

Minji Kim, PhD

915 Greene Street, Ste 554, Columbia, SC 29208

E-mail: minjikim@sc.edu Web: drminjikim.wordpress.com

APPOINTMENT

University of South Carolina <i>Assistant Professor, Department of Health Promotion, Education, and Behavior</i>	Columbia, SC 2021 – Present
University of California, San Francisco <i>Post-doctoral Fellow, Center for Tobacco Control Research & Education</i>	San Francisco, CA 2016 – 2021

EDUCATION

Annenberg School for Communication, University of Pennsylvania <i>PhD, Communication</i>	Philadelphia, PA 2016
Seoul National University <i>MA, Communication</i>	Seoul, Korea 2010
Seoul National University <i>BA, Communication and ITCT (Information Technology & Cultural Technology)</i> <ul style="list-style-type: none">• Distinction: Summa Cum Laude	Seoul, Korea 2006
University of Washington <i>International Student Exchange Program</i>	Seattle, WA 2003 – 2004

PUBLICATIONS

PEER REVIEWED JOURNAL ARTICLES

Underlines indicate student/mentee first author.

1. Gu, B., Kowitt, S. D., Jang, Y., Tao, R., Li, K., Ritchie, C., Triana, V. E., **Kim, M.**, Gottfredson O'Shea, N., & Noar, S. M. (2025). Characterizing the objective features of vaping prevention video ads: A content analysis. *American Journal of Preventive Medicine, Articles in Press*. doi: 10.1016/j.amepre.2025.108043
2. Jun, J., **Kim, M.**, Ali, Z., Khalid, A., Joon, K., Rachel, F., & Thrasher, J. F. (2025) Exploring US college students' perceived credibility of the world's largest tobacco company's promise for smoke-free future. *Journal of American College Health, 73*(10), 4090-4098. doi: 10.1080/07448481.2025.2472207
3. Hackworth, E. E., Sun, Y., Petillo, S., Xiong, L., Vidaña-Pérez, D., Yang, C. H., **Kim, M.**, Moodie, C., Ferguson, S., Hammond, D., Niederdeppe, J., & Thrasher, J. F. (2025). Evaluating early implementation of the innovative Canadian policy of cigarette stick warnings among adults in Canada who smoke: An assessment using repeat cross-sectional surveys and daily diaries. *Tobacco induced diseases, 23*(November), 185. doi: 10.18332/tid/211649
4. Hackworth, E. E., Vidaña-Pérez, D., O'Neal, R., **Kim, M.**, Fillo, J., Hammond, D., & Thrasher, J. F. (2025). The Association Between Adolescent Mental Health Symptoms and Characteristics of Cigarette and E-Cigarette Use. *Substance Use and Misuse, 1-10*. doi: 10.1080/10826084.2025.2584705
5. Jun, J., Zain, A., **Kim, M.**, & Thrasher, J. F. (2025). Message valence, industry influence, and stakeholder

- narratives in global conversations on tobacco harm reduction: Content analysis. *Journal of Medical Internet Research*, 27, e77676. doi: 10.2196/77676
6. Ntansah, C., Popova, L., Hardin, J., **Kim, M.**, Sterling, K., Reynolds, R., Hackworth, E., Ashley, D., Henderson, K., Yang, B., & Thrasher, J. F. (2025). Assessing the impact of messages about reduced nicotine cigar products among people who use little cigar and cigarillo: Insights from a discrete choice experiment. *Nicotine & Tobacco Research*, 27(8), 1430-1437. doi: 10.1093/ntr/ntaf012
 7. Hackworth, E. E., Vidaña-Pérez, D., O'Neal, R., **Kim, M.**, Fillo, J., Hammond, D., & Thrasher, J. F. (2025). Trends in mental health symptoms, nicotine product use, and their association over time among adolescents in Canada, England, and the US: Findings from the ITC Adolescents Tobacco and Vaping Survey, 2020–2023. *Nicotine & Tobacco Research*, 27(7), 1256-1264. doi: 10.1093/ntr/ntaf015
 8. Sun, Y., Vidaña-Pérez, D., Xiong, L., Niederdeppe, J., Ferguson, S. G., **Kim, M.**, Yang, C-H., Petillo, S., Hammond, D., Hackworth, E. E., Hardin, J., & Thrasher, J. F. (2025) Changes in smokers' responses to novel efficacy messages inside cigarette packages following Canada's 2024 labeling policy update: A pre-post longitudinal study. *Preventive Medicine*, 198, 108347. doi: 10.1016/j.ypmed.2025.108347
 9. Monzon, J., Mus, S., Davila, G., Barnoya, J., **Kim, M.**, & Thrasher, J. F. (2025) Lil Solid: A more affordable option for heated tobacco products in Guatemala. *Tobacco Control*, 34(2), 270-271. doi: 10.1136/tc-2023-057954
 10. **Kim, M.**, Vassey, J., Li, D., Galimov, A., Han, E., Kirkpatrick, M.G., Stanton, C.A., Ozga J.E., Lee, S., & Unger, J.B. (2024). Discussions of heated tobacco products on Twitter following the IQOS's modified-risk tobacco product authorization and U.S. import ban: A content analysis. *Journal of Medical Internet Research*, 26, e53938. doi: 10.2196/53938
 11. Ball, C., Watkins, S. L., Fahrion, A., Morales, M., McDonald, A., Vogel, E. A., & **Kim, M.** (2024). "Do All Bisexuals Have This Power?": An exploratory study of "crippling nicotine addiction," identity, and other emergent themes in user-generated e-cigarette messages on QueerTok. *SSM - Qualitative Research in Health*, 6, 100471. doi: 10.1016/j.ssmqr.2024.100471
 12. Nguyen, N., Koester, K. A., **Kim, M.**, Watkins, S. L., & Ling, P. M. (2024). "I'm both smoking and vaping": A longitudinal qualitative study of US young adults who tried to quit smoking cigarettes by using electronic cigarettes. *Tobacco Control*, 33(5), 596-602. doi: 10.1136/tc-2022-057804
 13. Thrasher, J. F., Hackworth, E. E., Ferguson, S. G., Xiong, L., **Kim, M.**, Yang, C., Hammond, D., Sun, Y., Hardin, J., & Niederdeppe, J. (2024). Differential responses to cigarette package labeling alternatives: Results from a randomized trial. *Nicotine & Tobacco Research*, 26(12), 1646-1655. doi: 10.1093/ntr/ntae139
 14. Cruz-Jiménez, L., Barrientos-Gutiérrez, I., Vidaña-Pérez, D., Gallegos-Carrillo, K., Arillo-Santillán, E., Rodríguez-Bolaños, R., Hardin, J. W., **Kim, M.**, & Thrasher, J. F. (2024). Heated tobacco product use frequency, smoking quit attempts, and smoking reduction among Mexican adult smokers. *Tobacco Induced Diseases*, 22(May), 90. doi: 10.18332/tid/187576
 15. Lambert, V. C., Ferguson, S. G., Niederdeppe, J., Hackworth, E. E., **Kim, M.**, Yang, J., Vidana, D., Hardin, J., & Thrasher, J. F. (2024). Self-reported attention and responses to cigarette package labels at the end of a two-week randomized trial of cigarette package labeling configurations. *Tobacco Induced Diseases*, 22(June), 109. doi: 10.18332/tid/189198
 16. Laestadius, L. I., Vassey, J., **Kim, M.**, Ozga, J. E., Li, D., Stanton, C. A., Wipfli, H. L., & Unger, J. B.

