Miyoung Chong, Ph.D.

Assistant Professor
Department of Journalism and Digital Communication
University of South Florida
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Twitter | Website

Education

PhD. in Information Science, **Data Science concentration** (2020)
College of Information, University of North Texas, Denton, Texas
- Dissertation title: Twitter and the Affordance of Public Agenda-Setting: A Case Study of #MarchforOurLives

M. A. in Journalism (2014)
Mayborn School of Journalism, University of North Texas, Denton, Texas
- Thesis Title: A Cross-Cultural Textual Analysis of Western and South Korean Newspaper Coverage of North Korean Women Defectors and Victims of Human Trafficking

Department of Technical Communication, University of North Texas, Denton, Texas
- Technical Writing Major – completed coursework of the master's degree program (2010 – 2011)

B. A. in English Education focused on English Literature and Linguistics
Hongik University, Seoul, Republic of Korea
Teacher's Certificate for a secondary school

Employment

Academic Experience
- Assistant Professor (tenure-track, August 2022 – present)
  Department of Journalism and Digital Communication
  University of South Florida, St. Petersburg, Florida

- Post-doctoral Research Associate (September 2020 – August 2022)
  Deliberative Media Lab, Department of Media Studies, University of Virginia, Charlottesville, Virginia

- Teaching Fellow (2020)
  Department of Information Science, University of North Texas (2020)

- Instructor (2018 – 2019)
  Department of Information Science, University of North Texas

- Teaching Assistant (2016 – 2018)
  Mayborn School of Journalism, University of North Texas

- Research Assistant (2015)
  Department of Information Science, University of North Texas

SCHOLARSHIP

Research interests

- Public discourse in digital, social, and news media
- Natural language processing/ Machine learning
- Fake news and extremism on diverse social media platforms
- Intersection of minority, media, and power
- Social media activism/ Hashtag activism
- Digital & algorithm justice for race, gender, and class
- Critical informatics

Book Chapter

- Ancu, M., **Chong, M.**, & Song., S. (2023) Presidential Tweets in the News: How Did the Partisan News Media Report on the Candidates' Tweets during the US 2020 Presidential Election Campaign? (under publication by Routledge)

- **Chong, M.**, & Chang, H. C. (2018). Social Media Analytics. In *Analytics and Knowledge Management* (pp. 215-240). Auerbach Publications.

Peer-reviewed Journal Publications

- **Chong, M.** (2023). Calling for justice with# JusticeforBreonnaTaylor: a case study of hashtag activism in the evolution of the black lives matter movement. *Social Network Analysis and Mining*, *13*(1), 67. IF=3.07/ **five year IF=3.63**, SJR Q1 (Top-25% & **Ranked 16th** in the SJR Ranking on Media Technology journals).

- **Chong, M.,** & Park, H. W. (2021). COVID-19 in the Twitterverse, from epidemic to pandemic: Information-sharing behavior and Twitter as an information carrier. *Scientometrics*. Impact Factor (**I**F) = 2.867/ **five year IF=3.073**, SJR Q1 (Top-25% & **Ranked 2th** in the Google Scholar ranking on Library and Information Science journals)

  * Recipient of **the SIG Social Media Research Award** in the 2021 Association for Information Science & Technology Annual Meeting (October 2021 in Salt Lake City)

- Park, H. W., Park, S., & **Chong, M.** (2020). An infodemiological study on novel coronavirus (COVID-19) in South Korea: Conversations and medical news frames on Twitter. *Journal of Medical Internet Research*. (IF) = 5.43/ **five year IF=6.0**, SJR Q1 (Top-25% & **Ranked 7th** in the SJR Ranking on Health Informatics Journals) (*cited 255 by April 29, 2023*)

- **Chong, M.** & Kim, H. M. (2019). Social roles and structural signatures of top influentials in the # prayforparis Twitter network. *Quality & Quantity*, 1-19. **IF = 1.072**, SJR Q2 (Top-50% in the SJR Ranking on Social Science journals)

