

2025 KACA Conference

MAY 8-10

*Communication research from
the perspectives of KACA scholars*



Duquès Hall Crain Center, George Washington University

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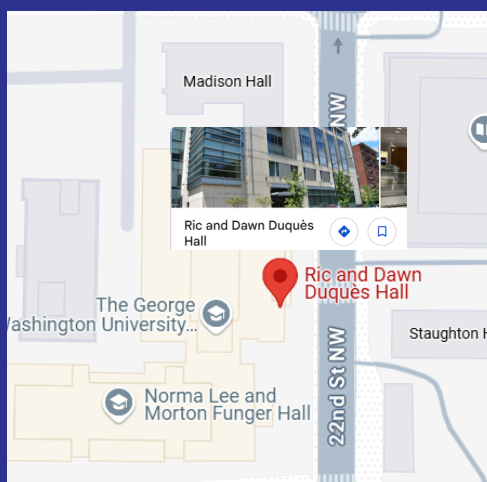
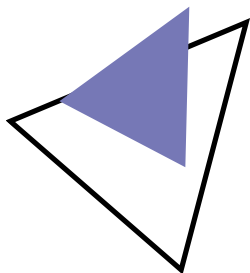
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Department of
Organizational
Sciences and
Communication

EVENT LOCATION

Crain Center Room 150 Duquès Hall
George Washington University
2201 G St NW, Washington, DC 20052

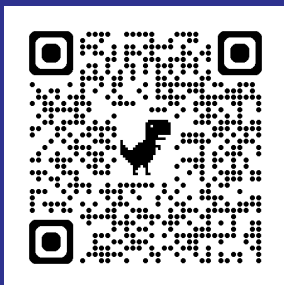




2025 KACA Conference Registration

Regular Registration \$200

Student Registration \$100



Grab and Go Dinner (5/8)

Add family members to
your registration for \$25

Family Dinner (5/9)

Add family members to your registration
Friday night family dinner:

\$50 (aged 18+)

\$25 (aged 13-17)

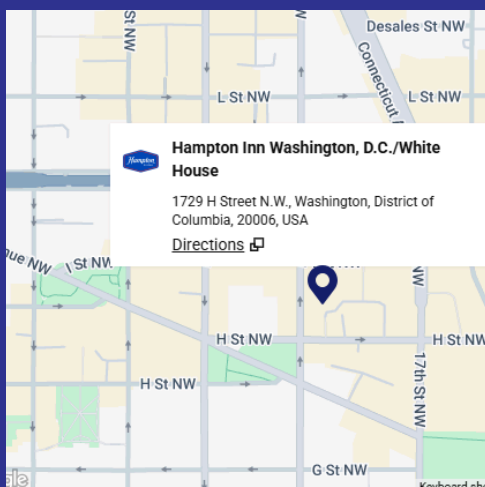
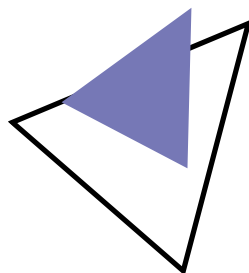
Free (aged 12 and under)





HOTEL INFORMATION

Hampton Inn
Washington DC/White House
1729 H St NW
Washington, DC 20006



Tel: +1-202-296-1006

KOREA **KF**
FOUNDATION

한국국제교류재단

CLOSING RECEPTION AT KOREA FOUNDATION

Date & Time: May 10, 2025 (12:30–2:00 pm)

Location: Korea Foundation (한국국제교류재단)

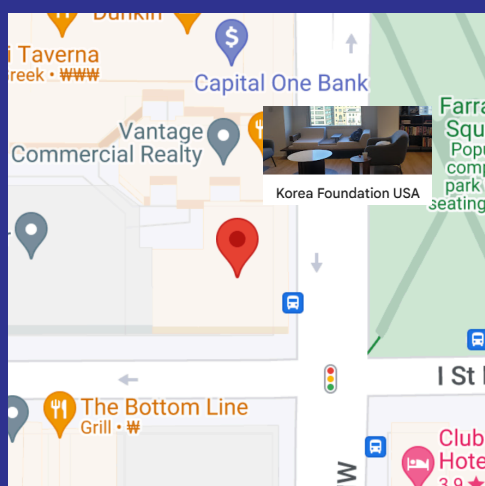
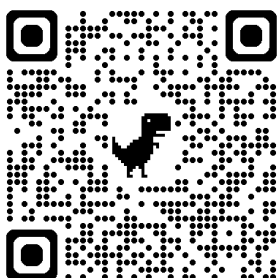
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Tel : (202) 419-3400