- (2024). Themes in e-liquid concept names as a marketing tactic: Evidence from premarket tobacco product applications in the United States. *Tobacco Control*, 33(3), 412-413. doi: 10.1136/tc-2022-057657
17. Thrasher, J. F., Ferguson, S. G., Loud, E. E., Wu, C-L., Lambert, V. C., Porticella, N., **Kim, M.**, Hardin, J. W., & Niederdeppe, J. (2024) Combining inserts with warning labels on cigarette packs to promote smoking cessation: A two-week randomized trial. *Annals of Behavioral Medicine*, 58(1), 56-66. doi: 10.1093/abm/kaad052
 18. Hackworth, E. E., Budiongan, J., Lambert, V. C., **Kim, M.**, Ferguson, S. G., Niederdeppe, J., Hardin, J., & Thrasher, J. F. (2023) A mixed-method study of perceptions of cigarette pack inserts among adult smokers from New York and South Carolina exposed as part of a randomized controlled trial. *Health Education Research*, 38(6), 548-562. doi: 10.1093/her/cyad030
 19. **Kim, M.**, Neiland, T. B., Gregorich, S. E., Jordan, J. W., & Ling, P. M. (2023). Young adult responses to peer crowd-based targeting in e-cigarette advertisements: An experimental study. *Nicotine & Tobacco Research*, 25(6), 1125-1134. doi: 10.1093/ntr/ntac292
 20. Wipfli, H., **Kim, M.**, Vassey, J., & Stanton., C. A. (2023). Vaping and anime: A growing area of concern. *Tobacco Control*, 32(6), 803-805. doi: 10.1136/tobaccocontrol-2021-057195
 21. Cheng, J., Tsoh, J. Y., Guan, A., Luu, M., Nguyen, I. V., Tan, R., Thao, C., Yu, E., Lor, D., Pham, M., Choi, J., **Kim, M.**, Stewart, S. L., & Burke, N. J. (2022). Engaging Asian American communities during the COVID-19 era tainted with Anti-Asian hate and distrust. *American Journal of Public Health*. 112(59). S864-S868. doi: 10.2105/AJPH.2022.306952
 22. Ling, P. M., **Kim, M.**, Egbe, C.O., Patanavanich, R., de Pinho, M. M., & Hendlin, Y. (2022). Moving targets: How the rapidly changing tobacco and nicotine landscape creates advertising and promotion policy challenges. *Tobacco Control*. 31(2), 222-228. doi: 10.1136/tobaccocontrol-2021-056552
 23. **Kim, M.**,* Watkins, S.L.,* Koester, K., Mock, J., Olson, S., Kim, H.C., Harvanko, A., & Ling, P. M. (2020). Unboxed: US young adult tobacco users' responses to a new heated tobacco product. *International Journal of Environmental Research and Public Health*. 17(21), 8108. doi: 10.3390/ijerph17218108
*Shared first authorship
 24. Nguyen, N., Holmes, L., **Kim, M.**, & Ling, P. M. (2020). Using peer crowd affiliation to address dual use of cigarettes and e-cigarettes among San Francisco Bay area young adults: A cross sectional study. *International Journal of Environmental Research and Public Health*. 17(20), 7643. doi: 10.3390/ijerph17207643
 25. **Kim, M.**, Olson, S., Jordan, J., & Ling, P. M. (2020). Peer crowd-based targeting in e-cigarette advertisements: A qualitative study to inform counter-marketing. *BMC Public Health*, 20(1), 32. doi: 10.1186/s12889-019-8126-x
 26. **Kim, M.** & Cappella, J. N. (2019). An efficient message evaluation protocol: Two empirical analyses on positional effects and optimal sample size. *Journal of Health Communication*, 24(10), 761-769. doi: 10.1080/10810730.2019.1668090
 27. **Kim, M.** & Cappella, J. N. (2019). Reliable, Valid and Efficient Evaluation of Media Messages: Developing a Message Testing Protocol. *Journal of Communication Management*, 23(3), 179-197. doi: 10.1108/JCOM-12-2018-0132
 28. **Kim, M.** (2019). When similarity strikes back: The conditional persuasive effects of character-audience

similarity in anti-smoking campaign. *Human Communication Research*, 45(1), 52-77. doi: 10.1093/hcr/hqy013

29. Kim, H., Yang, S., **Kim, M.**, Hemensay, B., Ungar, L., & Cappella, J. N. (2019). An experimental study of recommendation algorithms for tailored health communication. *Computational Communication Research*, 1(1), 103-129. doi: 10.5117/CCR2019.1.005.SUKK
30. **Kim, M.**, Ling, P. M., Ramamurthi, D. & Halpern-Felsher, B. (2019). Adolescents' and young adults' perceptions of e-cigarette advertisements with cessation claims. *Tobacco Regulatory Science*, 5(2), 94-104. doi: 10.18001/TRS.5.2.1
31. **Kim, M.** & Popova, L. & Halpern-Felsher, B. & Ling, P. M. (2019). Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes. *Health Communication*, 34(3), 290-297. doi:10.1080/10410236.2017.1407230
32. **Kim, M.** (2018). IQOS 사례를 통해 본 미국의 위험저감 담배제품 (MRTP) 승인 제도 소개 [U.S. modified risk tobacco product application case study: IQOS]. *Tobacco Free*, 17, 60-73.
33. McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P. M., & Halpern-Felsher, B. (2018). Heated tobacco products likely appeal to adolescents and young adults. *Tobacco Control*, 27(Suppl1), s41-s47. doi: 10.1136/tobaccocontrol-2018-054596
34. McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P. M., Halpern-Felsher, B. (2018). IQOS labeling will mislead consumers. *Tobacco Control*, 27(Suppl1), s48-s54. doi: 10.1136/tobaccocontrol-2018-054333
35. **Kim, M.** (2018). Philip Morris International introduces new heat-not-burn product, IQOS, in South Korea. *Tobacco Control*, 27(e1), e76-e78. doi: 10.1136/tobaccocontrol-2017-053965
36. **Kim, M.**, Shi, R. & Cappella, J. N. (2016). Effect of character-audience similarity on the perceived effectiveness of anti-smoking PSAs via engagement. *Health Communication*, 31(10), 1193-1204. doi: 10.1080/10410236.2015.1048421
37. Jeong, H.-J., & **Kim, M.** (2015). Triangulating safety: Applying social media analysis methods to revolutionize patient safety. *Biometrics & Biostatistics International Journal*, 2(1), 1-3. doi: 10.15406/bbij.2015.02.00018
38. Jeong, H.-J., & **Kim, M.** (2014). A practical guide to behavioral theory-driven statistical development of quality and safety improvement program in health care. *Biometrics & Biostatistics International Journal*, 1(1), 1-6. doi: 10.15406/bbij.2014.01.00001
39. Jeong, H.-J., Pham, J. C., **Kim, M.**, Engineer, C., & Pronovost, P. J. (2012). Major cultural-compatibility complex: Considerations on cross-cultural dissemination of patient safety programmes. *BMJ Quality & Safety*, 21, 612-615. doi: 10.1136/bmjqs-2011-000283