- **Chong, M.** (2019). Discovering fake news embedded in the opposing hashtag activism networks on Twitter: # Gunreformnow vs. # NRA. *Open Information Science*, *3*(1), 137-153. (a single-blind peer reviewed open access journal on Library and Information Science)

- **Chong, M.**, Habib, A., Evangelopoulos, N., & Park, H. W. (2018). Dynamic capabilities of a smart city: An innovative approach to discovering urban problems and solutions. *Government Information Quarterly*, *35*(4), 682-692. IF = 7.279/ **five year IF = 8.622**, SJR Q1 (Top-25% & **Ranked 3rd** on E-Learning and **Ranked 7th** on Library and Information Sciences journals in the SJR Ranking) (*cited 80 by April 29, 2023*)

- Wasson, C., Medina, M., **Chong, M**., LeMay, B., Nalin, E., & Saintonge, K. (2018). Designing for Diverse User Groups: Case study of a language archive. *Journal of Business Anthropology*, *7*(2), 235-267. (a double-blind peer reviewed open access journal on anthropological research in business organizations and business situations) *National Science foundation through grants BCS-1543763 and BCS-1543828*

- **Chong, M.** & Park, H. W. (2018). The World of Top 1% Researchers: Analysis of 2017 highly cited researchers with a particular focus on South Korea. *Journal of the Korean Data Analysis Society*, *20*(5), 2593-2604. Korea Citation Index **IF=1.49**

Manuscript in Submission

- **Chong, M**., Song, S., & Ancu, M. (2023). Partisan tweets in partisan media: A longitudinal content analysis of political tweets and news from the 2016 and 2020 US presidential elections. Association for Education in Journalism and Mass Communication 2023 Conference (under review)

- **Chong, M.** (2022). Connective-collective Action via Twitter Affordance: Suggesting a Framework to Identify Protest Leadership and Participatory Roles of the #Marchforourlives Movement. Association for Education in Journalism and Mass Communication 2023 Conference (under review)

Peer-reviewed International Conference Proceedings (Presented at the Conference)

- **Chong, M.**, Shah, C., Shu, K., He, J., & Hagen, L. (2022). Delving into Data Science Methods in Response to the COVID-19 Infodemic. *Proceedings of the Association for Information Science and Technology, 59*(1), 555-558.

- **Chong, M**., Froehlich, T. J., & Shu, K. (2021). Racial Attacks during the COVID-19 Pandemic: Politicizing an Epidemic Crisis on Longstanding Racism and Misinformation, Disinformation, and Misconception. *Proceedings of the Association for Information Science and Technology, 58*(1), 573-576.

- **Chong, M**., & Chen, H. (2021). Racist Framing through Stigmatized Naming: A Topical and Geo-locational Analysis of# Chinavirus and# Chinesevirus on Twitter. *Proceedings of the Association for Information Science and Technology, 58*(1), 70-79.

- **Chong, M.** (2021). Evidence of Public Agenda-Setting on Twitter: A Comparative Analysis of the Government Agenda vs. the Public Agenda on the National Security Policy. *2021 iConference*. (poster)

- **Chong, M.** (2020). Network typology, information sources, and messages of the "Infodemic" Twitter network under COVID-19. *Proceedings of the Association for Information Science and Technology*, *57*(1), e363. (poster)

- **Chong, M.** (2019). Connective power of the twitter networks: Discovering the reverse agenda-setting effects of hashtag activism through topic modeling. *Proceedings of the Association for Information Science and Technology*, *56*(1), 629-630. (poster)

- **Chong, M.** & Moore, B. (2018). Topical and semantic aspects of #marchforourlives. *Proceedings of the Association for Information Science and Technology, 55*(1), 772-774. (poster)

