

## CURRICULUM VITAE

### **DONGHUN CHUNG (Ph.D., Michigan State University)**

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Professor

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School of Communications, Kwangwoon University

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### Education

Ph.D., Communication, Michigan State University, 2004

M.A., Mass Communication, Chung-Ang University (Seoul, Korea), 1999

B.A., Philosophy and Mass Communication, Chung-Ang University (Seoul, Korea), 1997

### **Courses taught and Services provided to the Home Institution**

<https://www.donghunc.kr/classes>

#### **Gen-AI Powered Marketing Creative (2025)**

#### **Human and Technology, Bang the Future!**

Selected Course for Humanities Utmost Sharing System Support (2025)

#### **Introduction to Immersive Media: 'Interdisciplinary Convergence Major' Award (2018)**

Selected Course for CBTL Development Support (2025)

**Metaverse, Bang the Future!** Selected Course for Humanities Utmost Sharing System Support (2025)

#### **Gen-AI powered Metaverse UX (2024)**

#### **Metaverse, Becoming a True Expert:**

K-MOOC Competitive Grant Program by the Ministry of Education (2022)

#### **Digital Transformation, Becoming a True Expert:**

K-MOOC Competitive Grant Program by the Ministry of Education (2021)

#### **Global Digital Transformation:**

‘Development of Specialized Academic Programs Tailored for International Students’ Award (2021),

‘Facilitating the Development of Innovative Online Coursework for International Students’ Award (2021)

#### **Planning and Producing Social Media:**

Excellence in Initiative for Diverse Course Design and Management Award (2021)

#### **Innovation and Future of Media and Content Industry:**

‘Facilitating the Development of Innovative Online Coursework for International Students’ Award (2021)

#### **Digital Marketing Creative: 'Design Thinking Application Course' Award (2021)**

Course Supported by Lotte Nestle Korea (2018)

#### **Introduction to Interactive Media Communication:** Outstanding Lecture Award (2016)

#### **Mobile Application Production:** Outstanding Lecture Award (2015)

Excellence in Interdisciplinary Integration and Convergence Studies Award (2014)

#### **HCI & UX Evaluation:** Excellence in Interdisciplinary Integration and Convergence Studies Award (2014)

#### **Communication and Innovation, Mobile Communication, et. al.**

Oct., 2022 – present

Chair, Council of Kwangwoon University

March, 2010 – present

Laboratory Chief, Comm. & Tech. Lab

June, 2021 – Dec., 2022

Admission Officer, Kwangwoon University

March, 2017 – Feb., 2019	Chair, Committee of Professors, Kwangwoon University
May, 2015 – Feb., 2019	Admission Officer, Kwangwoon University
March, 2016 – Feb., 2017	Vice-Chair, Committee of Professor, Kwangwoon University
March, 2015 – Feb., 2017	Chair, Graduate School of Communication, Kwangwoon University
March, 2014 – April, 2016	Director, Immersive Media Center, Kwangwoon University
Sep., 2008 – August, 2011	Director, The Kwangwoon Annals (The official university English newspaper)
March, 2010 – Feb., 2011	Director, Graduate School of Information Contents at Kwangwoon University
March, 2009 – Feb., 2011	Chair, School of Communications at Kwangwoon University
October, 2009 – Dec., 2010	Director, Dep. of Planning Strategy, Kwangwoon Digital Media Contents Center

## Publications

### Journal Papers (<https://www.donghunc.kr/articles>)

**Chung, D.** (2025). Usability Testing of a Public Service Mobile App to Enhance Accessibility for the Deaf and Hard of Hearing: Policy Implications. *Informatization Policy*. 32(2), 42-87. <https://doi.org/10.22693/NIAIP.2025.32.2.042>

**Chung, D.** (2025). Generative AI-Powered Metaverse: The Evolution and Innovation of User-Centered Experiences and Socio-Technical Interactions. *Informatization Policy*. 32(1), 3-26. <https://doi.org/10.22693/NIAIP.2025.32.1.003>

Kang, J., & **Chung, D.** (2025). Exploring the Synergy of Words and Worlds in Immersive Learning. In: Jung, T., tom Dieck, M.C., Jeong, S.C., Kim, SH., Sahl, D., Kim, S.J. (eds) XR and Metaverse. XR 2024. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-031-77975-6\\_6](https://doi.org/10.1007/978-3-031-77975-6_6)