BOOK CHAPTERS

1. **Kim, M.** & Liu, J. (2022). Tobacco control. In E. Ho, C. Bylund, and J. Van Weert (Ed.), *International Encyclopedia of Health Communication*: Wiley-Blackwell. doi: 10.1002/9781119678816.iehc0986
2. Cappella, J. N. & **Kim, M.** (2017). Media evaluation. In P. Rössler, C. A. Hoffner, and L. Zoonen (Ed.),

International Encyclopedia of Media Effects: Wiley-Blackwell. doi: 10.1002/9781118783764.wbieme0020

REPORTS

1. U.S. Department of Health and Human Services. (2024) *Eliminating tobacco-related disease and death: Addressing disparities – A report of the Surgeon General*. Retrieved from <https://www.hhs.gov/sites/default/files/2024-sgr-tobacco-related-health-disparities-full-report.pdf> (Contributor)

NON-PEER REVIEWED PUBLICATIONS

Family-based, Culturally Appropriate Health Intervention Curriculum for Asian Americans

1. **Kim, M.**, Choi, J., Jung, H. A., Kim, S., Lee, J., Nguyen T. T., Wong, C., Yu, E., Tsoh, J. (2018) “*Building Together a Healthy Family: Tobacco and Health*”.
2. Choi, J., **Kim, M.**, Jung, H. A., Kim, S., Lee, J., Nguyen T. T., Wong, C., Yu, E., Tsoh, J. (2018) “*Building Together a Healthy Family: Healthy Eating and Physical Activity*”.

Formal Public Comments on Regulation to the Government Agencies

Draft Health and Human Services (HHS) 2023 Framework to Support and Accelerate Smoking Cessation (<https://www.federalregister.gov/d/2023-13928>)

1. Vijayaraghavan, M., Ling, P., Yerger, V., Lempert, L. K., Bonniot, C., Bialous, S., Apollonio, D., Malone, R. E., McAfee, T., Max, W., Novotny, T., Islam, S., Satterfield, J., Hall, S., Corelli, R., Vlark, B., **Kim, M.**, McDaniel, P., Cheng, C., Pamatmat, M., Berry, J. I., Glantz, S. A., Wakefield, T., Healton, C., & Halpern-Felsher, B. (July 29, 2023). Available at https://tobacco.ucsf.edu/sites/g/files/tkssra4661/f/wysiwyg/HHSdraftframework_7.27.pdf.
2. **Kim, M.** & Thrasher, J. F. (July 29, 2023) “*Draft HHS 2023 Framework to Support and Accelerate Smoking Cessation: Focus on evidence-based policies to promote smoking cessation supported by appropriate policy implementation*”.

Tobacco Product Standard for Menthol in Cigarettes. Docket Number: FDA-2021-N-1349

3. Lempert L., Glantz, S. A., Chaffee, B., Matthay, M. A., Springer, M. L., Mohammadi, L., Cheng, J., Fung, J., Gaiha, S. M., Guerra, C., Halpern-Felsher, B., Han, D. D., **Kim, M.**, Max, W., McCauley, D. M., Da Silva, A. L. O., Pravosud, V., Shaffer, C., St.Helen, G., Sung, H.-Y., Wang, Y., & Ling, P. M. (August 1, 2022) “*FDA should not grant exemptions to the proposed standard on a case-by-case basis for certain cigarettes such as heated tobacco products or low nicotine cigarettes*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-1349-175343>.
4. Lempert L., Glantz, S. A., Da Silva, A. L. O., Bialous, S., Chaffee, B., Cheng, J., Fung, J., Gaiha, S. M., Guerra, C., Halpern-Felsher, B., Han, D. D., **Kim, M.**, Matthay, M. A., Max, W., McCauley, D. M., Pravosud, V., Shaffer, C., Springer, M. L., St.Helen, G., Sung, H.-Y., Vijayaraghavan, M., Wang, Y., & Ling, P. M. (August 1, 2022) “*FDA should prohibit all menthol flavor additives, compounds, constituents, and ingredients in cigarettes, and should not limit the proposed standard to prohibiting menthol as a “characterizing flavor”*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-1349-175335>

Modified Risk Tobacco Product Application: Application for the IQOS 3 System Holder and Charger Submitted

by Philip Morris Products S.A. Docket Number: FDA-2021-N-0408-0001

5. Lempert, L., Vescia, F., **Kim, M.**, Chaffee, B., Ling, P., Glantz, S., Watkins, S. L., Matthay, M., Mohammadi, L., Gandhi, S., Crocker III, J. A., & Halpern-Felsher, B. (December 7, 2021) “*PMPSA’s supplemental modified risk tobacco product application for IQOS 3 does not adequately consider or address new published research on IQOS’s appeal to adolescents or young adults, consumer perceptions, or the likelihood that the proposed labeling and marketing will be misunderstood by consumers, particularly youth; FDA should not issue a reduced exposure MRTP order for IQOS 3*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-0408-0032>

Tobacco Products: Principles for Designing and Conducting Tobacco Product Perception and Intention Studies.
Docket Number: FDA-2019-D-4188

6. Lempert, L., Glantz, S., Ling, P., Popova, L., Chaffee, B., Watkins, S. L., **Kim, M.**, & Halpern-Felsher, B. (December 21, 2020) “*FDA’s draft guidance on Principles for Designing and Conducting Tobacco Product Perception and Intention Studies appropriately highlights the importance of determining whether consumers understand the risks of new tobacco products and modified risk claims ...*”. Available at <https://www.regulations.gov/comment/FDA-2019-D-4188-0015>

Tobacco Products; Required Warnings for Cigarette Packages and Advertisements.
Docket Number: FDA-2019-N-3065

7. Lempert, L., Chaffee, B., Popova, L., **Kim, M.**, Max, W., Halpern-Felsher, B., & Glantz, S. (October 12, 2019) “*FDA’s proposed required textual warning label statements and accompanying color images will promote greater public understanding of the negative health consequences of smoking and should be implement with some improvements*”. Available at <https://www.regulations.gov/comment/FDA-2019-N-3065-0417>

Health Canada: Regulation of vaping products.

8. Halpern-Felsher, B., Lempert, L., **Kim, M.**, Popova, L., Watkins, S. L., Chaffee, B., McKelvey, K., Mcquoid, J., Keamy-Minor, E., Springer, M., Ling, P., & Glantz, S. (May 21, 2019) “*Consultation on potential regulatory measures to reduce youth access and appeal of vaping products: Evidence and recommendations from the U.S. experience*”.

