Jaewon Royce Choi, PhD

Assistant Professor in Digital Advertising

Manship School of Mass Communication, Louisiana State University
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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN   Austin, TX
PhD, Media Studies, Department of Radio-TV-Film, Moody College of Communication   *May 2022*
Dissertation Title: "Investigating the surveillance imaginaries and privacy practices in smart health: A comparison between the U.S. and South Korea"
Advisor: Dr. Sharon Strover

KOREA UNIVERSITY   Seoul, Republic of Korea
MA, School of Media and Communication   *July 2016*
Thesis Title: "An AHP approach toward evaluating IoT ecosystem in Korea"
Advisor: Dr. Seongcheol Kim

KOREA UNIVERSITY   Seoul, Republic of Korea
BA, School of Media and Communication   *February 2014*

ACADEMIC APPOINTMENTS

ASSISTANT PROFESSOR IN DIGITAL ADVERTISING   *August 2024 – Present*
Manship School of Mass Communication, Louisiana State University

PROFESSIONAL EXPERIENCE

POSTDOCTORAL RESEARCH FELLOW   *June 2022 – August 2024*
Spiegel Research Center, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University

RESEARCH CONSULTANT   *January 2023 – February 2024*
Client: Institute for Nonprofit News (INN)

RESEARCH & TEACHING INTEREST

RESEARCH INTERESTS

Media User/Audience Engagement, Media Management, Digital Advertising, Consumer Psychology, Consumer Behavior, Digital Inclusion, Digital Divide, Privacy in Media Technologies (e.g., connected technologies, AI, social media), Computational Social Science

TEACHING INTERESTS

Technology, Society and Culture, Integrated Marketing Communication, Research Method in Advertising, Marketing Communication Research, Media Industries, Digital Media Strategies, Journalism and Technology, Audience Engagement, Audience Insights, Data Analytics

PUBLICATIONS & CONFERENCE PROCEEDINGS

PEER-REVIEWED ACADEMIC PUBLICATIONS (ORDERED BY TIME)

- Lee, M.H., **Choi, J.R.**, & Kim, S.J. (in press). Acceptance propensity of pre-roll skippable ads: An analysis of large-scale clickstream data using dynamic linear models. *Journal of Advertising Research*. (Accepted)

- **Choi, J.R.**, & Malthouse, E.C. (2024). A virtuous circle: Explaining news deserts and their relationships with social capital. *Journalism Studies*. https://doi.org/10.1080/1461670X.2024.2372428

- Strover, S., **Choi, J.**, & Schrubbe, A. (2024). Broadband, rural contexts and local economic dynamics. *Telecommunications Policy, 48*(3). https://doi.org/10.1016/j.telpol.2024.102720

- **Choi, J.R.**, & Kim, S. (2024). Predicting individuals' privacy protection and self-tracking behaviors in the context of smart health. *Telematics and Informatics*, 86. https://doi.org/10.1016/j.tele.2023.102069

- Kim, S.J., Kim, H., **Choi, J.R.**, & Malthouse, E.C. (2024). Newly subscribed! Effects of e-mail newsletters on news-reading habit and subscriber retention during onboarding: Evidence from clickstream and subscription data. *Journal of Media Economics*, *35*(3-4), 87–107. https://doi.org/10.1080/08997764.2024.2333368

- **Choi, J.R.**, Straubhaar, J., Park, S., Skouras, M., Santillana, M., & Strover, S. (2024). Trust divide in health information sources? Investigating the role of techno-capital and social capital: A comparative analysis of general and low-income population. *International Journal of Communication*, 18. https://ijoc.org/index.php/ijoc/article/view/21029

- **Choi, J.R.**, Hong, S., & Kim, J. (2023). Does social capital matter to the Millennials? Social capital and user engagements in online video platforms. *Telematics and Informatics*, 80. https://doi.org/10.1016/j.tele.2023.101967

- Park, S., Strover, S., & **Choi, J.** (2023). Mind games: A temporal sentiment analysis of the political messages of the Internet Research Agency on Facebook and Twitter. *New Media & Society*, *25*(3), 463–484. https://doi.org/10.1177%2F14614448211014355

- Riedl, M.J., Strover, S., Cao, T., **Choi, J.R.**, Limov, B., & Schnell, M. (2022). Reverse-engineering political protest: the Russian Internet Agency in the Heart of Texas. *Information, Communication & Society*, *25*(15), 2299–2316. https://doi.org/10.1080/1369118X.2021.1934066

