

Hyunjin Song

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Appointments

University of Vienna, Department of Communication 2016.03 - Present
Assistant Professor (Universitätsassistent, Post-Doc)

University of Vienna, Department of Methods in the Social Sciences 2015.08 - 2016.02
Assistant Professor (Universitätsassistent, Post-Doc)

Education

Ph.D in Communication (May 2015)
The Ohio State University, School of Communication

Advisor: Dr. William Paul Eveland, Jr.,

Committee: Dr. Michael A. Neblo, Dr. Neha Gondal, and Dr. Robert M. Bond.

Dissertation: A dynamic longitudinal examination of social networks and political behavior: The moderating effect of cohesive network structure and its implication for social influence processes.

M.A. in Communication (Aug 2011)
Graduate School of Communication and Arts, Yonsei University, South Korea

B.A. in Communication (Aug 2009)
Department of Communication, Yonsei University, South Korea

Research Interest

Political behaviors: informal political discussion and its impact, political knowledge and attitudes, electoral behaviors, social media and political engagement, social psychological process of mediated / interpersonal message and its impacts on political behaviors.

Advanced quantitative research methods: Computational social science methods, including statistical inference in cross-sectional and longitudinal social networks (ERGM, TERGM, and SAOM), text as data (LDA topic modeling), linear conditional process and structural equation modeling, multilevel analysis, big data and social media analytics

Refereed Journal Articles

1. **Song, H.** & Boomgaarden, H. (2019) Personalities discussing politics: The effects of discussion agreement and expertise and its relationship with personality traits. *International Journal of Communication*. <https://ijoc.org/index.php/ijoc/article/view/8469>
2. Boomgaarden, H. G. & **Song, H.** (Forthcoming). Media use and its effects in cross-national perspective. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*. (invited manuscript at the Special Issue).
3. Velez, J., Ewoldsen, D., Hanus, M., **Song, H.**, & Jonathan V. (2018). Social comparisons and need fulfillment: Interpreting video game enjoyment in the context of leaderboards. *Communication Research Reports*. Online first. doi: [10.1080/08824096.2018.1525352](https://doi.org/10.1080/08824096.2018.1525352)
4. **Song, H.**, Cho, J., & Benefield, G. A. (2018). The dynamics of message selection in online political discussion forums: Self-segregation or diverse exposure? *Communication Research*. Online first. doi: [10.1177/0093650218790144](https://doi.org/10.1177/0093650218790144)
5. **Song, H.** (2018). A primer on multilevel mediation models for egocentric social network data. *Communication Methods and Measures*. 12(1), 1-24. doi: [10.1080/19312458.2017.1416343](https://doi.org/10.1080/19312458.2017.1416343)
6. **Song, H.**, Nyhuis, D., & Boomgaarden, H. (2017). A network model of negative campaigning: The structure and determinants of negative campaigning in multi-party systems. *Communication Research*. Online first: doi: [10.1177/0093650217712596](https://doi.org/10.1177/0093650217712596)
7. **Song, H.** & Boomgaarden, H. (2017). Dynamic spirals put to test: An agent-based model of reinforcing spirals between selective exposure, interpersonal networks, and attitude polarization. *Journal of Communication*. 67(2), 256-281. doi: [10.1111/jcom.12288](https://doi.org/10.1111/jcom.12288)
8. Lee, J., & **Song, H.** (2017). Why people post news on social networking sites: A focus on technology adoption, media bias, and partisanship strength. *Electronic News*. 11(2), 59-79. doi: [10.1177/1931243117692084](https://doi.org/10.1177/1931243117692084)
9. **Song, H.** (2016). Why do people (sometimes) become selective about news? The role of emotions and partisan differences in selective approach and avoidance. *Mass Communication and Society*. 20(1), 47-67. doi: [10.1080/15205436.2016.1187755](https://doi.org/10.1080/15205436.2016.1187755)
10. Lee-Won, R. J., Lee, J. Y., **Song, H.**, & Borghetti, L. (2015). To the bottle I go... to drain my strain: Effects of microblogged racist messages on target group members' intention to drink alcohol. *Communication Research*. Online first. doi: [10.1177/0093650215607595](https://doi.org/10.1177/0093650215607595)
11. Shim, H., Oh, P., **Song, H.**, & Lee, Y. (2015). An exploration of motivations for two screen viewing, social interaction behaviors and factors that influence viewing intention. *Cyberpsychology, Behavior, and Social Networking*, 18(3), 158-164. doi: [10.1089/cyber.2014.0543](https://doi.org/10.1089/cyber.2014.0543)
12. Eveland, W. P., Jr., **Song, H.**, & Beck, P. A. (2015). Cultural variations in the relationship among network political agreement, political discussion frequency, and voting turnout. *International Journal of Public Opinion Research*. 27(4), 461-480. doi: [10.1093/ijpor/edv007](https://doi.org/10.1093/ijpor/edv007)
13. **Song, H.** (2015). Uncovering the structural underpinnings of political discussion networks: Evidence from an Exponential Random Graph Model. *Journal of Communication*, 65(1), 146-169. doi: [10.1111/jcom.12140](https://doi.org/10.1111/jcom.12140)

