

HWANSEOK SONG

Brian Lamb School of Communication
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ACADEMIC APPOINTMENT

2018–present Purdue University, West Lafayette, IN
Assistant Professor of Communication

EDUCATION

2018 Ph.D., Communication, Cornell University, Ithaca, NY
2013 M.A., Communication, Johns Hopkins University, Ithaca, NY
2007 B.A., Political Science; German Language & Literature, Yonsei University, Seoul, Korea
2005 Exchange student program, University of Toronto, Toronto, ON

PEER-REVIEWED ARTICLES (*Shared primary authorship; †student author at the time of study)

Song, H. & Adu Gyamfi, P.† (in press). How values guide trust: The multiple roles of science-related value predispositions in shaping trustworthiness and trust in scientific authorities. *Science Communication*. Advance online publication.

Song, H. & Oh, J.† (2025). Unpacking ingroup source effects in politically polarized issues: The interplay of social identity, moral framing, and credibility. *Communication Studies*. Advance online publication.

McLeod, P. L., Schuldt, J. P., **Song, H.**, Crain, R. L., & Dickinson, J. L. (2025). Does terminology matter? Effects of the citizen science label on participation in a wildlife conservation online platform. *Citizen Science: Theory and Practice*, 10.

Ju, I.*, Yel, E.† & **Song, H.** (2024). Exploring the cognitive, affective, and conative factors of bystander intervention to improve protective measures during health emergencies. *Health Communication*. Advance online publication.

Song, H. & Mbah, P. T.† (2024). When trust matters: Perceived characteristics of behavioral guidance as moderators of trust in compliance decisions. *Science Communication*. Advance online publication.

Song, H., Ju, I., & Wright, T. O.† (2024). Standing up to the maskless: Antecedents of norm

enforcement behavior and meta-norm misperception during COVID-19 at a college campus. *Journalism and Mass Communication Quarterly*. Advance online publication.

Ju, I., Chavda, B. P.[†], & **Song, H.** (2024). Media influence on bystander intervention for health protective norms: The integrative model of behavioral prediction perspective. *Journal of Health Communication*, 29, 347-356.

Song, H. (2023). On the strength of trust: The moderating role of certainty in judgments of authorities. *Communication Research*, 50, 554-772.

Song, H., Lu, H., & McComas, K. A. (2021). The role of fairness in early characterization of new technologies: Effects on selective exposure and risk perception. *Risk Analysis*, 41, 1614-1629.

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

Meier, S. J.[†], & **Song, H.*** (under revision after first round of review). Question order effects in

multidimensional risk perception measurement.

Ju, I. & **Song, H.** (revised and resubmitted). The influence of vaccine campaign advertising on vaccine misinformation challenging intentions and the moderating role of vaccine skepticism.

Yel, E.†, Ju, I., & **Song, H.** (revised for 3rd round and resubmitted) Correcting COVID-19 vaccine misinformation: How vaccine information, norm beliefs, and relational closeness influence correction intention.

Murfree, L.†, Pfeiffer L., Cooky, C., **Song, H.**, & Tucker, M. (revised and resubmitted). “You're not bringing people in. You're turning them away”: Protestant Christian parents perceptions of harm for LGBTQIA+ youth.

Jo, S. J., Xu, D., & **Song, H.** (revised and resubmitted). Investigating the association of social media and HPV vaccine hesitancy and uptake: A comparative study of Korea and the U.S. with gender differences.

Mbah, P. T.†, **Song, H.**, & Connaughton, S. (under review). Message fatigue in CMIDO and Post-conflict context: A community-engaged field study.