Eliminating Youth Electronic Cigarette and Other Tobacco Product Use: The Role for Drug Therapies.
Docket Number: FDA-2018-N-3952

9. Halpern-Felsher, B., Lempert, L., Watkins, S. L., Gaiha, S., Chaffee, B., McKelvey, K., **Kim, M.**, Popova, L., & Glantz, S. (February 1, 2019) “*FDA must use its existing authority to combat the youth e-cigarette use epidemic by preventing addiction now, rather than by seeking to treat it after the fact*”. Available at <https://www.regulations.gov/document/FDA-2018-N-3952-0392>

Applications for IQOS System with Marlboro HeatSticks submitted by Philip Morris Products S.A.
Docket Number: FDA-2017-D-3001

10. Lempert, L., Popova, L., Halpern-Felsher, B., McKelvey, K., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P., & Glantz, S. (December 11, 2017) “*Because PMI has not demonstrated that IQOS is associated with lower risks, FDA should not permit modified exposure claims, because such claims are likely to be misunderstood as modified risk claims*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0154>

11. Halpern-Felsher, B., McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P.,

Lempert, L., & Glantz, S. (December 8, 2017) “*The evidence cited in PMI’s MRTP Application indicates that the proposed labeling and warnings for IQOS will mislead consumers, particularly youth, about the product*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0149>

12. Halpern-Felsher, B., McKelvey, K., **Kim, M.**, Popova, L., Chaffee, B., Vijayaraghavan, M., Ling, P., Lempert, L., & Glantz, S. (December 7, 2017) “*PMI’s MRTP Application for IQOS Does Not Consider IQOS’s Appeal to Youth or Adolescents, or the Likelihood that Youth and Adolescents will Initiate Tobacco Use with IQOS or Use IQOS with Other Tobacco Products*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0148>

Experimental study on warning statements for cigarette graphic health warnings
Docket number: FDA-2017-N-0932

13. Lempert, L., **Kim, M.**, Popova, L., & Glantz, S. (May 26, 2017). “*FDA’s Proposed Collection of Information on the Experimental Study on Warning Statements for Cigarette Graphic Health Warnings Should be Addressing the Graphic Images, not Merely the Textual Statements*”. Available at <https://www.regulations.gov/document/FDA-2017-N-0932-0010>

MANUSCRIPTS UNDER REVIEW

1. O’Neal, R., Thrasher, J. F., Hammond, D., Reid, J. L., Hackworth, E. E., & **Kim, M.** *Association of ad exposure and appeal with vaping susceptibility among us youth who have never vaped: Findings from the 2022 international tobacco control youth tobacco and vaping survey.*
2. Khemkar, A., Barton, T., Kim, M., & Watkins, S. L. *Depictions of Health Issues and their Dismissal in E-cigarette-related Videos on TikTok.*
3. Keseko, E. A., **Kim, M.**, Larson, L. M., Fairchild, A. J., Bell, A., & Turner-McGrievy, G. M. *Nutrition messaging in food documentaries: Assessment of Social Cognitive Theory constructs and information quality.*
4. Watkins, S. L., Waage, E., Kim, M., Hansen, M., Petersen, H., Hernandez, K., & Vogel, E. A. *What’s your flavor? A participatory observational study of e-cigarettes, energy drinks, and queer identity on TikTok.*
5. Rebar, A. L., Xiong, L., Yang, C.-H., Vidaña-Pérez, D., Hardin, J., **Kim, M.**, & Thrasher, J. F. *Within-Day Dynamics of Self-Efficacy and Smoking Attitudes: An Ecological Momentary Assessment Study of Motivation to Quit and Forgoing Behavior.*
6. Vidaña-Pérez, D., Barrientos, I., Rodriguez-Bolaños, R., Diaz-Andrade, E., Leal, D. F., **Kim, M.**, Unger, J. B., Valente, T., Barrington-Trimis, J. L., & Thrasher, J. F. *Exposure to e-cigarette posts across social media platforms and its associations with susceptibility and e-cigarette use: a comparison of high schoolers in Jalisco, Mexico, and Southern California.*
7. King, J., Friedman, D., Thrasher, J. F., **Kim, M.**, Jun, J., & Edwards, B. *Analyzing mismatching self-identity and behavior among adult smokers and vapers in South Carolina.*

GRANTS, AWARDS, AND HONORS

GRANTS

Current

R21 MD019080 (Kim)

9/21/2024 – 5/31/2026

National Institute on Minority Health and Health Disparities \$409,687 total
Evaluating culturally appropriate anti-smoking messages for high-risk Asian ethnic subgroups: Evaluate relative effectiveness of content- and format-based cultural targeting strategies used in anti-smoking messages for Korean, Filipino, and Vietnamese American smokers using both self-reported and volumetric choice experiments (VCE).
Role: Principal investigator.

U54 DA060049 (Ribisl) 09/01/2023 – 08/30/2028
 National Institute on Drug Abuse/FDA \$3,513,096 (Project 4 total)
Advancing tobacco regulatory science to reduce health disparities – Project 4. Understanding the impact of vaping prevention ads on adolescents and young adults: Identify key message features of vaping prevention video ads and examine which features have the most impact on adolescents and young adults' susceptibility using content analysis and experimental study, including assessment of their potential impact among vulnerable groups.
 Role: Co-investigator.

R01 CA215466 (Thrasher) 01/01/2019 – 12/31/2025
 National Cancer Institute \$2,733,153 total
Evaluation of cigarette package inserts for enhanced communication with smokers
 Use prospective experimental and pre/post designs using ecological momentary assessment to evaluate whether package inserts with efficacy messages can promote smoking cessation. Role: Key personnel.

Completed

R21 DA056705 (Watkins) 05/31/2023 – 04/30/2025
 National Institute on Drug Abuse \$409,750 total
Social media as a social mechanism of non-cigarette tobacco use: Engaging young adults to examine tobacco culture online: Identify what and how OTP messages (i.e., perceptions, opinions, advice, information) are conveyed in short-form social media videos created by TikTok users using an adaptive community-engaged approach. Role: Co-investigator.

ASPIRE-I: 115400-23-63938 (Kim) 7/1/2023 – 9/30/2024
 University of South Carolina, Office of Research \$15,000 total
Validating efficient and effective anti-smoking message evaluation measurement using volumetric choice experiment (VCE): Examine predictive validity of research method using VCE to assess anti-smoking messages' persuasive effectiveness. **Role: Principal investigator.**

R01 DA036749-05S1 (Tsoh) 12/01/2020 – 6/30/2024
 National Institute on Drug Abuse \$589,981 total
Getting Asian Americans INFORMED to Facilitate COVID-19 Testing and Vaccination
 This project develops and evaluates “INdividual and Family-Oriented Responsive Messaging EDucation” (INFORMED) intervention in increasing knowledge about COVID-19 testing and decreasing decisional conflicts of getting tested for COVID-19 in Chinese, Hmong and Vietnamese Americans. In addition, we will conduct in-depth prospective investigation of sociocultural, ethical, and behavioral factors related to COVID-19 testing over-time and to explore factors affecting vaccination uptake. Role: Key personnel.

U54 HL147127 (Glantz) 9/1/2018 – 6/30/2023
 National Heart, Lung and Blood Institute/FDA \$12,740,265 total
Integrated Health, Behavioral and Economic Research on Current and Emerging Tobacco Products

Examine health effects, behavior, and impact related to current and emerging tobacco products, including e-cigarettes, smokeless tobacco, and new heated tobacco products (HTPs). Role: Trainee (~7/31/2021).

