

# *Do Kyun David Kim, Ph.D.*

<p><i>Associate Professor Richard D'Aquin BORSF Endowed Professor, Organizational Communication Curriculum Coordinator, Department of Communication, University of Louisiana</i></p>	<p><i>President Louisiana Communication Association (LCA) <a href="https://lcahome.org/">https://lcahome.org/</a></i></p>
	<p><i>Founder / Leader Artificial Intelligence (AI) Communication Research Consortium <a href="https://aicommresearch.wordpress.com">https://aicommresearch.wordpress.com</a></i></p>

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## *Areas of Expertise*

Health Communication  
Environmental Communication  
Diffusion of Information and Innovation  
Communication Technology  
Communication Philosophy  
Communication Network Analysis  
Social Marketing

Organizational Communication  
Artificial Intelligence (AI) Communication  
Communicative Social Change  
Behavior and Attitude Change  
Campaign Design and Evaluation  
Communication Research Methods  
Global Popular Culture

## *Education*

**Doctor of Philosophy** (August 2007)

Ohio University, School of Communication Studies

Major Emphasis: Relating and Organizing

Dissertation: *Identifying opinion leaders by using social network analysis: A synthesis of opinion leadership data collection methods and instruments*

**Master of Arts** (December 2005)  
Ohio University, School of Communication Studies  
Major Emphasis: Relating and Organizing

**Master of Arts** (June 2002)  
Ohio University, Department of Political Science  
Major Emphasis: International Politics  
Thesis: *The reality of ethnic conflict: Theory and practice with a comparative analysis of the Kosovar and Korean Conflicts.*

**Bachelor of Arts** (February 1998)  
Korea University  
Major: Political Science and International Relations

**Bachelor of Arts** (February 1998)  
Korea University  
Major: Economics

### **University Appointments**

(present appointments / positions)

Aug 2014 ~ present    Associate Professor  
                                 Department of Communication  
                                 University of Louisiana at Lafayette

Aug 2011 ~             Richard D'Aquin / BORSF Endowed Professor in Communication

May 2010 ~             Organizational Communication Curriculum Coordinator

(past appointments)

2007 – 2017            Affiliate Researcher  
                                 Center for Climate Change Communication  
                                 Department of Communication  
                                 George Mason University

2008 – 2014            Assistant Professor  
                                 Department of Communication  
                                 University of Louisiana – Lafayette

2007 – 2008            Post-Doctoral Teaching Associate  
                                 Department of Communication Studies, Northeastern University

2004 – 2007	Graduate Teaching Associate – Course Instructor School of Communication Studies, Ohio University
2003 – 2004	Tutor (Political Science), Tutoring and Academic Resource Center University of Wisconsin - Milwaukee
2001 – 2002	Tutor (Political Science), Academic Advancement Center Ohio University

### **Academic Service Positions**

10/2018 ~ Present	Founder & Director AI (Artificial Intelligence) Communication Research Consortium aicommresearch.wordpress.com
04/2018 ~ Present	President Louisiana Communication Association LCAhome.org Louisiana, USA
03/2018 ~ Present	Editorial Board Korean Journal of Advertising and Public Relations South Korea
2015 – 2017	Board of Directors Korea Health Communication Association South Korea

### **Organizational / Community Work Experience**

01/2010 ~ Present	Founder / Director Acadiana Community Education Center (Local non-profit organization with 501© status) Lafayette, Louisiana
11/2018 ~ Present	KRVS Radio K-POP Fever Producer ( <a href="http://www.krvs.org/programs/k-pop-fever">http://www.krvs.org/programs/k-pop-fever</a> )
04/2013 ~ 04/2016	Board of Directors A Pregnant Center and Clinic ( <a href="http://www.apccforlife.com">www.apccforlife.com</a> ) Lafayette, Louisiana
02/2014 ~ 02/2015	Advisory Committee Member Faith and Character Task Force Lafayette Parish School Board Lafayette, Louisiana

06/2013 ~ 05/2014	Incorporator / Instructor Lafayette Korean Language School	Lafayette, Louisiana
12/2011 ~ 12/2013	Board of Directors Acadiana C.A.R.E.S (www.acadianacares.org)	Lafayette, Louisiana
01/2009 – 05/2010	Principal Lafayette Korean Language School	Lafayette, Louisiana

### **Other Work Experience**

06/2001 – 08/2001	Ohio University Summer Conference	Athens, Ohio
06/2005 – 08/2005	Manager: Group Management and Administration	
07/1997 – 07/1999	Daewoo Heavy Industry Expedite Service Specialist in Part Export Team	Seoul, Korea
04/1996 – 05/1996	Chung-Dong High School Interim Instructor: Social Studies	Seoul, Korea
01/1993 – 03/1995	Military Service – Korean Army	Seoul, Korea

### **Teaching Experience**

#### **(As a Course Instructor)**

#### **University of Louisiana, Lafayette, LA**

##### **(Graduate Courses – In-class)**

CMCN 583	Organizational Communication (Relating and Organizing for Organizational / Social Change)
CMCN 580	Communication Research Design & Analysis (Quantitative)
CMCN 572	Communication Theory
CMCN 509	Interpersonal Communication
CMCN 500	Graduate Research (Introduction to Graduate Studies)

##### **(Graduate / Undergraduate Courses – In-class)**

CMCN 403	Crisis and Risk Communication
CMCN 404	Health Communication
CMCN 406	Communication Consultation (Organizational Communication Major Capstone Course)
CMCN 407	Diffusion of Innovations

- CMCN 477 Special Topics in Communication: Christian Communication and Persuasion
- CMCN 400 Nonverbal Communication: Intercultural communication

(Undergraduate Courses – In-class)

- CMCN 384 Communication Theory
- CMCN 386 Communication Research Method (Quantitative Methods)
- CMCN 307 Leadership Communication
- CMCN 301 Organizational Communication
- CMCN 210 Interpersonal Communication
- CMCN 203 Honors Fundamentals (Communication)

(Online Courses)