- **Choi, J.R.**, Straubhaar, J., Skouras, M., Park, S., Santillana, M., & Strover, S. (2021). Techno-capital: Theorizing media and information literacy through information technology capabilities. *New Media & Society*, 23(7), 1989–2011. https://doi.org/10.1177/1461444820925800

- Santillana, M., Straubhaar, J., Schrubbe, A., **Choi, J.**, & Strover, S. (2020). Digital inequalities: Homework gap and techno-capital in Austin, Texas. *First Monday*, 25(7). https://doi.org/10.5210/fm.v25i7.10860

- **Choi, J.R.**, & Chen, W. (2020). The emerging institutionalization of global IoT governance: A network approach. *International Journal of Communication*, 14, 2564–2588.

- Alvarez, G., **Choi, J.**, & Strover, S. (2020). Good news, bad news: A sentiment analysis of the Russian Facebook ads. *International Journal of Communication*, 14, 3027–3053.

- **Choi, J.**, & Kim, S. (2016). Is smartwatch an IT product or fashion product? A study on factors affecting the intention to use smartwatch. *Computers in Human Behavior*, 63, 777–786.

- **Choi, J.**, Kim, S. (2016). How to utilize ICT to enhance public awareness of unification. *Journal of Communication Research*, 53(1), 149–176.

- **Choi, J.**, Kim, M., Kim, S. (2016). Factors affecting the Intention to Participate in the Panel for Cross Platform Measurement. *Korean Journal of Broadcasting and Telecommunication Studies*, 30(3), 143–168.

MANUSCRIPTS UNDER REVIEW

- From free trial to paid subscriber: Exploring optimal thresholds for synergy across the marketing funnel between owned and paid media in the streaming industry. *(1st Round Revision in Progress)*

- **Choi, J.R.**, Kim, S.J., Zhou, Y., & Malthouse, E. The role of syndicated content in retaining digital newspaper subscribers: Evidence from clickstream and subscription data. *(2nd Round Revision Complete)*

- **Choi, J.R.**, & Kim, S. The relationships between surveillance imaginary and practices in the context of smart health: A comparative analysis between the US and South Korea. *(1st Round Revision Complete)*

WORK IN-PROGRESS

- **Choi, J.R.**, & Malthouse, E. Effect of Broadband on Local News Subscription

- **Choi, J.R.** Exploring the surveillance imaginary: Typologies of surveillance imaginary on smart health technology and their determinants. (*Revising Manuscript*)

- **Choi, J.R.**, & Malthouse, E. You come for information and come back for social: Connecting reader values and consumption of local news (*Manuscript Write-up, Finished Data Analysis*)

- **Choi, J.R.**, Moon, W., & Strover, S. Privacy calculus on adopting automated contact tracing app: How trust vary according to institutions (*Data Analysis*)

REFEREED CONFERENCE PRESENTATIONS (ORDERED BY TIME)

- *ICA 2024 Preconference: A Computational Turn in Journalism*, Singapore   *Jun 18, 2024*
  - Malthouse, E., **Choi, J.R.**, & Liu, M. "Forecasting future news deserts"

- *Local Journalism Researchers Workshop*, Durham, NC   *Mar 25-26, 2024*
  - **Choi, J.R.** & Malthouse, E. "Experience over access: How broadband explains local news consumption and sustainability"

- 2023 *Association for Education in Journalism and Mass Comm. (AEJMC)*, Washington D.C.   *Aug 7-10, 2023*
  - **Choi, J.R.**, & Malthouse, E. "Endangered counties: Predicting news desert and its impact on social capital"

- 73rd *International Communication Association (ICA)* Conference, Toronto, Canada   *May 25-29, 2023*
  - Kim, S.J., Kim, H., **Choi, J.R.**, & Malthouse, E. "The role of email newsletters in habit formation and retention during onboarding: A longitudinal analysis of clickstream and payment data of new subscribers"
  - **Choi, J.R.**, & Malthouse, E. "Achieving diverse news recommendations using multi-objective recommender systems" (Presented at a post conference *Beyond Nudging, Towards Diversity: Understanding Transparent Algorithmic Recommendation Practices for Media and Communications*)

- *Local Journalism Researchers Workshop*, University of North Carolina at Chapel Hill   *Feb 16-17, 2023*
  - Malthouse, E., & **Choi, J.R.** "Why do people read local news? Connecting reader values with local news consumption"