U54 HL147127 – RRP5 9/1/2020 – 8/31/2021
 National Heart, Lung and Blood Institute/Food and Drug Administration \$82,375 total
Unboxing IQOS - US Poly-Tobacco Users' Responses to New Heated Tobacco Products: Rapid response project to examine poly-tobacco users' response to IQOS using a novel qualitative method (unboxing interview) to understand the impact of marketing on high-risk population. **Role: Project lead.**

R01 CA141661 (Ling) 9/30/2009 – 8/31/2020
 National Cancer Institute \$4,000,000 total
Understanding Smokeless Tobacco Marketing
 Analysis of previously secret tobacco industry documents to understand the targets and impact of smokeless tobacco marketing, content analysis of current smokeless advertising, and pilot testing counter-marketing messages to decrease smokeless uptake. Role: Trainee.

U54 HL147127 – B27877E 7/1/2018 – 6/30/2019
 Tobacco Centers of Regulatory Science (TCORS) Developmental Project, UCSF \$39,163
Understanding Asian American Smokers' and Non-smokers' Responses to Culturally Tailored Anti-Tobacco Message Concepts: Develop and pilot-test anti-tobacco message concepts targeting Asian Americans using in-depth interviews, comparing responses from different smoking status, sex and age groups. **Role: PI.**

24AT-1301 (Tsoh) 7/1/2017 – 6/30/2019
 Tobacco Related Disease Research Program \$206,532 total
Empower Korean Families to End Tobacco Use & Smoke Exposure
 Test feasibility, acceptability, and preliminary efficacy of a newly developed family-based intervention in promoting smoking cessation and in reducing SHS exposure among Korean Americans. Role: Trainee.

23AB-1401 (Tsoh) 9/1/2017 – 2/28/2019
 California Breast Cancer Research Program \$150,000 total
Reducing Breast Cancer Risk in Korean American Women
 A partnership between the Korean Community Center of the East Bay and UCSF to reduce breast cancer risk in Korean women with a family-focused approach to reduce secondhand smoke. Role: Trainee.

P50 CA180890 (Glantz) 9/1/2013 – 8/31/2018
 National Cancer Institute/FDA \$12,788,482 total
Improved Models to Inform Tobacco Product Regulation
 Multidisciplinary center grant on economic, behavioral and cardiopulmonary issues related to tobacco product regulation. Role: Trainee.

R01 CA160226 (Cappella) 10/1/2011 – 6/30/2016
 National Cancer Institute \$1,001,000 total
Constructing Recommender Systems for Effective Health Messages: Smoking Cessation
 Develop a "recommendation machine" for health campaign messages tailored to individual preferences based on algorithms for content similarity, preference similarity or their combination. Role: Trainee.

Doctoral Student Fellowship 9/1/2014 – 8/30/2015
 Wharton Risk Management Center, University of Pennsylvania \$3,000

Character-Audience Similarity & Persuasion: Moderating Role of Message Themes in Anti-Smoking Campaign
 Messages: Develop and pilot-test anti-smoking and anti-secondhand smoke messages utilizing demographically similar and dissimilar smoker characters. **Role: PI.**

AWARDS AND HONORS

Rock Star Reviewer, Health Communication Division, International Communication Association	2022
SRNT Travel Award (\$1,000), Society for Research on Nicotine and Tobacco	2020
Postdoctoral Travel Award (\$1,000), Hellen Diller Family Comprehensive Cancer Center, UCSF	2019
Top Paper Award, Health communication Division, National Communication Association	2013
Graduate Scholarship, Korea Foundation for Advanced Studies	2009 – 2016
Summa Cum Laude, Seoul National University	2006
Undergraduate Scholarship, Korea Foundation for Advanced Studies	2003 – 2005

PRESENTATIONS

INVITED TALKS

- Society for Research on Nicotine & Tobacco, Adolescent Network** Webinar
“Meet the Author” - Young adults’ responses toward psychographically targeted e-cigarette Advertisements Apr. 2024
- University of North Carolina, Hussman School of Journalism and Media** Chapel Hill, NC
 Junck Research Colloquium Nov. 2023
“Using Communication to Enhance Health Equity - Theoretical and Methodological Implications”
- Smokefree SC** Webinar
 Monthly Roundtable Oct. 2023
“Young adults’ responses toward psychographically targeted e-cigarette ads: Multi-method approach”
- ASPIRE 2025 Research Center, New Zealand** Webinar
“Not a cigarette, not an e-cigarette: IQOS marketing strategy and responses” Jul. 2022
- Tobacco Regulatory Science Knowledge Center** Webinar
 Center for Coordination of Analytics, Science, Enhancement and Logistics (CASEL) Journal Club Feb. 2021
“Unboxed: US young adult tobacco users’ responses to a new heated tobacco product (IQOS)”
- Smoking Cessation Leadership Center (SCLC), UCSF** Webinar
 SCLC Webinar Feb. 2021
“Unboxing IQOS: History, risk perceptions, and clinical implications”, with Dr. Pamela Ling
- Tobacco Regulatory Science Knowledge Center** Webinar
 CASEL Webinar: Emerging Tobacco marketing strategies Jul. 2019
“IQOS and Heated Tobacco Products Marketing Overseas”
- Society for Prevention Research** San Francisco, CA
 27th Annual meeting, Organized paper session discussant May 2019
“Juuling and Youth: How Regulators and Providers Are Failing – Evidence and Ways Forward”

9. **Center for Tobacco Control Research and Education, UCSF** San Francisco, CA
 “It’s About Billion Lives” Symposium Feb. 2018
 “*Learning from Tobacco Industry to Fight Back: Peer-Crowd Targeting in E-Cigarette Advertisements*”
 Available at <http://tiny.ucsf.edu/peercrowds>
10. **National Institutes of Health** Bethesda, MD
 Health Communication Working Group, Tobacco Centers of Regulatory Science (TCORS) Oct. 2017
 “*Effects of E-cigarette Advertisements on Adolescents’ Perceptions of Cigarettes*”

PEER REVIEWED CONFERENCE PRESENTATIONS

Underlines indicate student/mentee first author.

