

Junho Park

Ph.D. Candidate
Lab Manager, Cognition and Emotion Lab (CEL)
School of Communication
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CONTACT

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EDUCATION

2022-present	<i>Ph.D. Candidate, Communication Theory and Research</i> (Expected graduation: May 2026) <i>Certificate in Measurement & Statistics</i> (2024) Florida State University, Tallahassee, FL Committee: Drs. Russell B. Clayton (<i>chair</i>), Juliann Cortese, Katherine R. Dale Yanyun Yang (Outside committee)
2022	<i>M.A., Media and Communication Studies</i> Florida State University, Tallahassee, FL Thesis Topic: <i>The Impact of YouTube Thumbnail Images and View Counts on Users' Selection, Memory Recall, and Sharing Intentions.</i> Committee: Drs. Russell B. Clayton (<i>chair</i>), Arthur A. Raney, and Juliann Cortese
2020	<i>B.A., Communication: Media Studies (Magna Cum Laude)</i> Wheaton College, Wheaton, IL

APPOINTMENTS

2023-present	<i>Instructor, School of Communication, Florida State University.</i>
2022-present	<i>Graduate Research Assistant, School of Communication, Florida State University.</i>
2021-present	<i>Lab Manager, Cognition and Emotion Lab (PI: Dr. Russell B. Clayton), Florida State University.</i>
2021-present	<i>Graduate Teaching Assistant, School of Communication, Florida State University.</i>

RESEARCH INTERESTS

Health Communication, Strategic Communication, Media Psychology, Psychophysiology, Experimental Methods

PEER-REVIEWED PUBLISHED ARTICLES

Park, S, Y., Bailey, R., & **Park, J.** (under review). What I Eat in a Day Videos: The influence of visual body cues on body dissatisfaction and eating intentions. *Frontiers in Communication*. Manuscript is under review for publication.

Clayton, R. B., **Park, J.**, Mays, D., & Stevens, E. M. (R&R). Promoting oral nicotine pouch use: An experimental study of paid partnership disclosures in influencer-generated oral nicotine pouch social media videos in young adults. *American Journal of Preventive Medicine*.

- Clayton, R. B., **Park, J.**, Simon, K., Weinberg, J., Shuvo, M. S. M., Rasul, S., Mays, D., & Stevens, E. M. (2025). Investigating psychophysiological and self-report responses to anti-oral nicotine pouch social media videos. *Health Psychology*. Advance online publication. <https://doi.org/10.1037/hea0001559>
- Clayton, R. B., Reynolds-Tylus, T., Martinez, A., & **Park, J.** (2025). Beyond counterarguing? Comparing multiple measures of cognitive resistance for psychological reactance using the avoidance, contesting, and empowering (ACE) resistance typology. *Motivation Science*, 11(2), 168-178. <https://doi.org/10.1037/mot0000326>
- 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), 210-221. <https://doi.org/10.1080/10410236.2024.2342489>
- 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.** (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

- Bao, J., Yang, Y., Myrick, J. G., & **Park, J.** (presented, 2025, August). *How AI-generated labels on social media testimonials expressing mental distress affect reader engagement and support provision*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk Division, San Francisco, California. (National)
- Park, J.**, Park, S. Y., & Merle, P. (presented, 2025, August). *Understanding how to best share the road: The effect of representation of number and visual saliency of bike safety message on navigation applications*. Paper presented to the meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Visual Communication Division, San Francisco, California. (National)
- Park, S. Y., **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 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*. 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. Y., 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), Communicating Science, Health, Environment, and Risk Division, Washington, D.C. (National)

Clayton, R. B., Compton, J., Reynolds-Tylus, T., Neumann, D., Sarra, E., Deshmukh, S., **Park, J.**, Biangel, R., Hechlik, E., & Sarmiento, H. (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.

