

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
 Summer 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*, 40(2), 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. Y., Mussey, A., Moore, K., Noli Peschiera, A. & **Park, J.** (submitted, 2025). *Bobby Approved or Buyer Beware? A Content Analysis of Influencers' Grocery Shopping Haul Advertisements on TikTok*. Extended Abstract submitted at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Advertising Division, San Francisco, California. (National)
- Park, J.**, Park, S., & Merle, P. (submitted, 2025). *Understanding How to Best Share the Road: The Effect of Representation of Number and Visual Saliency of Bike Safety Message on Navigation Applications*. Extended Abstract submitted at the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Visual Communication Division, San Francisco, California. (National)
- Park, S., **Park, J.**, & Clayton, R.B. (accepted, 2025, June). *Neutralizing the harmful effects: The effects of body neutrality and model size in advertising on body image perceptions and intentions*. Paper will be 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. (accepted, 2025, June). *An examination of oral nicotine pouch current-users' psychophysiological and self-report responses to anti-oral nicotine pouch videos on TikTok*. Paper will be 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. (accepted, 2025, June). *Under the "Zynfluence": A psychophysiological and self-report investigation of influencer promotion of oral nicotine pouches on TikTok*. Paper will be presented 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	<i>Certificate in Measurement & Statistics</i> Department of Educational Psychology and Learning Systems, Florida State University, Tallahassee, FL
2021	<i>PIE Teaching Assistant Orientation/Training Conference</i> Program for Instructional Excellence (PIE), Florida State University, Tallahassee, FL

SCHOLARSHIPS AND AWARDS

2025	<i>Doctoral Research Award</i> College of Communication & Information, Florida State University, Tallahassee, FL
2025	<i>Dissertation Research Grant (\$1,000)</i> The Graduate School, Florida State University, Tallahassee, FL
2025	<i>FSU Outstanding Teaching Assistant Award (\$750)</i> Center for the Advancement of Teaching, Florida State University, Tallahassee, FL
2024	<i>NCA Student Caucus Travel Grant (\$200)</i> National Communication Association (NCA)
2024	<i>Congress of Graduate Students Attendance and Presentation Grants (\$300)</i> Florida State University, Tallahassee, FL
2024	<i>Excellent Proposal Paper Award (\$75)</i> 2024 SCOM Fall Conference, School of Communication, Florida State University, Tallahassee, FL
2024	<i>C. W. Shipley Endowed Scholarship/Fellowship Fund (\$1000)</i> College of Communication & Information, Florida State University, Tallahassee, FL

2024	<i>CCI Research Day Doctoral Student Lightning Talk Travel Funds</i> (\$150) College of Communication & Information, Florida State University, Tallahassee, FL
2024	<i>Congress of Graduate Students Attendance and Presentation Grants</i> (\$300) Florida State University, Tallahassee, FL
2023	<i>Jeffrey and Cathy Hewlett Endowed Fund for Student Excellence</i> (\$800) College of Communication & Information, Florida State University, Tallahassee, FL
2023	<i>Clarence W. Edney Fellowship Enrichment Fund</i> (\$1,200) College of Communication & Information, Florida State University, Tallahassee, FL
2023	<i>People's Choice Award</i> (\$75) 2023 SCOM Fall Conference, School of Communication, Florida State University, Tallahassee, FL
2022	<i>Top Paper Award, Communication and Social Cognition Division</i> National Communication Association (NCA)
2022	<i>CCI Student Leadership Award</i> (\$1,000) College of Communication & Information, Florida State University, Tallahassee, FL
2022	<i>Congress of Graduate Students Attendance and Presentation Grants</i> (\$150) Florida State University, Tallahassee, FL
2022	<i>John H. Phipps, Inc. Fund for Excellence</i> (\$1,000) College of Communication & Information, Florida State University, Tallahassee, FL
2022	<i>Philomene A. Gates Fund for Excellence in Oral Communication</i> (\$750) College of Communication & Information, Florida State University, Tallahassee, FL
2022	<i>Outstanding Master's Student in Media and Communication Studies (MCS) Division</i> College of Communication & Information, Florida State University, Tallahassee, FL
2018-2020	<i>Arthur Holmes Faith & Learning Scholarship</i> Wheaton College, Wheaton, IL
2018-2020	<i>Dean's List</i> Wheaton College, Wheaton, IL

INVITED PANELISTS & LECTURES

2025	<i>Invited Panelist to Master's Colloquium in Communication</i> School of Communication, Florida State University, Tallahassee, FL
2022	<i>Invited Panelist to Master's Colloquium in Communication</i> School of Communication, Florida State University, Tallahassee, FL

LEADERSHIP POSITIONS & VOLUNTEER WORK

2023-	<i>Media, Communication, and Cultural Studies: Asia-Pacific (MCCAP) Student Organizing Committee</i> 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	<i>SCOM Graduate Conference Committee</i> 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	<i>Ladder Leader</i> 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.