- 72nd *International Communication Association (ICA)* Conference, Paris, France (Hybrid)   *May 26-30, 2022*
  - **Choi, J.R.** "Exploring the surveillance imaginary: Typologies of smart health technology perception in South Korean and U.S. populations"
  - **Choi, J.R.**, Chen, W., Rubin, E., Straubhaar, J., & Pena, V. "Connected, included, and protected? Privacy and senior citizens in public housing communities"
  - Strover, S., **Choi, J.R.**, & Schrubbe, A. "Broadband in rural contexts and local economic dynamics"

- 2021 *Association for Education in Journalism and Mass Comm. (AEJMC)* (Virtual)   *Aug.4-7, 2021*
  - **Choi, J.R.**, Hong, S., & Kim, J. "Does social capital matter to the Millennials? Social capital and user engagements in online video platforms" **[2nd place in the Top Faculty Papers for the AEJMC Media Management, Economics and Entrepreneurship Division]**

- o **Choi, J.R.**, Strover, S., Park, S., & Schnell, M. "Extended Abstract: Visually provocative: How visual elements influence IRA Facebook advertisement engagements"

- *International Association for Media and Communication Research (IAMCR)* 2021 (Virtual)   *Jul.11-15, 2021*

  - o Chen, W., Straubhaar, J., Skouras, M., Santillana, M., **Choi, J.**, & Jia, C. "Gloom or bloom in the media wilderness? Media and entrepreneurship in rural and small town Texas"

- 71st *International Communication Association (ICA)* Conference (Virtual)   *May.27-31, 2021*

  - o **Choi, J.R.**, Seo, H., & Jin, E. "In AI we trust: How does AI algorithm of Korea's biggest web portal, Naver influence news source and exposure diversity?"

  - o Riedl, M., Strover, S., Cao, T., **Choi, J.**, Limov, B., & Schnell, M. "Reverse-engineering political protest: The Russian Internet Research Agency in the Heart of Texas"

- 70th *International Communication Association (ICA)* Conference, (Virtual)   *May.21-25, 2020*

  - o **Choi, J.R.**, Park, S., Straubhaar, J., Skouras, M., Santillana, & M., Strover, S. "Trust divide in health information sources? A comparative analysis of general and low-income population"

  - o Park, S., Strover, S., **Choi, J.**, Schnell, M. "Mind games: A temporal sentiment analysis of the political messages of the Internet Research Agency on Facebook and Twitter"

- 69th *International Communication Association (ICA)* Conference, Washington DC, USA   *May.24-28, 2019*

  - o **Choi, J.R.**, Straubhaar, J., Skouras, M., Park, S., Santillana, M., Mora, A., Strover, S., Du, C., & Wang, R., "Media Literacy, Techno-Capital, and the Main Sets of Information Technology Capabilities among Adults in Austin"

  - o Alvarez, G., Graham, S., **Choi, J.**, & Strover, S., "Good News, Bad News: A Sentiment Analysis of the Russian Facebook Ads"

- 29th *International Telecommunications Society (ITS)* European Conference   *Aug.1-3, 2018*

  - o **Choi, J.**, & Kim, S., "An AHP Approach toward Evaluating IoT Business Ecosystem in Korea" Presented by Seongcheol Kim

- 68th *International Communication Association (ICA)* Conference, Prague, Czech Republic   *May.24-28, 2018*

  - o **Choi, J.R.**, "Emerging Global IoT Governance Network"

- 21st *International Telecommunications Society (ITS)* Biennial Conference, Taipei, Taiwan   *Jun.26-29, 2016*

  - o **Choi, J.**, & Kim, S., "Investigating Competitive Dynamics among Mobile News Platforms"

- *The 6th Honours Symposium for Asian PhD Students in Communication Research*, Seoul   *Nov.28-29, 2015*

  - o **Choi, J.**, & Kim, S., "Is Smartwatch an IT Product or Fashion Product? – a Study on Factors Affecting the Intention to Use Smartwatch" [**Received the** *'Best Paper Awards'*]

- *Korean Association for Broadcasting & Telecommunication Studies Annual Fall Conference*, Seoul   *Nov.7, 2015*

  - o **Choi, J.**, Kim, M., & Kim, S., "Factors affecting the Intention to Participate in the Panel for Cross Platform Measurement"

