

RACHEL SON

Assistant Professor
School of Communication, East Carolina University
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Education

- University of Florida* *May 2024*
Ph.D. Mass Communication
Current GPA: 3.84/4.0
Title: "Reaching richness in entertainment:
Examining psychologically rich motivations and experiences"
Committee: Benjamin K. Johnson (chair), Yu-Hao Lee, Jieun Shin,
Erin Westgate, Allison Eden
- Auburn University* *May 2020*
M.A. Communication
GPA: 4.0/4.0
Title: "What Prevents a Person from Becoming an Immigration Activist?:
Understanding the Impact Fear of Isolation and the Level of Privacy
Has on Individuals"
Committee: Ed Youngblood (chair), Myoung-Gi Chon, Diane Sisson
- Auburn University at Montgomery* *May 2020*
B.A. Communication—Cum Laude
GPA: 3.43/4.0
Concentration: Journalism
Minor: Physical Education

Research Experience

Publications

Etzrodt, K., Kim, J., van der Goot, M. J., Prah, A., Choi, M., Craig, M. J. A., Dehnert, M., Engesser, S., Frehmann, K., Grande, L., Leo-Liu, J., Liu, D., Mooshammer, S., Rambukkana, N., Rogge, A., Sikström, P., **Son, R.**, Wilkenfeld, N., Xu, K., Zhang, R., Zhu, Y., & Edwards, C. (2024). What HMC teaches us about authenticity. *Human-Machine Communication*, 8, 227-251. <https://doi.org/10.30658/hmc.8.11>

*Note on authorship: In acknowledgment of the collective nature of this work, the authorship, beyond the initial four lead authors, is arranged alphabetically, with the exception of the last author.

Son, R., Johnson, B.K., & Moss, C. (2024). Exposure to and effects of international entertainment on streaming platforms: A review and agenda for future media psychology research. In A. Ferchaud, & J. Proffitt (Eds.) *Television's streaming wars*. [ISBN 978-103-23-697-09](https://doi.org/10.1007/978-1-09-00697-0_9)

Chen, X., **Son, R.**, Xiao, Z., Treise, D., & Alpert, J. M. (2023). Understanding the Design of Fear Appeals by Applying the Extended Parallel Process Model: A Qualitative Analysis of COVID-19 Public Service Announcements. *American journal of health promotion : AJHP*, 8901171231218689. <https://doi.org/10.1177/08901171231218689>

Presentations

Son, R. (accepted). *Expressing hedonic, eudaimonic, or psychologically rich experiences with tv series: the development of an entertainment experience dictionary for text analyses* [paper session]. Mass Communication Division (MCD), 2024 National Communication Association Convention, New Orleans, Louisiana.

Son, R. (2024, June). *The Entertainment Trichotomy: Integrating Psychological Richness as a Third Dimension to Characterize the Motivations and Experiences of Media* [paper session]. Mass Communication Division (MCD), International Communication Association Conference, Gold Coast, Australia. *MCD Top Student Paper Award

Son, R. (2023, November). *Effects of climate change messaging on the U.S. audience: Overcoming resistance through scripted entertainment narratives* [paper session]. Mass Communication Division, National Communication Association Convention, National Harbor, Maryland.

Lee, J., **Son, R.**, Lee, H., Choi, J.R., Yang, H., Han, S.-H., Kim, H., Lee, S., Jeong, J., Park, S., Young, S.L., Lee, S. (2023, November). *Spotlighting the Future of KACA-NCA* [panel discussion]. Korean American Communication Association Division, National Communication Association Convention, National Harbor, Maryland.

Son, R., Wirz, D.S., Johnson, B.K., & Eden, A. (2023, September). *The remote control is a passport: Psychological richness and boundary expansion when watching international entertainment* [paper session]. 2023 Media Psych Conference, Esch-sur-Alzette, Luxembourg.

Son, R., Yang, Q., Vollmer, B.T., Johnson, B.K. (2023, May). *Engaging with bot narratives: The audience experience and perceptions of machine script writers* [paper session]. Human Machine Communication Division. International Communication Association Pre-Conference, Toronto, Canada.

Mrozek, N., Schneider, F., Johnson, B., **Son, R.** (2022, May). *The influence of state self-esteem on narrative engagement* [paper session]. Mass Communication Division, International Communication Association Conference, Paris, France.

Chan-Olmstead, S., Xu, K., **Son, R.**, Chang, H., Kyles, T., & Ruffin, L. (2022, May). *Do you trust your smart speaker? the effects of individual differences, motives, and value creation* [paper session]. Human Machine Communication Division, International Communication Association Conference, Paris, France.

