

2025 KACA-ICA Research Program

The 75th Annual ICA Conference will be held from June 12 to 16, 2025, in Denver, Colorado, USA. The KACA Division will host a research session.

June 13th, Friday 16:30 PM ~ 17:45 PM

Site name: Mt. Blue Sky (Grand Conv Center 2)

Session Chair:

Mincheol Shin

Tilburg University, Netherlands

Email: M.Shin@tilburguniversity.edu

Paper 1 title:

Navigating Social Support in the Workplace: Ambition and Impression Management among South Korean Workers

Rebecca B. Leach (rl030@uark.edu)

University of Arkansas, USA

Marco Dehnert (mdehnert@uark.edu)

University of Arkansas, USA

Abstract

Social support is an essential characteristic of a healthy workplace where employees can thrive and craft meaningful experiences. As a job resource, social support mitigates burnout and promotes a suite of mental and physiological benefits; yet, both the pursuit and enactment of social support are layered with individual and cultural complexities. This study explored how employees' ambition and impression management behaviors impact their experience of social support in the context of South Korean workplaces. Results from multiple hierarchical regression analyses show that ambition significantly predicts receiving emotional and informational social support, controlling for aspects of impression management. The implications of the findings are discussed for the social support literature, stressing the importance of socio-cultural factors influencing social support behaviors.

Paper 2 title:

Navigating Misinformation about Korea: Analyzing U.S. Public Awareness and Attitudes Toward Korea in the Post-Truth Era

Myojung Chung (m.chung@northeastern.edu)

Northeastern University, USA

S. Mo Jones-Jang (jangsr@bc.edu)

Boston College, USA

Abstract

Misinformation about Korea can have far-reaching consequences, possibly harming the country's diplomatic, economic, and cultural relations with the international community. To tackle this issue, this study examined (a) how the U.S. public identifies misinformation related to Korea, (b) what factors predict their ability to discern misinformation, and (c) how misinformation discernment shapes their attitudes toward Korea. A national survey in the U.S. (N = 1,058) found that the U.S. public correctly identified misinformation about Korea roughly 60% of the time. Individuals' knowledge of, interest in, and experience with Korean products (e.g., food, beauty items, cars) positively predicted their misinformation discernment. Additionally, accessing Korea-related information online and interacting with Korean people were the two strongest predictors of misinformation discernment. Those with a better ability to discern misinformation held more positive attitudes toward Korea and perceived its national image more favorably. The findings offer several practical implications for public diplomacy.

Paper 3 title:

How Virtual Makeover Becomes the Actual Makeover: Pathways Through Which Selfie Behaviors Foster Cosmetic Surgery Acceptance

Ji Won Kim (jiwonkim@cityu.edu.hk)
City University of Hong Kong, Hong Kong

Michael Prieler (prieler@hallym.ac.kr)
Hallym University, South Korea

Stella Chia (stella.chia@concordia.ca)
Concordia University, Canada

Luyan Huang (luyhuang-c@my.cityu.edu.hk)
City University of Hong Kong, Hong Kong

Abstract

This study examines the pathways through which selfie behaviors foster cosmetic surgery acceptance among young Korean women. The results from the panel survey (N = 493) indicated that selfie-editing was associated with greater appearance comparison and increased body surveillance while selfie-taking and posting were not associated with them. The mediation analysis revealed that selfie-editing led Korean women to compare their appearance to those of others, which resulted in less satisfaction with their face and greater acceptance of undergoing cosmetic surgery. The implications of the findings are further discussed.

Paper 4 title: (Top paper)

From Health Social Capital to Policy Support: A Public Typology Framework for Effective Risk Communication

Heewon Cha (heewon@ewha.ac.kr)

Ewha Womans University, South Korea

Soo Jin Kim (sjinkim@ewha.ac.kr)

Ewha Womans University, South Korea

Eunju Jung (roebuck05@naver.com)

Ewha Womans University, South Korea

Abstract

This study aims to develop a strategic and effective risk communication approach by categorizing issue publics based on personal, social, and environmental factors that shape their risk perceptions regarding environmental threats to public health. The research was conducted in three phases. First, the concept of health social capital was employed to segment the public for effective risk communication, identifying factors influencing risk perception. Second, a risk communication model was structured by integrating the Risk Information Seeking and Processing (RISP) model with risk assessments of harmful substances in human-applied products, such as pesticide residues and dioxins. Third, the risk communication processes of newly classified publics based on health social capital were analyzed. An online survey of 1,000 participants, registered with a research company, was conducted from June 18 to June 24, 2024. Data analysis involved cluster analysis and structural equation modeling (SEM). The results revealed three distinct public types based on health social capital: health-protective, skeptical health-concerned, and pessimistic health-deficient. These groups exhibited unique communication pathways as explained by the RISP model. The findings emphasize the importance of tailoring communication strategies to the specific characteristics of each public type, providing valuable insights for improving public health risk communication.

Paper 5 title:

Predicting the Path: The Intersection of Visual Trajectories, Fatalistic Beliefs, and Hurricane Preparedness of Korean Communities in the US

MinJi Kim (mjkim@flagler.edu)

Flagler College, USA

Abstract

Natural disasters, including hurricanes, have recently devastated many communities in the United States, posing significant risks to lives and livelihoods. While studies on disaster impacts are abundant, research focusing on underrepresented communities, such as Korean residents in the U.S., remains limited. This study aims to fill this gap by examining how hurricane trajectory visualizations—linear, cone, and ensemble models—affect risk perceptions and preparedness behaviors among this group. By addressing the

unique cultural, psychological, and visual dimensions of disaster communication, this research provides valuable insights into improving risk messaging for diverse audiences. The findings not only contribute to the broader discourse on environmental crises but also highlight the importance of inclusive communication strategies in fostering resilience for diverse populations.