14. **Song, H.**, & Ewoldsen, D. (2015). Metacognitive model of ambivalence: The role of multiple attributes and metacognitions in creating attitude ambivalence. *Communication Theory*, 25(1), 23–45. doi: [10.1111/comt.12050](https://doi.org/10.1111/comt.12050)
15. **Song, H.**, & Eveland, W. P., Jr. (2015). The structure of communication networks matters: How network diversity, centrality, and context influence political ambivalence, participation, and knowledge. *Political Communication*, 32(1), 83–108. doi: [10.1080/10584609.2014.882462](https://doi.org/10.1080/10584609.2014.882462)

Work Submitted or in Progress

1. Minozzi, W., **Song, H.**, Lazer, D. M. J., Neblo, M., & Ognyanova, K. (revise and resubmit). The Incidental Pundit: Who Talks Politics with Whom, and Why? *American Journal of Political Science*.
2. **Song, H.**, Tolochko, P., & Boomgaarden, H. (under review). Connected concepts: A Computational Approach to Conceptualizing and Measuring Political Information Structure. *Communication Research*.
3. **Song, H.**, Gil de Zúñiga, H., & Boomgaarden, H. (under review). Social Media News Use and Political Cynicism: Differential Pathways Through “News Finds Me” Perception. *Mass Communication and Society*.
4. **Song, H.** (ready to be submitted). Complex contagions and the socially-contingent correction of misinformation.
5. Tolochko, P., **Song, H.**, & Boomgaarden, H. (revise and resubmit). That Looks Hard!: Effects of objective and perceived textual complexity on factual and structural political knowledge. *Political Communication*.
6. **Song, H.**, Tolochko, P., Eberl, J.-M., Lind, F., Eisele, O., Greussing, E., Heidenreich, T., & Boomgaarden, H. G. (under review). When Does Garbage Start to Stink? Imperfect Gold Standards and the Validation of Automated Content Analysis. *Computational Communication Research*.
7. Nyhuis, D., **Song, H.**, & Boomgaarden, H. (revise and resubmit). Disproportionality in media representations of campaign negativity. *Political Science Research and Methods*.
8. Eveland, W. P., Jr., **Song, H.**, Hutchens, M. J., & Levitan, L. C. (under review). Uncertainty vs. inaccuracy: Ambiguities in assessing network political perceptions. *Communication Methods and Measures*.
9. Plescia, C., **Song, H.** (under review). The effects of cross-cutting exposure on populist and anti-immigrant attitudes. *Political Communication*.

Awards and honors

Fulbright Graduate Study Awards 2011 & 2012 (\$70,000)	
U.S. Department of States	2011 – 2013
Graduate Matching Tuition Award, The Ohio State University	2011 – 2013
Krumm Korean Scholarship, The Ohio State University (\$3,250)	2013 – 2014
Top 3 Student Paper Award, Journalism Studies Division, ICA	2013
Top 3 Student Paper Award, Mass Communication Division, ICA	2014
Professional Talents – Career Grants (relocation grant)	
Die Österreichische Forschungsförderungsgesellschaft	2015

Third-party funding activities

Fritz Thyssen Stiftung (under review)	EUR 220.570,00 Requested
<i>The dynamic evolution of discussion networks and attitudes towards EU (2018-00928).</i>	
FWF Austrian Science Fund (under review, 3rd round)	EUR 289.264,50 Requested
<i>The evolution of networks and political attitudes (P 32218-G).</i>	

Conference presentations

1. **Song, H.**, Gil de Zúñiga, H., & Boomgaarden, H. (2019, May). *Social Media News Use and Political Cynicism: Differential Pathways Through “News Finds Me” Perception*. Paper accepted for presentation at the 69th International Communication Association Conference, Washington DC.
2. **Song, H.**, Tolochko, P., Eberl, J-M., Lind, F., Eisele, O., Greussing, E., Heidenreich, T., & Boomgaarden, H. G. (2019, May). *When Does Garbage Start to Stink? Imperfect Gold Standards and the Validation of Automated Content Analysis*. Paper accepted for presentation at the 69th International Communication Association Conference, Washington DC.
1. **Song, H.**, Cho, J., & Benefield, G. A. (2018, April). *The Dynamics of Message Exposure Online in Political Discussion Forums: Self-Segregation or Diverse Exposure?* Paper presented at the 76th annual Midwest Political Science Association conference, Chicago, IL. (also accepted for presentation at the 2018 annual International Communication Association conference, Prague, Czech Republic)
2. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2018, April). *“That Looks Hard!”: Effects of Objective and Perceived Textual Complexity on Message Comprehension, Recall, and Structural Political Knowledge*. Paper presented at the 76th annual Midwest Political Science Association conference, Chicago, IL.
3. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2018, April). *Conceptualizing and measuring political text complexity using topic modeling and multilayered two-mode semantic networks*. Paper accepted for presentation at the 76th annual Midwest Political Science Association conference, Chicago, IL.