- CMCN 501 Organizational Communication (Grad level)
- CMCN 384 Communication Theory (Undergrad level)
- CMCN 307 Leadership Communication (Undergrad level)
- CMCN 301 Organizational Communication (Undergrad level)

**Northeastern University, Department of Communication Studies, Boston, MA**

(Undergraduate Courses)

- CMNU 531 Advanced Organizational Communication
- CMNU 521 Principles of Organizational Communication
- CMNU 220 Media, Culture, and Society
- CMNU 101 Introduction to Communication Studies

**Ohio University, School of Communication Studies, Athens, OH**

(Undergraduate Courses)

- COMS 342 Communication and Persuasion
- COMS 103 Public Speaking

**New Course Development** (at the University of Louisiana)

- CMCN 407 Diffusion of Innovations
- CMCN 404 Health Communication
- CMCN 403 Crisis and Risk Communication
- CMCN 305 Family Communication
- CMCN 307 Leadership Communication
- CMCN 477 Special Topics in Communication: Christian Communication and Persuasion

### **Tutoring Experience**

#### **Ohio University, Academic Advancement Center, Athens, OH (2000-2002)**

POLS 150 Current World Problem  
POLS 230 Comparative Politics  
POLS 250 International Relations  
POLS 490Q Nationalism and Ethnic Conflict

#### **University of Wisconsin, Milwaukee, WI**

##### **Tutoring and Academic Resource Center (2003)**

POLSCI 103 Introduction to Political Science  
POLSCI 175 Introduction to International Relations

### **Publications**

#### **Scholarly Books**

**Kim, D-K.**, & Dearing, J. W. (eds.) (2016) *Health communication research measures*. London, England; New York, NY: Peter Lang Publication Group.

**Kim, D-K.**, Singhal, A., & Kreps, G. (eds.) (2014). *Health communication: Strategies for developing global health programs*. London, England; New York, NY: Peter Lang Publication Group.

**Kim, D-K.**, & Kim, M-S. (eds.) (2011). *Hallyu: Influence of Korean popular culture in Asia and beyond*. Seoul, South Korea: Seoul National University Press.

#### **Scholarly Book Chapters**

**Kim, D-K.**, & Ferguson, A. (2019). Social media by different generations: cultural and economic aspects. In J. Mazer. (Ed.). *Communication and social media: Case studies across personal and professional relationships*. New York, NY: Oxford University Press.

Madison, T. P., **Kim, D-K.**, & Davie, W. (2019). When the entertainment rituals meet the religious. In A. Grant, A. Sturgill, C. H. Chen., & Staout, D. A. *Religion online: How digital technology is changing the way we worship and pray - Religion and Technology Series*. Santa Barbara, CA: Praeger

**Kim, D-K.**, Dinu, L., & Kim, C-G. (2018). Adoptability of e-Textbooks featuring educational online games. In Information Resources Management Association, (Ed.). *Online course management: Concepts, methodologies, tools, and*

- applications*. IGI-Global. (Reprinted from the previous publication as a top paper of the field)
- Kim, D-K.**, & Madison, T. P. (2018). Public risk perception attitudes on floods by different societal sectors: An investigation based on the August 2016 flood in Louisiana. In V. Fletcher & J. Lovejoy. (Eds.). *Natural disasters and risk communication: Implications of the Cascadia subduction zone megaquake*. Lanham, MD: Lexington Press.
- Kim, D-K.**, Dinu, L., & Kim, C-G. (2017). Adoptability of e-Textbooks featuring educational online games. In L. Tomei. (Ed.). *Exploring the new era of technology - infused education*. IGI-Global.
- Kim, D-K.**, & Dearing, J.W. (2016). Opinion leader identification. In D-K. Kim, & J. W. Dearing. *Health communication research measures*. Peter Lang Publishing Group.
- Kim, D-K.**, & Dearing, J.W. (2016). Perceived attributes of innovations. In D-K. Kim, & J. W. Dearing. *Health communication research measures*. Peter Lang Publishing Group.
- Kim, D-K.**, & Dearing, J. W. (2014). Communication network analysis for the diffusion of health: Identifying key individuals. In D-K. Kim, A. Singhal, & G. L. Kreps. *Health communication: Strategies for developing global health programs*. Peter Lang Publishing Group.
- Kim, D-K.** (2014). Integrating the diffusion of innovations and social marketing for designing an HIV/AIDS-prevention strategy among a hard-to-reach population. In D-K. Kim, A. Singhal, & G. L. Kreps. *Health communication: Strategies for developing global health programs*. Peter Lang Publishing Group.
- Kim, D-K.** (2014). Designing logos for health campaigns: Convergence of semiotics and the diffusion of innovations. In D-K. Kim, A. Singhal, & G. L. Kreps. *Health communication: Strategies for developing global health programs*. Peter Lang Publishing Group.
- Douglas, J., & **D-K, Kim**. (2013). What does this mean, "Just be a friend"?: Analysis of volunteer uncertainty during the assimilation and socialization process at a youth mentoring organization. In M. Kramer, L. Gossett, & L. Lewis (Eds.), *Communication and the Volunteer Experience: Exploring the Organizational Dynamics of Volunteering in Multiple Contexts*. Peter Lang Publishing Group
- Kim, D-K.**(2011). Exploring the diffusion of mobile phone among Zimbabwean immigrants in Botswana. In D. Y. Jin (Ed.), *Global media convergence and*

*cultural transformation: Emerging social patterns and characteristics*. IGI-Global.

**Kim, D-K.** (2011). A comparative study between Hallyu and Telenovela: Strategies for media globalization. In D-K, Kim, & M-S, Kim (Eds.), *Hallyu: Influence of Korean popular culture in Asia and beyond*. Seoul National University Press.

**Kim, D-K.,** & Kim, S-J. (2011). Hallyu from its origin to present: A historical overview. In D-K, Kim, & M-S, Kim (Eds.), *Hallyu: Influence of Korean popular culture in Asia and beyond*. Seoul National University Press.