- **Chong, M.** (2018, March). Analyzing political information network of the US Partisan public on Twitter. In *International Conference on Information* (pp. 453-463). Springer, Cham. (long paper)

- **Chong, M.** (2017). Social media analytics: processes, tools, and techniques, presented at *13th International Conference on Knowledge Management* (ICKM 2017: http://www. ickm. net/), October 25-27, Dallas, Texas. In. Knowledge Discovery and Data Design Innovation (pp. 283-300). (book chapter)

- **Chong, M.** (2016). Sentiment analysis and topic extraction of the twitter network of # prayforparis. *Proceedings of the Association for Information Science and Technology*, *53*(1), 1-4. (poster)

- **Chong, M.**, & Kim, H. M. (2016, July). # Prayforparis with celebrities: The social role of influentials in Twitter network. In *2016 Global Marketing Conference at Hong Kong* (pp. 1688-1689). (poster)

Peer-reviewed International Conference Presentations

- **Chong, M.** & Clark, M. D. (2021). #JusticeForBreonnaTaylor as the Evolution of the Black Lives Matter Movement. Research paper presentation at the 2021 Association for Education in Journalism and Mass Communication conference (AEJMC)

- **Chong, M.** & Habib, A. (2016). Citizens' voice for building a better place to live: A case from the city of Denton. Full paper presented at 2016 WATEF International Data, Innovation, Social network, and Convergence (DISC) Conference, December 8-10, Daegu, Korea.

- **Chong, M.** & Sengar, A. (2016). Prioritization of barriers to Open Data using AHP, primary findings presented at 2016 WATEF International Data, Innovation, Social network, and Convergence (DISC) Conference, December 8-10, Daegu, Korea.

Peer-reviewed Regional Conference Presentations

- **Chong, M.** (2021). The Postdoc Research Symposium (Awarded)
  Research narrative: Attacking Racial Minorities during the COVID-19 Crisis
  Research Presentation: Twitter Application as Public Health Information Surveillance
  Monetary prize is awarded for each presentation.

- **Chong, M.** (2017). Discovering networked minds for the newly elected president through Twitter networks, full paper presented at the Multidisciplinary Information Research Symposium.

- **Chong, M**. (2015). #Prayforparis with celebrities, full paper presented at the 2016 University of North Texas, Multi-Disciplinary Research Exchange Conference. **best paper award**

Doctoral Colloquium

- Association for Information Science & Technology, 2020 Annual Meeting (October 22 – November 1, 2020).

Invited Research Presentation/ Workshop/ Panelist/ Speaker

- Panelist – The Inaugural Democracy & Citizenship Series hosted by College of Arts & Sciences at University of South Florida (April 18, 2023)
- Special lecturer – An Inter-Regional Project: "Edward R. Murrow Program for Journalists: Media Responsibility in an Age of Disinformation for the Indo-Pacific" hosted by World Partnerships and the United States Department of State International Visitor Leadership Program (November 18, 2022)
- Presenter – Introduction to NodeXL: "social media network analysis with a few clicks" organized by Social Media Research Foundation (Workshop/ October 25, 2021)
- Disinformation & Disruption in the mist of the Covid-19 pandemic at the International Seminar organized by World Association for Triple Helix & Future Strategy Studies (June 3, 2020)
- Guest lecturer in the Computational Methods for Information Systems class, Department of Information Science at University of North Texas (2020 Spring)
- Research presenter at Day of Data Science event, the Union at University of North Texas (January 29, 2020)
- Research presenter at the College of Information 10th Anniversary party, College of Information at University of North Texas (December 6, 2019)
- New Doctoral Student Orientation, Department of Information Science at University of North Texas (2019 Spring)
- Brown bag Research Group, Department of Information Science at University of North Texas (2018)

- Guest lecturer in Network Analysis and Visualization class,
Department of Merchandizing, Hospitality & Consumerism at University of North Texas
(2017 Spring)

