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**Contact Information**

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**Education**

Ph.D., (Communication), Stanford University, expected in 2017

Advisor: Jeremy Bailenson

M.A., (Communication), Seoul National University, 2012

Advisor: Eun-mee Kim

B.A., (Communication, *summa cum laude*), Seoul National University, 2010

Exchange Student, Institut d'Études Politiques de Paris (Sciences Po Paris), 2008/2009

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**Publications**

Rosakranse, C., & Oh, S. Y. (under review). Measuring Presence: The Use Trends of Five Canonical Presence Questionnaires from 1998-2012. *Proceedings of the International Society for Presence Research Annual Conference*, March 17-19, 2014, Vienna, Austria.

Lee, E.-J., & Oh, S. Y. (2013). To Personalize or Depersonalize? When and How Politicians' Personalized Tweets Affect the Public's Reactions. *Journal of Communication*, 62(6), 932-949.

Lee, E. J., & Oh, S. Y. (2013). Seek and You Shall Find? How Need for Orientation Moderates Knowledge Gain from Twitter Use. *Journal of Communication*, 63(4), 745-765.

Lee, E.-J., & Oh, S. Y. (forthcoming). You Are What Your Avatar Looks Like: How Arbitrary Visual Cues Affect Social Perceptions and Self-Categorization in CMC. In Sundar, S. (Ed.), *Handbook of the Psychology of Communication Technology*. Wiley-Blackwell.

Lee, E.-J., & Oh, S. Y. (forthcoming). Computer-Mediated Communication. In P. Moy (Ed.) *Oxford Bibliographies Online: Communication*. New York: Oxford University Press.

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**Presentations**

Lee, E.-J., & Oh, S. Y. (2013). You Are What Your Avatar Looks Like: How (Arbitrary) Visual Cues Affect Self-Categorization and Social Judgments in Computer-Mediated Communication. *Annual Convention of the National Communication Association*, November 21-24, Washington, DC.

Lee, E.-J., & Oh, S. Y. (2012). To Personalize or Depersonalize? When and How Politicians' Personalized Tweets Affect the Public's Reactions. *Annual Convention of the National Communication Association*, November 15-18, Orlando, FL.

Lee, E.-J., & Oh, S. Y. (2012). Does Twitter Make Us More Knowledgeable? The Moderating Role of Need for Orientation. Presented at *Annual Conference of the Association for Education in Journalism and Mass Communication*, August 9-12, Chicago, IL.

Shin, S.-Y., Lee, E.-J., & Oh, S. Y. (2011). Effects of Politicians' Twitter Communication on Opinion Polarization: Social Presence as a Mediator. Presented at *Annual Convention of the National Communication Association*, November 17-20, New Orleans, LA.

### Teaching Experience

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2013                      *Teaching Assistant, Stanford University*  
- Experimental Research in Advanced User Interfaces (Fall, 2013)

2011 - 2012              *Teaching Assistant, Seoul National University*  
- Interpersonal Communication (Spring, 2011 & Spring, 2012)

### Relevant Experience

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2010 - 2011              *Undergraduate Mentor, Seoul National University*

2010                      *Intern, Fleishman-Hillard Korea*

2009-2010              *Intern, Organization for Economic Co-operation and Development (OECD)*  
- Main Project: OECD. (2010). *News in the Internet age: New trends in news publishing*. Paris, France: OECD Publishing.  
- On-site intern (Paris Headquarters) from 07/2009-08/2009 and overseas consultant from 09/2009-01/2010

06/2008                  *Liaison, OECD Ministerial Conference on the Future of the Internet Economy*  
- Liaison for Secretary-General Angel Gurría

2007-2008              *English Editor, Seoul National University Office of Public Relations*

### Awards

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2012-2017              *Doctoral Study Fellowship (Samsung Scholarship)*

2011                      *Award for Top Master's Thesis Proposal*

2011                      *Master's Researcher Scholarship (Brain Korea 21)*

2010                      *Graduated with Academic Distinction (highest GPA in department)*

### Languages/Software

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Korean                  *Mother Tongue*

English                  *Mother Tongue (TOEFL iBT 120)*

French                   *Fluent (DELFB2)*

Computing              *R, SPSS*