

Curriculum Vitae

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School of Communication, Florida State University, Tallahassee, FL

EDUCATION

- 2022-present *Ph.D. Candidate., Communication Theory and Research*
Certificate in Measurement & Statistics (2024)
 Florida State University, Tallahassee, FL
 Committee: Drs. Russell Clayton (*chair*), Juliann Cortese, Katherine Dale
 Yanyun Yang (Outside committee)
- 2022 *M.A., Media and Communication Studies*
 Florida State University, Tallahassee, FL
 Thesis Topic: *The Impact of YouTube's Thumbnail Images and View Counts on Users' Selection, Memory recall, and Sharing Intentions.*
 Committee: Drs. Russell Clayton (*chair*), Arthur Raney, and Juliann Cortese
- 2020 *B.A., Communication: Media Studies (Magna Cum Laude)*
 Wheaton College, Wheaton, IL

RESEARCH EXPERIENCE

- 2022-present *Graduate Assistant in Research*
 School of Communication, Florida State University, Tallahassee, FL
- 2021-present *CEL Lab Manager*
 Cognition and Emotion Lab (CEL), School of Communication, Florida State University, Tallahassee, FL,
 PI: Dr. Russell Clayton

TEACHING EXPERIENCE

Instructor of Record

- MMC 2000: Introduction to Mass Media, Florida State University, Fall 2023, 2024
 Spring 2024
 Summer 2024
- COM 4561: Social Media Campaigns, Florida State University, Spring 2025

Teaching Assistant**Graduate course**

- COM 5316: Statistical Methods in Communication Research, Florida State University, Fall 2024

Undergraduate courses

- MMC 4504: Writing Media Criticism, Florida State University, Fall 2023
- MMC 2000: Introduction to Mass Media, Florida State University, Spring 2023, Summer 2023
- SPC 2608: Public Speaking, Florida State University, Fall 2022
- SPC 1017: Fundamentals of Speech, Florida State University, Fall 2021, Spring 2022, Summer 2023

PUBLICATIONS

- Park, J.,** & Clayton, R. B. (2024) Examining Audiences' Psychological Reactance to Christian-Sourced Excessive Alcohol Consumption Messages in the United States. *Journal of Religion and Health*. 63, 3088-3104. <https://doi.org/10.1007/s10943-024-02076-7>
- Kharkwal, A., Clayton, R. B., **Park, J.**, Ridgway, J, L., & Merle, P. (2024) Are Instagram gym advertisements working out? An experimental study of model body-size and slogan-type. *Health Communication*. 1–12. <https://doi.org/10.1080/10410236.2024.2342489>
- Clayton, R. B., Reynolds-Tylus, T., Martinez, A., & **Park, J.** (2024). Beyond counterarguing? Comparing multiple measures of cognitive resistance for psychological reactance using the avoidance, contesting, and empowering (ACE) resistance typology. *Motivation Science*. Advance online publication. <https://doi.org/10.1037/mot0000326>
- Clayton, R. B., Myrick, J. G., Dale, K. R., **Park, J.**, Sarra, E., & Helchik, E. (2023). Diminishing psychological reactance through self-transcendent media experiences: A self-report and psychophysiological investigation. *Health Communication*. 1–12. <https://doi.org/10.1080/10410236.2023.2233705>
- Clayton, R. B., Dale, K. R., **Park, J.**, & Kharkwal, A. (2023). Universal connectedness: trait universality dampens psychological reactance. *Communication Research Reports*. 40(3), 134-135. <https://doi.org/10.1080/08824096.2023.2216929>
- Clayton, R. B., Compton, J., Reynolds-Tylus, T., Neumann, D., & **Park, J.**^(d). (2022). Revisiting the effects of an inoculation treatment on psychological reactance: A conceptual replication and extension with self-report and psychophysiological measures. *Human Communication Research*, 49(1), 104-111. <https://doi.org/10.1093/hcr/hqac026>

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Park, S., **Park, J.**, & Clayton, R.B. (presented, 2025, June). *Neutralizing the harmful effects: The effects of body neutrality and model size in advertising on body image perceptions and intentions*. Paper presented to the meeting of the International Communication Association (ICA), Information Systems Division, Denver, Colorado. (International)
- Clayton, R.B., **Park, J.**, Simon, K., Weinberg J., Shuvo S., Rasul, S., Pinkos, C., Shim, I., Mays, D., & Stevens, E. (presented, 2025, June). *An examination of oral nicotine pouch current-users' psychophysiological and self-report responses to anti-oral nicotine pouch videos on TikTok*. Paper presented to the meeting of the International Communication Association (ICA), Information Systems Division, Denver, Colorado. (International)
- Clayton, R.B., **Park, J.**, Weinberg J., Simon, K., Shuvo S., Rasul, S., Pinkos, C., Shim, I., Mays, D., & Stevens, E. (presented, 2025, June). *Under the "Zynfluence": A psychophysiological and self-report investigation of influencer promotion of oral nicotine pouches on TikTok*. Paper submitted to the meeting of the International Communication Association (ICA), Information Systems Division, Denver, Colorado. (International)
- Park, J.**, Park, S., Han, S., & Clayton, R. B. (presented, 2024, November). *Reducing Uncertainty with Mental Health Therapists: Examining the Impact of Similarity and Video Cues on Online Biographies*. Research in Progress paper presented to the meeting of the National Communication Association (NCA), Health Communication Division, New Orleans, LA. (National)
- Park, J.**, & Clayton, R. B. (presented, 2024, August). *Examining the Impact of Identification with Religious Source and Perceived Similarity to Diminish Psychological Reactance to Dogmatic Excessive Alcohol Messages*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Religion and Media Interest Group, Philadelphia, PA. (National)
- Park, S., Bailey, R., & **Park, J.** (presented, 2024, August). *What I Eat in a Day Videos: The influence of visual body cues on body dissatisfaction and eating intentions*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk Division, Philadelphia, PA. (National)