Cho, M., & **Chung, D.** (2025). Interactivity and Animation Effects in VR-Enhanced OOH Advertising. In: Jung, T., tom Dieck, M.C., Jeong, S.C., Kim, SH., Sahl, D., Kim, S.J. (eds) XR and Metaverse. xr 2024. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-031-77975-6\\_19](https://doi.org/10.1007/978-3-031-77975-6_19)

Kwon, S., Kim, Y., & **Chung, D.** (2024). Development and Educational Effectiveness Analysis of Digital Learning Content for Genetic Algorithms. *The Journal of the Korea Contents Association*, 24(11), 11-27. <https://doi.org/10.5392/JKCA.2024.24.11.011>

Cho, M., & **Chung, D.** (2024). The Effect of Depth Perception and Animation in Virtual Reality OOH Ad on Users' Cognitive Responses. *Journal of Information Technology Services*, 23(2), 117-133. <https://doi.org/10.9716/KITS.2024.23.2.117>

Kang, J., Kwon, S., & **Chung, D.** (2024). Effects of Linguistic Immersion Synthesis on Foreign Language Learning Using Virtual Reality Agents. *Informatization Policy*, 31(1), 32-52. <https://doi.org/10.22693/NIAIP.2024.31.1.032>

Kang, J., Kwon, S., & **Chung, D.** (2024). The Effectiveness of Foreign Language Learning in Virtual Environments and with Textual Enhancement Techniques in the Metaverse. *Knowledge Management Research*, 25(1), 155-172. <https://doi.org/10.15813/kmr.2024.25.1.008>

**Chung, D.** (2023). Effects of Visual and Tactile Elements on Game Users' eXperiences in Virtual Reality Games. *Design Research*, 8(2), 44-53. doi:10.46248/kidrs.2023.2.44

Shin, J., Jeon, E., & **Chung, D.** (2023). Instructor Usability Evaluation toward Metaverse Education Platform. *Design Research*, 8(2), 78-89. doi:10.46248/kidrs.2023.2.78

Shin, J., & **Chung, D.** (2022). Effect of Expectancy-Value and Self-Efficacy on the Satisfaction with Metaverse Learning. *Informatization Policy*, 29(4), 26-42. doi:10.22693/NIAIP.2022.29.4.026

Song, W., Hwang, D., & **Chung, D.** (2022). Metaverse and Media Richness: The Effect of UI Design on User Experience. *Knowledge Management Research*, 23(2), 85-100. doi:10.15813/kmr.2022.23.2.005

Song, W., Chung, H., & **Chung, D.** (2022). The Effect of Space Size and Dialogue Topic on Metaverse UX. *Journal of the Korea Game Society*, 22(1), 65-75. doi:10.7583/JKGS.2022.22.1.65

Shin, J., **Chung, D.**, & Kim, S. (2021). The Effects of Subtitles and Narrations of a 360-Degree Travel Video on User Perceptions. *Design Research*, 6(4), 9-18. doi:10.46248/kidrs.2021.4.9

Song, W., & **Chung, D.** (2021). Examining the Role of Emoji and Gender during Job Interview Training within the Metaverse. *Journal of the Korea Game Society*, 21(6), 51-62. doi:10.7583/JKGS.2021.21.6.51

Song, W., & **Chung, D.** (2021). Explication and Rational Conceptualization of Metaverse. *Informatization Policy*, 28(3), 3-22. doi:10.22693/NIAIP.2021.28.3.003

Lee, S., Goodall, C., Egbert, N. & Chung, D. (2021). The Moderating Role of Self-construal on Culturally Reflected Fear Appeals. *Journal of Health Communication*. 26(2). 65-75. <https://doi.org/10.1080/10810730.2021.1878309>

Shin, M., Lee, S., Song, S. W., & **Chung, D.** (2021). Enhancement of Perceived Body Ownership in Virtual Reality-based Teleoperation may Backfire in the Execution of High-Risk Tasks. *Computers in Human Behavior*. 115, 106605. <https://doi.org/10.1016/j.chb.2020.106605>

