

Catherine (Soo Youn) Oh

CONTACT INFORMATION

450 Serra Mall Stanford, CA 94305
650-391-8617
syoh@stanford.edu

EDUCATION

Ph.D., (Communication), Stanford University, expected in 2019

- Advisor: Jeremy Bailenson

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

- Advisor: Eun-mee Kim (GPA: 4.26/4.30)

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

- Graduated with highest departmental GPA (4.10/4.30)

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

PEER-REVIEWED PUBLICATIONS/PROCEEDINGS

Lee, E.-J., **Oh, S. Y.**, Lee, J., Kim, H. S. (*in press*). Up close and personal on social media: When do politicians' personal disclosures enhance vote intention? *Journalism & Mass Communication Quarterly*.

Oh, S. Y., Bailenson, J., Krämer, N., & Li, B. (2016). Let the Avatar Brighten Your Smile: Effects of Enhancing Facial Expressions in Virtual Environments. *PLoS ONE 11(9)*: e0161794. doi: 10.1371/journal.pone.0161794

Oh, S. Y., Bailenson, J., Weisz, E., & Zaki, J. (2016). Virtually old: Embodied perspective taking and the reduction of ageism under threat. *Computers in Human Behavior, 60*, 398-410.

Oh, S. Y., & Kim, S. (2016, May). Does Social Endorsement Influence Physiological Arousal?. *Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems* (pp. 2900-2905). ACM.

Oh, S. Y., Shriram, K., Laha, B., Baughman, S., Ogle, E., Bailenson, J. (March, 2016). Immersion at Scale: Researcher's Guide to Ecologically Valid Mobile Experiments. *Proceedings of IEEE Virtual Reality (VR)*.

Lottridge, D. M., Rosakranse, C., **Oh, C. S.**, Westwood, S. J., Baldoni, K. A., Mann, A. S., & Nass, C. I. (2015, April). The effects of chronic multitasking on analytical writing. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 2967-2970). ACM.

*** Honorable Mention Award (Awarded to top 5% of all submissions)**

Rosakranse, C., & **Oh, S. Y.** (2014). 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.

Kim, E. M., Lee, H.-M., & **Oh, S. Y.** (2012). Television Viewing as an Act of Cultural Consumption: Omnivore Hypothesis and the Diversity of Broadcasting Content Consumption. *Korean Journal of Broadcasting & Telecommunication Studies*, 26(3), 135-175.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Oh, S. Y., & Bailenson, J. (2017). Definition and antecedents of social presence: A theoretical review. *Annual Conference of the International Communication Association*, May 25-29, San Diego, CA.

Lee, E.-J., **Oh, S. Y.**, & Lee, J. (2017). Up close and personal on Facebook: Bounded benefits of politicians' personal disclosures. *Annual Conference of the International Communication Association*, May 25-29, San Diego, CA.

Oh, S. Y., Bailenson, J., Weisz, E., & Zaki, J. (2016). Virtually old: Embodied perspective taking and the reduction of ageism under threat. *Annual Conference of the International Communication Association*, June 9-13, Fukuoka, Japan.

*** Competitively judged to present on the Communication and Technology Division Top Papers session (Top 4 papers)**

Oh, S. Y., & Kim, S. (2016). The power of "no": How negative frames influence empathy and pro-Social Behavior. *Annual Conference of the International Communication Association*, June 9-13, Fukuoka, Japan.

Oh, S. Y., & Kim, S. (2016). How Does Social Endorsement Influence Physiological Arousal? Affective Content as a Moderator. *Annual Conference of the International Communication Association*, June 9-13, Fukuoka, Japan.

Oh, S. Y. (2015). The Effects of Situational and Chronic Multitasking on Emotion Recognition. *Annual Conference of the International Communication Association*, May 21-25, San Juan, Puerto Rico.

*** Competitively judged to present on the Best of Information Systems panel (Top 4 papers)**

- 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.

BOOK CHAPTERS

- Oh, S. Y.**, & Bailenson, J. (2017). Virtual and Augmented Reality. In P. Roessler (Ed.) *The International Encyclopedia of Media Effects* (pp. 1–16). Wiley Blackwell-ICA.
- Shriram, K., **Oh, S. Y.**, & Bailenson, J. N. (2017). Virtual Reality and Prosocial Behavior. In A. Vinciarelli, J. Burgoon, N. Magnenat-Thalmann, & M. Pantic (eds.). *Social Signal Processing* (pp. 110-122). Cambridge University Press.
- Rosakranse, C., Nass, C. I., **Oh, S. Y.** (2017). Social Presence in CMC and VR. In A. Vinciarelli, J. Burgoon, N. Magnenat-Thalmann, & M. Pantic (eds.). *Social Signal Processing* (pp. 304-316). Cambridge University Press.
- Lee, E.-J., & **Oh, S. Y.** (2015). Computer-Mediated Communication. In P. Moy (Ed.). *Oxford Bibliographies Online: Communication*. New York: Oxford University Press.
- Lee, E.-J., & **Oh, S. Y.** (2015). Effects of Visual Cues on Social Perceptions and Self-Categorization in Computer-Mediated Communication. In Sundar, S. (Ed.), *Handbook of the Psychology of Communication Technology*. Wiley- Blackwell.

TEACHING

- 2015 **Graduate student mentor, Stanford University**
- Served as mentor for the Raising Interest in Science and Engineering (RISE) Summer Internship Program
- 2015 **Guest Lecturer, Stanford University**
- *Media Equation*, Media Effects and Processes (Spring, 2015)
 - *Social Influence*, Virtual People (Winter, 2015)

- 2015 **Teaching Assistant, Stanford University**
• Virtual People (Winter, 2015)
- 2014 **Master's Thesis Supervisor, Stanford University**
• Selected by department to supervise M.A. theses on media multitasking for three students
- 2013 **Teaching Assistant, Stanford University**
• Experimental Research in Advanced User Interfaces (Fall, 2013)
- 2013 **Undergraduate/M.A. Research Group Leader, Stanford University**
• Led research project groups composed of 5-6 undergraduates and M.A. students (Winter, 2013; Spring, 2013; Fall, 2013)
• Served as M.A. thesis supervisor for 3 of these students
- 2011 – 2012 **Teaching Assistant, Seoul National University**
• Interpersonal Communication (Spring, 2011 & Spring, 2012)

AWARDS

- 2016 Top Paper Award in Communication and Technology, **International Communication Association**
- 2015 Honorable Mention Award, **CHI (ACM Conference on Human Factors in Computing Systems)**
- 2015 Best of Information Systems, **International Communication Association**
- 2012 - 2017 Samsung Doctoral Study Fellowship, **Samsung**
- 2011 Top Master's Thesis Proposal Award, **Seoul National University**
- 2011 Master's Researcher Scholarship, **Brain Korea 21**
- 2010 Graduated with Academic Distinction (*highest GPA in department*)

LANGUAGES/SOFTWARE

- English* Native speaker
- Korean* Native speaker
- French* Fluent (DELF B2)
- Computing* R, SPSS

PROFESSIONAL AFFILIATIONS

- International Communication Association
- National Communication Association
- Association for Education in Journalism and Mass Communication