Dearing, J. W., & **Kim, D-K.** (2007). The agenda setting process and HIV/AIDS. In T. Edgar, S. M. Noar, & V. S. Freimuth (Eds.), *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century*. Mahwah, NJ: Lawrence Erlbaum.

**Kim, D-K.,** & Morris, J. (2005). Outlining your speech. In D. Novak, M. Leeman, & S. Titsworth, S. (Eds.), *Fundamentals of public communication*. Plymouth, MI: Hayden-McNeil Publishing.

### **Refereed Academic Journals**

**Kim, D-K,** Kim, Y. C., Lee, J., Lee, J-S., Peak, H-J., & So, J. (2016). Health Communication in South Korea: Past, present, and future. *Health Communication Research, 14*, 1-27.

**Kim, D-K,** & Dearing, J. W. (2015). The use of informal opinion leaders-based strategy for the diffusion of public health services among international workers in South Korea. *Health Communication Research, 12*, 115-148.  
(Received *Enzaim Health Communication Best Research of the Year Award*)

**Kim, D-K.,** Chikombero, M., & Moroka, T. (2013). Innate health threat among a visibly hidden immigrant group: A Formative field data analysis for HIV/AIDS prevention among Zimbabwean workers in Botswana. *Journal of Health Communication, 18*, 146-159.

**Kim, D-K,** Dinu, L., & Chung, W-J. (2013). Online games as a component of school textbooks: A test predicting the diffusion of interactive online games designed for the textbook reformation in South Korea. *International Journal of Information and Communication Technology Education, 9*, 52-65.

Quick, B. L., **Kim, D-K.,** & Meyer, K. R. (2009). A 15-year review of ABC, CBS, and NBC news coverage of organ donation: Implications for organ donation campaigns. *Health Communication, 24*, 137-145.



- Kim, D-K.**, Singhal, A., Dunn, J., Han, M-W., Hanaki, T., & Chitnis, K. (2009). Television serial drama, narrative engagement, and audience buying behavior: The effects of *Winter Sonata* in Japan. *International Communication Gazette*, 71, 595-611.
- Quick, B. L., & **Kim, D-K.** (2009). Examining reactance and reactance restoration with Korean adolescents: A test of psychological reactance within a collectivist culture. *Communication Research*, 36,765-782.
- Kim, D-K.**, Chitnis, K., Vasanti, P.N. & Singhal, A. (2007). Opinion leadership in Indian villages and diffusion of e-choupal. *Journal of Creative Communication*, 2, 335-350
- Quick, B. L., Meyer, K. R., **Kim, D-K.**, Taylor, D., Kline, J., Apple, T., & Newman, J. (2007). Examining the association between media coverage of organ donation and organ transplantation rates. *Clinical Transplantation*, 21. 219-223.
- Hanaki, T., Singhal, A., Han, M., **Kim, D-K.**, & Chitnis, K. (2007). Hanryu, the Korean Wave, sweeps East Asia: *Winter Sonata*, a South Korean television series, grips Japan. *The International Communication Gazette*, 69, 281-294.
- Han, M-H., Singhal, A., Hanaki, T., **Kim. D-K.**, & Chitnis, K. (2007). *Winter Sonata*, the *Hanryu* phenomenon and *Zainichi* Koreans in Japan. *Keio Communication Review*, 29, 155-174.

### **Encyclopedia Chapter**

- Kim, D-K.** (2014). Change Agent. *Encyclopedia of health communication* (Edited by Teresa L. Thompson), Sage Publications.
- Kim, D-K.** (2014). Zimbabwe – Public Health. *Encyclopedia of health communication* (Edited by Teresa L. Thompson), Sage Publications.
- Dearing, J. W., & **Kim, D-K.** (2008). Diffusion of information and innovations. *International encyclopedia of communication*. Blackwell Publishing.

### **Book Reviews**

- Kim, D-K.** (2008) Embodied hope: Nonviolent rhetoric and peacemaking actions. A review of “Peaceful Persuasion” authored by Ellen W. Gorsevski, *The Review of Communication*, 8, 78-81.
- Kim, D-K.** (2006, May). “Modern social imaginary” authored by Charles Taylor,

*Howard Journal of Communication.*

**Research Presentations at Conferences or Conventions**  
**(All refereed & competitive)**

- Kim, D-K.** (2019). A longitudinal analysis of public risk perception on floods: Three years of investigation after a disastrous flood in south Louisiana, USA. International Communication Association Annual Conference, Washington D.C. (Selected for research paper presentation)
- Kim, D-K.** (2018). *Social media and liberating social change: Theorizing the influence of social media on public engagement for social change.* Southern State Communication Association Annual Conference, Nashville, TN.
- Kim, D-K.** (2018). Use of social media strategy for preventing substance abuse among adolescents. *Communities of Interest*, Lafayette, LA.
- Kim, D-K., & Madison, T. P.** (2017). *Public risk perception attitude and information search efficacy on floods: An analysis based on the historic flood in South Louisiana, 2016.* National Communication Association Annual Conference, Dallas, TX. – (TOP Paper, Environmental Communication Division)
- Kim, D-K.** (2017). *The sole root of democracy: Communicative public activism and impeachment of President of South Korea.* National Communication Association Annual Conference, Dallas, TX.
- Kim, D-K., Lee, J-S., Hong, K. S., Kang, C. B., & Oh, A.** (2016). *The use of webtoons to prevent adolescents' suicide in South Korea: A social marketing campaign by using popular culture.* CDC National Conference on Health Communication, Marketing, and Media. Atlanta, GA.
- Kim, D-K.** (2016). *Health communication in Asia.* International Communication Association Annual Conference, Fukuoka, Japan. (Panel Chair & Organizer)
- Kim, D-K.** (2016). *Diffusion of information and innovations in the 21<sup>st</sup> Century.* International Communication Association Annual Conference, Fukuoka, Japan. (Panel Chair & Organizer)
- Kim, D-K.** (2016). *Creating a united communication network for an early childhood education system in Louisiana: A strategic diffusion study to overcome educational disparity.* Southern State Communication Association Annual Conference. Austin, TX.