4. **Song, H.** (2018, May). *Complex contagions and the socially-contingent correction of misinformation*. Paper accepted for presentation at the 2018 annual International Communication Association conference, Prague, Czech Republic.
5. **Song, H.** & Boomgaarden, H. (2017, June). *Dynamic spirals put to test: An agent-based model of reinforcing spirals between selective exposure, interpersonal networks, and attitude polarization*. Paper accepted for presentation at the 2017 annual International Communication Association conference, San Diego, CA.
6. Tolochko, P., **Song, H.**, & Boomgaarden, H. (2017, June). *Conceptualizing and measuring political text complexity using topic modeling and Exponential Random Graph Models for two-mode networks*. Paper accepted for presentation at the 2017 annual International Communication Association conference, San Diego, CA.
7. **Song, H.**, Minozzi, W., Lazer, D. M. J., Neblo, M., & Ognyanova, K. (2016, June). *The incidental pundit: Opportunity and intention in political discussion*. Paper presented at the 112th American Political Science Association Annual Meeting, Philadelphia, PA. (also presented at the 9th Political Network conference, St. Louis, MO., and 74th annual Midwest Political Science Association conference, Chicago, IL.)
8. **Song, H.** (2016, June). *Why do emotional citizens (sometimes) become picky about news? The contingent role of emotions that underlie partisan selective exposure and avoidance*. Paper presented at the 2016 annual International Communication Association conference, Fukuoka, Japan.
9. **Song, H.**, Nyhuis, D., & Boomgaarden, H. (2016, June). *A network model of negative campaigning: Structures and determinants of negative campaigning in multi-party systems*. Paper presented at the 2016 annual International Communication Association conference, Fukuoka, Japan (also presented at 74th annual Midwest Political Science Association conference, Chicago, IL., and at the DACH-Wahlstudientreffen (German-Austrian-Switzerland Election Studies Meeting), Vienna, Austria)
10. Nyhuis, D., **Song, H.**, & Boomgaarden, H. (2016, June). *Disproportionality in media representations of campaign negativity*. Paper presented at the annual International Communication Association conference, Fukuoka, Japan (also presented at the 74th annual Midwest Political Science Association conference, Chicago, IL.)
11. Eveland, W. P., Jr., **Song, H.**, & Hutchens, M. J. (2015, June). *What "don't know" causes us to not know about accuracy in political perceptions in network data*. Paper presented at the 8th Political Network Conference, Portland, OR.
12. Lee-Won, R. J., Lee, J. Y., **Song, H.**, & Borghetti, L. (2015, June). *Effects of racist tweets on target racial minority members' drinking intention and the role of negative emotions: Experimental evidence*. Paper presented at the 2015 annual meeting of the International Communication Association, San Juan, Puerto Rico.
13. **Song, H.** (2014, November). *Attitude polarization as an emotional-motivational phenomenon: Revisiting polarization and partisan selective exposure*. Paper presented to the Political Communication Division at the 100th annual convention of the National Communication Association, Chicago, IL.
14. **Song, H.** (2014, May). *Predicting the structures of political discussion in networks with weak ties: The role of predisposition, homophily, expertise, and endogenous network processes*. Paper presented to the 7th Political Network Conference, Montreal, Canada.