- Clayton, R. B., Reynolds-Tylus, T., Martinez, A., & **Park, J.** (presented 2024, June). *Beyond Counterarguing? Comparing Multiple Measures of Cognitive Resistance for Psychological Reactance Using the ACE Resistance Typology*. Paper presented to the International Communication Association (ICA), Information Systems Division, Gold Coast, Australia. (International)
- Clayton, R. B., Myrick, J. G., Dale, K. R., **Park, J.**, Sarra, E., & Hechlik, E. (presented 2023, August). *Using self-transcendent media to diminish psychological reactance: A self-report and psychophysiological investigation*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Communication Science, Health, Environment, and Risk Division, Washington, D.C. (National)
- Clayton, R. B., Compton, J., Reynolds-Tylus, T., Neumann, D., Sarra, E.^(u), Deshmukh, S.^(u), **Park, J.**^(g), Biangel, R.^(g), Hechlik, E.^(u), & Sarmiento, H.^(u) (presented 2022, November). *Inoculating Against Psychological Reactance: A Psychophysiological Investigation*. Paper presented to the meeting of the National Communication Association (NCA), Communication and Social Cognition Division, New Orleans, LA. (National). Top Paper Award.
- Clayton, R. B., Biangel, R., Delle, F., Deshmukh, S., Hechlik, E., Khan, T., **Park, J.**, Rao, C., Sarmiento, H., & Sarra, E. (presented 2022, May). *On the psychophysiological and defensive nature of psychological reactance theory*. Paper presented to the International Communication Association (ICA), Communication Science and Biology Division, Paris, France. (Virtual Conference). (International)
- Note.** Author order is by alphabetical order of the last name.

TRAINING COMPLETED & CERTIFICATIONS

- 2024 *Certificate in Measurement & Statistics*
Department of Educational Psychology and Learning Systems, Florida State University, Tallahassee, FL
- 2021 *PIE Teaching Assistant Orientation/Training Conference*
Program for Instructional Excellence (PIE), Florida State University, Tallahassee, FL

SCHOLARSHIPS AND AWARDS

- 2024 *NCA Student Caucus Travel Grant* (\$200)
National Communication Association (NCA)
- 2024 *Congress of Graduate Students Attendance and Presentation Grants* (\$300)
Florida State University, Tallahassee, FL
- 2024 *Excellent Proposal Paper Award* (\$75)
2024 SCOM Fall Conference, School of Communication, Florida State University, Tallahassee, FL
- 2024 *C. W. Shipley Endowed Scholarship/Fellowship Fund* (\$1000)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2024 *CCI Research Day Doctoral Student Lightning Talk Travel Funds* (\$150)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2024 *Congress of Graduate Students Attendance and Presentation Grants* (\$300)
Florida State University, Tallahassee, FL
- 2023 *Jeffrey and Cathy Hewlett Endowed Fund for Student Excellence* (\$800)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2023 *Clarence W. Edney Fellowship Enrichment Fund* (\$1,200)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2023 *People's Choice Award* (\$75)
2023 SCOM Fall Conference, School of Communication, Florida State University, Tallahassee, FL
- 2022 *Top Paper Award, Communication and Social Cognition Division*
National Communication Association (NCA)
- 2022 *CCI Student Leadership Award* (\$1,000)
College of Communication & Information, Florida State University, Tallahassee, FL

- 2022 *Congress of Graduate Students Attendance and Presentation Grants* (\$150)
Florida State University, Tallahassee, FL
- 2022 *John H. Phipps, Inc. Fund for Excellence* (\$1,000)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2022 *Philomene A. Gates Fund for Excellence in Oral Communication* (\$750)
College of Communication & Information, Florida State University, Tallahassee, FL
- 2022 *Outstanding Master's Student in Media and Communication Studies (MCS) Division*
College of Communication & Information, Florida State University, Tallahassee, FL
- 2018-2020 *Arthur Holmes Faith & Learning Scholarship*
Wheaton College, Wheaton, IL
- 2018-2020 *Dean's List*
Wheaton College, Wheaton, IL

INVITED LECTURES

- 2022 *Invited Speaker to COM5925 (Master's Colloquium in Communication)*
School of Communication, Florida State University, Tallahassee, FL

LEADERSHIP POSITIONS & VOLUNTEER WORK

- 2023 *Media, Communication, and Cultural Studies: Asia-Pacific (MCCAP) Student Organizing Committee*
School of Communication, Florida State University, Tallahassee, FL
Developed and designed the conference website. Facilitated the Zoom Webinar and sound system.
Supported organizing committees to host the inaugural conference.
- 2023 *SCOM Graduate Conference Committee*
School of Communication, Florida State University, Tallahassee, FL
Planned Fall 2023 CCI Graduate Conference. Organized submission plan and award plan such as call for paper/proposal and call for award.
- 2019-2020 *Ladder Leader*
International Student Program (ISP), Wheaton College, Wheaton, IL
Supported incoming international students' transition process to a new environment. Established and maintained supportive relationship with the international students. Provided academic and relationship advise.
- 2018 *All About Me: Self-Exploration Program Co-Facilitator*
Chicago Mental Health Institute, Glenview, IL
Developed and conducted a 6-week self-exploration program and provided emotional support for Korean American youth students.