

## Jennifer Soyoungh Ihm (임소영)

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### EDUCATION

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Ph.D. in Media, Technology, and Society, Northwestern University (2016)

*Dissertation title:* More than a moral person: How do communication networks and volunteer identity influence online and offline engagement?

*Advisor:* Michelle Shumate (School of Communication, Northwestern University)

*Committee:* Brayden King (Kellogg School of Management, Northwestern University),  
Karen Myers (Department of Communication, University of California, Santa Barbara),  
Noshir Contractor (School of Communication, Northwestern University)

M.S. in Culture Technology, Korea Advanced Institute of Science and Technology (2009)

B.A. in Communication, Dual Major in Information and Multimedia Culture, Seoul National University (*Summa cum laude*) (2007)

International exchange student, University of Washington, Seattle (September, 2005-June, 2006)

### PROFESSIONAL HISTORY

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**Associate Professor**, School of Media and Communication, Kwangwoon University (March, 2022-present)

**Assistant Professor**, School of Media and Communication, Kwangwoon University (2016-2021)

**Director**, Kwangwoon Broadcasting Center (September, 2016-August, 2018)

**Founder and Director**, Data and Network Analysis (D.N.A.) (2017-present)

### PUBLICATIONS

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- Ihm, J.** (2023). Why do individuals create posts on organizations' social media pages? Identifications, functions, and audiences beyond the organizational boundary for social change. *Human Communication Research*. <https://doi.org/10.1093/hcr/hqac034>
- Ihm, J.** (2022). How individuals use nonprofit organizations' social media pages: Understanding functions of and networks from individual posts for social change. *Public Relations Review*, 48(5), 102252. <https://doi.org/10.1016/j.pubrev.2022.102252>
- Ihm, J.** & Lee, C. (2022). Communication networks and individual resilience for individual well-being during a time of crisis. *Health Communication*. <https://doi.org/10.1080/10410236.2022.2141041>
- Kim, K., Lee, C., **Ihm, J.**, & Kim, Y. (2022). A comprehensive examination of association between belief in vaccine misinformation and vaccination intention in the COVID-19 context. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2022.2130479>

5. **Ihm, J.**, & Shumate, M. (2022). How volunteer commitment differs in online and offline environments. *Management Communication Quarterly*. Advance online publication. <https://doi.org/10.1177/08933189211073460>
6. **Ihm, J.** & Kim, E. M. (2021). When nonprofit organizations meet information and communication technologies: How organizational culture influences uses of traditional, digital, and sharing media. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. Advance online publication. <https://doi.org/10.1007/s11266-021-00335-9>
7. **Ihm, J.** & Lee, C. (2021). Toward more effective public health interventions during the COVID-19 pandemic: Suggesting audience segmentation based on social and media resources. *Health Communication*, 36(1), 98-108. <https://doi.org/10.1007/s11266-020-00200-1>
8. **Ihm, J.** & Baek, Y. M. (2021). Why do participants in voluntary organizations leave? Exploring the relationship between value congruence and length of stay. *Nonprofit Management & Leadership*, 31(3), 505-524. <https://doi.org/10.1002/nml.21442>
9. Baek, Y. M. & **Ihm, J.** (2021). Word use as an unobtrusive predictor of early departure from organizations. *Journal of Language and Social Psychology*, 40(2), 238-259. <https://doi.org/10.1177/0261927X20944543>
10. Kim, E. M. & **Ihm, J.** (2020). Online news sharing in the face of mixed audiences: Context collapse, homophily, and types of social media. *Journal of Broadcasting & Electronic Media*, 64(5), 756-776. <https://doi.org/10.1080/08838151.2020.1835429>
11. **Ihm, J.** & Lee, S. (2020). How perceived costs and benefits of initial social media participation affect subsequent community-based participation. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, Advance online publication. <https://doi.org/10.1007/s11266-020-00200-1>
  - **Young Scholar Award, Korean Association for Broadcasting & Telecommunication Studies**
12. Kim, E. M. & **Ihm, J.** (2019). More than virality: Online sharing of controversial news with activated audience. *Journalism & Mass Communication Quarterly*, 97(1), 118-140. <https://doi.org/10.1177/1077699019836950>
13. **Ihm, J.** (2019). Communicating without nonprofit organizations on nonprofits' social Media: Stakeholders' autonomous networks and three types of organizational ties. *New Media & Society*, 21(11-12), 2648-2670. <https://doi.org/10.1177/1461444819854806>
14. **Ihm, J.** & Shumate, M. (2019). How does a board of directors influence within- and cross-sector nonprofit collaboration? *Nonprofit Management & Leadership*. 29(4), 473-490. <https://doi.org/10.1002/nml.21343>
  - **2019-2020 top-cited article in *Nonprofit Management & Leadership***
  - **Lead Article**
15. **Ihm, J.** (2018). Social implications of children's smartphone addiction: The role of support networks and