15. **Song, H.** (2014, May). *The Matthew effect or the equalizing effect? Mutual causation and “moderating mediator” relationships between media use and political discussion.* Paper presented to the Mass Communication Division at the 2014 annual meeting of the International Communication Association, Seattle, WA (Top 3 student paper award).
16. Gleason, S., McClurg, S., Eveland, W. P., Jr., & **Song, H.** (2014, April). *The structural and personal determinants of political disagreement in social groups.* Paper presented to the Interpersonal Communication and Political Behavior Section at the 72nd annual meeting of the Midwest Political Science Association, Chicago, IL.
17. Eveland, W. P., Jr., **Song, H.**, & Beck, P. A. (2014, January). *Cultural variations in political discussion and agreement – and their relation with voting turnout.* Paper presented to the Choice, Participation, and Political Networks Section at the 85th annual meeting of the Southern Political Science Association, New Orleans, LA.
18. **Song, H.** (2014, January). *Value conflict, ambivalence, and electoral choice: How does political ambivalence affect correct voting?* Paper presented to the Elections and Voting Section at the 85th annual meeting of the Southern Political Science Association, New Orleans, LA.
19. **Song, H.** (2013, November). *Metacognitive model of ambivalence: The role of multiple attributes and metacognitions in creating political ambivalence.* Paper presented to the Social Cognition Division at the 99th annual meeting of the National Communication Association, Washington, DC.
20. **Song, H.** & Eveland., W. P., Jr. (2013, June). *The structure of communication networks matters: How network diversity, centrality, and context influence political ambivalence, participation, and knowledge.* Paper presented to the Political Communication Division at the 2013 annual meeting of the International Communication Association, London, England.
21. **Song, H.** (2013, June). *Media and economic voting in 2008 U.S. Presidential election: Beyond sociotropic and egotropic dichotomies.* Paper presented to the Mass Communication Division at the 2013 annual meeting of the International Communication Association, London, England.
22. Lee, J. & **Song, H.** (2013, June). *Why do people post news through social networking sites? A focus on technology adoption, media bias, and partisanship strength.* Paper presented to the Journalism Studies Division at the at the 2013 annual meeting of the International Communication Association, London, England. (Top 3 student paper award).
23. **Song, H.**, & M. Park (2011, May). *Communications as source of ambivalence toward social policies: Implications on deliberative democracy and polarized media environment.* Paper presented to the Political Communication Division at the 2011 annual meeting of the International Communication Association, Boston, MA.

Graduate Student Advising

Co-supervision of Ph.D. Candidate Petro Tolochko, MSc
(with Uni.-Prof. Dr. Hajo Boomgaarden)

2018 - present

Teaching and invited talks

University of Vienna

Attitudes in context: How communication network informs our understandings of political perceptions and attitudes (Invited talk at Vrije Universiteit Amsterdam, 2015)

Content Analysis: Manual and Automated Approaches. Winter 2018 (Ph.D)

Advanced data analysis II/III. Winter 2016, Summer 2017/2018 (Master)

STEP 5 Kommunikationswissenschaftliches Forschungs-Proseminar. Summer 2017 (Bachelor)

METH: UE QUANTI Quantitative Datenerhebungsmethoden. Summer 2018 (Bachelor)

METH: UE STADA Statistische Datenanalyse. Summer 2018 (Bachelor)

FOPRAX: PS Forschungspraxis. Winter 2018 (Bachelor)

Bakkalaureats-Seminar. Winter 2015/2016/2017/2018 (Bachelor)

Intro to moderation and mediation analysis. Summer 2016/2017 (Bachelor)

Intro to automated content analysis. Winter 2015/2016/2017/2018 (Invited Guest Lecture, Master)

The Ohio State University

COMM 2367 Persuasive Communication. Spring 2014 (Bachelor)

COMM 3554 Social Implications of Comm Technology. Fall 2013 (Teaching Assistant, Bachelor)

COMM 3554 Social Implications of Comm Technology. Fall 2013 (Invited Guest Lecture, Bachelor)

Academic service

Editorial Board Member, *Journal of Communication* (since 2018 Sep)

Editorial Board Member, *Computational Communication Research* (since 2018 Sep)

Ad Hoc Reviewer, *British Journal of Political Science*

Ad Hoc Reviewer, *European Political Science Review*

Ad Hoc Reviewer, *Political Communication*

Ad Hoc Reviewer, *Journal of Computer-Mediated Communication*

Ad Hoc Reviewer, *Human Communication Research*

Ad Hoc Reviewer, *Communication Theory*

Ad Hoc Reviewer, *Communication Research*

Ad Hoc Reviewer, *Journal of Broadcasting & Electronic Media*

Ad Hoc Reviewer, *Communication Monographs*

Ad Hoc Reviewer, *Journalism and Mass Communication Quarterly*

Ad Hoc Reviewer, *International Journal of Public Opinion Research*

Ad Hoc Reviewer, *Annals of the International Communication Association*

Ad Hoc Reviewer, *Communication Methods and Measures*

Ad Hoc Reviewer, *Political Behavior*

Ad Hoc Reviewer, *Political Research Quarterly*

Ad Hoc Reviewer, *International Journal of Communication*

Ad Hoc Reviewer, *Cyberpsychology, Behavior, and Social Networking*

Graduate Student Representative to Academic Search Committee, School of Communication, The Ohio State University (Fall 2013)

References

(Additional references are available upon request)

William P. Eveland, Jr.

Professor of Communication
Professor of Political Science (by courtesy)

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The Ohio State University
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Hajo G. Boomgaarden

Professor for Empirical Social Science Methods with a Focus on Text Analysis
Dean of the Faculty of Social Sciences

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1010 Wien, Austria
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R. Lance Holbert

Professor of Communication

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