RESEARCH HONORS AND AWARDS

2025	<i>Outstanding 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
2024	<i>Excellent Proposal Paper Award (\$75)</i> 2024 SCOM Fall Conference, School of Communication, Florida State University, Tallahassee, FL
2024	<i>CCI Research Day Doctoral Student Lightning Talk Travel Funds (\$150)</i> College of Communication & Information, Florida State University, Tallahassee, FL
2023	<i>People's Choice Award (\$75)</i> 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 (\$1,000)</i> 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

TEACHING INTERESTS

Health Communication, Media Psychology, Social Media Campaigns, Statistical Methods in Communication

TEACHING EXPERIENCE

Instructor of Record, Florida State University, Tallahassee, FL

MMC 2000: Introduction to Mass Media

- Fall 2023 (182 students, in-person)
- Spring 2024 (184 students, in-person)
- Summer 2024 (77 students, online)
- Fall 2024 (200 students, in-person)
- Fall 2025 (205 students, online)

COM 4561: Social Media Campaigns

- Spring 2025 (51 students, online)
- Summer 2025 (30 students, online)

Teaching Assistant, Florida State University, Tallahassee, FL

Graduate course

COM 5316: Statistical Methods in Communication Research

- Fall 2024 (24 students, in-person)

Undergraduate courses

SPC 2608: Public Speaking (**Lab Instructor**)

- Fall 2022 (36 students, hybrid)

SPC 1017: Fundamentals of Speech (**Lab Instructor**)

- Fall 2021 (41 students, hybrid)
- Spring 2022 (TA Coordinator, 53 students, in-person)
- Summer 2023 (28 students, in-person)

MMC 4504: Writing Media Criticism

- Fall 2023 (28 students, online)

MMC 2000: Introduction to Mass Media

TEACHING HONORS AND AWARDS

2025 *FSU Outstanding Teaching Assistant Award (\$750)*
Center for the Advancement of Teaching, Florida State University, Tallahassee, FL

SCHOLARSHIPS, HONORS, AND AWARDS

2025 *AEJMC-MCSD Diversity and Inclusion Career Development Fellowship (\$1,200)*

AEJMC Mass Communication and Society Division

2025 *Research and Creative Activity Travel Grant (\$1000)*

Graduate Student Resource Center, Florida State University, Tallahassee, FL

2025 *Congress of Graduate Students Attendance and Presentation Grants (\$350)*

Florida State University, Tallahassee, FL

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	<i>C. W. Shipley Endowed Scholarship/Fellowship Fund (\$1000)</i> College of Communication & Information, Florida State University, Tallahassee, FL
2024	<i>Congress of Graduate Students Attendance and Presentation Grants (\$300)</i> Florida State University, Tallahassee, FL
2023	<i>Jeffrey and Cathy Hewlett Endowed Fund for Student Excellence (\$800)</i> College of Communication & Information, Florida State University, Tallahassee, FL
2023	<i>Clarence W. Edney Fellowship Enrichment Fund (\$1,200)</i> College of Communication & Information, Florida State University, Tallahassee, FL
2022	<i>Congress of Graduate Students Attendance and Presentation Grants (\$150)</i> Florida State University, Tallahassee, FL
2022	<i>John H. Phipps, Inc. Fund for Excellence (\$1,000)</i> College of Communication & Information, Florida State University, Tallahassee, FL
2022	<i>Philomene A. Gates Fund for Excellence in Oral Communication (\$750)</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

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

SERVICE

To the School of Communication

Conference Planning

2023	Member, Media, Communication, and Cultural Studies: Asia-Pacific (MCCAP) Organizing Committee
2023	Member, School of Communication Graduate Conference Organizing Committee

To the Field

Conference Reviewing

2024-current	Health Communication Division; AEJMC
2024-current	Health Communication Division; NCA
2025-current	Advertising Division; AEJMC

PROFESSIONAL AFFILIATIONS

2023-present	Association for Education in Journalism and Mass Communication
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2022-present International Communication Association
2022-present National Communication Association
2023-2024 American Academy of Advertising

LEADERSHIP POSITIONS & VOLUNTEER WORK

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.