

SUNGBIN YOUK
VITA

Last updated: July 25, 2022

CONTACT INFORMATION

sungbinyouk@ucsb.edu youksb@gmail.com <https://orcid.org/0000-0001-8859-2757>

[Google Scholar](#)

[Twitter](#)

[Linkedin](#)

EDUCATION

- Ph.D. **Current, University of California, Santa Barbara**
Communication
Advisor: René Weber
- M.A. **2020, Korea University, Korea**
Media & Communication
Advisor: Hee Sun Park
- B.A. **2018, Korea University, Korea**
1st Major: International Studies
2nd Major: Media & Communication

PUBLICATIONS

Refereed Journal Publications

- 4) Chen, Y., Hopp, F. R., Malik, M., Wang, P. T., Woodman, K., Youk, S., Weber, R. (2022). Reproducing FSL's fMRI data analysis via Nipype: Relevance, challenges, and solutions. *Frontiers in Neuroimaging*. Advanced online publication. <https://doi.org/10.3389/fnimg.2022.953215>
- 3) Im, W. J., Youk, S., & Park, H. S. (2021). Apologies combined with other crisis response strategies: Do the fulfillment of individuals' needs to be heard and the timing of response message affect apology appropriateness? *Public Relations Review*, 47(1), Article 102002. <https://doi.org/10.1016/j.pubrev.2020.102002>
- 2) Lim, J. I., Youk, S., & Park, H. S. (2019). How to communicate in the peer review process: A gentle guideline for novice researchers. *Asian Communication Research*, 16(3), 179-202. <https://doi.org/10.20879/acr.2019.16.3.179>

- 1) Youk, S., & Park, H. S. (2019). Where and what do they publish? Editors' and editorial board members' affiliated institutions and the citation counts of their endogenous publications in the field of communication. *Scientometrics*, 120(3), 1237-1260.
<https://doi.org/10.1007/s11192-019-03169-x>

Papers Presented at Professional Conferences

- 34) Molina-Rogers, N., McLeod, C. N., Wang, L. H., Zhang, C., Youk, S., Wang, P. T., & Liu, X. (2022). *The bearer of bad news: News negativity and stressors on graduate students* [Paper presentation]. The 108th Annual Convention of the National Communication Association. New Orleans, LA, United States.
- 33) Youk, S., Han, J., & Park, H. S. (2022). *How far should the franchise apologize? Integration of product and value related crisis types to situational crisis communication theory* [Paper presentation]. The 108th Annual Convention of the National Communication Association. New Orleans, LA, United States.
- 32) Malik, M., Youk, S., & Weber, R. (2022). *The politicization of family: A content analysis of Twitter rhetoric by U.S. Members of Congress* [Paper presentation]. The 108th Annual Convention of the National Communication Association. New Orleans, LA, United States.
- 31) Youk, S., Malik, M., Woodman, K., Wang, P. T., & Weber, R. (2022). *Win an argument by knowing the target and domain: Predicting argument persuasiveness using computationally constructed moral profiles* [Paper presentation]. The 108th Annual Convention of the National Communication Association. New Orleans, LA, United States.
- 30) Youk, S., Malik, M., Yu, H., & Weber, R. (2022). *Who is the villain? Examining the moral narratives as an online impression management strategy* [Paper presentation]. The 108th Annual Convention of the National Communication Association. New Orleans, LA, United States.
- 29) Youk, S., Malik, M., Chen, Y., & Weber, R. (2022, May). *Audio and visual confounds in analyzing brain responses to naturalistic stimuli*. The 14th Annual Meeting of Social & Affective Neuroscience Society. Virtual Conference.
- 28) Youk, S., Jeong, D., & Baek, H. (2022, May). *What is esports? Drawing quantitative cartography of esports*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 27) Youk, S., Woodman, K., Wang, P.T., & Weber, R. (2022, May). *Beauty (of an argument) lies in the eye of the beholder: Predicting rhetorical quality of an argument using a user-based approach*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 26) Youk, S., Hopp., F. R., Chen, Y., & Weber, R. (2022, May). *What's in a strong argument: A*

