

Stephen W. Song

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ACADEMIC EXPERIENCE

- Assistant Professor, Department of Journalism and Digital Communication, University of South Florida (2022 – present)
- Post-Doctoral Researcher, Comm & Tech Lab, Kwangoon University, Seoul, Korea (2021 – 2022)
- Research Assistant Professor, Media Big Data Research Center, Hanyang University, Seoul, Korea (2020 - 2021)

EDUCATION

Ph.D., Mass Communications, Syracuse University, 2019
M.A., Media Studies, Syracuse University, 2013
B.A., Mass Media and Journalism, Chung-ang University, 2011

RESEARCH AND TEACHING INTERESTS

Technology and Trust in Journalism
Persuasive Communication
Virtual Reality and Mixed Reality
Social and Interactive Media

Psychophysiology and Neuropsychology
Data Mining/Big Data Analysis
Quantitative Research Method
Human-Computer Interaction

ACADEMIC PUBLICATIONS

- Ancu, M., Chong, M. **Song, S. W.** (in press) Presidential tweets in the news: How did the partisan news media report on the candidates' tweets during the US 2020 presidential election campaign?
- **Song, S. W.**, & Shin, M. (2022). Uncanny valley effects on chatbot trust, purchase intention, and adoption intention in the context of e-commerce: The moderating role of avatar familiarity. *International Journal of Human-Computer Interaction*, 1-16.
- **Song, S. W.**, Shin, M. (2022) Uncanny Valley Effects on Chatbot Trust, Purchase Intention, and Adoption Intention in the Context of E-commerce: The Moderating Role of Avatar Familiarity
- **Song, S. W.**, Chung, D. (2021). Examining the Role of Emoji and Gender during Job Interview Training within Metaverse. *Journal of Korea Game Society*. 21(6), 51-61
- **Song, S. W.**, Chung, D. (2021) Explication and rational conceptualization of metaverse. *Informatization Policy*, 28(3), 3-22.
- **Song, S. W.**, Shin, M., Lee, S., & Chung, D. (2020). An exploratory study examining the effects of place creativity and workplace attire on consumer trust, attitude, and purchase intention in the virtual e-commerce environment. *Journal of Information Technology Services*, 19(3), 75-87.
- Shin, M., Lee, S., **Song, S. W.**, & Chung, D. (2020). Enhancement of perceived body ownership in virtual reality-based teleoperation may backfire in the execution of high-risk tasks. *Computers in Human Behavior*, 106605.
- Shin, M., **Song, S. W.**, & Chock, T. M. (2019). Uncanny valley effects on friendship decisions in virtual social networking service. *Cyberpsychology, Behavior, and Social Networking*, 22(11), 700-705.
- Shin, M., **Song, S. W.**, Kim, S. J., & Biocca, F. (2019). The effects of 3D sound in a 360-degree live concert video on social presence, parasocial interaction, enjoyment, and intent of financial supportive action. *International Journal of Human-Computer Studies*, 126, 81-93.

- Bandara, D., **Song, S. W.**, Hirshfield, L., & Velipasalar, S. (2016). A more complete picture of emotion using electrocardiogram and electrodermal activity to complement cognitive data. In D. D. Schmorrow & C. M. Fidopiastis (Eds.), *Foundations of Augmented Cognition: Neuroergonomics and Operational Neuroscience: 10th International Conference, AC 2016, Held as Part of HCI International 2016, Toronto, ON, Canada, July 17-22, 2016, Proceedings, Part I* (pp. 287-298). Cham: Springer International Publishing.

REFREED CONFERENCE PAPERS

- **Song, S. W.**, Chung, D. (2022, May) *Gamification to Increase the Efficacy of a VR Intervention: A Case of Job Interview Training*. Paper presented at the International Communication Association, Paris, France.
- **Song, S. W.**, Shin, M. (2022, May) *UVE on chatbot trust, purchase intention, and adoption intention in the context of e-commerce: The moderating role of avatar familiarity*. Paper presented at the International Communication Association, Paris, France.
- Shin, M., Lee, S., **Song, S. W.**, & Chung, D. (2021, May). *Enhancement of embodiment in virtual reality-based teleoperation may backfire in the execution of high-risk tasks*. Paper presented at the International Communication Association, on-line.
- Shin, M., **Song, S. W.** (2019, May). *Your avatar seems too uncanny to accept your friend request: The role of uncanny valley effects on perceived humanness, perceived trustworthiness, and the likelihood of friendship with an unacquainted user in virtual social networking services*. Paper presented at the International Communication Association, Washington, DC.
- **Song, S. W.**, Shin, M., Cho, Y., & Kim, S. (2017, May). *What makes a virtual concert more realistic: Spatialized 3D sound with head tracking function in a multimodal virtual reality system*. Paper presented at the International Communication Association, San Diego, CA.
- Shin, M., **Song, S. W.**, Biocca, F., Cho, Y., & Yang, H. (2016, May). *Effects of reverberation and SPL on social presence and parasocial relationships: Why do people prefer live music to recorded music?* Paper presented at the International Communication Association, Fukuoka, Japan.
- **Song, S. W.**, & Finnerty, A. (2013, March). *Public and private issue conflicts in U.S. television shows*. Paper presented at the Popular Culture Association, Washington, DC.

COURSES TAUGHT

Visual Literacy
Social Media
Food in Communication

HCI & User Experience
Application of AR and VR Media
Communications and Society

FUNDING AND AWARDS

- University of South Florida: Building Partnerships Across Campuses Grants , 2023 (Principal Investigator, Research grant of \$10,000)
- NIA (National Information Society Agency; Korea): Big Data Platform and Center Development for Local Economy, 2020 (Research Professor, Research grant of \$180,000)
- NRF (National Research Foundation; Korea): Professorial Research Fund in Humanities, 2020 (Primary Investigator; Research grant of \$13,000; Won but declined by applicant)
- KABS (Korean Association for Broadcasting & Telecommunication Studies): Lotte Home Shopping INC. 2019 start-up grant (Investigator; Research grant of \$10,000; Won)
- Dissertation Research Fellowship, Syracuse University, (\$ 2,000)
- ARPA-E: Faces program Project (Investigator; Research grant of \$1,890,000; Declined)

- Research Fellowship Award, Syracuse University, August 2013 (\$24,310)

SKILLS

- Proficient in statistical analysis and software (Python, R, SPSS, SmartPLS, LISREL).
- Proficient in psychophysiological and neuroimaging apparatus and analysis (Biopac/Acqknowledge, Hitachi ETG-4000 fNIRS).
- Proficient in usability testing tools (e.g., Gazepoint eye-tracker, Axure, and MORAE)
- Working proficiency in Unity Engine, video editing (Adobe Premier and Final Cut Pro), and audio production (Logic Pro) softwares