

HWANSEOK SONG

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EDUCATION

- Ph.D. (2018), Communication, Cornell University, NY
Dissertation: Toward deeper and broader understanding of social judgments in risk communication: The role of attitude strength and perceived standing
Concentration: Science and Environmental Communication; Social Psychology of Communication; Risk Analysis and Management
Committee: Katherine McComas (Chair), Jonathon Schuldt, Bruce Lewenstein, Richard Stedman
- M.A. (2013), Communication, Johns Hopkins University, MD
Thesis: Communicating conservation with labels: Experiment on the effectiveness of using IUCN categories for advocacy
- B.A. (2007), Political Science, Yonsei University, South Korea
- B.A. (2007), German Language and Literature, Yonsei University, South Korea
- Exchange Student Program (2005), University of Toronto, Canada

APPOINTMENT

Assistant Professor (2018-Present), Brian Lamb School of Communication, Purdue University, IN

PUBLICATIONS

- Song, H., Lu, H., & McComas, K. A. (2020). The role of fairness in early characterization of new technologies: Effects on selective exposure and risk perception. *Risk Analysis* (online early view).
- Lu, H., Song, H., & McComas, K. A. (2021). Seeking information about enhanced geothermal systems: The role of fairness, uncertainty, systematic processing, and information engagement intentions. *Renewable Energy*, *169*, 855-864.
- Song, H. (2020). Perceived standing: Exploring why people accept or reject others' access to public participation in local environmental conflicts. *Local Environment*, *25*, 397-413.

- Lewis, N. A., Bravo, M., Naiman, S., Pearson, A. R., Romero-Canyas, R., Schuldt, J. P., Song, H. (2020). Using qualitative approaches to improve quantitative inferences in environmental psychology. *MethodsX*, 7, 100943.
- Song, H., Lewis, N. A., Naiman, S., Hiltner, S., Garcia, R., Davydova, J., Ballew, M. T., Bravo, M., Romero-Canyas, R., Pearson, A. R., & Schuldt, J. P. (2020). What counts as an “environmental” issue? Differences in issue. *Journal of Environmental Psychology*, 68, 1-6.
- Song, H., McComas, K. A., & Schuler, K. L. (2019). Hunters’ responses to urine-based scent bans tackling chronic wasting disease. *Journal of Wildlife Management*, 83(2), 457-466.
- Song, H., McComas, K. A., & Schuler, K. L. (2018). Source effects on psychological reactance to regulatory policies: The role of trust and similarity. *Science Communication*, 40(5), 591-620.
- Song, H., McLeod, P. L., Schuldt, J. P., Crain, R., & Dickinson, J. L. (2017). Group norm violations in an online environmental social network: Effects on impression formation and intergroup judgments, *Group Processes and Intergroup Relations*, 21(3), 422-437.
- Song, H. & Schuldt, J. P. (2017). Communicating conservation status: How different statistical assessment criteria affect perceptions of extinction risk. *Risk Analysis*, 37(9), 1706-1715.
- McComas, K. A., Lu, H., Keranen, K. M., Furtney M. A., & Song, H. (2016). Public perceptions and acceptance of induced earthquakes related to energy development. *Energy Policy*, 99(3), 27-32.

UNDER REVIEW & IN PREPARATION

- Song, H. (in preparation). On the strength of trust: The moderating role of certainty in judgments of authorities.

GRANTS & AWARDS

External

- Inter-Disciplinary Engagement in Animal Systems (IDEAS), Right patient, right drug, right time: precision therapy on farms, Co-PI. *United States Department of Agriculture*, 2020-2023
Total amount: \$1,044,546
- Student Travel Grant, *Iowa State University Summer Symposium on Science Communication*, 2018
Total amount: \$500
- Student Merit Award, *ExxonMobil Student Paper Competition, Risk Communication Specialty Group, Society for Risk Analysis*, 2017
Total amount: \$500
- Doctoral Dissertation Research Improvement Grant, *National Science Foundation* (Abstract #1658075: Revealing the attitude strength attributes underlying trust in risk managers), 2017
Total amount: \$23,465

Best Poster Award, *Environmental Communication Division, International Communication Association*, 2017.