- computational analysis of argument features and context in online debates*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 25) Wang, P.T., Youk, S., Woodman, K., Huskey, R. & Weber, R. (2022, May) *How 'flow' can you go: Replicating and extending the nonlinear attentional saturation hypothesis (NASH) of dynamic attention networks during immersive media use*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 24) Malik, M., Youk, S., Chen, Y., Woodman, K., Hopp, F.R., & Weber, R. (2022, May). *Evaluating the structural representation & emotional portrayal of Muslim characters in international feature films*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 23) Chen, Y., Malik, M., Youk, S., Hopp, F.R., & Weber, R. (2022, May). *The role of contextualized emotions in collective movie engagement*. [Paper presentation]. The 72nd Annual Convention of the International Communication Association. Paris, France.
- 22) Youk, S., Wang, H., Malik, M., & Weber, R. (2022, April). *Moral themes in lyrics of popular rap songs in comparison to other music genres: An application of the Model of Intuitive Morality and Exemplars*. The Annual Meeting of Media & Morality. Davis, CA, United States.
- 21) Malik, M., Youk, S., Hopp, F., & Weber, R. (2022, April). *The pursuit of global perspectives in moral science*. The Annual Meeting of Media & Morality. Davis, CA, United States.
- 20) Malik, M., Youk, S., & Weber, R. (2021, November 18-21). *On-air newsroom diversity in Popular YouTube news channels*. [Paper presentation]. The 107th Annual Convention of the National Communication Association. Seattle, WA, United States.
- 19) Hopp, F.R., Youk, S., Chen, Y., & Weber, R. (2021, November 18-21). *What factors contribute to a good argument? A computational analysis of argument quality in online debates* [Paper presentation]. The 107th Annual Convention of the National Communication Association. Seattle, WA, United States.
- 18) Jeong, D., & Youk, S. (2021, November 18-21). *Who is Researching what in eSports Literature? A cartography of authors and keywords for eSports studies using network analysis* [Paper presentation]. The 107th Annual Convention of the National Communication Association. Seattle, WA, United States.
- 17) Hopp, F.R., Youk, S., Chen, Y., & Weber, R. (2021, May 27-31). *Sweet Arguments (Are Made of These): A computational content analysis of arguments* [Paper presentation]. The 71st Annual Convention of the International Communication Association. Virtual.
- 16) Youk, S., Park, H. S. (2021, May 27-31). *Who is responsible behind the wheel? Integrating*

- the theory of communicative responsibility and TAM in the light of the CASA paradigm* [Paper presentation]. The 71st Annual Convention of the International Communication Association. Virtual.
- 15) Chen, Y., Youk, S., Pinti, P., Wang P., & Weber, R (2021, April 28 - May 2). *Rationalizing vs. mentalizing: The role of probabilistic reasoning in competitive decision making* [Poster presentation]. The 13th Annual Meeting of Social and Affective Neuroscience Society. Virtual.
- 14) Jeong, D., & Youk, S. (2020, November 19-22). *Where did it come from and where is it headed? The cartography of eSports related publications* [Paper presentation]. The 106th Annual Convention of the National Communication Association, Indianapolis, IN, United States.
- 13) Lim, J. I., Youk, S., & Park, H. S. (2020, May 20-27). *Who are you taking the HPV vaccine injection for? Testing the effect of target frame among Korean males* [Paper presentation]. The 70th Annual Convention of the International Communication Association, Gold Coast, Australia.
- 12) Nah, E. J., Youk, S., & Park, H. S. (2020, May 20-27). *The four types of norms and construal level theory: Examining the behavioral intentions for volunteering and digital piracy* [Paper presentation]. The 70th Annual Convention of the International Communication Association, Gold Coast, Australia.
- 11) Oh, Y. J., Youk, S., Ryu, J. Y., Lim, J. I., & Park, H. S. (2020, May 20-27). *The AI doctor will see you now: The effect of human vs. AI doctor on patient adherence* [Paper presentation]. The 70th Annual Convention of the International Communication Association, Gold Coast, Australia.
- 10) Park, S., Youk, S., Choi, S. M., (2020, May 20-27). *Personified AI speaker and its personalized curation service: The application of privacy calculus model* [Paper presentation]. The 70th Annual Convention of the International Communication Association, Gold Coast, Australia.
- 9) Youk, S., Jeong, D., & Park, H. S. (2020, May 20-27, Top Paper). *Examining the moderated mediation effects of apologetic crisis response strategies on the organization's overall reputation by applying theory of communicative responsibility* [Paper presentation]. The 70th Annual Convention of the International Communication Association, Gold Coast, Australia.
- 8) Youk, S. (2019, November 13-17). *Where and what do they publish? The citation counts of editors' and editorial board members' endogenous publications in the field of communication* [Poster presentation]. The 106th Annual Convention of the National Communication Association, Baltimore, MD, USA.
- 7) Lim, J. I., Youk, S., Han, J., & Park, H. S. (2019, November 13-17). *Can we be on the same*