- Kim, D-K.** (2015). *Internationalizing health communication*. National Communication Association Annual Conference, Las Vegas.
- Kim, D-K., & Cho, T. J.** (2013). *Cultural acceptability of Gangnam Style and global diffusion of its parodies and flash mobs: A theoretical interpretation*. National Communication Association Annual Conference, Washington D.C.
- Kim, D-K., & Schimberg, R.** (2012). *Integrating social marketing and diffusion of innovations for HIV prevention among young black gay population in New Orleans*. Centers for Disease Control and Prevention (CDC) - National Conference on Health Communication, Marketing, and Media, GA: Atlanta.
- Kim, D-K.** (2012). *He is a good guy 'cause he always smiles: An analysis of smiles in communication between Korean students and native English speakers*. National Communication Association Annual Conference, FL: Orlando.
- Kim, D-K.** (2011). *Reconsidering Aristotle's persuasion for teaching*. National Communication Association Annual Conference, LA: New Orleans.
- Kim, D-K.** (2011). *Global health agenda-setting: Factors affecting the US media agenda on the global HIV/AIDS epidemic*. International Communication Association Annual Conference, MA: Boston.
- Kim, D-K.** (2010). *Use of mobile phone services for preventing HIV/AIDS and STDs in southern Africa and beyond*. American Public Health Association (APHA) Annual Conference, CO: Denver.
- Kim, D-K.** (2010). *Relating and organizing for HIV/AIDS prevention among Zimbabwean immigrants in Botswana: Field data analysis and suggestions for communicative interventions*. National Communication Association Annual Convention, CA: San Francisco.
- Kim, D-K.** (2010). *Diffusion of mobile phone and social transformation in southern African countries: With the case of Zimbabwean migrants in Botswana*. National Communication Association Annual Convention, CA: San Francisco.
- Kim, D-K., Dinu, L., Chung, W., & Kim, C-G.** (2010). *Diffusion of online edu-games: A test of perceived attributes of an interactive online edu-game in South Korea*. National Communication Association Annual Convention, CA: San Francisco.
- Kim, D-K.** (2010). *Tension between African American and Asian American in Lafayette, LA*. National Communication Association Annual Convention, CA: San Francisco.

- Kim, D-K.** Chikombero, M., & Tiler, M. M. (2009). *Relating and organizing for HIV/AIDS prevention among Zimbabwean immigrants in Botswana: Field data analysis and suggestions for communicative intervention*. National Communication Association Annual Convention, IL: Chicago.
- Kim, D-K.**, Auter, A., & Holmes, P. (2009). *Exploring Afro-American college students' pregnancy in Louisiana*. Louisiana Communication Association Annual Conference, Natchitoches, LA.
- Kim, D-K.**, Quick, B., & Choi, N-C. (2009). *A demonstration of cumulative distribution analysis for studies of media effects: With an example of media effects on organ donation*. Louisiana Communication Association Annual Conference, Natchitoches, LA.
- Kim, D-K.**, Maibach, E. W., & Dearing, J. W. (2009). *Opinion leaders do matter!: Diffusion of innovations for climate change communication research and intervention*. International Communication Association Annual Convention, IL: Chicago.
- Kim, D-K.** (2008). *A guideline to design and conduct opinion leader-based diffusion strategy for communicative health interventions: Methods of identifying opinion leaders and communication networks*. National Communication Association Convention, CA: San Diego.
- Kim, D-K.**, & Maibach, E. W. (2008). *Accelerating the adoption of climate change prevention and adaptation measures: The use of opinion leader strategies*. Climate Prediction Application Science Workshop, National Oceanic and Atmospheric Administration, NC: University of North Carolina-Chapel Hill.
- Kim, D-K.**, & Dearing, J. W. (2007). *Communication structure in a state juvenile justice system*. National Communication Association Convention, IL.: Chicago.
- Kim, D-K.**, Chitnis, K., Vasanti, P.N. & Singhal, A. (2007). *Opinion leadership in Indian villages and diffusion of e-Choupal*. National Communication Association Convention 2007, IL.: Chicago.
- Kim, D-K.**, Singhal, A., Dunn, J., Han, M-W., Hanaki, T., & Chitnis, K. (2007). *A new media wave in Asia: Winter Sonata influence in the Japanese market*. National Communication Association Convention 2007, IL.: Chicago.
- Kim, D-K.** (2007). *HanRyu: A Media Tsunami in Asia*. Panel organizer and presenter for National Communication Association Convention, IL.: Chicago.
- Quick, B., & **Kim, D-K.** (2007). *Dogmatic language and celebrity appeals and reactance arousal: A test of psychological reactance theory with Korean adolescents*.

- National Communication Association Convention, IL.: Chicago.
- Kim, D-K.** (2007). *Semiotic analysis of communicative health signs in international AIDS campaigns: Reconsideration of public understanding of the Red Ribbon logo and AIDS prevention slogans.* 57th annual conference of the International Communication Association, San Francisco
- Kim, D-K,** & Lee, E-H. (2007). *A Communicative analysis of South and North Korean conflict: From political conflict to communication conflict.* 57th annual conference of the International Communication Association, San Francisco
- Chitnis, K., **Kim, D-K.**, Singhal, A., & Vasanti, R. (2007). *Internet, Sanchalak and e-Choupal: Connecting rural Indian farmers.* 57th annual conference of the International Communication Association, San Francisco
- Kim, D-K** (2006). *Christianity in Korean society and its influence on women's movement.* In a panel of "Religion and Politics." Ohio Communication Association, Perrysburg, OH.
- Kim, D-K.** (2006). *Transcending borders: A Korean soap-opera, Winter Sonata, impact on Japanese middle-aged women.* 56th annual conference of the International Communication Association, Germany
- Chitnis, K., **Kim, D-K.**, Singhal, A., & Vasanti, R. (2006). *The diffusion of E-Choupal in India: Information technology meets commercial and social interests.* International Association for Media and Communication, Cairo, Egypt.
- Bates, R. B., Ahmed, R., Blankson, H., **Kim, D-K.**, Mumba, M., & Young, S. (2005). *Refining the genetic discrimination instrument: The influence of national culture on attitudes linked to genetic discrimination.* The National Academies Keck Futures Initiative: The genomic revolution: Implications for treatment and control of infectious disease, Irvine, CA.

