

SUNGJONG ROH

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EDUCATION

- Ph.D. (2015), Communication, Cornell University, USA
Dissertation Title: “Time for change: How temporal frames shape judgments and decisions about health, wealth, and the environment”
Dissertation Committee: Jeff Niederdeppe and Jonathon P. Schuldt (Co-Chairs)
Katherine McComas, Michael A. Shapiro, and David Dunning
Ph.D. minor in Social Psychology
- M.A. (2008), Communication, Korea University, South Korea
- B.A. (2004), *Summa cum laude*, Communication and English, Korea University, South Korea

ACADEMIC APPOINTMENT

Assistant Professor of Corporate Communication, Lee Kong Chian School of Business, Singapore Management University, July 2015-Present

HONORS, AWARDS, & GRANTS

- NSF Doctoral Dissertation Research Improvement Grant (Decision, Risk, and Management Sciences Program), *National Science Foundation*, 2014-2015
- Anson E. Rowe Promising Graduate Student Award, *Department of Communication, Cornell University*, May 2013
- Given for prominent performance in research productivity, teaching excellence, and contribution to the communication community.
- Student Travel Award, *Society for Risk Analysis*, 2012, 2013, 2014
- Cornell University Travel Grant, *Graduate School, Cornell University*, 2011, 2012, 2013, 2014
- Cornell University Graduate Field of Communication Travel Grant, *Department of Communication, Cornell University*, 2011, 2012, 2013, 2014
- Excellent Book of the Year in Social Science, *National Academy of Sciences, South Korea*, June 2012
- Ilju Graduate Fellowship, *Ilju Foundation, South Korea*, 2011-2015
- Top Three Paper Award, *Korean Society for Journalism and Communication Studies*, June 2011
- Gallup Korea Award, *Korean Association for Survey Research and Gallup Korea*, June 2010
- Graduated with Great Honor, *Korea University*, 2004
- Dean’s list for all enrolled semesters, *Korea University*, 2000 – 2003
- Chungsoo Fellowship, *Chungsoo Foundation, South Korea*, 2000 – 2003
- A prestigious merit-based scholarship established by the former Korean President Chung-Hee Park. It provided full scholarship support for entire undergraduate years.

PUBLICATIONS

- Roh, S.**, & Niederdeppe, J. (in press). The word outside and the pictures in our heads: Contingent framing effects of labeling on health policy preference by political ideology. *Health Communication*.
- Niederdeppe, J., **Roh, S.**, & Dreisbach, C. (in press). How narrative focus and a statistical map shape health policy support among state legislators. *Health Communication*.
- Niederdeppe, J., **Roh, S.**, & Shapiro, M. A. (2015). Acknowledging individual responsibility while emphasizing social determinants in narratives to promote obesity-reducing public policy: A national randomized experiment. *PLoS ONE*, *10*(2), e0117565. (IF: 3.234)
- Roh, S.**, McComas, K., & Rickard, L., & Decker, D. (2015). How motivated reasoning and temporal frames polarize understanding of zoonotic disease risk. *Science Communication*, *37*(3), 340-370.
- Schuldt, J. P., **Roh, S.**, & Schwarz, N. (2015). Questionnaire design effects in climate change surveys: Implications for the partisan divide. *The ANNALS of the American Academy of Political and Social Science*, *658*(1), 67-85.
- McComas, K.A., Burge, C.A., Schuldt, J.P., & **Roh, S.** (2015). Communicating about marine disease: The effects of message frames on policy support. *Marine Policy*. *57*, 45-52. (IF: 2.610)
- Roh, S.**, & Schuldt, J. P. (2014). Where there's a will: Can highlighting future youth-targeted marketing increase support for soda taxes? *Health Psychology*, *33*(12), 1610-1613. (IF: 3.590)
- Schuldt, J. P., & **Roh, S.** (2014). Of accessibility and applicability: How heat-related primes affect belief in "global warming" and "climate change." *Social Cognition*, *32*(3), 219-240.
- Roh, S.** & Hancock, J. T. (2014). Ideology. In T. R. Levine (Ed). *Encyclopedia of Deception* (pp. 496-499). Thousand Oaks, CA: Sage.
- Schuldt, J. P., & **Roh, S.** (2014). Media frames and cognitive accessibility: What do "global warming" and "climate change" evoke in partisan minds? *Environmental Communication*, *8*(4), 529-548.
- Roh, S.** (2014). Book review for Nate Silver's The Signal and The Noise. *Risk Analysis*, *34*(2), 396-398.
- Niederdeppe, J., **Roh, S.**, Shapiro, M. A., & Kim, H. K. (2013). Effects of messages emphasizing environmental determinants of obesity on intentions to engage in diet and exercise behaviors. *Preventing Chronic Disease*, *10*. (2015 Journal Impact Factor (IF): 2.123)