Son, S., & Johnson, B.K. (2022) *Who is watching K-dramas and why? Understanding the relationship between aspects of one's self-concept and K-drama viewing* [Grant Presentation Session]. KACA-KOFICE Conference, virtual.

Son, R., & Lee, M.-J. (2021, November). *What predicts a person will engage in social media activism? Understanding the impacts of social media uses, news consumption, and fear of isolation on individuals' tendency to engage in social media activism* [paper session]. Mass Communication Division, National Communication Association Convention, Seattle, Washington.

Son, R. (2021, August). *K-dramas and the American youth: Conceptualizing the aspiration of a youthful utopia* [paper session]. Entertainment Studies Division, AEJMC Annual Conference, virtual.

Son, R. (2021, March). *K-dramas and the American youth: Conceptualizing the aspiration of a youthful utopia* [paper session]. Entertainment Studies Division, AEJMC Midwinter Conference, Norman, Oklahoma.

Chon, M., & **Son, R.** (2019, August) *Making a difference on how to see North Korea: A comparative analysis of the U.S. and South Korea partisan media in the era of Trump* [paper session]. Korean American Communication Association Division, AEJMC Annual Conference, Toronto, Canada.

Chon, M., & **Son, R.** (2019, March). *Making a difference on how to see North Korea: A comparative analysis of The New York Times and Wall Street Journal in the era of Trump* [paper session]. International Communication Division, AEJMC Midwinter Conference, Norman, Oklahoma.

Conference Panelist

Shin, J. (moderator), Dubosar, E., Kim, D.K., Battocchio, A.F., **Son, R.** (2024, August). PFR Panel Session Using Technology to Increase Academic Productivity: Managing Time, Project, and Collaboration. Communication Technology and Communicating Science, Health, Environment and Risk Divisions. AEJMC Conference.

Kim, D.K., Choung, H., Ibrahim, A., Jangbar, S., **Son, R.**, & Mbah, P. (2023, November). ChatGPT, Is it an AI intrusion into the process of human learning or a revolutionary instructional tool? Panel Discussion Session Proposal. Instructional Development Division, National Communication Association Convention.

Lee, J. (chair), **Son, R.**, Lee, H., Choi, J.R., Yang, H., Han, S.-H., Kim, H., Lee, S., Jeong, J., Park, S., Young, S.L., Lee, S. (2023, November) Spotlighting the Future of KACA-NCA. Korean American Communication Association Division, National Communication Association Convention.

Grants & Awards

Top Student Paper Award Mass Communication Division (MCD) ICA Conference—Gold Coast, Australia	Jun. 2024
KACA-KOFICE Research Grant (\$1,000) Korean American Communication Association (KACA) Korea Foundation for International Culture Exchange (KOFICE)	Nov. 2021
KACA Outstanding Service Award	Aug. 2021

Korean American Communication Association (KACA) Service: Social Media Coordinator	
Bert Bradley Award Auburn University—School of Communication and Journalism	Apr. 2020
First Place Faculty Research Paper Award Korean American Communication Association (KACA) Division 2019 AEJMC Conference—Toronto	Aug. 2019
Frank B. Davis Graduate Student Service Award Auburn University—School of Communication and Journalism	Apr. 2019

Graduate Research Assistant Experience

College of Journalism and Communications, University of Florida

▪ Jay Hmielowski	Spring 2023
▪ Jordan Alpert	Spring 2022
▪ Benjamin Johnson	2020 - 2021

School of Communication and Journalism, Auburn University

▪ Justin Blankenship	2019 – 2020
▪ Myoung-Gi Chon	2018 - 2019

Teaching Experience

Instructor of Record

▪ ADV 3500: Digital Insights, University of Florida	Summer 2024
▪ JOU 3002: Understanding Audiences, University of Florida	Spring 2024
▪ JOU 3002: Understanding Audiences, University of Florida	Fall 2023
▪ ADV 3500: Digital Insights, University of Florida	Summer 2023
▪ MMC 6135: Data Visualization, University of Florida	Fall 2022
▪ PUR 4404C: International PR, University of Florida	2021 - 2022
▪ COMM 1000: Public Speaking, Auburn University	2019 - 2020

Graduate Teaching Assistant

▪ MMC 6135: Data Visualization, University of Florida	Spring 2022
▪ PUR 4404C: International PR, University of Florida	Spring 2021
▪ PUR 3801: PR Strategy, University of Florida	Fall 2020
▪ MDIA 2350: Intro to Film Studies, Auburn University	Spring 2020

Guest Lecturer

▪ ADV 3500: Digital Insights, University of Florida	Fall 2022
▪ Storytelling with Data, Summer Media Institute, University of Florida	Summer 2023