### **Conference Session Discussant / Respondent**

- Kim, D-K.** (2016). Individual loss and societal gain frame to increase support for obesity-related policies (presented by H. K. Kim, & T. L. Lee). Korean Health Communication Association. Sejong-Si, South Korea.
- Auter, P., Davie, W. R., **Kim, D-K.**, Givens-Carroll, D. (2010). *Cultural communication style and clashes: Journalism, PR, education, and media & society in the Middle East.* International Studies Association Annual Convention. New Orleans, LA.

### **Technical Reports**

- Kim, D-K.** (2018). *Louisiana Family Planning Outreach*. Worked with Care To Love Ministries (503c Non-profit organization), Baton Rouge, Louisiana.
- Kim, D-K.** (2014). *Communication network analysis for the reformation of Natchitoches Parish's early childhood education system: Connecting people together*. Reported to Picard Center, Lafayette, LA.
- Kim, D-K.** (2012). *Evaluation of the afterschool program and job training program at St. Martinville*. Reported to Hope Center (funded by British Petroleum), Lafayette, LA.
- Kim, D-K.** (2012). *Target population analysis for coordinating educational programs for elderly people in Seoul*. Reported to Continuing Education Center at Kwanglim Methodist Church, Seoul, South Korea.
- Kim, D-K.** (2011). *Workforce diversity among legal professionals in Louisiana*. Reported to Louisiana Bar Association, Lafayette, LA.
- Dinu, L., & **Kim, D-K.** (2011). *Public involvement for the recruitment of Superintendent*. Reported to the Lafayette Parish School System, Lafayette, LA
- Dearing, James. W. & **Kim, D-K.** (2006). *Formative mapping of influentials for purposive diffusion intervention: opinion leadership in the Pennsylvania juvenile justice system*. Reported to the John D. and Catherine T. MacArthur Foundation, Chicago, IL.
- Larson, S. R., & **Kim, D-K.** (2006). *Connecting callers with community services: An analysis of 211 calls and callers*. Reported to Volunteer Center of Battle Creek, MI.
- James, A., **Kim, D-K.**, & et al. (2006). *Dissemination of SEOLS*. Reported to Southeastern Ohio Legal Services. Athens, OH. (Course Practicum)
- Dearing, J. W., Titsworth, S. B., Beck, C., **Kim, D-K.**, & Ahmed, R., et al. (2005). *Comprehensive evaluation on the residential learning community (RLC) at Ohio University*. Reported to the Department of Learning Communities at Ohio University. (Course Practicum)

### **INVITED Lectures / Speeches / Workshops**

Kwanglim Methodist Church (July, 2016). *Christianity and philosophy: A comparison between faith and rationality*. Seoul, South Korea.

Life Choice Project (April, 2015). *Strategic use of social media for non-profit organizations* (Special Lecture). Baton Rouge, LA.

A Pregnancy Center and Clinic (August, 2014). *Personal life and job effectiveness*. (Staff Training). Lafayette, Louisiana.

Lafayette Parish School System (August, 2011). *How to conduct a focus group interview*. (Workshop), Lafayette, Louisiana

Soon Chun Hyang University (June, 2011). *Communicative Social Intervention: How to prevent HIV/AIDS among the poorest of the poor* (Special Lecture). South Korea.

University of Botswana. (June, 2009). *Use of diffusion strategy for preventing HIV/AIDS among immigrants in Botswana*. (Special Lecture). Botswana.

The Botswana Council of Non-Governmental Organization (BOCONGO). (June, 2009). *Communicative strategies for empowering women* (in regard of the adoption of Gender Protocol in Botswana) (Round table discussion). Botswana.

Korean Church of Botswana. (June 2009). *The role of Christianity in decision making moments*. (Youth education seminar). Botswana.

Sang Ji University, Won-Ju, South Korea. (December, 2008). *Diffusion of innovations and international HIV/AIDS campaigns*. (Special Lecture). South Korea.

Korean Health Communication Seminar. (June, 2008). *A synthesis of social network data collection methods to identify opinion leaders: Designing and conducting purposive diffusion strategies for social interventions*. SungKyunKwan University in Seoul, South Korea. (Academic Forum).

George Mason University, Center of Excellence in Climate Change Communication Research, (August, 2007). *Harnessing the influence of opinion leaders to accelerate the diffusion of climate change innovations*, (The Center's inaugural lecture.)

Centre for Media Studies (CMS) (2007). *Opinion Leadership in Indian Villages and Diffusion of E-Choupal*. CMS Symbols - Symposia on Communication for Social Development, Hyderabad, India

Ohio University, Athens, OH. (May, 2006). *Social network analysis and its data collection methods*.

**Externally Funded Research Involvement / Consultation**

(Funded)

*Community Education Program Development.* Grant writer / Program evaluator. Hope Center at St. Martinville, Louisiana. (2012~2013). Funded by British Petroleum (BP).

*HIV/AIDS prevention among MSM in South Korea.* Program Advisor. requested by Enzaim, Korea, 2011~2012 (<http://www.enzaim.co.kr/eng/index.html>)

*Investigation of public opinion on Lafayette Parish School System.* Requested by Lafayette Parish School System, Louisiana, Summer ~ Fall 2011.

*Workforce diversity promotion in the legal profession.* Louisiana Bar Association, Fall 2010.

*Diffusion of HIV/AIDS prevention information among immigrant workers in Botswana.* Funded by the School of Media Arts and Studies, Ohio University. (Principal Investigator: Dr. Do Kyun Kim), Summer 2009.

*Opinion leadership in the Pennsylvania juvenile justice system.* Funded by the John D. and Catherine T. MacArthur Foundation. (Principal Investigator: Dr. James W. Dearing, Program Manager: Do Kyun Kim), Jan. 2006 ~ Dec. 2006.