E-Mail : infousa@kf.or.kr

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INFORMATION:





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GRAB AND GO DINNER

- **Date:** May 8, 2025
- **Pick Up Time:** 5:30 pm – 6:30 pm
- **Location:**
Hampton Inn Washington DC/White House
Hotel Lobby
1729 H St NW Washington, DC 20006
(202) 296-1006

FAMILY DINNER

- **Date:** May 9, 2025
- **Time:** starting from 6:00 pm
- **Location:**
CIRCA at Foggy Bottom
2221 I St NW, Washington, DC 20037
(202) 506-5589



CONFERENCE SCHEDULE

09

Thursday, May 8

DAY 1

5:30 pm – 6:30 pm Conference Check-in
Grab and Go Dinner

Friday, May 9

DAY 2

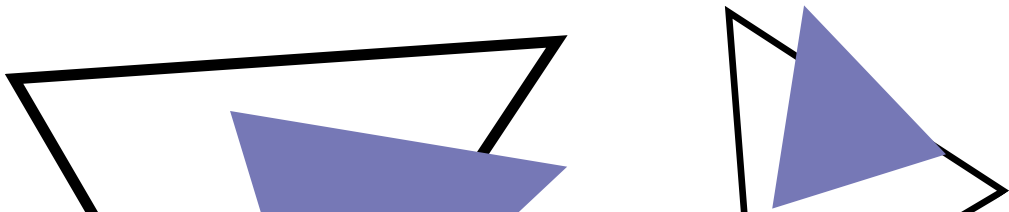
8:00 am – 8:30 am Coffee Time

Keynote Speech. 8:30 am – 9:30 am

- Where is 'K' in Korean Communication Studies?: Encountering Western media theories

Session 1. 9:45 am – 11:00 am

- Jamming Out to BTS: Examining the effects of Entertainment Experiences from listening to K-pop Songs in English or Korean have on U.S. Listeners' Well-being
- Cultural Difference between Two Fan Communications: Case of ARMY and Swifties
- Fandom Hierarchy and Participatory Culture: Exploring Perspectives of K-Pop Fans
- Reconceptualising the Genre of K-drama in the Streaming Era
- Exploring Soft Power and National Reputation of South Korea in the United States



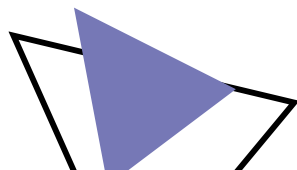
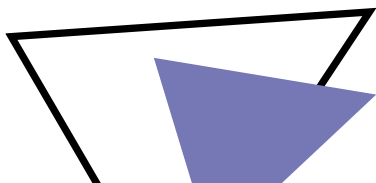
Session 2. 11:15 am – 12:30 pm

- Punitive precarity and lucrative death: Legal violence as a performative technology of punishment in the neoliberal South Korea
- How Luxury Consumption Displays on Social Media Fuel Envy and Conspicuous Consumption: The Roles of Materialism and Culture
- The Effect of News Headline Framing about College Mental Health Prescriptions and the Role of Stigma in South Korea
- Multimodal Postmemory Han in Keum Suk Gendry-Kim's Grass: Ethics, Aesthetics, and Diasporic Witnessing
- Do Violent Versus Nonviolent Multiplayer Video Games Impact Subsequent Prosocial Behavior? A Meta-Analysis

12:30 pm – 2:00 pm Lunch Break

Session 3. 2:00 pm – 3:15 pm

- When Human Favoritism Peaks and AI Aversion Surges: How Content Creation Modality and Issue Context Shape Perceptions and Attitudes Toward Brands
- Leveraging Generative AI to Bridge Cultural Gaps: A Case Study on Intercultural Communication Between U.S. and Korean Educators
- Between Human and Virtual: How Content Framing and Human-Likeness Shape Perception of PLAVE
- Meeting in the Digital Afterlife: Exploring Viewer Reactions to a Documentary on Recreating the Deceased
- Examining Social Influence and Continuation Intention in Massively Multiplayer Online Games



