November). *Metacognitive model of ambivalence: The role of multiple attributes and metacognitions in creating political ambivalence.* Paper presented to the Social Cognition Division at the 99th annual meeting of the National Communication Association, Washington, DC.
28. **Song, H.** & Eveland., W. P., Jr. (2013, June). *The structure of communication networks matters: How network diversity, centrality, and context influence political ambivalence, participation, and knowledge.* Paper presented to the Political Communication Division at the 2013 annual meeting of the International Communication Association, London, England.
29. **Song, H.** (2013, June). *Media and economic voting in 2008 U.S. Presidential election: Beyond sociotropic and egotropic dichotomies.* Paper presented to the Mass Communication Division at the 2013 annual meeting of the International Communication Association, London, England.
30. Lee, J. & **Song, H.** (2013, June). *Why do people post news through social networking sites? A focus on technology adoption, media bias, and partisanship strength.* Paper presented to the Journalism Studies Division at the at the 2013 annual meeting of the International Communication Association, London, England. (Top 3 student paper award).
31. **Song, H.**, & M. Park (2011, May). *Communications as source of ambivalence toward social policies: Implications on deliberative democracy and polarized media environment.* Paper presented to the Political Communication Division at the 2011 annual meeting of the International Communication Association, Boston, MA.

## Graduate Student Advising

University of Vienna

Ph.D Advisor

Petro Tolochko, M.A. (Co-supervision with Uni.-Prof. Hajo Boomgaarden, Ph.D) 2018 - 2019

Yonsei University

**MA Thesis Committee Member**

Hyejin Shin (2021), WANG XIAOYUE (2021), Eunhae Jang (2021)

**Invited Talks**

Attitudes in context: How communication network informs our understandings of political perceptions and attitudes (Invited talk at Vrije Universiteit Amsterdam, 2015)

Cause, nature, and consequences of informal political talks: A computational approach of studying the dynamic coevolution of political discussion networks and political attitudes (Invited talk at Ewha Womens University, South Korea, 2019)

(Invited talk at Seoul National University, South Korea, 2019)

(Invited talk at University of Illinois Urbana-Champaign, 2019)

**Academic service**

**Editorial Board Member** *Journal of Communication* (since 2018 Sep), *Computational Communication Research* (since 2018 Sep), *Communication Methods and Measures* (since 2019 Mar)

**Program Committee Member** *1st & 2nd Multidisciplinary International Symposium on Disinformation in Open Online Media* (MISDOOM 2019 & 2020)

**Ad-Hoc Reviewer** *British Journal of Political Science, European Political Science Review, Social Psychological & Personality Science, Political Communication, Journal of Computer-Mediated Communication, Human Communication Research, Communication Theory, Communication Research, Journal of Broadcasting & Electronic Media, Communication Monographs, Journalism & Mass Communication Quarterly, International Journal of Public Opinion Research, The International Journal of Press/Politics, Annals of the International Communication Association, Communication Methods & Measures, Mass Communication & Society, Political Behavior, Political Research Quarterly, Politics & Governance, International Journal of Communication, Cyberpsychology, Behavior, & Social Networking*

**Ad-Hoc Best Paper Award Committee** Political Communication division (ICA, 2020), Computational Methods division (ICA, 2020 & 2021), Political Networks section Best Conference Paper (APSA, 2021)



## References

### **William P. Eveland, Jr.**

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Professor of Political Science (by courtesy)

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### **Hajo G. Boomgaarden**

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### **R. Lance Holbert**

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(Additional references are available upon request)