

Jiyoun Suk

ASSISTANT PROFESSOR · UNIVERSITY OF CONNECTICUT

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Education

University of Wisconsin-Madison

Madison, WI, USA

PHD IN JOURNALISM AND MASS COMMUNICATION

2021

- Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow, 2020-2021
- Dissertation: Lived Experiences, Networked Media, and Polarized Group Attitudes
- Dissertation committee: Dhavan V. Shah (Chair), Hernando Rojas, Douglas M. McLeod, Katherine J. Cramer, Jee-Seon Kim
- Computational Social Science Summer School on Methods, 2018

The University of Texas at Austin

Austin, TX, USA

MA IN JOURNALISM (RESEARCH AND THEORY TRACK)

2016

- Thesis: The “Primed” Third-Person Effect of Media Portrayals about Racial Minority
- Thesis committee: Dominic Lasorsa (Chair), Iris Hsiang Chyi

Ewha Womans University

Seoul, South Korea

B.A. IN JOURNALISM (SCRANTON HONORS PROGRAM)

2013

- Graduated with high distinction
- Best Honors Thesis: Analyzing Political Advertisements of the 16th and 17th Korean Presidential Candidates: Using Seven Types of Propaganda
- Exchange Student Program: Mount Holyoke College, 2010-2011

Research Interests

Social media activism; Digital politics and gender; Social trust, justice, and movement; Political (mis/dis)information flows; Computational social science

Professional Experience

- 2021- **Assistant Professor**, Department of Communication, University of Connecticut
Assistant Professor, Program of Women’s, Gender, and Sexuality Studies, University of Connecticut
Faculty Affiliate, Center for mHealth and Social Media, University of Connecticut
- 2017-2020 **Knight Scholar of Communications and Civic Renewal & Project Assistant**, Center for Communications and Civic Renewal, University of Wisconsin-Madison
- 2019 **Instructor of Record**, School of Journalism and Mass Communication, University of Wisconsin-Madison
- 2016 **Teaching Assistant**, School of Journalism and Mass Communication, University of Wisconsin-Madison
- 2015-2016 **Teaching Assistant**, School of Journalism, The University of Texas at Austin

Publications

JOURNAL PUBLICATIONS

- Suk, J.**, McLeod, D., & Shah, D. (2022). Spatial Polarization, Partisan Climate, and Participatory Actions: Do Congenial Contexts Lead to Mobilization, Resignation, Activation, or Complacency?. *Political Behavior*. [codes]
- Suk, J.**, Lukito, J., Su, M., Kim, S. J., Tong, C., Sun, Z., & Sarma, P. (Accepted). Do I Sound American? How Message Attributes of IRA Disinformation Relate to Twitter Engagement. *Computational Communication Research*. [codes][preprint]
- Suk, J.**, Shah, D., Bode, L., Edgerly, S., Thorson, K., Vraga, E., Wells, C., & Pevehouse, J. (2022, online first). Political Events in a Partisan Media Ecology: Asymmetric Influence on Candidate Appraisals. *Mass Communication and Society*.
- Su, M., **Suk, J.**, & Rojas, H. (2022, online first). Social Media News Sharing, Political Extremity and Reduced Network Interaction: An Imagined Audience Approach. *Social Media + Society*.
- Suk, J.**, Shah, D., & McLeod, D. (2022). Breaking the “Virtuous Circle”: How Partisan Communication Flows Can Erode Social Trust but Drive Participation. *Human Communication Research*, 48(1), 88-115.
- Suk, J.**, Coppini, D., Muniz, C., & Rojas, H. (2022). “The More You Know, the Less You Like”: How News and Political Talk Shape Political Knowledge and Affective Polarization in Mexico and the United States. *Communication and the Public*.
- Dempsey, S., **Suk, J.**, Cramer, K., Friedland, L., Wagner, M., & Shah, D. (2021). Understanding Trump Supporters’ News Use: Beyond the Fox News Bubble. *The Forum*, 18(3), 319-346.
- Foley, J., Hughes, C., **Suk, J.**, Cramer, K., Friedland, L., Shah, D., & Wagner, M. (2021). Free and Fair? The Differential Experiences of Voting Barriers and Voting Policies in American Midterm Elections. *International Journal of Public Opinion Research*, 33(3), 703-712.
- Zhang, Y., Lukito, J., Su, M., **Suk, J.**, Xia, Y., Kim, S. J., Doroshenko, L., & Wells, C. (2021). Assembling Social Media Following through Polarized Publics and Media: How Russian IRA Accounts Gained Influence in the 2016 U.S. Election Cycle. *Journal of Communication*, 71(2), 305-331.
- Ghosh, S., Su, M. H., Abhishek, A., **Suk, J.**, Tong, C., Kamath, K., Hills, O., Correa, T., Garlough, C., Borah, P., & Shah, D. (2022, online first in 2020). Covering #MeToo across the News Spectrum: Political Accusation and Public Events as Drivers of Press Attention. *The International Journal of Press/Politics*, 27(1), 158-185.
- Suk, J.**, Shah, D., Wells, C., Wagner, M., Friedland, L., Cramer, K., Hughes, C., & Franklin, C. (2020). Do Improving Conditions Harden Partisan Preferences? Communication, Context, and Political Evaluations During Periods of Contention. *International Journal of Public Opinion Research*, 32(4), 750-768. [supplemental materials]
- Wells, C., Friedland, L., Hughes, C., Shah, D., **Suk, J.**, & Wagner, M. (2020) News media use, talk networks and ‘populist’ attitudes across geographic location: The case of Wisconsin. *International Journal of Press/Politics*, 26(2), 438-463.