*Connecting callers with community services: An analysis of 211 calls and callers.* Funded by Volunteer Center of Battle Creek, MI. (Principal Investigator: Sam R. Larson, Program Manager: Do Kyun Kim). Jan. 2006 ~ May. 2006.

(Declined)

Care To Love Ministries (2018). *Title X: Sources for women in Louisiana.* Care To Love Ministries, Baton Rouge, Louisiana. (4.3Million dollars budget) Submitted to the U.S. Department of Health and Human Services. (Participated in an external consultant (external program evaluator))

Kim, D-K.(PI) et al., (2017-2021). Empowering and connecting immigrant communities in Lafayette, Louisiana, through smart technologies: A multicultural approach. *Smart and Connected Communities.* Grantor: National Science Foundation. (Preliminary proposal submitted)

Hubchen, J. (PI), Jeong, C. Y., Kim, D-K. (Co-PI), & Abdullah, H. (2017-2020). Developing optimized Rooftop Rainwater Harvest (RRWH) and Sequential Hydroponic and Aquaculture (SHA) system with soil-water conservation as an innovative approach to securing water for food in low-income agricultural



- communities in Bangladesh. *Securing Water for Good: A Grand Challenge for Development (Round IV)*. Grantor: USAID (Concept note submitted)
- Kim, D-K. (PI). *Baby Mama Blues: Exploring young adults' unplanned pregnancy in Southern Louisiana*. (Submitted to the Board of Regent Support Fund, Louisiana)
- Kim, D-K. (PI), Hayes, D., Mopper, S., Cruz-Neira, C. *Developing networks of opinion-leading high school teachers to accelerate the adoption of high quality global climate change education curriculum in Louisiana*. (Submitted to NASA, but declined: In search of another funding opportunity)
- Kim, D-K. (PI) & Louisiana State Department of Health and Hospital. *You Da Man!: Integrating Social Marketing and Communication Network Analysis to Increase HIV Testing among High-Risk MSM*. (Submitted to Gilead Foundation, but declined; In search of another funding opportunity)
- Kim, D-K. (PI). *Attitude and Behavior Change by Experience of Generosity: Green Jordan Generosity Project in Ismakie, Jordan*. (Submitted to Science of Generosity, but declined.)

### **Internal / Individual Grants Awarded**

- Kim, D-K. (2009)**. \$4800. Summer Research Award. University of Louisiana.
- Kim, D-K. (2006)**. \$800. Graduate student summer research grant awarded to graduate students who demonstrate competitive proposals for on-going research topics. School of Communication Studies, Ohio University.
- Kim, D-K. (2005)**. \$1,000. Graduate student research grant awarded to graduate students who demonstrate competitive proposals for on-going research topics. School of Communication Studies, Ohio University.

### **Awards and Honors**

- Top Research Paper.** (2017). Environmental Communication Division, National Communication Association (NCA).
- Top Research Excellence Award 2014-2016.** (2016). University of Louisiana – Award given to the top researcher in the College of Liberal Arts at the University of Louisiana.

**Enzaim Health Communication Research Award.** (2015). Korean Health Communication Association & Enzaim Health. – Award given to the top research paper of the year, published in *Health Communication Research*.

**Richard D'Aquin / BORSF Endowed Professorship.** (2011). University of Louisiana at Lafayette.

**Faculty Exceptional Service-Learning Award** (2013). University of Louisiana at Lafayette.

**University Advisor of the Year.** (2013). University of Louisiana at Lafayette. Award given to the best advisors at the university level.

**Outstanding Faculty Award.** (2012). Sigma Gamma Mu. Department of Communication. University of Louisiana at Lafayette

**University Advisor of the Year.** (2011). University of Louisiana at Lafayette. Award given to the best advisors at the university level.

**Everett M. Roger Award.** (2005). Ohio University. The first recipient and named Everett Roger Scholar 2005-2006. Award given to an outstanding junior scholar who has conducted research in the fields of *Diffusion of Innovation* and/or *Entertainment-Education*.

### **Under reviews**

(Book Proposal)

**Kim, D-K.** *Diffusion of social media and liberating social structure: Communication activism and social change.* Oxford University Press.

(Journals)

**Kim, D-K., & Madison, P.** (Submitted in May, 2018). Connecting public risk perception attitude and information search efficacy on floods: A formative study for crisis and risk communication campaigns. *Journal of Risk Research*. – Revised and Resubmitted in November, 2018

**Kim, D-K., & Domingue, S.** (Submitted in January, 2019). Developing communication strategies to improve the early childhood education system in Louisiana: A strategic diffusion study with communication network analysis. *Journal of Early Childhood Education Research*.

**Kim, D-K.** (Submitted in January, 2019). He is a good guy 'cause he always smiles: An analysis of smiles in communication between Korean students and native English speakers. *Symbolic Interaction*.

(Book chapter)

(Conference)

**Kim, D-K.** (2019). The Role of Informal Opinion Leaders for Promoting Refugee Health, *2019 North American Refugee Health Conference*. Toronto, Canada.

**Kim, D-K.** (2019). Corporate-consumer communication with Artificial Intelligence (AI): Theory, practice, and ethics of AI communication for corporate communication with consumers. *2019 National Communication Association Conference*, Washington D. C.

**Kim, D-K.** (2019). Trust: How does communication with AI (Artificial Intelligence) build trust?. *2019 National Communication Association Conference*, Washington D. C.

**Kim, D-K.** (2019). How does the introduction of artificial intelligence (AI) humanoids to human life change the theoretical scope of communication disciplines?: Interpersonal, health, political, and instructional communications. *2019 National Communication Association Conference*, Washington D. C.

### **Works in Progress**

#### **External Grant Proposal**

**Kim, D-K.** *Sexual Abstinence Program for Youth in Acadiana*. With A Pregnancy Center and Clinic.

**Kim, D-K. (PI)**, Stafford, B., & Jeong, C. Y. *Developing an evidence-based climate change education curriculum for secondary school education in Louisiana*

#### **Research articles (with targeted outlets)**

**Kim, D-K.** Communicative approach to immigrant health in the age of globalization. *2019 National Communication Association Conference*, Washington D. C.