GRANTS

External

Legacies of Anti-AAPI hate and the COVID-19 pandemic: Korean college students' ethno-racial identity shifts and the role of U.S. higher education in advancing racial and social justice, Co-PI. *Korean American Education Researchers Association* (\$2,000)

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 (\$1,044,546)

Doctoral Dissertation Research Improvement Grant, *National Science Foundation* (Abstract #1658075: Revealing the attitude strength attributes underlying trust in risk managers), 2017 (\$23,465)

External (unfunded)

WFI 2024-2025 Research Grant Program. Responses to health messages in a concurrent multiple infectious disease and conflict context: The desensitization effect. *Waterhouse Family Grant Institute*, 2024. (PI: Song, H.; Co-PI & primary author: Mbah, P.†)

NSF Convergence Accelerator Track K. Addressing big data problem for water issues by translating information from cloud to app to tap, *National Science Foundation*, 2023. (PI: Merwade, V. M.; Co-PI: Song, H.)

Climate Change and Human Health Award. Augmented analytics for nursing home staffing decision to improve hurricane response. *Burroughs Wellcome Fund*, 2022. (PI: Kong, N.; Co-PI: Song, H)

Humans, Disasters, and the Built Environment (HDBE) Collaborative Research: Context-Aware Coordination and Guidance of Spontaneous Volunteers during Disaster Response, *National*

Science Foundation, 2019. (PI: Cai, H.; Co-PI: Song, H)

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

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

AWARDS

Student Merit Award, *ExxonMobil Student Paper Competition, Risk Communication Specialty Group, Society for Risk Analysis*, 2017 (\$500)

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

Student Travel Grant, *Iowa State University Summer Symposium on Science Communication*, 2017 (\$500)

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

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

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

Cornell Fellowship, *Cornell University*, 2013-2014

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. & Schuldt, J. P. (2025, November). Communicating what counts as environmental: How environmental issue conceptualization shapes media coverage and trust building. *Paper accepted for presentation at the NCA Annual Convention. Denver, CO.*

Song, H. & Oh, J.⁺ (2024, December). Interaction effects between source's group identity and expertise on credibility. *Paper presented at the annual meeting of the Society for Risk Analysis. Austin, TX.*

- Boyd, B.[†] & Song, H. (2024, December). Too proud to be fooled: Pride in the inoculation theory framework. *Paper presented at the annual meeting of the Society for Risk Analysis, Austin, TX.*
- Meier, S.^{*†} & Song, H.^{*} (2024, December). Order matters: Investigating the impact of question sequence on multidimensional risk perceptions. *Paper presented at the annual meeting of the Society for Risk Analysis, Austin, TX.*
- Song, H. & Mbah, P.[†] (2024, November). Perceived characteristics of behavioral guidance as moderators of trust in compliance decisions. *Paper presented at the annual convention of the National Communication Association, New Orleans, LA.*
- Meier, S. J.[†] & Song, H. (2024, May). The role of emotional contagion in risk communication. *Paper presented at the annual conference of the International Communication Association, Gold Coast, Australia.*
- Jo, S., Xu, D., & Song, H. (2024, April). An analysis of HPV vaccine information sources and trust levels: A cross-country study among undergraduate students in the US and Korea. *Paper presented at the HPV Cancer Center Consortium, Lexington, KY.*
- Boyd, B. A.[†] & Song, H. (2024, March). From toilet to tap—why not? The role of disgust in the inoculation theory framework. *Presentation at the International Crisis and Risk Communication Conference, Orlando, FL.*
- Song, H. & Mbah, P.[†] (2023, December). When does trust matter? Examining characteristics of behavior moderating effects of trust on compliance intentions. *Paper presented at the annual meeting of the Society for Risk Analysis, Washington, DC.*
- Song, H. & Ju, I. (2023, August). Confronting the maskless: Antecedents of norm enforcement behavior and meta-norm misperception during COVID-19 at a college campus. *Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.*
- Ju I., Yel, E.[†], & Song, H. (2023, August). The roles of cognitive, affective, and cognitive dimensions in confrontation decision: Lessons from the pandemic. *Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.*
- Chung, G., Kim, S. Song, H. (2023, April). Education and the production of “Asian American”: Institutional racial Logics, community negotiations, and their implications. *Paper presented at the annual meeting of the American Educational Research Association.*
- Adu Gyamfi, P.[†] & Song, H. (2022, December). Effects of social trust and confidence on cooperation during a pandemic: examining the moderating role of COVID-19 knowledge. *Paper presented at the annual meeting of the Society for Risk Analysis, Tampa, FL.*
- Song, H. & Ju, I. (2022, December). Enforcing social norms during the pandemic: Analysis of descriptive nature and antecedents. *Paper to be presented at the annual meeting of the Society for Risk Analysis, Tampa, FL.*
- Song, H. (2022, November). Navigating and sustaining health-related norms during the COVID-19 pandemic, *Lunch & Learn Series, Asian American & Asian Resource and Cultural Center,*