Suk, J., Abhishek, A., Zhang, Y., Ahn, S. Y., Correa, T., Garlough, C., & Shah, D. (2021, online first in 2019). #MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement. *Social Science Computer Review*, 39(2). 276-294. [codes] [supplemental materials]

Lukito, J., **Suk, J.**, Zhang, Y., Doroshenko, L., Su, M., Kim, S. J., Xia, Y., Freelon, D., & Wells, C. (2020, online first in 2019) The Wolves in Sheep’s Clothing: How Russia’s Internet Research Agency Tweets Appeared in U.S. News as Vox Populi. *International Journal of Press/Politics*, 25(2), 196-216.

Zhang, Y., Shah, D., Foley, J., Abhishek, A., Lukito, J., **Suk, J.**, Kim, S., Sun, Z., Pevehouse, J. & Garlough, C. (2019). Whose Lives Matter? Mass Shootings and Social Media Discourses of Sympathy and Policy, 2012-2014. *Journal of Computer-Mediated Communication*, 24(4), 182-202.

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2017). Framing of Same-Sex Marriage Over 17 Years in Two Newspapers is Linked to Ideology Especially in Election Years. *Newspaper Research Journal*. 39(2), 191-204.

Park, S. H., Lee, J., & **Suk, J.** (2013). Comparative Analysis on Presidential Rhetoric as Genre Reflected in Rhetorical Situation and Role Criticism. *Rhetoric Society of Korea*, 19, 75-104. (in Korean)

BOOK CHAPTERS

L. Friedland, D. Shah, M. Wagner, K. Cramer, C. Wells, & J. Pevehouse (2022), *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin*. Cambridge University Press.
***Co-author in three chapters**

CONFERENCE PROCEEDINGS

Zhang, Y., Wang, Y., Foley, J., **Suk, J.**, & Conathan, D. (2017, July). Tweeting mass shootings: the dynamics of issue attention on social media. In *Proceedings of the 8th International Conference on Social Media & Society* (pp. 1-5).

OTHER PUBLICATIONS

Lukito, J., Wells, C., Zhang, Y., Doroshenko, L., Kim, S. J., S, M., **Suk, J.**, Xia, Y. & Freelon, D. (2018). The Twitter Exploit: How Russian Propaganda Infiltrated U.S. News. [White paper].
<https://uwmadison.box.com/v/TwitterExploit>

UNDER REVIEW

From Weinstein to Kavanaugh: Shifting coverage of sexual violence and the #MeToo Movement across U.S. news media

When the Personal Becomes Political: Unpacking the Dynamics of Sexual Violence and Gender Justice Discourses across Four Social Media Platforms

Presentations

CONFERENCE PRESENTATIONS

Zhang, Y., Chen, F., **Suk, J.**, & Yue, Z. (2022, June). *WordPPR: A New Keyword Selection Method for Social Media Data Retrieval*. Paper will be presented at the Politics and Computational Social Science

(PaCSS), Boston, MA, USA.