Lee, S., & **Chung, D.** (2020). The Influence of Additional Haptic Feedback on Interactivity and Body Ownership in Virtual Reality. *Journal of Korea Game Society*, 20(5), 31-40. <http://dx.doi.org/10.7583/JKGS.2020.20.5.31>

Shin, M., & **Chung, D.** (2020). An Exploratory Study Examining Users' Psychological Responses to Screen Speed in Virtual Reality Exergame. *Journal of Korea Game Society*, 20(5), 41-52. <http://dx.doi.org/10.7583/JKGS.2020.20.5.41>

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), 1-13. <https://doi.org/10.9716/KITS.2020.19.3.001>

Lee, S. & **Chung, D.** (2019). The effects of recording and viewing distances on presence, perceptual characteristics, and negative experiences in stereoscopic 3D video. *JBE*, 24(7), 1189-1198. <https://doi.org/10.5909/JBE.2019.24.7.1189>

**Chung, D.** (2019). Determinants of Preventive Behavior Intention to the Particulate Matter: An Application of the Expansion of Health Belief Model. *Journal of Digital Convergence*, 17(8), 471-479. <https://doi.org/10.14400/JDC.2019.17.8.471>

Lee, H., & **Chung, D.** (2019). Influence of Virtual Reality Image Depth on User's Perceived Characteristics, Presence, and Fatigue. *Korean Journal of Broadcasting and Telecommunication Studies* 33(2), 184-216.

Kim, J., & **Chung, D.** (2019). Influence of TrueView Ad Skip Buttons on Advertising Effect. *Journal of Information Technology Services*, 18(1), 1-12. <https://doi.org/10.9716/KITS.2019.18.1.001>

**Chung, D.** (2018). The Debate on Net Neutrality: Evidences, Issues and Implications. *Informatization Policy*, 25(1), 3-29.

Lee, H., & **Chung, D.** (2018). Effects of Image Resolution and HMD Luminance on Virtual Reality Viewing Experience. *Journal of Broadcast Engineering*, 23(1), 74-85.

Cho, S., & **Chung, D.** (2018). Factors Influencing Users' Intentions to Use VOD or Real Time Broadcasting of OTT Service. *International Telecommunications Policy Review*, 24(4), 29-64.

Ki, H., & **Chung, D.** (2017). Evaluating Corporate Crisis Communication Strategy: Comparison between Experts and the Public. *Korean Review of Crisis and Emergency management*, 13(9), 153-170.

**Chung, D.** (2017). User-based Theories and Practices on Virtual Reality. *Informatization Policy*, 24(1), 3-29

**Chung, D.**, Moon, S., & Cho, J. (2016). Controversial Standpoints about Convergence Education in Communication Studies. *Journal of Cybercommunication*, 33(4), 39-75.

Choi, J., & **Chung, D.** (2016). Influence of Sexual Attitudes, Personal Relations, and Mobile Media on the Sexual Behavior of Adolescents. *Information Society & Media*, 17(2), 1-34.

Baek, S., & **Chung, D.** (2016). Gamers' Psychological Responses to Depth Levels in 3D Stereoscopic Gaming. *International Telecommunications Policy Review*, 23(2), 81-117.

Lee, H., & **Chung, D.** (2016). Intention to Use of Mobile Information Content. *The Korean Journal of Advertising and Public Relations*, 18(2), 79-111.

**Chung, D.** (2015). Smartphone racing game controller UX testing. *Journal of the Korea Society of Digital Industry and Information Management*, 11(4), 143-154.

Lee, H., & **Chung, D.** (2015). Streaming Stick Usability Comparison Test. *Journal of the Korea Society of Digital Industry and Information Management*, 11(4), 129-141.

**Chung**, D. (2015). Eye Tracking to Select Optimal Advertising Spots in Subway Cars. *The Korean Journal of Advertising and Public Relations*, 17(4), 145-171.

**Chung**, D. (2015). Aesthetic Characteristics and UX Evaluation of Mobile Platforms. *Korean Journal of the Science of Emotion & Sensibility*, 18(3), 71-80.

Cho, S., & **Chung**, D. (2015). Effect of the VOD Holdback Strategy Change on IPTV and Cable TV VOD Usage. *The Journal of the Korea Contents Association*, 15(5), 142-150.