Purdue University.

- Song, H. & Oh, J.[†] (2022, May). Ingroup sources communicating climate change: Prototypicality as an underlying process of credibility accrual. *Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.*
- Song, H. & Adu Gyamfi, P.[†] (2021, December). Deference to scientific authority and its moderating role in the formation and utilization of trustworthiness dimensions. *Paper presented at the annual meeting of the Society for Risk Analysis.*
- Song, H. (2021, September). Perceptions of risk and risk as a social construction, *Guest lecture for PUBH 20200: Health in the Time of Pandemics, Purdue University.*
- Song, H. (2021, May). On the strength of trust: The moderating role of certainty in judgments of authorities. *Paper presented at the annual conference of the International Communication Association.*
- 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, November). Contemporary matters: Regional response to COVID-19—Lessons learned so far, *Panel hosted by the Purdue Policy Research Institute.*
- Song, H. (2020, October). Risk and Communication, *Guest lecture for the course Global Citizenship at Kyung Hee University, South Korea.*
- Song, H. (2020, September). Perceptions of risk and risk as a social construction, *Guest lecture for PUBH 20200: Health in the Time of Pandemics, Purdue University.*
- Song, H. (2020, August). Behind the Mask of #ProtectPurdue. *Panel hosted by 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.

COURSES TAUGHT

Main instructor, Graduate

Foundations of Human Communication Inquiry, *Purdue University*

Theories of Persuasion, *Purdue University*

Risk Communication, *Purdue University*

Main instructor, Undergraduate

Judgment and Decision Making, *Purdue University*

Principles of Persuasion, *Purdue University*

Introduction to Risk Communication, *Purdue University*

Teaching Assistantships

Research Methods in Communication Studies, *Cornell University*

Psychology and Entertainment Media, *Cornell University*

STUDENT MENTORING

Past student advisees (committee chair)

Prudence Mbah (PhD, Communication, 2025)

Savannah Meier (MA, Communication, 2023)

Current student advisees (committee chair)

Blake Boyd (PhD, Communication, ABD)

Savannah Meier (PhD, Communication, in progress)

Past advisory committee memberships

Joshua Johnson (PhD, Communication, 2025)

Rob Weiner (PhD, Ag Science Education & Communication, 2024)

Nathanael Johnson (PhD, Communication, 2024)

Lauren Murfree (PhD, Ag Science Education & Communication, 2023)

Prince Adu Gyamfi (PhD, Communication, 2023)

Jeonghyun Oh (PhD, Communication, 2022)

Juan Pablo Ramirez (MA, Communication, 2022)

Theodora Amuah (MA, Communication, 2021)

Jessie Barton (MA, Communication, 2021)

Mackenzie Breneman (MA, Communication, 2020)

Current advisory committee memberships

Gladys Momade (PhD, Communication, in progress)

Seungik Oh (PhD, Civil Engineering, in progress)

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

National Communication Association (NCA), Member

SERVICE

To the University and Department

- 2024-present Faculty affiliate, Institute for a Sustainable Future, Purdue University
- 2022-present Chair, Health and Risk Instructional Unit, Brian Lamb School of Communication, Purdue University
- 2019-2021 Member, Graduate Student Committee, Brian Lamb School of Communication, Purdue University
- 2021-2021 Member, Faculty Affairs Committee
- 2021-2022 Search committee for Tenure-Track Assistant Professor in Interpersonal and Health Communication, Community Resilience, and Risk Communication position
- 2019-present Reviewer for internal grants: Bilsland Fellowship; Charles Stewart Doctoral Fellowship; Bruce Kendall Award; Ross Fellowship; Cassandra Book Scholarship; Purdue Research Foundation Grants