Research Projects

- #StopAsianHate: Topics and sentiment analysis depending on major stakeholders of
the hashtag activism (2023)
- Roe vs. Wade: Tracing popular discussion thread on Reddit (2023)
- Political discourse around Critical Race Theory on social media (2023)
- National and political agenda-setting of Critical Race Theory (2023)
- Comparative study of public agenda and government agenda: A case study of Hong
Kong Protest (2023)
- Politicizing the crisis: Longitudinal analysis of the racist hashtags, #Chinavirus and
#Chinesevirus (2023)

Honors & Awards

- The 2023 Spring Publication Council Award ($1495, awarded by the Publication
Council at University of South Florida)
- The CAS-ORS Spring 2023 Conference Support Award ($750, College of Arts &
Sciences at University of South Florida)
- The Postdoc Symposium Research Award, University Virginia (2021)
Title: Attacking Racial Minorities during the COVID-19 Crisis
Title: Twitter Application as Public Health Information Surveillance
Monetary prize ($200) is awarded.
- The SIG-Social Media Research Top Paper Award in the 2021 Association for
Information Science & Technology Annual Meeting (2021)
- Research grant award by the World Association for Triple Helix & Future Strategy
Studies, awarded $300 (2020)
- The Mark E. Rorvig Endowed Graduate Fellowship, awarded $4,000 and honored at
the Information Science department's 80th anniversary celebration on November 6,
2019
- Howard Griesdorf Interdisciplinary Ph.D., awarded $1,000 each year (2019 – 2021)
- Registration Award, awarded by Social Media Special Interest Group at the ASIST
2020 Annual Meeting
- Association for Information Science and Technology Student Chapter Award at the
ASIST annual meeting (2016, 2018, 2019)
- Information Science competitive scholarship awarded $1,000 (2018 – 2019)
- Research grant award funded by Dept of Media & Communication, Interdisciplinary
Program of Digital Convergence Business, YeungNam University, South Korea,
awarded $300 (2018)
- Best paper award, Multi-Disciplinary Research Exchange Conference, University of
North Texas, awarded $100 (2016)
- H. W. Wilson Scholarship, awarded $1,000 (2016)
- Travel Grant Award at the WATEF International Data, Innovation, Social Network, and
Convergence Conference, awarded $500 (2016)
- The New Song Korean-American Leader Scholarship, awarded $1,000 (2016)

- Doralyn Hickey Endowed scholarship, awarded $1,000 each year (2015)
- The William D. Richardson Memorial Scholarship, the Mayborn School of Journalism at the University of North Texas, awarded $1,000 each year (2013 – 2014)
- Won the 1st prize in the City of Denton "Take Your Extra Medicine" campaign awarded by the City of Denton (2010)
- Won the 3rd prize in Balfour Beatty Construction "2020 Sustainability" campaign awarded by Balfour Beatty Construction (2010)
- The President's Honor Roll, Brookhaven college (2008)

Grant

- PI: Miyoung Chong
  Title: Cross-national/ cross-cultural analysis of Covid-19 vaccine acceptance
  funding source: Deliberative Media Lab at the University of Virginia (2021)

- PI: Miyoung Chong (Individual research project) (2021)
  title: High-profile Student Activists Interview Project
  funding source: Center Grants, University of Virginia
  amount: $2,000 (under review)

- Research Grant (2020)
  funding source: World Association for Triple Helix & Future Strategy Studies
  award amount: $300 (funded)

- Research Grant (2018)
  funding source: Cyber Emotions Research Institute, Youngnam University, Korea
  award amount: $300 (funded)

- Travel Grant: (2016)
  Raupe Travel Grant
  finding source: The B. Craig Raupe Memorial Travel Grant
  award amount: $750 (funded)
  funding source: 2016 WATEF International Data, Innovation, Social network, and Convergence (DISC) Conference
  award amount: $500 (funded)