Kwak, C., & **Chung**, D. (2014). Effects of User Characteristics and Media Roles on the Usage and Satisfaction of the Public Alert and Warning System. *Korean Review of Crisis and Emergency Management*, 10(11), 55-74.

Lee, H., **Chung**, D., Jang, M., & Ma, K. (2014). Assessment of Fatigue with Viewing the Shutter Glasses and Film Patterned Retarder 3DTVs. *Korean Journal of Visual Science*, 16(2), 169-179.

Choi, J. & **Chung**, D. (2014). Teenagers' Exposure to Sexual Content. . *Journal of the Korea Contents Association*, 14(4), 445-455.

Lee, H. & **Chung**, D. (2014). The Role of Gender and Technologies in Video Gaming. *International Journal of Social Science & Humanity*, 4(2), 113-116.

Lee, S & **Chung**, D. (2014). Influence of depth differences by setting 3D stereoscopic convergence point on presence, perceived characteristics, and negative experiences. *Journal of Broadcast Engineering*, 19(1), 44-55

Lee, S., Lee, J., Han, S., & **Chung**, D. (2013). A comparative analysis of social media perceptions and behaviors based on Facebook and Twitter users. *Journal of Cybercommunication Academic Society*, 30(4), 87-129.

Lee, S., & **Chung**, D. (2013). Dissatisfaction model of the paid entertainment app. *Korean Journal of Journalism and Communication Studies*, 57(6), 35-64.

Kim, K., Baek, S., Lee, H., & **Chung**, D. (2013). Effects of portal site advertising as a visual character on attention, memory, evaluation, and intention. *Korean Journal of Broadcasting and Telecommunication Studies*, 27(6), 37-74

Lee, H., & **Chung**, D. (2013). Replacement intention of Twitter and Facebook. *Korean Journal of Advertising and Public Relations*, 15(4), 96-129.

Lee, H., & **Chung**, D. (2013). A study on the discontinuance intention of Twitter and Facebook. *Korean Journal of Journalism and Communication Studies*, 57(4), 269-293.

Lee, H., & **Chung**, D. (2013). College Twitter users' source credibility, attitude, relationship intention, and Tweet credibility on Twitter account owner. *Journal of Cybercommunication Academic Society*, 30(2), 269-313.

Lee, H., & **Chung**, D. (2013). Influence on the tweet credibility and attitude toward tweet of tweet content, function and involvement. *Journal of the Korea Contents Association*, 13(6), 137-147.

Lee, H., & **Chung**, D. (2012). Influence of gaming display and wearing glasses on perceived characteristics, presence, and fatigue. *Korean Journal of Broadcasting and Telecommunication Studies*, 17(6), 1004-1013.

Lee, M., & **Chung**, D. (2012). Influence of 3D stereoscopic video running time on audience perceptions. *Journal of Broadcast Engineering*, 17(4), 551-564.

**Chung**, D. (2012). Terrestrial broadcasting content distribution strategy in the multi-platform environment. . *The Journal of Korea Society of Digital Industry and Information Management*, 8(2), 117-130.

**Chung**, D. (2012). Effects of the seat position in the 3D theater on visual fatigue, presence and perceived characteristics. . *The Journal of the HCI Society of Korea*, 7(1), 1-10.

Lee, H., & **Chung**, D. (2012). The role of smartphone game sensors on interactivity, flow, attitude, and behavioral intention. *Korean Journal of Broadcasting and Telecommunication Studies*, 26(1), 126-166.

**Chung**, D., & Yang, H. (2012). Reliability and validity assessment in 3D video measurement. *Journal of Broadcast Engineering*, 17(1), 49-59.

Yang, H., & **Chung**, D. (2012). Influence of 3D characteristics perception on presence, and presence on visual fatigue and perceived eye movement. *Journal of Broadcast Engineering*, 17(1), 60-72.

**Chung**, D., & Lee, H. (2011). Categorization for analyzing corporate social network services. *Advertising Research*, 90, 197-243.

Heo, O., & **Chung**, D. (2011). Influence of augmented reality advertising on advertising attitude, brand attitude, and purchase intention through mediator presence. *Advertising Research*, 90, 71-98.

**Chung**, D., & Lee, E. (2011). Analysis of difference between college students' sex and perceived sex role toward news anchor on the verbal and non-verbal communication, para-social interaction and source credibility. *Journal of Speech & Communication*, 15, 89-120.