4:00 pm – 5:00 pm * Voluntary Participation

- Old Korean Legation Museum Tour: 1500 13th St. NW, Washington DC 20005

6:00 pm

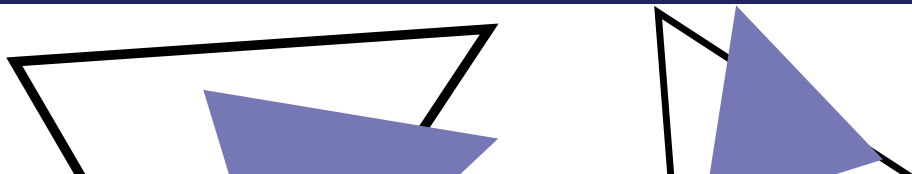
Family Dinner at CIRCA at Foggy Bottom

Saturday, May 10**8:30 am – 9:00 am** Coffee Time**Session 4. 9:00 am – 10:00 am**

- CSR Communication via Social Media: The Effects of Narrative Transportation on CSR Message and CSR Fit on Perceived Authenticity, Trust, and Consumer Behavioral Intentions
- Exploring the Dynamics of Social Support in Korean Cancer Vlog Communities on YouTube
- Analyzing Gendered Communication in NIL Endorsements: Fans' Language Use of Collegiate Basketball Athletes' Brand Partnerships on Instagram

Panel Discussion. 10:15 am – 11:30 am

- Future of KACA
- Conference Wrap up

12:00 pm – 12:30 pm Transit to Korea Foundation**12:30 pm – 2:00 pm** Closing Reception at Korea Foundation

Friday, May 9

Keynote Speech. 8:30 am – 9:30 am

Where is 'K' in Korean Communication Studies?: Encountering Western media theories

**Keynote Speaker: Dal Yong Jin,
Simon Fraser University**

Session 1. 9:45 am – 11:00 am

Hallyu in Global Contexts: Exploring K-pop, K-drama, Fandom, and South Korea's Cultural Influence

**Session Chair: Nojin Kwak
University at Buffalo, SUNY**

Jamming Out to BTS: Examining the effects of Entertainment Experiences from listening to K-pop Songs in English or Korean have on U.S. Listeners' Well-being

Rachel Son, East Carolina University

The world of K-pop fandom is often examined in the context of how engagement with the fan community enhances our social and psychological well-being. However, few research the role that listening to K-pop has on the well-being of listeners. In the current study, an online 2x2 between-subjects experiment examines whether listening to K-pop songs in English or Korean will elicit different entertainment experiences for K-pop fans versus non-fans, leading to different outcomes of well-being.

Cultural Difference between Two Fan Communications: Case of ARMY and Swifties

Chang Wan Woo, James Madison University

Victoria Bertram, James Madison University

Kristen Okamoto, James Madison University

Yufan "Sunny" Qin, James Madison University

Fan communities of BTS and Taylor Swift are known to be among the most active fandoms in recent years. After conducting nine focus group sessions with fans of both artists, we found effective communication between the celebrities and their fans, as well as among fans themselves. However, there were notable differences between the two fan communities due to cultural variations. Applying Hofstede's cultural dimensions, we found that ARMYs exhibit a more collectivistic culture and a higher power distance than Swifties.

Fandom Hierarchy and Participatory Culture: Exploring Perspectives of K-Pop Fans

Dorian Williams, The University of Texas at Austin

Yeonsoo Kim, The University of Texas at Austin

Yucong Ma, The University of Texas at Austin

This study examines the hierarchical structure of K-Pop fandom and how fans perceive their roles within this participatory culture. Building on existing research categorizing fans by engagement levels ("social", "focused", and "vested"), this research investigates how these different fan types interact and shape the K-Pop parasocial community. Using a nationwide survey, the study will explore fan perceptions of themselves, their peers, and their contributions to the broader K-Pop phenomenon, ultimately providing insights into the dynamics of this impactful transcultural phenomenon.