1. Thrasher, J. F., Osman, A., Sun, Y., Vidaña-Perez, D., Xiong, L., Niederdeppe, J., Ferguson, S. G., **Kim, M.**, Petillo, S., Hammond, D., & Hardin, J.W. (March 2026) *Differential responses to the introduction of new cigarette labeling content in Canada: A pre-post assessment among adults across key subgroups of adults who smoke.* Society for Research on Nicotine and Tobacco. Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting, Baltimore, MD.
2. Sun, Y., Xiong, L., **Kim, M.**, Niederdeppe, J., Vidaña-Perez, D., Petillo, S. & Thrasher, J. (June 2025). *Communicating e-cigarette risk uncertainty: A randomised trial comparing text and pictorial warnings.* World Conference on Tobacco Control, Dublin, Ireland.
3. Vidana-Perez, D., Sun, Y., Xiong, L., Yang, C., **Kim, M.**, Petillo, S., Ferguson, S., Niederdeppe, J., Hardin, J. & Thrasher, J. (June 2025). *Responses of individuals who smoke to efficacy messages inside cigarette packs: A longitudinal study of Canada’s policy update.* World Conference on Tobacco Control, Dublin, Ireland.
4. Khemkar, A., **Kim, M.**, & Watkins, SL. (March 2025). *Reach and engagement of health-related TikTok posts featuring nicotine vapes: An analysis by anti-vaping content and vaping cues.* SRNT Annual Meeting, New Orleans, LA.
5. Garett, C., Hackworth, E. E., **Kim, M.**, & Watkins, S. L. (March 2025). *Portrayal of Oral Nicotine Pouches on TikTok: A Qualitative Content Analysis.* SRNT Annual Meeting, New Orleans, LA.
6. Barton, T., Watkins, S. L., & **Kim, M.** (March 2025). “*Let’s Disguise this Vape with Me*”: *Does TikTok Enforce Platform Policy about Vaping Content?* South Carolina Public Health Association Conference, Myrtle Beach, SC.
7. **Kim, M.**, Vu, N., Li, F. M., Cheng, J., Pham, M., Lor, D., Stewart, S., Burke, N., & Tsoh, J. (October 2024). *Engaging Chinese, Vietnamese, and Hmong Americans in California with COVID-19 health education using text messaging: Project informed.* American Public Health Association (APHA) Annual Meeting, Minneapolis, MN.
8. Khemkar, A., Barton, T., **Kim, M.**, & Watkins, S. L. (October 2024). *#vapingislife or #vapingkills? a discourse on disease and dismissal of e-cigarette-related health consequences in TikTok videos.* APHA Annual Meeting, Minneapolis, MN.
9. Watkins, S., Khemkar, A., Marsengill, C., Barton, T., Hernandez, K., Loewke, B., Noray, N., Waage, E., & **Kim, M.** (October 2024). *Content features, delivery features, reach, and engagement of vaping content in short-form videos on social media: A young-adult engaged study over two time-points.* APHA Annual

Meeting, Minneapolis, MN.

10. Li, F. M., Stewart, S., **Kim, M.**, Yu, E., Burke, N., Luu, M., Nguyen, T. T., Choi, J., Cheng, J., Pham, M., Thao, C., Wong, C., Wong, J., Wu, A., Lor, D., & Tsoh, J. (October 2024). Predictors of website engagement of Chinese, Hmong, and Vietnamese Americans with COVID-19 health education: The project informed randomized controlled trial. APHA Annual Meeting, Minneapolis, MN.
11. Gu, B., Kowitt, S. D., Jang, Y., Li, K., Ritchie, C., Triana, V. E., **Kim, M.**, Gottfredson O'Shea, N., & Noar, S. M. (October 2024). *Characterizing the Features of Vaping Prevention Video Ads: A Content Analysis*. TCORS Grantee Meeting, Bethesda, MD.
12. **Kim, M.**, Liu, J., & Wang, Y. (March 2024). *Implicit flavor names on ENDS packaging may result in misperceptions*. ARNT Annual Meeting, Edinburgh, UK.
13. O'Neal, R., Thrasher, J., Hammond, D., & **Kim, M.** (March 2024). *The Association between ad exposure and appeal with e-cigarette susceptibility among youth in the US*. SRNT Annual Meeting, Edinburgh, UK.
14. Osman, A., Hackworth, E. E., Sun, Y., **Kim, M.**, Petillo, S., Niederdeppe, J., Ferguson, S., & Thrasher, J. (March 2024). *Cigarette package inserts and self-efficacy to quit in adult smokers in Canada*. SRNT Annual Meeting, Edinburgh, UK.
15. Thrasher, J., Vidana, D., Ramirez-Palacios, P., Diaz-Andrade, E., Rodriguez-Bolanos, R., Barrientos-Gutierrez, I., **Kim, M.**, Leal, D., Valente, T., Unger, J., & Barrington-Trimis, J. (March 2024) *Exposure to e-cigarette posts across social media platforms and their associations with e-cigarette use: A comparison of high schoolers in Jalisco, Mexico and Los Angeles, USA*. SRNT Annual Meeting, Edinburgh, UK.
16. **Kim, M.**, Jun, J., Zain, A., Kim, J., Alharbi, K., & Thrasher, J. F. (October 2023). *Young adults' responses to Philip Morris International's messages promoting "smokefree" products*. NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
17. **Kim, M.**, Liu, J., & Wang, Y. (May 2023). *Effects of explicit and implicit flavor names and images in menthol/mint-flavored ENDS packaging on product appeal*. International Communication Association (ICA) Annual Conference. Toronto, ON, Canada.
18. **Kim, M.**, Vassey, J., Li, D., Galimov, A., Han, E., Kirkpatrick, M.G., Stanton, C.A., Ozga J.E., Lee, S., Santoro, S., & Unger, J.B. (March 2023). *Discussions of heated tobacco products on Twitter following the IQOS modified-risk tobacco product authorization and U.S. import ban*. SRNT Annual Meeting, San Antonio, TX.
19. Laestadius, L., Vassey, J., **Kim, M.**, Ozga, J.E., Li, D., Stanton, C.A., Wipfli, H., & Unger, J.B. (March 2023). *Themes in e-liquid concept names as a marketing tactic based on evidence from Premarket Tobacco Product Applications*. SRNT Annual Meeting, San Antonio, TX.
20. Wang, Y., Liu, J. & **Kim, M.** (March 2023). *"Man-made" but may be "used to get people off of nicotine": (Mis)perceptions about tobacco-free nicotine and synthetic nicotine*. SRNT Annual Meeting, San Antonio, TX.
21. Liu, J., Wang, Y., & **Kim, M.** (March 2023). *Misperceptions about harms associated with synthetic nicotine and tobacco-free nicotine: Does current vaping status matter?* SRNT Annual Meeting, San Antonio, TX.