**Chung**, D. (2011). Analysis of corporate Twitters through message and context usage. *Internet and Information Security*, 2(1). 3-21.

Lee, B., **Chung**, D., & Kim, B. (2011). Relative importance evaluation of advertising agency selection using AHP. *Korean Journal of Advertising and Public Relations*, 13(3), 7-30

**Chung**, D., & Yang, H. (2010). Exploratory analysis of 3D video measurement. *The Journal of Korea Society of Digital Industry and Information Management*, 6(6), 225-235

**Chung**, D. (2010). Usability testing of mobile phone keypad and touchpad keyboards. *The Journal of Korea Society of Digital Industry and Information Management*, 6(6), 237-250.

**Chung**, D. (2010). Evaluation of the government homepages according to Web 2.0 criteria. *Journal of Cybercommunication Academic Society*, 27(4), 209-255.

**Chung**, D. (2010). Comparison of 2D and 3D visual effects. *The Journal of Korea Society of Digital Industry and Information Management*, 6(3), 141-149.

**Chung**, D., & Lee, E. (2010). News-news anchor compatibility, news evaluation, and source credibility according to perceived sex role toward news anchors. *Journal of Speech & Communication*, 13, 110-144.

**Chung**, D., & Choi, J. (2010). Mobile web browser testing: Full browser vs. WAP browser. *Journal of Digital Design*, 10(1), 287-295.

**Chung**, D. (2010). The Effect of privacy invasion warning message in UCC. *Korean Journal of Journalism and Communication Studies*, 54(1), 33-54.

**Chung**, D. (2009). Influence of perceived gaming interactivity on various psychological states. *Korea Game Society*, 9(5), 3-12.

**Chung**, D. (2009). Cognitive development evaluation of haptic puzzle game using a haptic pen. *Korea Game Society*, 9(4), 45-56.

Choi, J., **Chung**, D., & Kim, J. (2009). Usability of mobile Internet interface: Full browsing navigation and menu tasks. *Journal of Digital Design*, 9(3), 46-54.

Choi, J., & **Chung**, D. (2009). A study on user testing of WiBro phone UI design. *Journal of Digital Design*, 9(2), 497-507.

Warren, R., Wicks, R., Wicks, J., Fosu, I., & **Chung**, D. (2008). Food and beverage advertising on U.S. television: A comparison of child-targeted versus general audience commercials. *Journal of Broadcasting & Electronic Media*, 52(2), 231-246.

Nam, C. S., Shu, J., & **Chung**, D. (2008). The roles of sensory modalities in collaborative virtual environments (CVEs). *Computers in Human Behavior*, 24(4), 1404-1417.

Warren, R., Wicks, J., Wicks, R., Fosu, I., & **Chung**, D. (2007). Food and beverage advertising to children on US television: Did national food advertisers respond? *Journalism and Mass Communication Quarterly*, 84(4), 795-810.

**Chung**, D., & Nam, C. S. (2007). Analysis of the variables predicting instant messenger use. *New Media & Society*, 9(2), 212-234.

**Chung**, D. (2006). Communication research and ethical issues. *Korean Journal of Journalism and Communication Studies*, 50(3), 451-475.

**Chung**, D., Yu, H., & Woo, H. (2006). Exploratory research in satellite digital multimedia broadcasting use: Users' characteristics, motives and intention. *Studies of Broadcasting Culture*, 18(1), 211-242.

**Chung**, D. (2005). Something for nothing: Understanding purchasing behaviors in social virtual environment. *Cyberpsychology & Behavior*, 8 (6), 538-554.

**Chung**, D. (2004). Why do Korean undergraduate students enjoy virtual activity? *Korean Journal of Journalism and Communication Studies*, 48(6), 110-137.