Annual Scholarship, *Korean American Scholarship Foundation*, 2011, 2012, 2014

Total amount: \$6,000

Annual Meeting Travel Award, *Society for Risk Analysis*, 2016

Total amount: \$400

Internal

Protect Purdue Innovations Faculty Grant, Exploring decisions to confront peers engaging in risky behaviors amid the pandemic, PI, *Purdue University*, 2020-2021, \$19,980

Agricultural Science and Extension for Economic Development (AgSeed), How to improve the treatment of bovine respiratory disease?, Co-PI. *College of Agriculture, Purdue University*. 2020-2021

BLSC Faculty Internal Research Grant, *Brian Lamb School of Communication, Purdue University*, 2018-2019, 2019-2020

Anson E. Rowe Advanced Award, *Department of Communication, Cornell University*, 2017

Award recognizes one graduate advanced student (ABD) per year, who has proven research productivity, teaching excellence, and contribution to the communication community.

Outstanding Graduate Teaching Assistant, *College of Agriculture and Life Sciences, Cornell University*, 2016

Award recognizes graduate TAs who have made an important contribution to the instructional program of the College

Cornell Fellowship, *Cornell University*, 2013-2014

Cornell University Conference Travel Grant, *Graduate School, Cornell University*, 2013-2018

Honors Thesis, *The Zanvyl Krieger School of Arts and Sciences, Johns Hopkins University*, 2013

Fund Scholarship, *Yonsei University*, 2006

Park Eun-Gwan Scholarship, *Dept. of German Language & Literature, Yonsei University*, 2006

University Designated Scholarship, *Yonsei University*, 2001-2005

Yonsei Special Awards, *Yonsei University*, 2000-2001

CONFERENCE PRESENTATIONS & INVITED TALKS

Song, H. (2020, November). Contemporary matters: Regional response to COVID-19—Lessons learned so far, *Online panel discussion hosted by the Purdue Policy Research Institute*.

Song, H. (2020, December). Strength of trust in risk managers and cooperation intentions during

- the COVID-19 pandemic. *Paper presented at the annual meeting of the Society for Risk Analysis, virtual meeting.*
- Song, H. (2020, August). Behind the Mask of #ProtectPurdue. *Online panel with Graduate Rights & Our Well-Being (GROW), a graduate student advocacy group at Purdue University.*
- Song, H. (2020, April). Be first. Be right. Be credible: Meeting Local-level Crisis Communication Challenges of the Pandemic. *Crisis communication webinar with the Purdue Extension Community Development.*
- Song, H., Lu, H., & McComas, K. A. (2019, December). The role of fairness in early characterization of new technologies. *Paper presented at the annual meeting of the Society for Risk Analysis, Arlington, VA.*
- Lu, H., Song, H., & McComas, K. A. (2019, December). Seeking information about enhanced geothermal systems: The role of systematic processing and information exchanging intentions. *Paper presented at the annual meeting of the Society for Risk Analysis, Arlington, VA.*
- Song, H. (2019, November). Perceived standing: Exploring why people accept or reject others' access to public participation in local environmental conflicts. *Paper presented at the annual convention of the National Communication Association, Baltimore, MD.*
- Song, H. (2018, December). When trust is durable and impactful: The role of attitude strength in conceptualizing trust. *Paper presented at the annual meeting of the Society for Risk Analysis, New Orleans, LA.*
- Song, H., McComas, K. A., & Schuler K. L. (2018, October). Hunters' responses to urine-based scent bans tackling chronic wasting disease. *Paper to be presented at The Wildlife Society's 25th Annual Conference, Cleveland, Ohio.*
- Song, H. (2018, June). Revealing the attitude-strength attributes of trust in environmental risk managers. *Paper presented at the Sixth Iowa State University Summer Symposium on Science Communication: Understanding the Role of Trust and Credibility in Science Communication, Ames, IA.*
- Song, H., Schuldt, J. P., McLeod P. L., Crain, R., & Dickinson, J. L. (2018, March). Group norm violations in an online environmental social network: Effects on impression formation and intergroup judgments. In Schuldt J. P. & Pearson A. R. (Chairs), How groups help and hinder sustainability: Insights beyond the lab. *Symposium conducted at the 2018 Society for Personality and Social Psychology Annual Convention, Atlanta, GA.*
- Song, H. McComas, K. A., & Schuler K. L. (2017, December). The role of trust and perceived similarity in psychological reactance against regulatory wildlife policy. *Poster presented at the annual meeting of the Society for Risk Analysis, Arlington, VA. [Top Student Paper Award]*
- Song, H. Schuldt, J. P., McLeod P. L., Crain, R., & Dickinson, J. L. (2017, May). Effects of norm violations on impression formation in a "green" social network. *Poster presented at the 67th Annual Conference of the International Communication Association, San Diego, CA. [Best Poster Award]*