22. Ball, C., Fahrion, A., Morales, M., McDonald, A, Vogel, E.A., **Kim, M.**, & S.L. Watkins (March 2023). *All bisexuals have a “crippling nicotine addiction”: An explorative study of user-generated e-cigarette messages on QueerTok*. Public Health Conference of Iowa, Des Moines, IA.
23. Luu, M., Yu, E., Burke, N., Cheng, J., Choi, J., **Kim, M.**, Lor, D., Nguyen, T.T., Pham, M., Stewart, S., Thao, C., Wong, C., Wong, J., Wu, A., & Tsoh, J.Y. (November 2022). *Engaging Chinese and Vietnamese American participants via text messaging in COVID-19 health education*. APHA Annual Meeting, Boston, MA.
24. **Kim, M.** (May 2022). *Developing and pilot-testing culturally appropriate anti-smoking messages for Asian Americans: A Mixed-method approach*. ICA Annual Conference. Paris, France.
25. **Kim, M.**, Watkins, S.L, Koester, K., & Ling, P. M. (October 2021). *Using narrated ‘unboxing’ interviews to capture US adult tobacco users’ responses to a new heated tobacco product*. APHA Annual Meeting, Denver, CO.
26. Nguyen, N., **Kim, M.**, Watkins, S.L., Koester, K., & Ling, P. M. (October 2021) *“I’m both smoking and vaping”: Reasons for unsuccessful replacement of cigarette smoking with e-cigarette vaping among young adults*. NIH Tobacco Regulatory Science Meeting (virtual).
27. **Kim, M.** & Ling, P. M. (October 2020). *Heated tobacco product marketing: Using brand names and branded components to avoid regulation*. APHA Annual Meeting. (Virtual presentation due to COVID-19)
28. **Kim, M.** & Ling, P. M. (October 2020). *Young adult poly-tobacco users’ response toward psychographically targeted anti-tobacco campaigns*. APHA Annual Meeting. (Virtual presentation)
29. **Kim, M.**, Phan, P., Lee, I., & Tsoh, J. (May 2020). *Similar Faces, Familiar Contexts, Novel Stories: The Effects of Culturally Targeted Anti-Tobacco Messages for Eastern and Southeastern Asian Americans*. ICA Annual Conference. (Virtual presentation)
30. **Kim, M.** Watkins, S.L., Kim, H.C., Harvanko, A., Koester, K., Mock, J., Olson, S., Ling, P.M. (March 2020). *Unboxing IQOS – US Young Adult Poly-Tobacco Users’ Responses to Philip Morris’ New Heated Tobacco Product*. SRNT Annual Meeting, New Orleans, LA. (E-poster presentation; SRNT Travel Award)
31. **Kim, M.**, Guan, A., Yu, E., & Tsoh, J. (November 2019). *Asian American-targeted Tobacco-related Communication: A Systematic Review*. APHA Annual Meeting, Philadelphia, PA.
32. **Kim, M.**, Ling, P. M., & Halpern-Felsher, B. (June 2019). *The Effect of E-cigarette Advertisements on Youth’s Smoking Perception: An Experimental Study of Promoting E-cigarette as a Solution to Smoking*. Annual Meeting of the Canadian Communication Association, Vancouver, BC, Canada.
33. **Kim, M.**, Sangalang, A., & Moran, M. B. (November 2018). *A Review of Targeted Health Campaigns*. National Communication Association (NCA) Annual Conference, Salt Lake City, UT.
34. **Kim, M.**, Jordan, J., & Ling, P. M. (November 2018) *Young Adult’s Responses toward Peer Crowd Match in E-Cigarette Advertisements*. NCA Annual Conference, Salt Lake City, UT.
35. **Kim, M.**, & Ling, P. M. (October 2018). *Marketing of Heat-Not-Burn Tobacco Products Overseas*. National Summit on Smokeless Tobacco Product, Sacramento, CA.

36. **Kim, M.**, Jordan, J., & Ling, P. M. (May 2018). *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. ICA Annual Conference, Prague, Czech Republic.
37. **Kim, M.**, Ling, P. M., Ramamurthi, D. & Halpern-Felsher, B. (November 2017). *Adolescents' and Young Adults' Perceptions of E-cigarette Advertisements with Cessation Claims*. APHA Annual Meeting, Atlanta, GA.
38. **Kim, M.**, Jordan, J., & Ling, P. M. (October 2017) *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. NIH/FDA Tobacco Centers of Regulatory Science (TCORS) Grantee Meeting, Bethesda, MD.
39. Kim, H. S., Yang, S., **Kim, M.**, & Cappella, J. N. (June 2017). *Assessing the effectiveness of recommendation algorithms for health message design: An experiment*. International Conference on Computational Social Science, Evanston, IL.
40. **Kim, M.** (May 2017). *When Similarity Strikes Back: The Positive and Negative Effect of Character-Audience Similarity in Anti-Smoking Campaigns*. ICA Annual Conference, San Diego, CA.
41. Sangalang, A. & **Kim, M.** (May 2017). *When Similarity Is Dissimilar: A Meta-Analysis of The Dimensions of Manipulated and Perceived Character-Audience Similarity on Engagement and Persuasion*. ICA Annual Conference, San Diego, CA.
42. **Kim, M.** & Popova, L. & Halpern-Felsher, B. & Ling, P. M. (November 2016). *Effects of E-Cigarette Advertisements on Adolescents' Perceptions of Tobacco Cigarettes*. NIH/FDA TCORS Grantee Meeting, Bethesda, MD.
43. **Kim, M.**, Lau, B., & Falk, E. (June 2016). *Objective and Perceived Similarity in Persuasion: Smoker-Audience Similarity in Anti-Smoking Campaigns*. 2016 ICA Annual Conference, Fukuoka, Japan.
44. **Kim, M.**, Baek, Y., Yang, S., Kim, H. & Cappella, J. N. (May 2015). *Analyzing Messages for Their Effectiveness: Content and Executional Features on Smoking Cessation Advertisements*. ICA Annual Conference, San Juan, PR.
45. **Kim, M.** & Cappella, J. N. (May 2014). *Efficient Versus Accurate Message Testing: Choosing an Optimal Sample Size to Evaluate Message Characteristics*. ICA Annual Conference, Seattle, WA.
46. **Kim, M.**, Shi, R. & Cappella, J. N. (November 2013). *Effect of Character-Audience Similarity on the Perceived Effectiveness of Anti-smoking PSAs via Engagement*. NCA Annual Conference, Washington DC. (*Health Communication Division Top Paper)
47. **Kim, M.** & Cappella, J. N. (November 2013). *Order Effect on Evaluation: Implication of Using Multiple Stimuli in Message Testing*. NCA Annual Conference, Washington DC.
48. **Kim, M.**, Shapiro, D., & Cappella, J. N. (October 2012). *Methodological Issues in Testing Messages*. NCI Center of Excellence in Cancer Communication Research (CECCR) II Grantee Meeting. Madison, WI.
49. **Kim, M.** & Lee, E.-J. (May 2011). *To Group or To List?: How the Layout of News Aggregation Websites Affects Selective Exposure*. ICA Annual Conference. Boston, MA.
50. **Kim, M.** & Lee, E.-J. (June 2010). *The End of Secondhand Smoking in Public Places?: Effects of Normative Appeal in the "Say No" Anti-Smoking Campaign*. ICA Annual Conference. Singapore.

51. Lee, E.-J., Jang, J. W. & **Kim, M.** (November 2009). *Interpersonal Interactivity in Online Journalism: What Do Readers' Comments on Internet News Sites Tell Us?* NCA Annual Conference. Chicago, IL.

