

## CLAIRE Y. JOA, PhD

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Assistant Professor  
School of Communication, Film, and Media  
University of West Georgia (UWG)  
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### I. Academic Degrees

Ph.D., 2017

Bowling Green State University (BGSU), Bowling Green, OH  
School of Media and Communication

Dissertation: A Hyperlink and Sentiment Analysis of the 2016 Presidential Election: Intermedia Issue  
Agenda and Attribute Agenda Setting in Online Contexts

M.A., 2009

Sogang University, Seoul, South Korea  
Department of Mass Communication

Thesis: A Study on Online Game Players' Social Communication: The Relationship between Power  
Gamer and Leadership Life Skills

B.A., 2007

Sogang University, Seoul, South Korea  
Major(s): Mass Communication; Political Science

### II. Academic Positions

Fall 2024 – Present           Assistant Professor, Digital Media and Entertainment  
School of Communication, Film, and Media  
University of West Georgia

Fall 2021 – Spring 2024   Assistant Professor, Media and Communication  
Middle Georgia State University

Fall 2020 – Spring 2021   Program Coordinator of Mass Communication  
Louisiana State University Shreveport

Fall 2017 – Spring 2021   Assistant Professor, Mass Communication  
Louisiana State University Shreveport

### III. Publications

#### A. Refereed Journal Articles

Park, S., Joa, C. Y., Yun, G., & Constantino, N. (2024). Marijuana message channels, health knowledge, law knowledge, and confidence in knowledge as risk and protective factors of marijuana use among college students. *Journal of Drug Education*, 53(1-2), 19-38. <https://doi.org/10.1177/00472379231217825>

- Joa, C. Y.,** Abuljadail, M., & Ha, L. (2023). YouTube Self-Directed Learning in the U.S. and Taiwan: An Application of the Personal Responsibility Orientation Model. *Online Information Review*, 47(6), 1134-1154. <https://doi.org/10.1108/OIR-01-2021-0051>
- Joa, C. Y.** & Yun, G. (2022). Who Sets Social Media Sentiment?: Sentiment Contagion in the 2016 U.S. Presidential Election Media Tweet Networks. *Journalism Practice*, 16(7), 1449-1472. <https://doi.org/10.1080/17512786.2020.1856708>
- Park, S., **Joa, C. Y.**, & Labbe, B. (2022). Who Will Help You to Practice Good Health Habits and Who Will Give You Eating Disorders? Analysis of Weight Watchers' Twitter Network. *Health & New Media Research*, 6(1), 35-64. <https://doi.org/10.22720/hnmr.2022.6.1.035>
- Joa, C. Y.** & Park, S. (2021). Entrepreneurial Doctors and Consumerist Patients: #Plasticsurgery on Instagram. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(4), 477-495. <https://doi.org/10.1108/IJPHM-01-2020-0002>
- Joa, C. Y.** & Magsamen-Conrad, K. (2021). Social Influence and UTAUT in Predicting Digital Immigrants' Technology Use. *Behaviour & Information Technology*, 41(8), 1620-1638. <https://doi.org/10.1080/0144929X.2021.1892192>
- Ha, L., Abuljadail, M., **Joa, C. Y.**, & Kim, K. (2021). Personalized vs. Non-Personalized Recommendations: How Recommender Systems, Recommendation Sources and Recommendation Platforms Affect Trial of YouTube Videos among Digital Natives in Saudi Arabia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2020-0384>
- Magsamen-Conrad, K., Dillon, J. M., Verhoff, C. B., & **Joa, C. Y.** (2019). Toward a Theory of HealthIT Adoption Across the Life Span: Findings from Five Years in the Community. *Health Communication*, 35(3), 308-321. <https://doi.org/10.1080/10410236.2018.1563027>
- Joa, C. Y.**, Kim, K., & Ha, L. (2018). What Makes People Watch Online In-Stream Video Advertisements?. *Journal of Interactive Advertising*, 18(1), 1-14. <https://doi.org/10.1080/15252019.2018.1437853>
- Ha, L., **Joa, C. Y.**, Gabay, I., & Kim, K. (2018). Does U.S. College Students' Social Media Use Affect School E-Mail Avoidance and Campus Involvement?. *Internet Research*, 28(1), 213-231. <https://doi.org/10.1108/IntR-11-2016-0346>
- Yun, G., Morin, D., Park, S., **Joa, C.Y**, Labbe, B., Lim, J., Lee, S., & Hyun, D. (2016). Social Media and Flu: Media Twitter Accounts as Agenda Setters. *International Journal of Medical Informatics*, 91, 67-73. <http://dx.doi.org/10.1016/j.ijmedinf.2016.04.009>
- Magsamen-Conrad, K., Upadhyaya, S., **Joa, C. Y.**, & Dowd, J. (2015). Bridging the Divide: Using UTAUT to Predict Multigenerational Tablet Adoption Practices. *Computers in human behavior*, 50, 186-196. <http://dx.doi.org/10.1016/j.chb.2015.03.032>
- Lee, S., Hyun, D., & **Joa, Y.** (2012). Media Experience in UCC (User Created Content): Comparative Study on the Effects of Parasocial Interaction in Flow between UCC Producers and UCC Participants. *Korean Journal of Broadcasting and Telecommunication Studies*, 26(2), 122-166. <http://uci.or.kr/G704-000045.2012.26.2.001>