Suk, J., Zhang, Y., Yue, Z., Wang, R., Dong, X., Yang, D., Lian, R., & Kwak, N. (2022, May). *“The Personal is Political”: A Cross-platform Approach to How Networked Acknowledgment before and after #MeToo Transforms into Politicization*. Paper will be presented at the Communication and Technology Division of 2022 ICA annual conference.

Borah, P., Ghosh, S., **Suk, J.**, Mini, D., & Sun, L. (2022, May). *Feminism not for All? The Discourse Around White Feminism Across Five Social Media Platforms*. Paper will be presented at the Activism, Communication and Social Justice Interest Group of 2022 ICA annual conference.

Su, M., **Suk, J.**, & Rojas, H. (2022, May). *Performing the Self: Personality Traits, Network Features, and Platform Correlates Underlying Attention to and Uncertainty about an Imagined Audience*. Paper will be presented at the Communication Technology Division of 2022 ICA annual conference.

Li, J., Lukito, J., Yang, E., **Suk, J.**, Shah, D., & Wagner, M. (2022, May). *Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use*. Paper will be presented at the Political Communication Division of 2022 ICA annual conference. ***Top 3 Student Paper**

Suk, J., McLeod, D., & Shah, D. (2020, August). *Am I with Her or with...Him?: Public and Online Participation in the 2016 US Presidential Election*. Paper presented at the Political Communication Division of 2020 AEJMC annual conference.

Su, M., **Suk, J.**, Ghosh, S., Kamath, K., Borah, P., Correa, T., Garlough, C., & Shah, D. (2020, August). *How the Left, Center, and Right Covered the #MeToo Movement: Structural Topic Modeling, Thematic Structure and Language Patterns*. Paper presented at the Political Communication Division of 2020 AEJMC annual conference. ***1st place in main competition**

Li, J., **Suk, J.**, Lukito, J., Hughes, C., Foley, J., Friedland, L., Wells, C., Shah, D., & Wagner, M. (2020, August). *When the Desert Matters: Contextual Differences in Local News Environment and Polarized Perceptions of Local Economy*. Paper presented at the Political Communication Division of 2020 AEJMC annual conference.

Suk, J., Lukito, J., Su, M., Kim, S. J., Tong, C., Sun, Z., & Sarma, P. (2019, May). *Do I sound American? Predicting Disinformation Sharing of Russian IRA tweets from a Linguistic Perspective*. Paper presented at the Computational Methods Interest group of 2019 ICA annual conference, Washington D.C., USA.

Suk, J., Shah, D., Cramer, K., Friedland, L., Hughes, C., Wagner, M., & Wells, C. (2019, May). *Do Improving Conditions Harden Partisan Preferences? Communication, Context, and Political Evaluations During Periods of Contention*. Paper presented at the Mass Communication Division of 2019 ICA annual conference, Washington D.C., USA.

Suk, J., Abhishek, A., Zhang, Y., & Ahn, S. Y. (2019, May). *Temporal Dynamics of the #MeToo Movement*. Paper presented at the Communication and Technology Division of 2019 ICA annual conference, Washington D.C., USA.

Su, M., **Suk, J.**, & Rojas, H. (2019, May). *Online Sharing, Political Extremity, and Reduced Network Interaction: An Imagined Audience Approach*. Paper presented at 2019 WAPOR, Toronto, Canada.

Lukito, J., **Suk, J.**, Zhang, Y., Doroshenko, L., Su, M., Kim, S. J., Xia, Y., & Wells, C. (2018, August). *Zero Day*

Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System. Paper presented at the Political Communication Interest Group of 2018 AEJMC annual conference, Washington D.C., USA.
***1st place in main competition. 3rd place Research Prize for Professional Relevance**

Suk, J., Shah, D., Bode, L., Edgerly, S., Thorson, K., Vraga, E., Wells, C., & Pevehouse, J. (2018, August). *Partisan Media, News Events, and Asymmetric Political Evaluations in the 2016 Election.* Paper presented at the Political Communication Interest Group of 2018 AEJMC annual conference, Washington D.C., USA.