- team?: Examining the effect of North Korean defectors' self-disclosure and accent on South Koreans' intention to cooperate* [Paper presentation]. The 106th Annual Convention of the National Communication Association, Baltimore, MD, USA.
- 6) Lim, J. I., & Youk, S. (2019, November 13-17). *How to become an exemplary scholar: A gentle guideline for student researchers* [Paper presentation]. The 106th Annual Convention of the National Communication Association, Baltimore, MD, USA.
- 5) Park, S., Youk, S., & Choi, S. M. (2019, October 16-18). *Go ahead and take my information: The perceived risks and benefits of using the curation service of AI speakers* [Paper presentation]. 2019 ICA Regional Conference-ASPIKOM, Bali, Indonesia.
- 4) Youk, S., Oh, Y. J., & Park, H. S. (2019, October 16-18). *Communicative responsibility and patient satisfaction: Comparing human and AI doctors in the context of telemedicine* [Paper presentation]. 2019 ICA Regional Conference-ASPIKOM, Bali, Indonesia.
- 3) Youk, S., Park, H. S., Ryu, J. Y., Lim, J. I., & Han, J.-H. (2019, May 24-28). *Geographical Location of Institutional Affiliation and Publication Types of Editors and Editorial Board Members in the Field of Communication* [Paper presentation]. The 69th Annual Convention of the International Communication Association, Washington, DC, USA.
- 2) Im, W. J., Park, H. S., Youk, S., Ryu, J. Y., & Oh, Y. J. (2018, November 7-11). *Will you accept our apology? Evaluation of timing of announcement, type of apology, and fulfillment of individual's needs to be heard as a crisis management strategy* [Paper presentation]. The 104th Annual Convention of the National Communication Association, Salt Lake City, UT, USA.
- 1) Oh, Y. J., Ryu, J. Y., Park, H. S., & Youk, S. (2018, November 7-11). *What's going on in the Korean Peninsula?: A study on perception and influence of South and North Korea-related fake news* [Paper presentation]. The 104th Annual Convention of the National Communication Association, Salt Lake City, UT, USA.

Online/ Electronic/ Digital Tutorials

- 3) Wang, S., Youk, S., & Weber, R. (2021). *Arguments, votes, user information scraper from debate.org*. https://bit.ly/mnl_debateorg
- 2) King, B., Lie, D., Xue, L. Y., & Youk, S. (2021). *Is Monday effect an urban myth?* <https://github.com/Sungbinyouk/UCSB-PSTAT234-2021S-Final-Project-Stock>
- 1) Malik, M., Wang, P. T., Youk, S., & Weber, R. (2021). *Examples in appendix D of Weber & Fuller (2013) as a collaborative python notebook*. <https://tinyurl.com/statsnotebook>.