Lee, S. & **Joa, Y.** (2011). Media Experience in UCC (User Created Content): Comparative Study on Flow and Social Communication among UCC Audiovisual Producers, UCC Photoshop Producers and UCC Reviewers. *Korean Journal of Journalism & Communication Studies*, 55(4), 234-260.  
<http://uci.or.kr/G704-000203.2011.55.5.005>

**Joa, Y.** & Lee, S. (2009). A Study on the Gammer (MMORPG Player)'s Social Communication Skills: The Concept of Power Gammer. *Korean Journal of Journalism & Communication Studies*, 53(4), 201-227. <http://uci.or.kr/G704-000203.2009.53.4.003>

## **B. Book Chapter**

Kim, K., & **Joa, C. Y.** (2018). Online Video Advertising Viewership and Avoidance on YouTube. In L. Ha (Eds.), *YouTube: The Audience and Business of Online Videos* (pp. 119-134). Lexington Books.

## **IV. Refereed Conference Papers**

Nicholson, A., Keith, S., Norman, C., **Joa, C.Y.**, & North, M. (2024, February). *Recruiting from the Core: How to Market and Recruit Students to Your Major*. Pannel presented at the annual conference of Georgia Communication Association, Demorest, Georgia.

Ju, I., Ray, R., **Joa, C.Y.**, & Bangero, H. B. (2023, May). *Exploring motivations for nostalgia sharing on social media sites: seasons, emotion, and generations*. Extended abstract presented at the annual pre-conference of the International Communication Association, Toronto, Canada.

**Joa, C. Y.**, Abuljadail, M., & Ha, L. (2022, April). *Investigating Learner Traits and Perceived Benefits of Certification Affecting Self-Directed Online Skill Education Adoption Intentions: A Mixed Method Approach During the COVID-19 Pandemic. Top paper (2nd place) in the open paper competition, Management, Marketing and Programming Division*, Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, Nevada.

Cho, I. & **Joa, C. Y.** (2022, April). *How do recruitment and hiring take place on social media?* Poster presented at the annual conference of the Society for Industrial and Organizational Psychology, Seattle, Washington.

**Joa, C. Y.**, Abuljadail, M., & Ha, L. (2021, July) *YouTube self-directed learning in U.S. and Taiwan: the application of the personal responsibility orientation model*. Paper presented at the 2021 International Association for Media and Communication Research Conference, Nairobi, Kenya (the conference held virtually).

Park, S., **Joa, C. Y.**, Yun, G., & Constantino, N. (2021, April). *Marijuana health knowledge, law knowledge and confidence in knowledge as risk factors of marijuana use among college students*. Poster presented at the DC Conference on Health Communication, Fairfax, Virginia (the conference held virtually).

**Joa, C. Y.** (2020, April) *Intermedia Influencers in the 2016 Presidential Election Media Tweet Network*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, Nevada (the conference held virtually).

Park, S., **Joa, C. Y.**, & Labbe, B. (2019, November). *Who Will Help You to Practice Good Health Habits and Who Will Give You Eating Disorders? Analysis of Weight Watchers' Twitter Network*. Paper presented at the annual conference of the National Communication Association, Baltimore, Maryland.

Ha, L., Abuljadail, M., **Joa, C. Y.**, & Kim, K. (2019, May). *Recommendation is the New Personalized Advertising? How Recommender Systems, Recommendation Sources and Recommendation Platforms Affect Trial of YouTube Videos among Digital Natives*. Paper presented at the annual conference of the International Communication Association, Washington, D.C.

**Joa, C. Y.** & Yun, G. (2018, August). *Sentiment Contagion in the 2016 U.S. Presidential Election Media Tweet Networks*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Yun, G., **Joa, C.Y.**, Hyun, D., Lee, S., Kim, H., Park, S., & Algayer, S. (2018, August). *Measuring Virtual Reality Engagement: Survey and Electroencephalography (EEG)*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Park, S. & **Joa, C. Y.** (2018, April) *#Plasticsurgery on Instagram: A positioning analysis*. Paper presented at the Kentucky Conference on Health Communication, Lexington, Kentucky.

Magsamen-Conrad, K., Dillon, J. M., Verhoff, C. B., & **Joa, C. Y.** (2017, November). *The Health Technology Divide: The Impact of Voluntary Contexts and Privacy*. Paper presented at the annual conference of the National Communication Association, Dallas, Texas.

**Joa, C. Y.**, Kim, K., & Ha, L. (2017, April). *What Makes People Watch Online In-Stream Video Advertisements?. Top paper (2nd place) in the debut paper competition, Management, Marketing and Programming Division*, Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, Nevada.