Suk, J., Zhang, Y., Lukito, J., Su, M., & Foley, J. (2018, May). *Tracing Twitter Buzz: Clustering Hashtags and Handles About Mass Shootings and Gun Control.* Paper presented at the Computational Methods Interest Group of 2018 ICA annual conference, Prague, Czech Republic.

Shah, D., **Suk, J.**, & McLeod, D. (2018, May). *Communication Flows, Institutional Legitimacy, and Social Trust: How “Echo Chambers” Erode Bonds on the Right and Left.* Paper presented at the Political Communication Division of 2018 ICA annual conference, Prague, Czech Republic.

Zhang, Y., Shah, D., Foley, J., Abhishek, A., Pevehouse, J., Lukito, J., Kim, S., **Suk, J.**, Yang, F., & Garlough, C. (2018, May). *The Features of Tragedy, Expressions of Sympathy, and Debates over Policy: A Time Series Analysis of Mass Shootings and Social Media Discourses.* Paper presented at the Communication and Technology Division of 2018 ICA annual conference, Prague, Czech Republic.

Su, M., **Suk, J.**, Gill, H., & Rojas, H. (2018, May). *Rethinking Political Socialization in the Digital Age: Media Use, Political Values, and Expressive Behaviors.* Paper presented at the Mass Communication Division of 2018 ICA annual conference, Prague, Czech Republic.

Suk, J. (2017, August). *The “Primed” Third-Person Effect of Racial Minority Portrayals in Media.* Paper presented at the Mass Communication and Society Division of 2017 AEJMC annual conference, Chicago, IL. ***1st place, top student paper**

Pelled, A., Choung, H., Lukito, J., Duncan, M., Wang, S., Wu, Y., Gill, H., **Suk, J.**, Kniaz, T. (2017, August). *Who are the Voters? A Contemporary Voter Typology Based on Cluster Analysis.* Paper presented at the Communication Theory and Methodology Division of 2017 AEJMC annual conference, Chicago, IL.

Suk, J., Coppini, D., Muniz, C., & Rojas, H. (2017, July). *“The More You Know, the More You Hate”: How News and Political Talk Shape Political Knowledge and Affective Polarization in Colombia, Mexico and the United States.* Paper presented at 2017 WAPOR, Lisbon, Portugal.

Zhang, Y., Wang, Y., Foley, J., **Suk, J.**, & Conathan, D. (2017, July). *Tweeting Mass Shootings: The Dynamics of Issue Attention on Social Media.* Paper presented at the International Conference on Social Media & Society, Toronto, Canada.

Shah, D., & **Suk, J.** (2017, May). *How Convergence Drives Divergence: Testing a Revised Communication Mediation Model.* Paper presented at 2017 ICA pre-conference, San Diego, CA.

Suk, J. (2015, August). *The Third-Person Perception and Priming: The Case of Ideal Female Body Image.* Paper presented at the Mass Communication and Society Division of 2015 AEJMC annual conference, San Francisco, CA.

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2015, August). *The Role of Ideology in Media Framing of Same-Sex Marriage, 1998-2014*. Paper presented at the GLBT Interest Group of 2015 AEJMC annual conference, San Francisco, CA.

Lasorsa, D., **Suk, J.**, & Fadnis, D. (2015, August). *Media Framing of Same-Sex Marriage and Attitude Change: A Time Series Analysis*. Paper presented at the Communication Theory and Methodology Division of 2015 AEJMC annual conference, San Francisco, CA.

INVITED TALKS AND PANELS

May 2022. *Researching as a Graduate Student*. AEJMC Mass Communication Division and Graduate Students Interest Group

April 2022. *#MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement*. (Virtual) Guest Lecture, University of Oklahoma

December 2021. *Do Improving Conditions Harden Partisan Preferences? Lived Experiences, Imagined Communities, and Polarized Evaluations*. (Virtual) Guest Lecture, Department of Communication, North Dakota State University

September 2021. *#MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement*. (Virtual) Guest Lecture, COMM5650: Communication Theory and Society, University of Connecticut

December 2019. *Am I with Her or with.. Him? Public and Online participation in the 2016 election (with Doug McLeod)*. Journalism and Mass Communication Colloquium, SJMC, UW-Madison

March 2019. *#MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement*. Big Ten Mini Conference, University of Illinois at Urbana-Champaign.