- social engagement. *Journal of Behavioral Addictions*, 7(2), 473-481.  
<https://doi.org/10.1556/2006.7.2018.48>
16. **Ihm, J.** & Kim, E. M. (2018). The hidden side of news diffusion: Understanding online news sharing as an interpersonal behavior. *New Media & Society*, 20(11), 4346-4365.  
<https://doi.org/10.1177/1461444818772847>
  17. **Ihm, J.** (2017). Classifying and relating different types of online and offline Volunteering. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 28(1), 400-419.  
<https://doi.org/doi:10.1007/s11266-016-9826-9>
  18. **Ihm, J.** & Castillo, E. A. (2017). Development and transformation of collaborative networks in events. *Journal of Convention & Event Tourism*, 18(3), 205-224.  
<https://doi.org/10.1080/15470148.2017.1322021>
  19. **Ihm, J.** & Shumate, M. (2016). How does a board of directors influence within and cross-sector nonprofit collaboration?. *Academy of Management Proceedings 2016*, 13238.  
<https://doi.org/10.5465/AMBPP.2016.13238>
  20. Shumate, M., Fu, J.S., Cooper, K., & **Ihm, J.** (2016). Interorganizational networking portfolios of nonprofit organizations. *Academy of Management Best Paper Proceedings 2016*, 13009.  
<https://doi.org/10.5465/AMBPP.2016.225>
    - **Best Paper Award, Public and Nonprofit Division, Academy of Management**
    - **Winner of the Carlo Masini Award for Innovative Scholarship, Academy of Management**
  21. **Ihm, J.** (2015). Network measures to evaluate stakeholder engagement with nonprofit organizations on social networking sites. *Public Relations Review*, 41(4), 501-503.  
<https://doi.org/10.1016/j.pubrev.2015.06.018>
  22. **Ihm, J.**, Pena-y-Lillo, M., Cooper, K. R., Atouba, Y., Shumate, M., Bello-Bravo, J., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2015). The case for a two-step approach to agricultural campaign design. *Journal of Agricultural and Food Information*, 16(3), 203-220.  
<https://doi.org/10.1080/10496505.2015.1033529>
    - **Lead Article**
  23. **Ihm, J.** & Hsieh, Y. P. (2015). Implications of ICT use for the social well-being of older adults. *Information, Communication, & Society*, 18(10), 1123-1138.  
<https://doi.org/10.1080/1369118X.2015.1019912>
    - **Top Paper, Conference Theme Division, International Communication Association**
    - **Lead Article**
  24. **Ihm, J.**, Shumate, M., Bello-Bravo, J., Atouba, Y., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2015). How do service providers and clients perceive interorganizational networks?. *VOLUNTAS:*

*International Journal of Voluntary and Nonprofit Organizations*, 26(5), 1769-1785.

<https://doi.org/10.1007/s11266-014-9515-5>

25. **Ihm, J.**, Shumate, M., Bello-Bravo, J., Atouba, Y., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2014). How do internal and external stakeholders perceive organizational field-nets?. *Academy of Management Proceedings 2014*, 11977. <https://doi.org/10.5465/AMBPP.2014.11977>

## **PUBLICATIONS IN KOREAN**

1. Kim, E. M., Park, H. A., & **Ihm, J.** (2017). Attention behavior to mobile content: Focusing on exposure and involvement of Pikicast content. (in Korean). *The Journal of the Korea Contents Association*, 17(7). 12-21. <https://doi.org/10.5392/JKCA.2017.17.07.012>
2. Kim, E. M., **Ihm, J.**, & Park, H. A. (2017). News sharing as relational communication: Focusing on self-presentation tendency and characteristics of sharing audiences. (in Korean). *Korean Journal of Broadcasting and Telecommunication Studies*, 31(3). 114-151.