TEACHING INTERESTS

Health communication, Health promotion program planning, Quantitative research methods, Experimental study design, Persuasion/strategic communication, Health-related marketing and counter-marketing campaigns

TEACHING & MENTORING EXPERIENCE

INSTRUCTOR OF RECORD

Applied Health Communication (Graduate – online asynchronous course), U of South Carolina	2022-2026
Planning Health Promotion Programs (Undergraduate), U of South Carolina	2022-2025
Job Preparedness Workshop for Postdoctoral Fellows, UCSF	2018

TEACHING FELLOW

“Introduction to Communication Research” (Graduate), University of Pennsylvania	Fall 2013
“Communication and Persuasion” (Undergraduate), University of Pennsylvania	Spring 2013

PEDAGOGICAL TRAINING

Introduction to Online Teaching, U of South Carolina	May 2022
Science Teaching Effectiveness Program for Upcoming Professors (STEP-UP), UCSF	May 2018
Teaching Certificate, Center for Teaching and Learning (CTL), University of Pennsylvania	May 2014

STUDENTS MENTORED

University of South Carolina - Current graduate students

Adetutu Wande-Kayode, PhD Student (exp. 2026) – Dissertation committee
Adebusola Ogunnaike, PhD Candidate (exp. 2026) – Dissertation committee
Kim Le, PhD Student (exp. 2026) – Dissertation committee
Enid Keseko, PhD Student (exp. 2026) – Dissertation committee
Shiny Deepika Singapogu, PhD Student (exp. 2026) – Dissertation committee
Cheolho Lim, PhD Student (exp. 2027) – Research supervisor, Asian American tobacco use research team (NIMHD-funded R21)
Lizeth Cruz, PhD Student (exp. 2027) – Secondary advisor & Dissertation committee
Yanwen Sun, PhD Student (exp. 2027) – Secondary advisor & Dissertation committee
Aishwarya Khemkar, PhD Student (exp. 2027) – Primary advisor & Dissertation committee chair

University of South Carolina - Current undergraduate students

Juliet Didenko, Undergraduate Student (exp. 2027) – Honor thesis advisor

University of South Carolina – Students graduated

Beatrice Hernandez, MA (2025) – Practice experience faculty advisor
Halide Aydin, PhD (2025) – Dissertation committee
Emily Hackworth, PhD (2024) – Secondary advisor & Dissertation committee

Current position: Postdoctoral fellow, University of Minnesota Masonic Cancer Center (September 2024 -)
Charity Ntansah, PhD (2024) – Secondary advisor & Dissertation committee

Current position: Postdoctoral fellow, Rutgers University (September 2024 -)
Jaron King, PhD (2024) – Dissertation committee

Current position: Regional Technical Advisor, CDC Foundation

Anna Mobley, BA (2025) – Honors thesis second reader

Tajanae Barton, BA (2025) – Research supervisor, Social media research team (NIDA-funded R21)

Current position: MS Student, Furman University

Recipient of USC Office of Undergraduate Research Magellan Mini Grant (\$1,000)

Bella Grille, BA (2025) – Research supervisor, Social media research team (NIDA-funded R21)

Current position: MA Student, University of South Carolina

Paige Chrysosofos, BA (2025) – Research supervisor, Social media research team (NIDA-funded R21)

Current position: DMD Student, School of Dentistry, Temple University

Riley O'Neal, BA (2024) – Honors thesis advisor

Current position: MD/PhD Student, University of Illinois - Chicago

Recipient of USC Office of Undergraduate Research Magellan Scholar Grant (\$1,100)

Recipient of USC HPEB Outstanding Undergraduate Research Award

Brianna Loewke (BA, 2024) – Research supervisor, Social media research team (NIDA-funded R21)

Current position: Assistant Account Executive, Poston Communications

Holly Young (BA, 2024) – Research supervisor, Social media research team

Current position: MA Student, University of South Carolina

University of California, San Francisco

Alice Guan (PhD, 2024) – Research supervisor & professional development mentor (2018-2020)

Current position: Research Scientist, UCSF

Priscilla Phan (PsyD, 2023) – Research supervisor (2018-2019)

Current position: Military Psychology Provide, United States Air Force

External mentoring/committee

Trisha Cao, MD Student (exp. 2029), California Northstate University, Sacramento, CA – Research supervisor,
 Asian American tobacco use research team (NIMHD-funded R21)

Bolormaa Purevdorj, PhD (2024), Loma Linda University, Loma Linda, CA – Dissertation committee

Siya Bhaksi, Dreher High School, Columbia, SC – Extracurricular research supervisor

SERVICE, GOVERNANCE, LEADERSHIP

PROFESSIONAL SERVICE

Journal editorial board

Journal of the Korean Society for Research on Nicotine and Tobacco 2019 – Present

International Journal of Environmental Research and Public Health: 2020 – 2023

Topic advisory panel – Health communication and Informatics

Journal peer reviewer

Addictive Behaviors 2018 – 2020, 2022

American Journal of Preventive Medicine 2018

Communication Monograph 2018

Communication Quarterly 2025

<i>Communication Research</i>	2018, 2025
<i>Health Communication</i>	2017 – 2021, 2024, 2025
<i>Contemporary Clinical Trials</i>	2025
<i>Health Education Research</i>	2023
<i>Hispanic Journal of Behavioral Science</i>	2024
<i>International Journal of Advertising</i>	2024
<i>International Journal of Communication</i>	2019 – 2020
<i>Journal of Adolescent Health</i>	2022
<i>Journal of Advertising</i>	2020
<i>Journal of Communication</i>	2023 – 2024
<i>Journal of Medical Internet Research</i>	2022, 2024, 2025
<i>Journal of Psychoactive Drugs</i>	2018, 2021
<i>Mass Communication and Society</i>	2024
<i>Nicotine & Tobacco Research</i>	2016, 2020 – 2024
<i>Substance Use and Misuse</i>	2019, 2022 – 2024
<i>Social Media + Society</i>	2024
<i>Tobacco Control</i>	2017 – 2021, 2023 – 2025
<i>Tobacco Regulatory Science</i>	2018 – 2019
Conferences peer reviewer	
<i>International Communication Association (ICA):</i>	2015 – 2022
Health Communication Division, Information Systems Division	
<i>Society for Research on Nicotine and Tobacco</i>	2019
Communication Conversation Series Committee, ICA Health Communication Division	2025 – 2026
Travel Grant Committee, ICA Health Communication Division	2025
Member, Marketing Influence Special Interest Group, Center for Coordination of Analytics, Science, Enhancement, and Logistics in Tobacco Regulatory Science (CASEL)	2024 – Present
Planning committee, Marketing Influence Special Interest Group, CASEL	2019 – 2024
Graduate scholarship committee, Korea Foundation for Advanced Studies	2023
Policy advisor, Tobacco Ingredients and Additives Disclosure Act, Korea Health Promotion Institution	2018
Curriculum reviewer, Global Tobacco Certificate Program, Society for Research on Nicotine and Tobacco	2017

UNIVERSITY SERVICE

Arnold School of Public Health Research Advisory Council, USC	2024 – Present
Grant reviewer – Magellan Scholar Award/SPARC Award, USC	2024
Admission committee, Certificate of Graduate Study in Health Communication, USC	2021 – Present
Faculty Search Committee, Dept. of Health Promotion, Education, and Behavior, USC	2022 – 2023
Fellowship Committee, Center for Tobacco Control Research and Education, UCSF	2017 – 2020
Professional Development Committee, Annenberg School for Communication, UPenn	2015 – 2016

NON-ACADEMIC PROFESSIONAL EXPERIENCE

The Boston Consulting Group	Seoul, Korea
<i>Associate Consultant</i>	2006 – 2008

- Participated in management strategy projects for large national and international conglomerates, focusing on business and branding strategy development, market research, and analysis
- Led project modules managing several research assistants

Summer Associate Consultant

2005

- Developed product portfolio strategy for a leading Korean petrochemical manufacturing company
- Received a full-time employment offer based on performance

**Washington State Department of Community, Trade and Economic Development
(currently Department of Commerce)**

Seattle, WA
2004 – 2005

Intern, International Trade Division

- Conducted Washington state ICT market research; Supported trade event organizing and preparing