Larson, S., Wilson, M. & **Chung**, D. (2003). Curricular content for nonprofit management Programs: The Student Perspective. *Journal of Public Affairs Education*, 9(3), 169-180

Levine, T. R., Bresnahan, M. J., Park, H. S., Lapinski, M. K., Wittenbaum, G. W., Shearman, S. M., Lee, S.,

**Chung, D., & Ohashi, R. (2003). Self-construal scales lack validity. *Human Communication Research*, 29(2), 210-252.**

**Books** (<https://www.donghunc.kr/books>)

- Chung, D. (2025). Everything Everywhere is AI.** Seoul: Nexus.
- Chung, D. (2022). Digital Transformation in Robotics.** Seoul: Nexus.
- Chung, D. (2022). Digital Transformation in Metaverse (2<sup>nd</sup> Ed.).** Seoul: Nexus.
- Chung, D. (2021). Digital Transformation in AI Businesses.** Seoul: Nexus.
- Chung, D. (2020). Digital Transformation in Media Businesses.** Seoul: Nexus.
- Chung, D. (2019). Smart City, The Beginning of Utopia.** Seoul: Nexus Biz.
- Chung, D. (2017). Virtual Reality Concept Book.** Seoul: Book 21. **and 5 more book chapters**

**Proceedings** (<https://www.donghunc.kr/proceedings>)

- Kim, M., Kim, H., Park, Y., Lee, Y., Lee, H., Jung, B., Song, W., & Chung, D. (2022). The effect of HUD UI and spatial UI in first-person metaverse games on user experience.** HCI KOREA 2022. [Online Presentation]. **and 14 more proceedings**

**Conference Papers** (<https://www.donghunc.kr/conferences>)

- Kang, J. & Chung, D.(accepted). *From Friendly Faces to Expert Mentors: VR Agent Design for Maximizing Learning.*** Paper submitted to the 111th annual meeting of the National Communication Association, Denver, Colorado.
- Song, S. W. & Chung, D. (accepted). *Diegetic Interfaces in VR: Elevating User Interaction within the Technology Acceptance Model.*** Paper submitted to the 111th annual meeting of the National Communication Association, Denver, Colorado.
- Kang, J., Cho, M., Song, S. W., & Chung, D. (accepted). *Eye-Popping VR Ads: How Interactivity Turns Heads.*** Paper submitted to the 111th annual meeting of the National Communication Association, Denver, Colorado. **and 118 more conference papers**

### **Professional Honors, Awards and Fellowships**

April 2024	Top 1% Highly Cited Researcher, Kwangwoon University
May 2021	Best Researcher Award, Kwangwoon University
November 2018	Best Reviewer Award, Korean Association for Broadcasting & Telecommunication Studies
October 2017	Korean Society for Journalism and Communication Studies Achievement Award, Korean Society for Journalism and Communication Studies
November 2016	<i>Psychological Responses to Virtual Reality Display Quality.</i> The Best Paper presented at the 2016 Korean Association for Broadcasting & Telecommunication Studies Spring Conference, Seoul, Korea.
August 2016	Outstanding Lecture Award, Kwangwoon University
May 2015	Best Teacher Award, Kwangwoon University
February 2015	Outstanding Lecture Award, Kwangwoon University
October 2013	<i>The Role of Gender and Technologies in Video Gaming.</i> The Best Paper presented at the 2013 International Conference on Humanities, Society and Culture, Jeju Island, Korea.
October 2013	<i>The optimal depth parameter to produce 3D content.</i> The Best Paper presented at the Korean Society for Journalism and Communication Studies Fall Conference, Seoul, Korea.
February 2013	Chairperson's Commendation Award, Korea Communication Commission
January 2013	<i>Effects of the seat position in the theater on visual fatigue, presence and perceived characteristics.</i> The Best Paper HCI 2013. HCI Korea

November 2012	Outstanding Researcher Award 2012, Korean Society of Broadcast Engineering
June 2012	Selected as a recipient of SBS Foundation's grant to study abroad for 2012, Seoul Broadcasting System Foundation
May 2012	Industry-Academic Collaboration Foundation Award, Kwangwoon University
August 2006	the John Hunter Award for Meta-Analysis in Communication Research 2006.
April 2006	Information Systems Division of the International Communication Association <i>Exploring Predictors in Digital Multimedia Broadcasting (DMB) Use.</i> 1 <sup>st</sup> Place – Communication and Technology division (Debut Category) at the 51 <sup>st</sup> annual convention of the Broadcast Education Association, Las Vegas, Nevada.
April 2006	<i>Digital Multimedia Broadcasting (DMB): DMB Innovators and Their Media Use.</i> 2 <sup>nd</sup> Place – Communication and Technology division (Debut Category) at the 51 <sup>st</sup> annual convention of the Broadcast Education Association, Las Vegas, Nevada.
October 2004	<i>Comparison of cellular phone users and non-users: Applying Diffusion Theory and Technology Acceptance Theory.</i> \$400 Cash Award. 2004 International Conference on Mobile Communication in Seoul, Korea.
September 2001	<i>The Adoption of Online Newspapers in the United States and Korea: A comparison of self-construal and Theory of Reasoned Action.</i> \$640 Cash Award. A paper sponsored by The Korean Society for Journalism and Communication Studies for the 52nd annual meeting at the International Communication Association, Seoul, Korea.