To Professional Associations

- 2025 Reviewer, ICA Science Communication Preconference
- 2023 Reviewer, AEJMC, Division of Communicating Science, Health, Environment, and Risk
- 2021-2022 Reviewer, ICA Environmental Communication Division
- 2018- Judge, Society for Risk Analysis, Risk Communication Specialty Group, Student Paper Competition

To the Community

- 2022 Speaker, Navigating and sustaining health-related norms during the COVID-19 pandemic, Lunch & Learn Series, *Asian American & Asian Resource and Cultural Center, Purdue University.*
- 2020 Panelist, Regional Response to COVID-19, Lessons Learned So Far, *Panel as part of the Contemporary Matters series hosted by the Purdue Policy Research Institute.*

- 2020 Panelist, Behind the Mask of #ProtectPurdue. *Panel with Graduate Rights & Our Well-Being (GROW), a graduate student advocacy group at Purdue University.*
- 2020 Invited speaker, Be first. Be right. Be credible: Meeting Local-level Crisis Communication Challenges of the Pandemic. *Crisis communication webinar with the Purdue Extension Community Development, addressing local-level administrators and leaders in Indiana*
- 2016 Lab Coordinator, SoComm Lab, Department of Communication, Cornell University
- 2013 - 2015 Research Participation System Administrator, Depts. of Communication and Information Science, Cornell University
- 2002 - 2004 Conscripted Firefighter, Gunsan Fire Station, South Korea

REVIEW ACTIVITIES

Grants

National Science Foundation: Decision, Risk, and Management Sciences Program (2021, 2023)
New York Sea Grant (2023)

Time-sharing Experiments for the Social Sciences (an NSF-funded experiment platform to share access to national representative samples, <https://www.tessexperiments.org/>) (2024)

Peer-Reviewed Journals

Progress in Disaster Science, 2025
Journal of Health Communication, 2016, 2025
One Earth, 2025
British Journal of Psychology, 2025
Communication Research, 2023, 2024
Risk Analysis, 2017, 2018, 2020, 2022, 2023, 2024, 2025
Science Communication, 2018, 2020, 2023, 2024, 2025
Journal of Environmental Psychology, 2024, 2025
Time-Sharing Experiments for the Social Sciences, 2024
Energy Research and Social Sciences, 2023, 2024
Environmental Communication, 2017, 2021, 2022, 2024
International Journal of Communication, 2017, 2023, 2024
Journal of Wildlife Management, 2024
National Science Foundation, 2021, 2023
New York Sea Grant, 2023
Journal of Environmental Planning and Management, 2022, 2023
PloS One, 2023
Society for Risk Analysis RCSG Student Paper Competition, 2018, 2019, 2020, 2023

Human Dimensions of Wildlife, 2022
Society and Natural Resources, 2021, 2022
Frontiers in Psychology, 2021
Emotion, 2020
Media and Communication, 2019
Nature Sustainability, 2019
Group Processes and Intergroup Relations, 2017

MEDIA CONTRIBUTIONS

Op-Ed contribution, Unfortunate citizens of a government indifferent to trust. *Kyunghyang Sinmun*.
(daily national newspaper based in Seoul; in Korean), July 31, 2024
Op-Ed contribution, Abuse of emergency alerts foster distrust in crisis messaging, *Kyunghyang Shinmun*
(daily national newspaper based in Seoul; in Korean), January 10, 2023
Blog contribution, Song, H. & Lewis, N. A. What Counts as an “Environmental” Issue? *Character and Context*. [Blog of the Society for Personality and Social Psychology] September 22, 2021