- **Lead Article**

## **AWARDS AND HONORS**

**Top-Cited Article** in *Nonprofit Management & Leadership* (2019-2020)

**Top Paper Award** in Public and Nonprofit Organizations Division, Academy of Management (2016)

**Winner of Carlo Masini Award** for Innovative Scholarship, Academy of Management (2016)

**Top Paper Award** in Conference Theme Division, International Communication Association (2014)

Jaharis Family Fellowship (September, 2012-June, 2013)

Culture Technology Fellowship (September, 2007-August, 2009)

Scholarship for Academic Excellence (December, 2006-August, 2007)

Annual Dean's List (University of Washington as an international exchange student, September, 2005-June, 2006)

Ilju Scholarship (awarded to the top student of the department, September, 2003-December, 2006)

## **RESEARCH GRANTS**

**Korea News Agency Commission**

Research Grant, \$10,000 (2020)

**Kwangwoon University**

Research Grant, \$60,000 (2016-2022)

**Korean Association for Broadcasting & Telecommunication Studies**

Research Grant, \$3,000 (2018)

**Northwestern University**

Graduate Research Grant, The Graduate School, \$3,000 (2015)

Graduate Research Ignition Grant, School of Communication, \$2,000 (2015)

Dissertation Grant, Media, Technology, and Society Program, \$1,500 (2015)

### **CONFERENCE PRESENTATIONS**

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1. Ihm, J. (2022, May). *NPOs' social media strategies for collective action based on their perception of stakeholder networks*. Paper presented at the 72nd Annual Conference of International Communication Association, Paris, France.
2. Ihm, J. (2021, May). *Organizations' impression management in social media based on their perception of audience networks*. Paper presented at the 71st International Communication Association Conference, Virtual conference.
3. Ihm, J., Choi, E., Kang, J., & Kim, J. (2018, June). *Conversation and community: How stakeholders engage in nonprofit social networking sites*. Paper presented at the 38th International Sunbelt Social Network Conference, Utrecht, Netherlands.
4. Ihm, J., Choi, H., Shin, G., Lee, S. & Cha, S. (2018, June). *How can nonprofits encourage more stakeholder engagement in social networking sites?* Paper presented at the 2018 Association for Research on Nonprofit Organizations and Voluntary Action Asia Conference, HongKong.
5. Ihm, J. (2017, November). *Social understanding of Problematic Internet Use (PIU): Reconceptualizing PIU with offline networks and social engagement*. Paper presented at the 103rd Annual Convention of the National Communication Associations, Dallas, TX.
6. Ihm, J. (2017, June). *More than a moral person: How communication networks and identity influence online volunteering*. Poster presented at the 37th International Sunbelt Social Network Conference, Beijing, China.
7. Ihm, J. (2017, June). *Online and offline social networks of migrant workers*. Paper presented at the 37th International Sunbelt Social Network Conference, Beijing, China.
8. Ihm, J. (2017, May). *More than a moral person: How communication networks and identity influence online volunteering*. Paper presented at the 67th Annual Conference of International Communication Association, San Diego, CA.
9. Ihm, J. & Shumate, M. (2016, August). *How does a board of directors influence within and cross-sector non-profit collaboration?* Paper presented at the 76th Annual Meeting of the Academy of Management, Anaheim, CA.
10. Shumate, M., Fu, J.S., Cooper, K., & Ihm, J. (2016, August). *Interorganizational network portfolios of nonprofit organizations*. Paper presented at the 76th Annual Meeting of the Academy of Management, Anaheim, CA.
  - **Top Paper in Public and Nonprofit Organizations Division**
  - **Winner of Carlo Masini Award for Innovative Scholarship**