Reconceptualising the Genre of K-drama in the Streaming Era

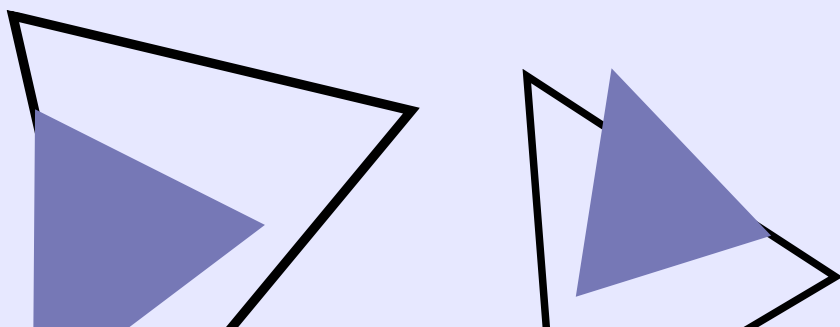
Taeyoung Kim, Loughborough University

This study examines how US-based streaming platforms have redefined the genre characteristics of South Korean television drama series (also known as K-dramas) and how stakeholders in the television industry recognise these changes. It uses interviews with 29 television producers and staff from television networks and production studios. The findings introduce how creators adapt to meet the expectations of global streaming giants and provide insights into how the power asymmetry between global players and domestic creators impacts television genres.

Exploring Soft Power and National Reputation of South Korea in the United States

Myoung-Gi Chon, Auburn University

This study explores the role of soft power and the theoretical framework to predict South Korea's national reputation in the United States. Using a sample of 504 respondents, it evaluates how Americans' experiences, situational perceptions, micro-level interactions, and the Relationship Assessment of Diplomatic Interaction Outcome (RADIO) scale—integrating both macro- and micro-level perspectives—contribute to shaping South Korea's national reputation. The results of this study will advance soft power research and identify strategies to enhance South Korea's reputation management strategies.



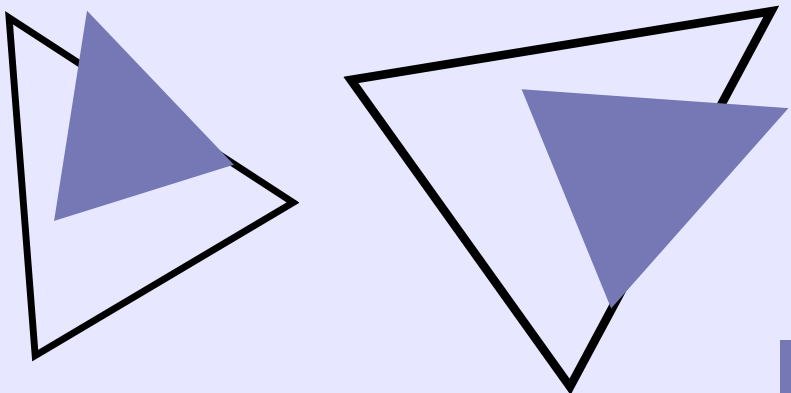
Media, Memory, and Social Dynamics: Cultural Narratives, Psychological Responses, and Ethical Reflections in Contemporary Society

Session Chair: Moon J. Lee
Syracuse University

Punitive precarity and lucrative death: Legal violence as a performative technology of punishment in the neoliberal South Korea

Heewon Kim, Arizona State University

This study proposes a notion of punitive precarity to elucidate (a) exceptional legal mechanisms to punish “social ills” employed by legal, government, and for-profit organizations; (b) a neoliberal form of the subjugation of life to the power of death enforced by the imposition of liabilities (e.g., debt, interest, provisional seizure); and (c) legal violence as the performative and communicative technology that produces sustained material and symbolic effects, leading to social and biological deaths. In doing so, this study advances a theory of neoliberal punitiveness to untangle how the market-state nexus alienates social movement organizers to produce a new underclass.



How Luxury Consumption Displays on Social Media Fuel Envy and Conspicuous Consumption: The Roles of Materialism and Culture

Jee Yun Park, [The University of Texas at Austin](#)

This study investigates how peer social media consumption displays, specifically luxury versus generic brands, influence conspicuous consumption of the viewers through the lens of social comparison. Using a 2×2 between-subjects design with 400 participants from the U.S. and South Korea, it intends to examine the roles of upward social comparison, envy, cultural context, and trait materialism on shaping conspicuous consumption behavior. Findings aim to provide insights into the psychological mechanisms behind conspicuous consumption and offer practical implications for consumer education and marketing strategies tailored to cultural and individual differences.