INSTRUCTION

Teaching interests

- Social network analysis/ Social media use in crises
- Project Management in information systems
- Mis- and Disinformation/ Fake news on social media
- Race, gender, and digital media
- Media, information, & algorithm literacy
- Critical film analysis/ Techno culture/ Data-driven storytelling

Course Developed

MDST 3040: Democratic Politics in the New Media Environment (2021 Spring/ Fall)
This 3 units advanced level course is prepared for the Department of Media Studies at the University of Virginia. This course studies the nature of digital media and its use by diverse political entities in the current and recent political environment. Students critically analyze the ways in which new media theorists and socio-political scientists have investigated the connection between media and politics, the methods they have applied, and the validity of their findings and approaches in the constantly changing media system. Students examine the relationships between media and political dynamics in the United States and other nations across the globe.

MDST 3559: Data Journalism and Social Media (2022 Spring)
This course is an introduction to the fundamentals of data journalism centering on social media – identifying and getting primary and secondary sources, quantitatively and qualitatively analyzing datasets, summarizing facts and opinions, and fact checking. By working as a class step-by-step throughout the semester, students will learn a social media research methodology and online network structure that they can use as a foundation for data journalist.

MMC 4936/ 6936: Telling Stories with Data (2023 Summer)
A well-designed data visualization can communicate sophisticated ideas with clarity and precision. In this course, I cover effective principles of creating well-designed data visualizations and discuss different ways of utilizing data to tell compelling stories. The course reviews various objectives of infographics and how they are structured for different audiences and purposes, such as education, marketing, and persuasion. The students explore infographic and data visualization programs, such as Venngage and Tableau. Moreover, students exercise how to gather and visualize data to tell engaging stories. They utilize Venngage to design captivating infographics and Tableau to analyze data, create interactive maps, and build dashboards composed of interconnected visualizations.

Course Taught (2016 – Present)

- Assistant Professor
  2023 Summer
  MMC 4936/6936 Telling Stories with Data

  2023 Spring
  MMC 4936/6936 Data Visualization
  MMC 3734 Social Media

  2022 Fall
  MMC 4936 Data Visualization
  MMC 6400 Communication Theory

- Research Faculty
  MDST 3559 Data Journalism and Social Media (2022 Spring)
  MDST 3404 Democratic Politics in the New Media Environment (2021 Spring and 2021 Fall)

- Teaching Fellow
  Department of Information Science, University of North Texas
  INFO 4306 Project Management for Information Systems (2020)
  INFO 6945 Doctoral Seminar in Information Issues (2020)

- Instructor
  Department of Information Science
  INFO 4306/ 5306 Project Management for Information Systems (2018-2019)

- Teaching Assistant
  Department of Information Science
  INFO 5000 Information and Knowledge Professions (2016)

  Mayborn School of Journalism, University of North Texas
  JOUR 4250/ 5260 Race, Gender, and Media (2016-2018)
  JOUR 4270/ 5330 Strategic Social Media (2018 summer)

Teaching Development

- Online Instructor Certification hosted by USF Innovative Education, Digital Learning (2023 Spring)
- Tableau Workshop (2022, Association for Education in Journalism and Mass Communication Annual Conference in Detroit, MI)
- Science Policy Bootcamp at the University of Virginia (2021, certificate obtained)
- The Leadership Academy of National Association Graduate-Professional Students (2020, certificate obtained)
- Disinformation Workshop (2020, ASIST Annual Meeting)
- Information Behavior Theory Workshop (2020, ASIST Annual Meeting)
- Data Science Bootcamp (2019, University of North Texas)
- Graduate Student Teaching Excellence Program (2017), UNT Teaching internship that includes specific training with respect to cultural awareness, face-to-face vs. online classes, various learning styles, assessment, and feedback.
- NodeXL (social network analysis) Software Workshop (2016, DISC international conference, Daegu, South Korea)
- Big Data Workshop at Consumer Experience Symposium (2016, College of Merchandizing, Hospitality & Tourism, University of North Texas