11. Ihm, J. & Cooper, K. R. (2016, June). *Collaboration versus cooperation: Shared technology for organizational outcomes*. Paper presented at the 66th Annual Conference of International Communication Association, Fukuoka, Japan.
12. Ihm, J. & Shumate, M. (2016, April). *How does a board of directors influence within and cross-sector non-profit collaboration?* Paper presented at the 5th International Symposium on Cross-Sector Social Interactions, Toronto, Canada.
13. Shumate, M., Fu, S., Cooper, K. & Ihm, J. (2016, April). *Rethinking partnership goals: Debunking the assumed relationship between nonprofit networking and capacity*. Paper presented at the 5th International Symposium on Cross-Sector Social Interactions, Toronto, Canada.
14. Ihm, J. (2015, October). *More than a moral person: How do communication and identity influence offline and online voluntary actions?* Paper presented at the 28th Annual Organizational Communication Mini-Conference, East Lansing, MI.
15. Ihm, J. (2015, July). *Communication and identity in online and offline volunteerism*. Poster session presented at Aspen Conference, Aspen, CO.
16. Ihm, J. (2014, November). *How can network measures evaluate stakeholder engagement on nonprofit organizations' social networking sites?*. Paper presented at the 100th Annual Convention of the National Communication Associations, Chicago, IL.
17. Ihm, J. (2014, September). *How can network measures evaluate stakeholder engagement on nonprofit organizations' social networking sites?* Poster session presented at the 27th Annual Organizational Communication Mini-Conference, West Lafayette, IN.
18. Ihm, J., & Hsieh, Y. P. (2014, August). *Participation divide or additive benefits? The implications of ICT use for the social and psychological well-being of older adults*. Paper presented at the 109th Annual Meeting of American Sociological Association, San Francisco, CA.
19. Ihm, J., Shumate, M., Bello-Bravo, J., Atouba, Y., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2014, August). *How do internal and external stakeholders perceive organizational field-nets?*. Paper presented at the 74th Annual Meeting of the Academy of Management, Philadelphia, PA.
20. Ihm, J., & Hsieh, Y. P. (2014, May). *Participation divide or additive benefits? The implications of ICT use for the social and psychological well-being of older adults*. Paper presented at the 64th Annual Conference of International Communication Association, Seattle, WA.
  - **Top Paper in Conference Theme Division**
21. Ihm, J. (2014, February). *How can we evaluate nonprofit organizations' online presence and performance on social networking sites by network measures?*. Paper presented at the 34th International Sunbelt Social Network Conference, St. Pete Beach, FL.

22. Ihm, J. (2013, November). *The limitations of clicktivism for collective action: Conceptualizing the creation of social capital based on the social transparency on SNS*. Paper presented at the 99th Annual Convention of the National Communication Associations, Washington, DC.
23. Ihm, J. (2013, November). *The role of networks for older adults in using SNS: Conceptualizing diverse types of uses and digital divide on SNS based on strength of ties*. Poster session presented at the 99th Annual Convention of the National Communication Associations, Washington, DC.
24. Ihm, J., Pena-y-Lillo, M., Cooper, K. R., Shumate, M., Bello-Bravo, J., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2013, November). *Digital divide in Burkina Faso: Exploring differences between farmers and extension agents in access to technology and use*. Paper presented at the 99th Annual Convention of the National Communication Associations, Washington, DC.
25. Ihm, J., Shumate, M., Bello-Bravo, J., Ba, N. M., Dabire-Binso, C. L., & Pittendrigh, B. R. (2013, November). *Variance of cognitive social structures between farmers and extension agents in Burkina Faso*. Paper presented at the 99th Annual Convention of the National Communication Associations, Washington, DC.
26. Ihm, J., Shumate, M., McDonald, M. B., & Castillo, E. A. (2013, November). *Transformation of interorganizational networks in field configuring events*. Paper presented at the 42nd Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Hartford, CT.
27. Ihm, J. (2013, October). *Social identity on social networking sites*. Poster session presented at the 26th Annual Organizational Communication Mini-Conference, Urbana-Champaign, IL.
28. Ihm, J. (2012, November). *Transcending the symbolic using language of sincerity: An analysis of Lee Chang-Dong's film, Poetry*. Paper presented at the 98th Annual Convention of the National Communication Associations, Orlando, FL.
29. Ihm, J. (2012, September). *The lack of networks in the digital divide of older adults*. Paper presented at the Infosocial Conference, Evanston, IL.
30. Ihm, J. (2009, December). *Digital storytelling of a performance with a virtual marionette and an actual marionette*. Paper presented at the conference of the Human Computer Interactions, PyongChang, Korea.