The Effect of News Headline Framing about College Mental Health Prescriptions and the Role of Stigma in South Korea

Rudy Sunrin Kim, [University of Maryland](#)

The current research aims to examine the role of news framing of mental health prescriptions and its effects on attitudes in the context of mental health of the Korean college population. News and mass media have negatively portrayed individuals with mental illnesses to show “deviant or abnormal behavior” (McGinty et al., 2014) which have built stigmatized perceptions. It is proposed that how news headlines frame mental health prescriptions (highlighting its effectiveness vs. controversy) can affect the public perception about it. In addition to how framing changes attitudes towards the issue, stigma is examined as a moderator to determine whether pre-existing beliefs will interact with the effect of news frames on attitudes about mental health prescriptions.

Multimodal Postmemory Han in Keum Suk Gendry-Kim's *Grass*: Ethics, Aesthetics, and Diasporic Witnessing

Christine Choi, University of Pittsburgh

Graphic novels offer a multimodal approach through immersive and layered configurations of text and visuals. Through close textual analysis, I analyze Keum Suk Gendry-Kim's *Grass*, a graphic novel about "comfort woman" Lee Ok-sun, to explore the medium's affordances and limitations for representing traumatic public memory. Building on Marianne Hirsch's "postmemory" and Seo-Young Chu's "postmemory han", I theorize "multimodal postmemory han," as an interplay of textual, visual, and compositional elements that simultaneously engages the affective, temporal, and ethical dimensions of Korean postcolonial trauma. Through techniques like spatio-temporal blurring and authorial self-insertion, graphic novels can ethically communicate marginalized histories with transnational audiences.

Do Violent Versus Nonviolent Multiplayer Video Games Impact Subsequent Prosocial Behavior? A Meta-Analysis

Ji Ye Kim, University of Southern California

Lynn Carol Miller, University of Southern California

The current meta-analysis explores the impact of violent versus non-violent game content on post-game prosocial behavior through the lens of General Learning Theory. The preliminary results revealed a significant average effect size difference between nonviolent and violent multiplayer games, showing that non-violent game players were more likely to exhibit prosocial behavior than violent game players. Significant heterogeneity further suggests the potential for moderator analyses to enhance understanding of what conditions violent video games influence players' subsequent prosocial behavior.

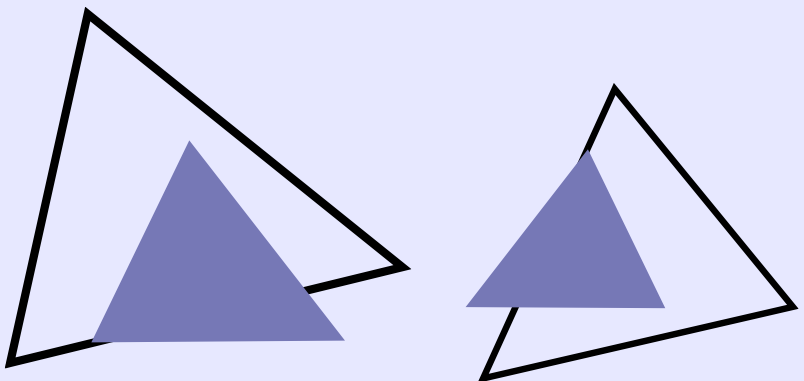
Human-AI Interaction and Virtual Experience: Perception, Culture, and Influence in Emerging Media Environments

Session Chair: Do Kyun David Kim
University of Louisiana at Lafayette

When Human Favoritism Peaks and AI Aversion Surges: How Content Creation Modality and Issue Context Shape Perceptions and Attitudes Toward Brands

Jungyun Won, William Paterson University of New Jersey
Kibum Youn, Kutztown University of Pennsylvania

This study investigates how varying degrees of content creation modality (human-only, AI-only, augmented human approach, augmented AI approach) influence attitudes toward AI-generated content and associated brands, with issue context (positive vs. negative) as a moderating factor. Using an online experiment with fictitious scenarios, the findings highlight the psychological and contextual dynamics of generative AI content. The results contribute to understanding the interplay between human-AI collaboration and content creation, offering actionable insights for optimizing modality control and mitigating potential backlash in communication practices.