Service

Reviewer

Mass Communication Division – 2024 ICA Conference	2023
Journal: <i>Media Psychology</i>	2023
Communication Theory & Methodology – 2023 AEJMC Conference	2023
Mass Communication Division – 2023 NCA Convention	2023

Communication & Social Cognition Division – 2023 NCA Convention	2023
Human-Machine Communication Division – 2023 ICA Pre-Conference	2023
Mass Communication Division – 2023 ICA Conference	2023
Communication & Technology Division – 2023 ICA Conference	2023
Graduate Student Division – 2022 NCA Convention	2022

Organizational Service

Social Media Director (Elected) Korean American Communication Association (KACA).	2023-present
Student Representative (Elected) Korean American Communication Association (KACA).	2021 - 2023
2022 Conference Volunteer—Paris, France International Communication Association	May 2022
Events Liaison Graduate Students in Mass Communication Association (GSMCA), College of Journalism and Communications, University of Florida Gainesville, Florida	2021 - 2022
Social Media Coordinator (Appointed) Korean American Communication Association (KACA).	2020 - 2021
Graduate Student Council (GSC)—Senator Auburn University—Auburn, Alabama	2019 - 2020

Guest Speaker

Panel on Qualifying Exams, MMC 6929 Communication Colloquium, College of Journalism and Communications, University of Florida	Fall 2023
Panel on Conferences, MMC 6929 Communication Colloquium, College of Journalism and Communications, University of Florida	Fall 2023
Ph.D. Student Panel, Graduate Program Virtual Open House, College of Journalism and Communications, University of Florida	Fall 2023
International Research, Presentation, GSMCA Research Fridays, College of Journalism and Communications, University of Florida	Fall 2023
Psychological Richness Research, Presentation, GSMCA Research Fridays, College of Journalism and Communications, University of Florida	Spring 2023

Professional Development & Experience

Workshops

Innovating Data Storytelling and Visualization with AI & ChatGPT, Advertising Division, 2023 AEJMC Pre-conference—August 6, 2023
Würzburg Summer Module Course: How Stories Affect Our Lives: The Psychology of Narrative Impact (SALON), University of Würzburg—July 2021

Professional Skills

- *Digital media/design skills*
 - Designed brochures, information packets, documents, and ad materials.
 - Proficient with Adobe Photoshop, Premiere Pro, InDesign, and Final Cut Pro.

- Managed small business/organization websites, social media, and marketing.
- Developed skills pertaining to pre-production, production, and post-production, through undergraduate courses (e.g., nonlinear video editing and video production for broadcast news).
- *Research skills and analysis software*
 - Proficient with SPSS, AMOS, and a basic working knowledge of R software.
 - Conducted a variety of quantitative approaches, which include content analyses, surveys, and experiments.
 - Learned and implemented statistical analyses, such as conducting an ANOVA, hierarchical multiple regression, logistic regression, model testing with PROCESS, and EFA/CFA analyses with SEM.
 - Developed working knowledge of basic computational methods for data collection and analysis, such as topic modeling, using R Studio.
 - Taught undergraduate and professional master's level courses about basic research skills and data visualization.
- *Communication skills and project planning*
 - Developed student and teacher training programs martial arts businesses.
 - Facilitated small- and large-scale competitions, events, and workshops for groups of all ages.
 - Taught martial arts for 16 years to groups and individuals.

Languages

- English—native language
- Korean—intermediate (reading, writing, speaking)

Academic Memberships

- International Communication Association (Since 2022)
- National Communication Association (Since 2021)
- Korean American Communication Association (Since 2019)
- Association for Education in Journalism and Mass Communication (Since 2019)

Professional Experience

Self-employed—Montgomery, AL 2011 – 2018
ESL Private Tutor

- Tutored children and adults in English as a second language.
- Created advertising and promotional materials to attract new clients.

Docarmo's Taekwondo Center—Montgomery, AL 2013 – 2015
Instructor & Camp Director

- Taught taekwondo classes to children and adults.
- Managed student enrollment and customer relations.
- Generated social media presence and implemented promotional campaigns for social media.
- Developed programming for the summer and day camps.

Chung's Taekwondo Center—Montgomery, AL

2010 – 2012

Head Instructor & Office Manager

- Taught taekwondo classes to children and adults.
- Designed advertisements/marketing.
- Generated and implemented advertising campaigns.
- Managed student enrollment and customer relations.

Oakley Academy of Taekwondo—Asheville, NC

2005 – 2010

Head Instructor/Program Director/Office Manager

- Taught taekwondo classes to children and adults.
- Designed advertisements/marketing deliverables using Adobe software and generated advertising campaigns for business.
- Developed programming for trainee instructors, night classes, and camp by serving as the director of after-school and camp programs.
- Managed student enrollment and customer relations. Prepared business projections and estimations for sustainability.