### Funded Research (<https://www.donghunc.kr/commtechlab>)

May 2024 – Nov. 2024	Principal Investigator, “UI/UX Improvement Research for Enhancing Usability of AI-Powered Voice Conversion App,” Community Media Foundation (\$30,000)
Arp. 2022 ~ Feb. 2025	Principal Investigator, K-MOOC Competitive Grant Program “Metaverse, Becoming a True Expert” funded by the Ministry of Education (\$50,000)
July 2021 ~ June, 2024	Principal Investigator, “eXtended Reality Human Factor: Analysis of the Interaction Effects between User Attributes, Extended Reality Systems, and Usage Environment” funded by National Research Foundation, Seoul (\$67,000)
Arp. 2021 ~ Feb. 2024	Principal Investigator, K-MOOC Competitive Grant Program “Digital Transformation, Becoming a True Expert” funded by the Ministry of Education (\$50,000)
Nov., 2019 ~ June, 2020	Principal Investigator, “Influence of Virtual Reality Shopping Experience on Intention to Purchase” funded by KABS-Lotte Home Shopping 2019 Seminal Research, Seoul (\$10,000)
July 2018 ~ June 2021	Principal Investigator, “Virtual Reality User Experience: Psychophysiological Effects of User-Virtual Character Interaction” funded by National Research Foundation, Seoul (\$67,000)
April 2017 ~ Sep. 2017	Principal Investigator, “A Case Study on the Failure of Paid Content Business” funded by Korea Press Foundation, Seoul (\$70,000)
July 2016 ~ June 2018	Principal Investigator, “Experiments of Human Factors in Virtual Reality Services” funded by National Research Foundation, Seoul (\$45,000)

**and 38 more funded research (overall \$1,700,000)**

### Membership and Activities in Professional Associations

Jan. 2025 – present	Vice President, Korean Association for Information Society
Jan. 2025 – present	Director, Korea Internet E-Commerce Association
July, 2018 – present	Editorial Board – Korea Society of IT Services
June, 2016 – present	Editorial Board – National Information Society Agency
March, 2016 – present	Director – Educational Foundation, Shin-Sung