Leveraging Generative AI to Bridge Cultural Gaps: A Case Study on Intercultural Communication Between U.S. and Korean Educators

Kyung-Hyan Yoo, William Paterson University of New Jersey
Keumjae Park, William Paterson University of New Jersey
Carrie E. Hong, William Paterson University of New Jersey

Since 2014, students from racial and ethnic minority groups have outnumbered white students in U.S. public schools, presenting communication challenges for educators in multicultural classrooms. Applying anxiety and uncertainty management (AUM) theory, this study explores how generative AI can support intercultural communication. The study examines a case of virtual meetings between U.S. and Korean teachers who used generative AI tools to facilitate their interactions. Findings indicate that AI enhances communication effectiveness across cultures by reducing uncertainty in cross-cultural interactions. The study underscores AI's potential to foster inclusivity and intercultural competence in education and teacher training.

Between Human and Virtual: How Content Framing and Human-Likeness Shape Perception of PLAVE

Jino Chung, The University of Texas at Austin
Hyunji Kim, The University of Texas at Austin

The purpose of this study is to examine how perceived human-likeness and content framing influence audience acceptance of PLAVE, a virtual idol group in South Korea. Using 2 (Perceived human-likeness: High/Low) x 2 (Content: Social Interaction/Technology) experimental design, it investigates how perceived human-likeness affects attitudes and acceptance of virtual idols and explores how content emphasizing human traits like humor moderates the effect. The study further evaluates matching effect between PLAVE's content emphasis and product characteristics in advertising contexts. This research offers detailed exploration of the emerging virtual idol PLAVE and provides insights into which strategies impact audience attitudes and acceptance.

Meeting in the Digital Afterlife: Exploring Viewer Reactions to a Documentary on Recreating the Deceased

Jason Nam, University of Florida

Eunie Bae, Nova Southeastern University

This study explores over 40,000 English and Korean YouTube comments on a documentary that utilizes emerging technology for the digital recreation of the deceased. Through a descriptive approach, it identifies viewers' various emotional reactions, including sadness, empathy, discomfort, and fascination. The analysis also reveals ethical concerns, curiosity about technical aspects, and personal reflections on loss. While the study's scope is limited to one narrative and platform, its findings offer valuable insights into cross-linguistic responses, setting a foundation for further research on the cultural implications and ethical dimensions of emerging digital recreation technologies.

Examining Social Influence and Continuation Intention in Massively Multiplayer Online Games

Donggyu Kim, University of Southern California

Ji Ye Kim, University of Southern California

Eun Cheol Choi, University of Southern California

Bumju Jung, University of Southern California

Natalie Kim, University of Southern California

This study examines the relationships between reciprocity, well-being, and continuation intention, using survey data from 10,364 players of Sky: Children of the Light, a massively multiplayer online game. Survey results revealed that reciprocity is associated with continuation intention both directly and indirectly through individual and group well-being. Behavioral data analysis of individual users showed that players with higher social value reported significantly higher reciprocity, well-being, and continuation intention scores.

Saturday, May 10

Session 4. 9:00 am – 10:00 am

Digital Narratives and Social Engagement: Communication, Identity, and Influence in Online Communities

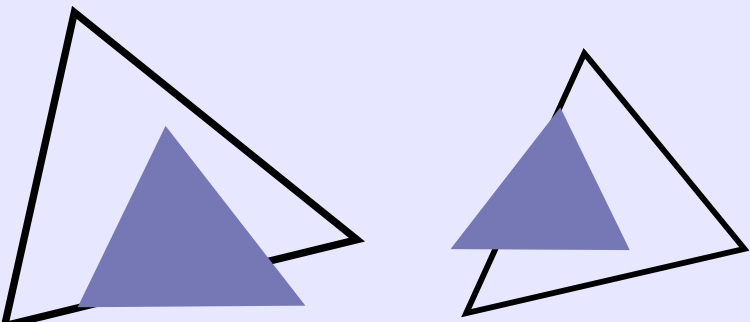
Session Chair: Jiyoung Kim
University of Hawai'i at Mānoa