WEB DEVELOPMENT

2) iCoRe

Link: <https://icore.mnl.ucsb.edu/>

Duties: front-end developer, back-end developer, data manager, service manager

1) Online Continuous Response Measure

Link: <https://crm.medianeuroscience.org/>

Duties: front-end developer, back-end developer, data manager, data engineer, data analyst

TEACHING

(Q = quarter, S = semester)

Instructor of Record/ Teaching Associate

2022 Summer Q (Session A)	Teaching Associate for The (Neuro)Science of Persuasion (INT 93LS Track 7 - Research in STEM), Summer Research Academies, University of California, Santa Barbara
2022 Summer Q (Seession B)	Teaching Associate for Introduction to Communication (COMM1), Department of Communication, University of California, Santa Barbara
2021 Summer Q (Session B)	Teaching Associate for Introduction to Communication (COMM1), Department of Communication, University of California, Santa Barbara

Teaching Assistantship

2022 Spring Q	Communication Theory (COMM89), Department of Communication, University of California, Santa Barbara
2022 Winter Q	Communication Theory (COMM89), Department of Communication, University of California, Santa Barbara
2021 Fall Q	Introduction to Communication (COMM1), Department of Communication, University of California, Santa Barbara
2021 Spring Q	Introduction to Communication (COMM1), Department of Communication, University of California, Santa Barbara
2021 Winter Q	Introduction to Communication (COMM1), Department of Communication, University of California, Santa Barbara
2020 Fall S	New Media, Department of Media & Films, Korea National Open

University

- 2019 Fall S Interpersonal Communication (JMCO264), Department of Media & Communication, Korea University
- 2019 Spring S Interpersonal Communication (JMCO264) & Introduction to Media Data Science (JMCO248), Department of Media & Communication, Korea University
- 2018 Fall S Interpersonal Communication (JMCO264), Department of Media & Communication, Korea University
- 2018 Spring S Data Analysis I (JMC579), Department of Media & Communication, Korea University

MENTORING

- 2022 - present Independent Research for High School Students:
1. Adam Chen (Coronado High School)
 2. Aidan Cohen (Laguna Blanca High School)
 3. Alan Shi (Westlake High School)
 4. Anna Butler (San Marcos High School)
 5. Clarissa Shieh (Woodside Priory School)
 6. Ellen Ronald (Marin Academy)
 7. Ja'Lyn Wright (Sacramento High School)
 8. Jay Parikh (Northwood High School)
 9. Kevin Tran (Savanna High School)
 10. Mihir S. Arya (California High School)
 11. Rohan Sontakke (Dublin High School)
 12. SaiMaya Selvaraj (Western Sierra Collegiate Academy)
 13. Semira Arora (Saith Francis High School)
 14. Truanne Chen (Orange County School of the Arts)
 15. Vivien Chen (Henry M. Gunn High School)
 16. Zeyneb Kaya (Saratoga High School)
- 2021 - 2022 Independent Research: Haochuan Wang (haochuanwang@ucsb.edu)
Examining the characteristics of song lyrics across different genre (e.g., rap, pop, and metal) using computational methods
Outcome: Conference submissions to [Media & Morality](#)
- 2021 Summer Independent Research: Shilong Wang (shilongwang@ucsb.edu)
Developing a Python script for web-scraping (www.debate.org)
Outcome: [Online Tutorial](#)

AWARDS

- 2022 Edwin Schoell Award for Excellence in Teaching, Department of Communication, University of California, Santa Barbara
- 2021 [**Top Student Paper Award**](#), National Communication Association, Game Studies Division
- 2020 [**Top Paper Award**](#), International Communication Association, Korean American Communication Association Division

CERTIFICATES

- 2021 [Summer Teaching Institute for Associates](#)
[\[for more information\]](#)
- 2022 [CITRAL Community of Practice: Course Design for Equity](#)
[\[for more information\]](#)

SERVICE

- 2022 Data science consultation for Center For Information Technology and Society [[for reference](#)]