Mar., 2018 – May., 2024	Social Public-Relation Committee – Catholic Bishops' Conference of Korea
Feb., 2022 – Jan., 2024	Organizing Committee Member – Korean Society for Quality Management
Feb., 2022 – Jan., 2024	Auditor – Korea Society of IT Services
Jan., 2023 – Dec., 2023	Vice president – Cybercommunication Academic Society
Mar., 2018 – Dec., 2023	Director – Korea Association for Telecommunications Polices
Feb., 2019 – July, 2023	Informatization Committee Member – Gwangju City, Korea
Nov., 2021 – Nov., 2022	Editorial Board - Korean Association for Broadcasting & Telecommunication Studies
Oct., 2021 – Oct., 2022	Organizing Committee Member – Korean Society for Journalism & Communication Studies Spring Conference
Aug., 2021 – Aug., 2022	Chair, Study Days Committee, SIGNIS World Congress 2022
May, 2021 – Feb., 2022	Chair, Humanities and Social Sciences Program at the HCI Conference
Jan., 2021 – Dec., 2021	Vice president – Cybercommunication Academic Society
Jan., 2019 – Dec., 2019	Vice president – Cybercommunication Academic Society
Sep., 2017 – June, 2018	President – Division of Media Psychology, Korean Association for Broadcasting & Telecommunication Studies
July, 2017 – June, 2018	ACM TVX WIP Chair
Jan., 2017 – Feb., 2018	Editorial Board Member – Korea Association for Telecommunications polices
Oct., 2016 – Oct., 2017	Director – Korean Society for Journalism & Communication Studies
Feb., 2017 – July, 2017	Subcommittee Member – Fourth Industrial Revolution & Media policy Forum
Jan., 2017 – June, 2017	TVX ASIA forum 2017 Committee
Feb., 2017 – May, 2017	Organizing Committee Member – Korean Society for Journalism & Communication Studies Spring Conference
Jan., 2016 – Dec., 2016	Director – Korea Association for Telecommunications Polices
Feb., 2016 – Nov., 2016	Organizing Committee Member – Fall conference, Korea Association for Telecommunications Polices
Feb., 2016 – Nov., 2016	Education Committee Member – Cybercommunication Academic Society
Jan., 2015 – Dec., 2015	Editorial Board – ICT Humanities and social science trend, Korea Information Society Development Institute
Jan., 2015 – Dec., 2015	Editorial Board - Korea Information Society Development Institute
Aug., 2015 – Nov., 2015	Organizing Committee Member – 2015 Fall Conference, Korea Association for Broadcasting & Telecommunication Studies
Oct., 2013 – Oct., 2015	Editorial Board – Korean Journal of Journalism and Communication Studies
June, 2014 – May, 2015	Media Committee member – CHI 2015
Dec., 2015 – April, 2016	Organizing Committee Member – 2016 Spring Conference, Korean Association for broadcasting & telecommunication studies
Nov., 2013 – Nov., 2014	Director – Cybercommunication Academic Society
Nov., 2011 – Nov., 2013	Coordinate & Planning Director – Cybercommunication Academic Society
May, 2012 – May, 2013	Director – Korea Association for Communication and Information Studies
Jan., 2011 – Jan., 2013	Editorial Board – International Telecommunications Policy Review
Nov., 2010 – Nov., 2012	Media Education Committee member – Korean Association for Broadcasting & Telecommunication Studies
June, 2011 – June, 2012	Editorial Board – Speech & Communication
Nov., 2009 – Sept., 2011	Editorial Board – Korean Association for Broadcasting & Telecommunication Studies
June, 2010 – May, 2011	Director – Korea Speech & Communication Association
Nov., 2011 – Oct., 2011	Managing Editor - Korean Academy on Communication in Healthcare
Nov., 2009 – Sept., 2010	Coordinate & Planning Director – Cybercommunication Academic Society
Oct., 2008 – Oct., 2009	Coordinate & Planning Director –Korean Society for Journalism & Communication Studies

### Other Professional Activities

Feb., 2018 – January, 2019	Columnist – Segye Times [Science Prism]
August, 2017 – December, 2019	Evaluator – Channel A Ombudsman, Viewer Committee – QBS Viewer Committee
July, 2017 – October, 2019	Columnist – Han-Kyung Business magazine [Tech Trend]
June, 2016 – January, 2019	Columnist – Digital Times [Digital Strolling]
July, 2010 – January, 2019	Evaluator – MBC Ombudsman
Sep, 2014 – August, 2016	Consultant - New media PR, Ministry of Maritime Affairs and Fisheries
April, 2014 – March, 2015	Advisor, Department of Internet Broadcasting – Nowon-Gu City
April, 2011 – Dec., 2014	Visiting Associate Research Scientist - Department of Computer Science at Columbia University
Dec., 2010 – February, 2014	Evaluator – Director School, KIPA
Feb., 2012 – February, 2013	Chair, Communication Committee - Korea Nuclear Energy Promotion Agency
April, 2009 – December, 2012	Advisor, Survey Research Team – DTV Korea
August, 2011 – December, 2011	Subcommissioner, Nuclear Energy Promotion Communication Subcommittee - Ministry of Trade, Industry and Energy
June, 2011 – December, 2011	Committee Member, TDMB Policy Committee, Korea Communication Commission
December, 2008 – May, 2009	Director of Management Evaluation – Korea Educational Broadcasting System
July, 2005 – August, 2007	Assistant Professor – Department of Communication at University of Arkansas
August, 2004 – May, 2005	Post-Doctoral Research Associate – School of Communication Studies at Ohio University
January, 2001 – August, 2004	Graduate Assistant – Department of Communication at Michigan State University