CSR Communication via Social Media: The Effects of Narrative Transportation on CSR Message and CSR Fit on Perceived Authenticity, Trust, and Consumer Behavioral Intentions

[Yucong Ma, The University of Texas at Austin](#)

[Yeonsoo Kim, The University of Texas at Austin](#)

This study examines how narrative-based Corporate Social Responsibility (CSR) messages on social media influence perceived authenticity, trust, and consumer behavior, with CSR fit as a moderating factor. Guided by the Narrative Transportation Theory and Image Transfer Model, it hypothesizes that narrative-based CSR messages enhance authenticity and drive favorable responses, especially with high-fit CSR initiatives. Using a 2 (CSR Message) × 2 (CSR Fit) factorial design, data will be collected from 300 U.S. consumers. The findings will provide theoretical and practical insights into designing effective CSR communication strategies, benefiting practitioners in the U.S. and globally, including South Korea.



Exploring the Dynamics of Social Support in Korean Cancer Vlog Communities on YouTube

Hyang-Sook Kim, Towson University

Heaseung Jeong, Inha University

Youjeong Kim, University of Hawai'i at Mānoa

Scholars have recognized vlogging as an effective way to foster viewer engagement with video content. Despite their popularity, whether vlog communities on YouTube offer a productive space for social support among cancer patients, especially non-English speakers, remains unclear. Using structural topic modeling to analyze a large corpus of comments from Korean cancer vlog channels (N = 31,103), we identified social support sharing dynamics that were distinct from English-speaking online cancer communities. The findings suggest that culture, language, and their intersection influence how users exchange social support on social media for video sharing.

Analyzing Gendered Communication in NIL

Endorsements: Fans' Language Use of Collegiate

Basketball Athletes' Brand Partnerships on Instagram

Soyon Michelle Choi, The University of Texas at Austin

Despite efforts to equitably support male and female student-athletes under the Name, Image, and Likeness (NIL) law, three years post-implementation, gender inequity challenges persist, obstructing fair and equal opportunities for all student-athletes. Drawing on Role Congruity Theory and Expectancy Violation Theory, potential gender differences in fan engagement by analyzing the language used in NIL-related social media posts from male and female collegiate basketball players. To achieve this, the Linguistic Inquiry and Word Count (LIWC) will be employed to analyze the effect of gendered language use in NIL posts from student-athletes and fan accounts, utilizing masculine-feminine dictionaries to assess fan engagement.

Panel Discussion. 10:15 am – 11:30 am

The Future of KACA

Session Chair: Jin-Ae Kang

East Carolina University

Call for Papers:

The Korean Journal of Communication



The Korean Journal of Communication (KJC) is a peer-reviewed publication dedicated to disseminating scholarly research, book reviews, insightful commentaries, and meticulous field notes and data analysis. KJC comprehensively addresses a broad spectrum of topical areas, encompassing, but not limited to, Korean pop culture and media studies, language and social interaction, cultural studies, interpersonal communication, organizational communication, advertising, public relations, corporate communication, health communication, communication technology, traditional and new media, communicative social change, international communication, journalism, mass communication, and developmental studies.

For more information, contact [**koreancommunication@gmail.com**](mailto:koreancommunication@gmail.com)



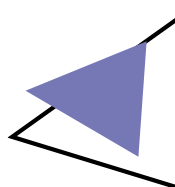
ATTENDEES & AFFILIATIONS

Jin-Ae Kang	East Carolina University
Eunie Bae	Nova Southeastern University
Victoria Bertram	James Madison University
Christine Choi	University of Pittsburgh
Eun Cheol Choi	University of Southern California
Soyon Michelle Choi	University of Texas at Austin
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Kristen Okamoto	James Madison University
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Keumjae Park	William Paterson University New Jersey
Yufan "Sunny" Qin	James Madison University
Young Ju Shin	George Washington University
Dorian Williams	University of Texas at Austin
Jungyun Won	William Paterson University New Jersey
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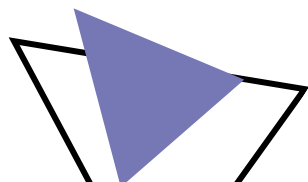
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