

## CURRICULUM VITAE

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

Professor  
 (Comm. & Tech. Lab Director: <http://donghunc.kr>)  
 School of Communications, Kwangwoon University  
 20 Gwangun-ro, Nowon-Gu, Seoul 01897, Korea  
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Senior Research Associate  
 Department of Communication  
 Michigan State 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

### Professional positions held

July, 2018 – present	Editorial Board – Korea Society of IT Services
March, 2018 – present	Social Public-Relation Committee – Catholic Bishops' Conference of Korea
March, 2018 – present	Director – Korea Association for Telecommunications Polices
June, 2016 – present	Editorial Board – National Information Society Agency
March, 2016 – present	Director – Educational Foundation, Shin-Sung

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

#### Spring Semester (<https://www.donghunc.kr/portfolio>)

Digital Marketing Creative, HCI & UX Evaluation, Communication and Innovation

#### Fall Semester

Introduction to Interactive Media Communication, Introduction to Immersive Media, Mobile Application Production

March, 2021 – present	Senior Research Associate, Michigan State University
March, 2010 – present	Laboratory Chief – Comm. & Tech. Lab
September, 2007 – present	Professor – School of Communications at 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-Chairman – Committee of Professor, Kwangwoon University
March, 2015 – Feb., 2017	Chairman - 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 of Dep. of Planning Strategy – Kwangwoon Digital Media Contents Center

## Publications

### Journal Papers

- Lee, S., Goodall, C., Egbert, N. & **Chung, D.** (2021). The Moderating Role of Self-construal on Culturally Reflected Fear Appeals. *Journal of Health Communication*,
- 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/blank-c7xw>)

**Chung, D.** (2021). *Digital Transformation in Content 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 3 more book chapters**

**Proceedings** (<https://www.donghunc.kr/blank-c7xw>)

Ryu, H., Kim, J., Aoki, S., & **Chung, D.** (2017, June). ACM TVX Asia Forum 2017: A Brand New Game of Online Digital Marketing in Asia. In *Proceedings of the 2017 ACM International Conference on Interactive Experiences for TV and Online Video* (pp. 143-143). ACM. **and 6 more proceedings**

**Conference Papers** (<https://www.donghunc.kr/blank-cbeq>)

Shin, M., Lee, S., Song, S. W., & Chung, D. (2021). Enhancement of Embodiment in Virtual Reality-based Teleoperation may Backfire in the Execution of High-Risk Tasks. Paper accepted at the 71st annual conference of International Communication Association. 27-31 May 2021.

Song, S. W., Shin, M., & **Chung, D.** (2020). I Can See How You Feel: Utilization of Emoji for Practicing Job Interviews within Virtual Reality. Paper presented at the 70th annual conference of International Communication Association, Virtual Conference. [Online Presentation].

Shin, M., Song, S. W., Lee, H. & **Chung, D.** (2020). When the screen passes faster than I walk: An exploratory study examining users' psychological responses to screen speed in virtual exergame. Paper presented at the 70th at the annual conference of International Communication Association, Virtual Conference. [Online Presentation].

Lee, S., Egbert, N., & **Chung, D.** (2018). *A cross-cultural investigation of individual versus group-based fear appeals Effects of culturally-tailored threat and self-efficacy on perceived threat, perceived self-efficacy, and behavioral intention*. Paper presented at the 68th at the annual conference of International Communication Association, Prague. **and 100 more conference papers**

**Other Professional Activities**

Feb., 2018 – January, 2019	Columnist –Segye Times [Science Prism]
August, 2017 – December, 2019	Evaluator – Channel A Ombudsman,
July, 2017 – October, 2019	Viewer Committee – QBS Viewer Committee
June, 2016 – January, 2019	Columnist – Han-Kyung Business magazine [Tech Trend]
July, 2010 – January, 2019	Columnist – Digital Times [Digital Strolling]
Sep, 2014 – August, 2016	Evaluator – MBC Ombudsman
April, 2014 – March, 2015	Consultant - New media PR, Ministry of Maritime Affairs and Fisheries
April, 2011 – Dec., 2014	Advisor, Department of Internet Broadcasting – Nowon-Gu City
Feb., 2013 – February, 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

July, 2005 – August, 2007	System 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

### Membership and Activities in Professional Associations

Jan., 2021 – Dec., 2021	Vice president – Cybercommunication Academic Society
Jan., 2019 – Dec., 2019	Vice president – Cybercommunication Academic Society
Sept., 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

### Professional Honors, Awards and Fellowships

November 2018	Best Reviewer Award, Korean Association for Broadcasting & Telecommunication
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	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. Information Systems Division of the International Communication Association
April 2006	<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 52 <sup>nd</sup> annual meeting at the International Communication Association, Seoul, Korea.

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

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 \$1,400,000)**