**Kim, D-K.** Identifying opinion leaders in the climate change communication: A factor analysis with scales of opinion leadership and personality traits. *Journal of Applied Communication Research*.

**Kim, D-K.** Investigation of advise-seeking networks on climate change among meteorologists: A formative study for designing a strategic intervention. *Nature: Climate Change*

- Kim, D-K.** Mobile phone as a means of health promotion: Ethnographic field data analysis for health intervention among Zimbabwean immigrants in Botswana. *Journal of Immigrant and Minority Health*.
- Kim, D-K.** & Davie, W. Global health agenda-setting: variables affecting the U.S. media agenda on the sub-Saharan HIV/AIDS epidemic. *Mass Communication and Society*.
- Kim, D-K.** Diffusion of innovations in the 21<sup>st</sup> century: New trends and challenges. *Communication Theory*
- Kim, D-K.** & Kreps, G. Health Communication in Asia: Past, present, & future. *Asian Journal of Communication*
- Kim, D-K.** & Mahoney, J. Lessons from Ice Bucket Challenge: From the perspectives of diffusion and psychological reactance. *Journal of Communication*
- Kim, D-K.** Identifying opinion leaders on environmental issues: Attributes on personality and communication network. *Human Communication Research*.
- Kim, D-K.** Advice-seeking network analysis for the diffusion of innovative juvenile justice programs: A statewide formative assessment. *Communication Law*.
- Kim, D-K.** Snowball method for social network data construction: Communicative data collection. *Journal of Health Communication*
- Kim, D-K.** Scale Development for technology diffusion research. *Journal of Applied Communication Research*.

### **Printed Acknowledgments for Academic Works**

Singhal, A. (2005). *Organizing for social change: A dialectic journey of theory and praxis*, CA: Sage Publication

### **Media Appearance**

Covenant Spotlight (July, 2012) - "Worship through strings: Make every single sound the best for His people"

The Daily Advertiser (June 27, 2012) - "New sex offender law may not be effective"

The Korea Times (July 29, 2011) - "Book probes transnational identity of

Hallyu"

Interview with *UL Alumni newspaper* (2011)

Harvard Business Review (Oct. 2010) - "What we're following in consumer behavior"

Interview with *Vermillion newspaper* (2010 (a))

Interview with *Vermillion newspaper* (2010 (b))

### **Faculty Development Trainings & Information Sessions (Listed from 2017)**

#### **Online Teaching**

- Certificate: How Can I Get Useful Feedback to Improve My Online Teaching? – 2018
- New Moodle (Online-teaching) Training (Regularly) – 2018
- Renewed Certificate: Quality Matters (online teaching requirement) – 2018
- ProctorU Information Session (distance learning office) – 2018

#### **Research Development Training**

- Certificate : Big Data Analysis (by Big Data University): Course title – Big Data 101 (2017)

#### **Student Advising**

- Banner 9/XE Advisor Training (2017)
- Using Soft Skills to Engage & Connect With Students (2017)

#### **Administrative works**

- Banner 9/XE Advisor Training (2017)

### **Services**

#### **Scholarly / Professional Service**

President of Louisiana Communication Association (2018 ~ present): [lcahome.org](http://lcahome.org)

Founder & Director of AI Communication Research Consortium  
<https://aicommresearch.wordpress.com/>

Academic Journal Editorial Board  
Korean Journal of Public Relations (2017~)  
Health Communication Research (2015~2017)

Academic Journal Article Reviewer.

*Journal of Communication*  
*Journal of Applied Communication Research*  
*Health Communication*  
*Journal of Health Communication*  
*Health Communication Research*  
*Communication and Critical/Cultural Studies*  
*Asian Journal of Communication*  
*Howard Journal of Communication*  
*Journal of Global Mass Communication*  
*Western Journal of Communication*  
*International Journal of Media and Cultural Politics*  
*International Journal of Advanced Media and Communication*  
*Prevention Science*  
*Social Science and Medicine*  
*Pacific Affairs*

Conference Paper Reviewer.

*National conference of health communication, marketing, and media*  
*- Center for Disease Control and Prevention (CDC)*  
*American Public Health Association Health Communication Division*  
*Korea Health Communication Association*  
*NCA Environmental Communication Division*  
*NCA Social Activism Division*  
*NCA Mass Communication Division*  
*NCA Korean American Communication Association*  
*AEJMC Korean American Communication Association*

Founder & Organizer: *Southern Communication Research Consortium.*

Board of Directors: Korean Health Communication Association (2015~2017)

**University (Department) Service**

(At the University of Louisiana)

Curriculum Coordinator (2010~present) – Department Service

Coordinated and evaluated Organizational Communication major.

Developed new courses

Recruited new freshman and college transfer students.

Tenure Committee Chair, 2017 and Member (2017~present) – Department

Review tenure / promotion documents and provide recommendations.

Curriculum Committee Member (2012~present) - Department  
On-going curriculum development and course updates.  
Standardization of classes

Library Committee, Chair 2010 and Member. (2009~present) – Department  
Synthesized inputs from the faculty on books for the University’s library  
acquisition.

Online Course Reviewer (2012 ~ as requested) – Office of Distance Learning.  
Evaluate online courses for their eligibility to obtain online course certificates

UL-Lafayette / Arab-U.S Association for Communication Educators (2018) – Session  
Moderator

ACEJMC Accreditation Committee Chair (2017) – Scholarship Committee  
Preparing accreditation for ACEJMC’s standard 5: Scholarship – Research,  
creative and professional activity.

Student Organization Advisors – University / Department Service  
Cru (Campus Crusade for Christ) (August 2018~present)  
Korean Scholar-Student Organization (August 2012~present)  
Organizational Communication Association (August 2011~present)

Summer Advising (2013~present) – College Level Service

McNair Program Advisor (2015)  
Mentored students who received McNair scholarship and chaired their theses.