Data Science Skillset

- Data mining: SAS Enterprise Miner, Rapid Miner
- Data analytics: Python, IBMSPSS, SAS Enterprise Miner, OpenRefine
- Social media analytics: NodeXL, Neo4j, UCINET, Gephi, Pajak
- Data visualization: Gephi, Python, Tableau, NodeXL Pro INSIGHTS

SERVICE & OUTREACH

Memberships in Scholarly Associations

- Association for Education in Journalism and Mass Communication (AEJMC)
- Association of Internet Researchers (AoIR)
- The Lillian Lodge Kopenhaver Center Fellow for the Advancement of Women in Communication
- Science Policy Initiative at University of Virginia
- Association for Information Science and Technology (ASIST) Communications Chair of SIG-Social Media (elected for 2022-2023 term)
- Social Media and Social Informatics Special Interest Group in ASIST (2019 – present)
- Research Collaborator at Digital Science (https://www.digital-science.com) (2020 – present)
- Graduate Student Council Committee for Multiculturalism, Diversity, and Inclusion, University of North Texas (2019 – 2020)
- International Graduate Students Research Organization (2019-2020)
- Association for Information Science and Technology Student Chapter, University of North Texas (2015 – 2020)
- Phi Theta Kappa

Professional Scholarly Assignments

Editorship/ Editorial Board / Reviewer Assignment
- Editorial board of *Quality & Quantity* (*International Journal of Methodology*)
- Guest editor of *The Journal Triple Helix Special Issue: Measuring Triple Helix Synergies and Innovations using Scientometric, Technometric, Informetric, Webometric, and Altmetric Data*
- *Sustainability*
- *The Journal of Medical Internet Research*
- *New Media & Society, Information Communication & Society*
- *Information Processing & Management*
- *The Electronic Library*, an international peer-reviewed journal for the application of technology in information environments
- *Quality & Quantity*, *International Journal of Methodology*

Conference Assignment / Participation
- Session moderator at the 2021 Association for Information Science and Technology conference. Session title: Text and Data Processing
- Panel session organizer/ moderator/ presenter at the 2021 Association for Information Science and Technology conference. Session title: Racial Attacks during the COVID-19 Pandemic: Politicizing an Epidemic Crisis on Longstanding Racism and Misinformation, Disinformation, and Misconception
- The program committee of Smart Cities Track of IFIP EGOV 2021

- Session Chair for the Online Communities and Citizen Science paper session at the Association for Information Science and Technology annual meeting, Melbourne, Australia (2019)
- Panel session organizer and session moderator at the 15th Triple Helix International Conference, the Forth Industrial Revolution, Designing and the Triple Helix, Daegu, Korea (2017)
- Reviewer of the Association for Information Science & Technology Conference (2018 – present)
- Reviewer of the Global Marketing Conference, Hong Kong (2016)

Internship &Volunteer

- Internship at the Dallas Korean Radio (KKDA 730) as a broadcaster in November through December (2012)
- Interpreter for the 4th and 5th Busan International Film Festival
- Casting Director for "2002 Korea-Japan FIFA World Cup Media Night"
- Coordinator for the International Queer Film Festival (2001)

Professional Experience

Project Manager
Buruxo Ltd., Seoul, Korea (October 2000 to January 2004)
- Planned and directed English word role playing games
- Marketed English word game software based on personal digital assistant

Film Reporter
Media 2.0 Ltd., Seoul, Korea (January 2000 to October 2000)
- Reported domestic film industry and international film news
- Interviewed directors, actors, and professionals in film industry

Teacher & English Instructor
Public schools and Sisa English Ltd., Seoul, Korea (March 1996 to December 1999, 2005, 2012)
- Taught English grammar, conversations, and writing in public elementary and secondary schools
- Performed administrative tasks at the department of education volunteer