RESEARCH PROJECT EXPERIENCE

SPIEGEL RESEARCH CENTER AT NORTHWESTERN UNIVERSITY
MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS   Evanston, IL

Postdoctoral Research Fellow   *June 2022 – (Present)*

- Initiate research projects based on large sets of data under the Local News Initiative

- Research project conception and data analysis State of the Local News project

- Conduct market research project collaborating with industry partners (undisclosed local news publisher) on audience acquisition, engagement, and retention
- PI: Dr. Edward Malthouse

TECHNOLOGY & INFORMATION POLICY INSTITUTE (TIPI)
AT THE UNIVERSITY OF TEXAS AT AUSTIN — Austin, TX

Graduate Research Assistant — *September 2017 – May 2022*

Google Fiber in Disadvantaged Austin Communities

- Project investigating Google Fiber signups and impacts to residents of public housing communities in Austin
- Working with the Housing Authority of the City of Austin (HACA), conducted in-depth qualitative interviews with Google Fiber users in disadvantaged communities in Austin, Texas
- PI: Dr. Wenhong Chen, Dr. Joseph Straubhaar

IC^2 Institute Broadband & Rural Entrepreneurship

- Project investigating relationship between broadband and entrepreneurship in rural Texas, Maine, and Kansas
- Constructed a dataset from various publicly available databases and conducted multiple statistical analyses
- PI: Dr. Sharon Strover

IC^2 Institute Media & Rural Entrepreneurship

- Project investigating the relationship between local media and entrepreneurship, and media entrepreneurship in rural Texas
- Recruited and conducted interviews with local entrepreneurs
- PI: Dr. Wenhong Chen, Dr. Joseph Straubhaar

Good Systems: A UT Grand Challenge, Mis/Disinformation Research Group

- Designed, executed, wrote and presented research findings for a team focusing on mis/disinformation within a campus wide research initiative on artificial intelligence and society
- Investigation on Russian-related disinformation campaigns on social media
- Planning research targeting older adults' social media use, misinformation sharing behavior, and digital literacy training
- PI: Dr. Sharon Strover

City of Austin Digital Inclusion Survey

- City-wide survey conducted by the University of Texas at Austin in collaboration with the City of Austin government
- Administered "2018 Austin Digital Assessment Survey" and "2019 Austin Digital Assessment Survey on City Partner Clienteles". Was involved in survey development and in charge of data handling and statistical analyses.
- Led the statistical analyses and writing of offspring research papers that were successfully published in a peer-reviewed journal and conference, respectively
- Wrote a non-academic report – "2018 Austin Digital Assessment Report" – that summarizes findings from the survey
- PI: Dr. Joseph Straubhaar, Dr. Sharon Strover

COMMUNICATION POLICY RESEARCH CENTER (CPRC) AT KOREA UNIVERSITY   Seoul, South Korea

Graduate Research Assistant   *September 2014 – July 2016*

Research on Cross-Platform Ratings Survey

- Wrote a non-academic report summarizing the status and issues of cross-platform rating (an alternative to conventional broadcasting rating) policy of Korea and the case studies of six countries with cross-platform ratings

- Designed and administered consumer survey on factors affecting participation to cross-platform rating system. Statistical analysis on the survey data with models explaining audience attitudes toward participation to cross-platform rating system

Global Pay-TV & OTT Market Analysis

- Wrote a global pay-TV and OTT (over-the-top) market analysis report commissioned by Korea Information Society Development Institute (KISDI)

- Summarized and analyzed pay-TV & OTT market status, main players, and business strategies of six major countries

TEACHING EXPERIENCE

LOUISIANA STATE UNIVERSITY   Baton Rouge, LA

Instructor of Record (Assistant Professor)
MC3031 – Digital Advertising Strategy   *Fall 2024*
MC4045 – Social Media Analytics

NORTHWESTERN UNIVERSITY   Evanston, IL

Instructor of Record
IMC302 – Research for Marketing Communication   *Winter 2023*

COMM420 – Research Methods in Advertising and Public Relations at Penn State University   *Sep. 29, 2023*
  - **Guest Lecture on "Data Analytics and Computational Methods"**