#### **INVITED TALKS**

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1. Present and future of organizational communication, Organizational Communication Division, The Korean Society for Journalism & Communication Studies, Seoul, Korea (July, 2022)
2. Wandering and engagement, School of Media and Communication, Kwangwoon University, Seoul, Korea (December, 2018)
3. Consumers and online engagement, Korean Society for Consumer Advertising Psychology, Seoul, Korea

(May, 2018)

4. News sharing as an interpersonal communication behavior: The case of sharing controversial news. Institute of Communication Research, Seoul National University, Seoul, Korea (December, 2018)
5. More than a moral person: How does identity influence online and offline engagement? Summer Conference of the Korean Association for Information Society, Seoul, Korea (June, 2016).
6. More than a moral person: How do communication and identity influence online and offline engagement? Institute of Communication Research, Seoul National University, Seoul, Korea (April, 2016)
7. Crossing borders of civic engagement: From volunteerism to activism and from online to offline spheres. Social movement and enterprise workshop, Kellogg School of Management, Northwestern University, Evanston, IL, U.S.A. (April, 2016)
8. How organizations broadcast their messages via old and new media, School of Media and Communication, Kwangwoon University, Seoul, Korea (December, 2015)
9. How does a board of directors influence within- and cross-sector nonprofit collaboration?, Nonprofit Network for Social Impact, Northwestern University, Evanston, IL, U.S.A. (November, 2015)
10. Perceptual variance of interorganizational networks between farmers and extension agents in Burkina Faso. School of Communication, Northwestern University, Evanston, IL, U.S.A. (May, 2014)

## **SERVICE**

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### **Reviewer for Academic Journals and Conferences**

*Journal of Communication, Communication Research, New Media & Society, Journalism & Mass Communication Quarterly, Management Communication Quarterly, Journal of Broadcasting & Electronic Media, Nonprofit Management & Leadership, VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, International Communication Association (2012-present), National Communication Association (2012-present), Academy of Management (2013-present)*

## **CLASSES TAUGHT**

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### **Kwangwoon University**

Social Network Analysis (Undergraduate, Graduate)  
 Communication Research Methods (Undergraduate, Graduate)  
 Big Data and Communication (Undergraduate, Graduate)  
 Understanding Media Contents (Undergraduate)  
 Understanding Broadcasting and Its Audience (Undergraduate)

### **Northwestern University**

Social Media for Social Good (Undergraduate)  
 Networked Nonprofit (Undergraduate)



## **GRADUATE STUDENT SUPERVISION**

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### **Ph.D. Committee Member**

Youngho Cho (2018)

### **Ph.D. Qualification Exam Committee**

Masniati (2020), Bayarma (2020), Seungmee Lee (2019), Jihoon Ko (2018), Heedae Lee (2018), Hakyong Park (2018), Hyojung Park (2018), Jaeseop Shin (2017), Seoyang Chang (2017), Hiyasins Pearl (2017)

### **Outside Committee Member**

Kwanho Kim, M.A., Seoul National University (2016)

## **CONSULTATION EXPERIENCES**

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**Coding class for students**, Nammyung Elementary School, Namhae, Korea (2020-present),

**Program evaluation and internal participation enhancement**, Heyground, Seoul, Korea (2019)

**Service promotion in social media**, Good Neighbor Clinic, Seoul, Korea (2016-2017)

**Program evaluation and collaboration skills**, Christopher House, Evanston, IL, U.S.A. (2014-2016)

**Social media programs for older adults**, Mather's, Evanston, IL, U.S.A. (2014-2016)

## **STATISTICAL SOFTWARE SKILLS**

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R, Python, UCINET, NetLogo, Gephi, Stata, JMP, SPSS, MPlus

## **PROFESSIONAL ASSOCIATIONS**

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Academy of Management (AoM)

International Communication Association (ICA)

International Network for Social Network Analysis (INSNA)

National Communication Association (NCA)