March 2019. *#MeToo, Networked Acknowledgment, and Connective Action: How “Empowerment Through Empathy” Launched a Social Movement*. Board of Visitors’ Meeting, SJMC, UW-Madison.

March 2019. *#MeToo, Connective Action, and its Global Impact*. Guest Lecture, Department of Gender and Women’s Studies, UW-Madison

March 2016. *The “Primed” Third-Person Perception of Ideal Female Body Image*. Guest Lecture, Stan Richards School of Advertising, UT-Austin

Honors and Awards _____

- 2022 **Top 3 Student Paper**, Political Communication Division, ICA
- 2020-2021 **Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow**, UW-Madison
- 2020 **1st Place in Main Competition**, Political Communication Division, AEJMC
- 2019 **Graduate Research Award**, SJMC, UW-Madison
- 2019 **Travel Grant**, Computational Methods Interest Group, ICA
- 2019 **Graduate School Travel Grant**, UW-Madison
- 2019 **Top Research Paper**, Crossroads Communication, SJMC, UW-Madison
- 2017-2019 **School of Journalism and Mass Communication Conference Travel Grant**, SJMC, UW-Madison
- 2018 **1st Place in Main Competition**, Political Communication Division, AEJMC
- 2018 **3rd Place Research Prize for Professional Relevance**, AEJMC
- 2018 **Graduate Student Scholarship**, Computational Social Science Summer School on Methods
- 2017 **1st Place in Student Competition**, Mass Communication and Society Division, AEJMC
- 2017 **Travel Grant**, Korean American Communication Association (KACA), AEJMC
- 2015 **Ada Frances Miller Fellowship**, UT-Austin
- 2015 **Teaching Certificate in First-Year Interdisciplinary Instruction**, UT-Austin
- 2015 **School of Journalism Graduate Student Scholarship**, UT-Austin
- 2012 **Best Honors Thesis**, Ewha Womans University
- 2009-2012 **Scranton Honors Program**, Ewha Womans University
- 2009-2012 **Ewha Honor Scholarship for academic excellence**, Ewha Womans University
- 2009 **Scranton Full Fellowship for academic excellence**, Ewha Womans University

Teaching Experience

INSTRUCTOR

Gender, Justice, and Hashtags (Hashtag activism), UConn [**Course Developer**]
 Gender and Communication, UConn
 Effects of Mass Communication, UW-Madison
 Computational Methods Research Group Workshop, UW-Madison

TEACHING ASSISTANT

Introduction to Mass Communication, UW-Madison
 Food: Culture and Agriculture, UT-Austin
 Freedom: Philosophy/History/Law, UT-Austin

Skills

COMPUTATIONAL SKILLS

- Automated content analysis, Unsupervised and supervised machine learning, Social network analysis, Community detection, Spatial analysis

ADVANCED QUANTITATIVE RESEARCH METHODS

- Hierarchical linear modeling, structural equation modeling, time-series analysis, longitudinal data analysis using panel data and rolling cross-sectional data

PROGRAMMING LANGUAGES

- R, Python

STATISTICAL SOFTWARE

- R, SPSS, Stata

LINGUISTIC SOFTWARE

- DICTION, Leximander, LIWC, WordStat

OTHERS

- ArcGIS Desktop, ArcGIS PRO

Media coverage

“What Makes Wisconsin Swing?” *Vox*, March 29, 2019.

“UW-Madison Communication and Civic Renewal research team: Wisconsinites want nonpartisan redistricting and a voice for political minorities” *The Cap Times*, March 23, 2019.

Service

AD-HOC JOURNAL REVIEW

Computational Communication Research
Political Communication
Mass Communication and Society
Journalism and Mass Communication Quarterly
International Journal of Communication
Journal of Information Technology and Politics
Journalism
Chinese Journal of Communication
Asian Journal of Communication
Violence Against Women

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)
Association for Education in Journalism and Mass Communication (AEJMC)
National Communication Association (NCA)