Faculty Search Committee Chair (2014) – Assistant professor level – Hired Dr. Caryn  
Winters.

Faculty Search Committee Chair (2012) - A full time instructor position in organizational  
communication sequence from Fall 2012 - Hired Lindsay Hobbes.

Faculty Senate (2010~2012)

Faculty Search Committee Chair (2012) - A full time instructor position in organizational  
communication sequence from Fall 2012 - Hired Lindsay Hobbes.

Inviting a visiting scholar from South Korea (Jan. 2012~Feb.2013)  
Professor Cho Taejoon

Scholarship Committee (2008~2009) – Department

Publicized the availability of the department's scholarships and consider applicants for the various Foundation-funded scholarships and choose winners. Dept. of Communication, University of Louisiana.

Diversity Committee (2008~2009) – Department  
Examined and Reported on the department's progress in achieving compliance with the 2005 ACEJMC site committee's recommendations on the Diversity accreditation standard. Dept. of Communication, University of Louisiana.

AEJMC Accreditation Preparatory Committee (Spring 2011) – Department  
Committee to write the report for Standard 7 of the ACEJMC accreditation self-study (in collaboration with Dr. Phil Auter), University of Louisiana at Lafayette.

Freshman Orientation Advisor (2011) – University Service

(At Ohio University)

Technology Committee. (2006) – Department  
Maintained and developed the school's technology equipments. School of Communication Studies, Ohio University

Web-Page Construction. (2005) – Department  
Created an introduction to the graduate program for prospective graduate students from Korea. School of Communication Studies, Ohio University

### **Community Service**

- \* Instructor, Acadiana Community Education Center (Aug. 2015 ~ Present)  
- Offering Music classes (1. Violin & 2. Harmonica) / Computer class for elderly people / English as a Second Language
- \* Instructor, Lafayette Korean Language School. (Jan. 2009 ~ Present)  
- Teaching Korean languages for children in the Lafayette parish
- \* Violin Player, Our Saviors Church (Feb. 2010 ~ Present)
- \* Flood Recovery Volunteer (Aug. 2016) – De/Construction of residential properties in Lafayette, LA.
- \* Public Event Organizer, "Support Mothers" sponsored by A Pregnancy Center and Clinic (April, 2014),
- \* Public Forum Moderator, Public forum for superintendent candidates, Lafayette Parish School System (Dec. 13, 2011)



(<http://www.theadvertiser.com/article/20111129/NEWS01/111129016/LPSS-announces-public-forum-introduce-superintendent-finalists>)

- \* Advisor, Louisiana State Department of Health & Hospital, Lafayette Branch (Aug. 2011~2012)
- \* Grant Reviewer / Evaluator, Hope Center of St. Martinville, Louisiana (May 2010~Dec. 2011)
- \* Instructor, Adult computer class at ACE center. (Jan. 2009 ~ May 2010)

### **MA Thesis Chair**

Janette Douglas – Thesis completed  
Ousmane Ouedraogo – Thesis completed  
Sejin Kim – Thesis completed  
Andre Favors – Thesis completed  
Bandita Parajuli – Thesis completed  
Maria Lambert – Thesis completed  
Jessica Mohoney – Thesis completed  
Cassidy Sonnier – Thesis in progress  
Nichesha Turner – Thesis in progress  
Caitlyn Blank – Thesis in progress  
Kelsey Chauvin – Thesis in progress

### **Professional Project (MA) Chair**

Sarah D'avy – Professional Project completed  
Madeleine A. Denison – Professional Project completed  
Sebreana, Domingue – Professional Project completed  
Demise T. Daigle – Professional Project completed  
Kyle Staggs – Professional Project completed  
Justin Domingue – Professional Project completed  
Jolie Williams – Professional Project completed  
Laneceya Russ – Professional project completed

### **MA Thesis Committee Member: Department of Communication**

Dustin Reed – Thesis completed  
Lindsey Colin – Thesis completed  
Judson Eldredge – Thesis completed  
Kayla Trauth – Thesis completed

Katherine Rozas – Thesis completed  
Ryan Gautreaux – Thesis completed  
Stephanie Majesty – Thesis completed  
Samantha Stephenson – Thesis completed  
Linda Allen – Thesis completed  
Lois Young – Thesis completed  
Tim Gaspard – Thesis in progress  
Fumy Rita – Thesis in progress

### **Undergraduate Honors Projects**

Jade Delaney (Spring, 2018) – Diffusion of Innovations  
Frank Venable (Fall, 2018) – Uses and Gratification

### **Professional Affiliations**

National Communication Association (NCA)  
International Communication Association (ICA)  
American Public Health Association (APHA)  
Louisiana Communication Association (LCA)

### **Certificates**

Online Course Designer (The highest level of online course design certificate at the University of Louisiana at Lafayette)

Online Education (certified by Sloan-C Consortium):

- 1) Quality Matters
- 2) Using Mobil Apps for Education,
- 3) YouTube Learning

Health: Cardiopulmonary resuscitation (CPR), AED, and First Aid.

### **References**

**James W. Dearing.** Department Chair / Professor, Department of Communication, Michigan State University. 517-353-3259. dearjim@msu.edu

**Arvind Singhal.** Samuel Shirley and Edna Holt Marston Professor of Communication and Director of the Social Justice Initiative; William J. Clinton Distinguished

Fellow at the Clinton School of Public Service, Little Rock, Arkansas.  
Department of Communication, University of Texas, El Paso. 915-747-6286.  
asinghal@utep.edu

**Gary L. Kreps.** Director of Center for Health and Risk Communication & University  
Distinguished Professor. Department of Communication. George Mason  
University. 703-993-3793. gkreps@gmu.edu

**Brian L. Quick.** Associate Professor at the University of Illinois – Urbana Champaign.  
217-333-3617. bquick@illinois.edu

**Kerk Kee.** Associate Professor at Chapman University, kee@chapman.edu

**Min Sun Kim.** Professor, Department of Speech. University of Hawaii-Manoa. 808-956-  
8317. kmin@hawaii.edu