SELECTED CONFERENCE PRESENTATIONS

- Roh, S.**, & Niederdeppe, J. (2015, February). Time to change: Forecasting the future income inequality nudges conservatives' redistributive policy support. *Paper to be presented at the annual meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
- Roh, S.**, & Schuldt, J.P. (2014, December). Shooting, fast and slow: Effects of gun crime duration and accessible judgment criteria on support for gun policy reform. *Paper to be presented at the annual meeting of the Society for Risk Analysis*, Denver, CO.
- Roh, S.**, & Cho, H.C. (2014, November). Blowing, fast and slow: How temporal units for a hurricane forecasting map shapes consumer evacuation judgments and decisions. *Poster to be presented at the annual meeting of the Society for Judgment and Decision Making*, Long Beach, CA.
- Schuldt, J.P., & **Roh, S.** (September, 2014). On the relative salience of alternative frames in competitive environments: A situated cognition perspective. *Paper to be presented at the annual meeting of the World Association for Public Opinion Research*, Nice, France.

- Roh, S.**, & Niederdeppe, J. (2014, August). The word outside and the pictures in our heads: Contingent framing effects of labeling on health policy support by political ideology. *Paper to be presented at the annual meeting of the Association for Education of Journalism and Mass Communication*, Montreal, Canada.
- Niederdeppe, J., **Roh, S.**, & Dreisbach, C. (2014, May). How narrative focus and statistical images shape policy support among state legislators. *Paper presented at the annual meeting of the International Communication Association*, Seattle, WA.
- Schuldt, J.P., & **Roh, S.** (2014, February). Of accessibility and applicability: How heat-related cues affect belief in “global warming” versus “climate change” across political partisans. *Paper presented at the annual meeting of the Society for Personality and Social Psychology*, Austin, TX.
- Roh, S.** & Schuldt, J. P. (2013, December). Where there's a *will*: Can highlighting future youth-targeted marketing build support for health policy initiatives? *Paper presented at the annual meeting of the Society for Risk Analysis*, Baltimore, MD.
- Roh, S.**, & Niederdeppe, J. (2013, November). Pathways through which retrospectively framed statistical health messages can be more effective than prospectively framed messages. *Paper presented at the annual meeting of the National Communication Association*. Washington DC.
- Roh, S.**, & Shapiro, M. A. (2013, June). Time-bounded ethicality: The interplay of temporal frames on moral judgments of news stories. *Paper presented at the annual meeting of the International Communication Association*, London, UK.
- Schuldt, J. P., **Roh, S.**, & Schwarz, N. (2013, May). Emphasis framing and Americans' perception of scientific consensus: Scientists agree on “global warming” but not on “climate change.” *Paper presented at the annual meeting of the American Association for Public Opinion Research*, Boston, MA.
- Roh, S.** (2012, December). The same, but different: Theorizing about temporal framing effects of statistical risk messages in health communication. *Paper presented at the meeting of the Society for Risk Analysis*, San Francisco, CA.

TEACHING EXPERIENCE

- 2015 Spring: How Framing Shapes Public Preferences on Health Policy, *Guest Lecture*
- 2014 Fall: Bridging the Partisan Divide, *Guest Lecture*
- 2013 Fall: The New Science of Pro-environmental Messaging, *Guest Lecture*
- 2013 Fall: Political Persuasion and Experimental Methods, *Guest Lecture*
- 2013 Spring: Fundamental Statistical Data Analysis for Campaign Design, *Guest Lecture*
- 2012 Fall: The Psychology of Political Polarization, *Guest Lecture*
- 2012 Spring: The Psychology of Climate Beliefs, *Guest Lecture*
- 2012 Spring: Communicating Science, Health, Environment, and Risk, *Teaching Assistant* (Professor: Chris Clarke)
- 2011 Fall: Psychology of Entertainment Media, *Teaching Assistant* (Professor: Michael A. Shapiro)

PROFESSIONAL AFFILIATIONS

- Society for Judgment and Decision Making (SJDM)

Society for Risk Analysis (SRA)

Society for Personality and Social Psychology (SPSP)

American Association for Public Opinion Research (AAPOR)

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

SERVICE

Journal Reviewer, *Risk Analysis*, *Public Health Nutrition*, *Journal of Abnormal Child Psychology*

Graduate Student Field Representative (Communication), *Graduate and Professional Student Association of Cornell University*, 2013 – Present

Korean Augmentation Troops to The United States Army (KATUSA), 2004 – 2006.

REFERENCES

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