- Song, H. (2016, December). Trust shaped through knowledge and elaboration: Considering the attitude strength properties of trust. *Poster presented at the annual meeting of the Society for Risk Analysis, San Diego, CA.*
- Song, H. (2016, August). Need for autonomy as a motive for valuing fairness in risk communication. *Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.*
- Song, H. (2015, December). Analyzing the discourse of trust in post-spill Charleston, WV through local newspapers. *Poster presented at the annual meeting of the Society for Risk Analysis, Denver, CO.*
- Song, H., McLeod, P. L., Schuldt, J. P., Crain, R., & Dickinson, J. L. (2015, October). Exploring identity-based social influence on environmental behaviors in a socially networked mapping platform. *Poster presented at the Trustee Council Annual Meeting (Sustainability Interest Group: Atkinson Center for Sustainable Future), Cornell University*
- Song, H. & Schuldt, J. P. (2014, December). Perceived risk of extinction for species depends on assessment criterion. *Poster presented at the annual meeting of the Society for Risk Analysis, Denver, CO.*
- Song, H., Underhill, J. C., & Schuldt, J. P. (2013, December). Communicating conservation labels: An experiment on the effectiveness of using IUCN categories for advocacy. *Poster presented at the annual meeting of the Society for Risk Analysis, Baltimore, MD.*

TEACHING EXPERIENCE

- Risk Communication (graduate), *Main instructor*
- Risk Communication, *Main instructor*
- Judgment and Decision Making, *Main instructor*
- Foundations of Human Communication Inquiry, *Guest Lecturer*
- Research Methods in Communication Studies, *Guest Lecturer & Teaching Assistant*
- Media Communication, *Guest Lecturer & Teaching Assistant*
- Psychology of Entertainment Media, *Teaching Assistant*

WORK EXPERIENCE

- 2013 – 2014: Climate Change Center, South Korea, Visiting Researcher
Non-profit organization dedicated toward climate change response
- 2007 – 2010: STX Corporation, South Korea, Assistant Manager
Worked in overseas marketing, sales, and procurement for the holding company of then one of the world's top 5 shipbuilders

PROFESSIONAL AFFILIATIONS

Society for Risk Analysis (SRA), Member

International Communication Association (ICA), Member

SERVICE

Ad-hoc Reviewer, *National Science Foundation*, 2021

Ad-hoc Reviewer, *Environmental Communication*, 2017, 2021

Ad-hoc Reviewer, *Emotion*, 2020

Ad-hoc Reviewer, *Science Communication*, 2018, 2020

Ad-hoc Reviewer, *Risk Analysis*, 2017, 2018, 2020

Ad-hoc Reviewer, *Society for Risk Analysis RCSG Student Paper Competition*, 2018, 2019, 2020

Ad-hoc Reviewer, *Media and Communication*, 2019

Ad-hoc Reviewer, *Nature Sustainability*, 2019

Ad-hoc Reviewer, *International Journal of Communication*, 2017

Ad-hoc Reviewer, *Group Processes and Intergroup Relations*, 2017

Ad-hoc Reviewer, *Journal of Health Communication*, 2016

Lab Coordinator, *SoComm Lab, Department of Communication, Cornell University*, 2016

Research Participation System Administrator, *Depts. of Communication and Information Science, Cornell University*, 2013-2015

Conscripted Firefighter, *Gunsan Fire Station, South Korea*, 2002-2004