THE UNIVERSITY OF TEXAS AT AUSTIN   Austin, TX

Teaching Assistant
Introduction to Media Studies (Web)   *Spring 2022*
  - Instructor: Dr. Joseph Straubhaar
Introduction to Media and Entertainment Industries (Web)   *Spring 2019*
  - Instructor: Kyle Wrather
Introduction to Media and Entertainment Industries   *Fall 2018*
  - Instructor: Dr. Wenhong Chen
  - **Online & Physical Lecture on "Policies & Ownerships" & "Mobile & Apps"**
  - **Guest Lecture on "The Politics of 'Platforms'" for RTF 326C *Technology and Culture***
Media, Communication Law and Ethics   *Spring 2018*
  - Instructor: Dr. Sharon Strover
  - **Guest Lecture on "Localism"**
Media Literacy   *Spring 2018*
  - Instructor: Kathleen Tyner
  - **Guest Lecture & Field Trip on "Big Data / Visualization"**
Introduction to Media Studies (Web)   *Fall 2017*
  - Instructor: Dr. Joseph Straubhaar
  - **Guest Lecture on "Media Management & Entrepreneurship: Entrepreneurship"**
Media Industries & Entrepreneurship   *Spring 2017*

- Instructor: Dr. Wenhong Chen
- **Guest Lecture on "Media Management & Entrepreneurship: Entrepreneurship"**

Narrative Strategies & Media Designs   *Spring 2017*
- Instructor: Ramna Walia
- **Guest Lecture on "Transmedia Storytelling"**

Narrative Strategies & Media Designs   *Fall 2016*
- Instructor: Ramna Walia

I Love Lucy, Television and the 1950s   *Fall 2016*
- Instructor: Peter Kovacs

HONORS & AWARDS

THE UNIVERSITY OF TEXAS AT AUSTIN

- Graduate School Fellowship (total $15,000)   *2016-2017*

- Moody Fellowship (total $12,000)   *2016-2020*

- Research Assistantship   *2017-2022*

INVITED SCHOLARLY PRESENTATIONS & ESSAYS

Invited Scholarly Presentations

- **Choi, J. R.** (April 2022). Investigating the surveillance imaginaries and privacy practices in smart health: A comparison between the US and South Korea. Presentation to Center for ICT & Society Monthly Seminar. Korea University, Seoul, South Korea.
- **Choi, J. R.** (September 2020). Techno-capital: Theorizing media and information literacy through information technology capabilities. Presentation to Center for ICT & Society Monthly Seminar. Korea University, Seoul, South Korea.

Professional Essays

- US Correspondent for *Media Worldwide* section in monthly professional magazine *Newspaper & Broadcasting* published by Korea Press Foundation   *2018-present*

SERVICES & MEMBERSHIPS

Ad-hoc Reviewer

- Peer-reviewed Journals:
  - New Media & Society
  - Information, Communication & Society
  - Telecommunications Policy
  - Journalism Studies
  - International Journal of Communications
  - Journal of Information Policy
  - Frontiers in Psychology
- Academic Conferences
  - ICA
  - AEJMC

Professional Association Membership & Committee Services

- American Academy of Advertising   *2024 – present*

- European Advertising Academy   *2024 – present*
- International Communication Association (ICA)   *2018 – present*
- Association for Education in Journalism and Mass Communication (AEJMC)   *2021 – present*
- Korean American Communication Association (KACA)   *2022 – present*
  - KACA Membership Team Committee (2023–2025)

National Public Service

- Public Service Agent (Private) at Anam-dong Community Center, Republic of Korea Army   *2010 – 2012*

Korea University Television Network (KTN)

- Deputy Director (2009-2010)
  Producer, Camera operator, Editor of regular programming for the university-wide TV network   *2008 – 2010*

SKILLS

Technical:

- Coding Language
  - R, Python
- Statistical Software & Packages
  - SPSS, SmartPLS
- Other: Tableau, Microsoft Office Suites, Adobe Premiere
- Research Method Experience
  - Social science research
  - Quantitative research methodology: questionnaire development, survey research method, experiment research design, computational methods
  - Qualitative research methodology: in-depth interview, focus group interview, content analysis, mixed-method research
- Statistical Analysis Skills
  - Multiple regression analysis, analysis of variance (ANOVA), correlation analysis, factor analysis, exploratory analysis, descriptive statistics, network analysis, structural equation modeling (SEM), longitudinal data analysis, time-series data analysis, analytic hierarchy process (AHP) method, niche analysis, natural language processing (NLP), text sentiment analysis, unsupervised machine learning (topic modeling)

Language: English (fluent), Korean (native)