**Joa, C. Y.**, Magsamen-Conrad, K., & Dillon, J. M. (2016, November). *Social Influence in Older Adults' Tablet Adoption and Use: Using UTAUT and Coolness to Predict Tablet Use*. Paper presented at the annual conference of the National Communication Association, Philadelphia, Pennsylvania.

Magsamen-Conrad, K., Dillon, J. M., Verhoff, C. B., **Joa, C. Y.**, Clemens, C.M., Bondor, K., Largent, J., Upadhyaya, S., & Kim, K. (2016, November). *Toward a Lifespan Communication Model of Personal Handheld Technology Acceptance and Use for Health. Top paper (1st place), Communication and Aging Division*, Paper presented at the annual conference of the National Communication Association, Philadelphia, Pennsylvania.

Yang, L., Gabay, I., **Joa, C. Y.**, Tetteh, D., & Horning, M. (2016, June). *Do QR codes make people more likely to engage with iPad, comparing people who are interested in personalized content and those who are not*. Paper presented at the annual conference of the International Communication Association, Fukuoka, Japan.

Ha, L., **Joa, C. Y.**, Gabay, L., & Kim, K. (2016, April). *Does U.S. College Students' Social Media Use Affect School E-Mail Avoidance?. Paper presented at the annual conference of the Information and Telecommunications Education and Research Association, Louisville, Kentucky.*

Dillon, J. M., Magsamen-Conrad, K., Clemens, C. M., **Joa, C. Y.**, Betz, R., & Gary, L. (2016, April). *Health education in the community: Design, training and implementation of a failed health application workshop for older adults*. Paper presented at the Kentucky Conference on Health Communication, Lexington, Kentucky.

Yun, G., Park, S., **Joa, C.**, Ha, L., Rosati, C., Park, S., & Lim, S. (2015, May). *Barriers and Incentives to DTV Over the Air Antenna Adoption: Five years after the 2009 transition*. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.

Park, S., Labbe, B., & **Joa, C.** (2015, May). *Compassion Fatigue and Audience Global Crises: Integrating Network and Content Analysis in the Examination 'Ebola crisis' Tweeting*. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.

Yun, G., Park, S., **Joa, C.**, Jiang, J., Ha, L., Morin, D., & Lim, J. (2014, August). *Local vs. Hyperlocal newspaper: Community actor perception, readership, and advertising effects*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Yun, G., Morin, D., Park, S., **Joa, C.**, Labbe, B., Lim, J., Lee, S., & Hyun, D. (2014, August). *Tweeting flu and setting agenda on Twitter network*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Magsamen-Conrad, K., Upadhyaya, S., **Joa, C.**, & Dowd, J. (2014, April). *Converging the Diverged: Testing Effects of UTAUT on Informing Decisions on Tablet Adoption Among Generations*. Paper presented at the annual conference of the Central States Communication Association, Madison, Wisconsin, US.

## V. Teaching Experience

### University of West Georgia

- Undergraduate Courses
  - COMM 3350 Digital Media Industries
  - COMM 3354 Digital Social Media & Society
- Graduate Courses
  - COMM 6057 Digital and Social Media Communication Strategies
  - COMM 6684 Research Methods in Digital & Social Media Communication

### Middle Georgia State University

- Undergraduate Courses
  - COMM 1100 Human Communications
  - NMAC 2108 Introduction to Social Media
  - MCOM 2200 Introduction to Public Relations
  - MCOM 3030 Public Relations Strategy and Tactics
  - COMM 3050 Persuasion & Strategic Communication
  - MCOM 4030 Crisis Management and Social Media Engagement
  - MCOM 4040 Public Relations Campaign Plan
- Graduate Courses
  - COMM 5200 Data Storytelling
  - COMM 6610 Social Media Communication and Advertising
  - MCOM 5010 Public Relations Writing & Research

### Louisiana State University Shreveport

- Undergraduate Courses
  - MCOM 215 Introduction to New Media

MCOM 249 Introduction to Social Media Analytics  
MCOM 295 Communication Theory  
MCOM 320 Communication Research Method  
MCOM 370 Media Advertising  
MCOM 449 Social Media in Strategic Communication  
MCOM 498 Capstone - Mass Communication Senior Seminar

### **Bowling Green State University**

- Undergraduate Courses

COMM 1020 Introduction to Public Speaking  
MDIA 3520 Online Social Media

### **VI. Honors and Awards**

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| 2022        | Top Paper (2 <sup>nd</sup> place) in the Open Paper Competition, Management, Marketing and Programming Division, Broadcast Education Association, Las Vegas, Nevada.  |
| 2017 – 2021 | Dr. Dalton and Peggy Cloud Endowed Professorship in Communications, Louisiana State University Shreveport   |
| 2017        | Top Paper (2 <sup>nd</sup> place) in the Debut Paper Competition, Management, Marketing and Programming Division, Broadcast Education Association, Las Vegas, Nevada. |
| 2017        | Graduate Research Accomplishments for 2016, School of Media and Communication, Bowling Green State University   |
| 2016        | Top paper (1 <sup>st</sup> place), Communication and Aging Division, National Communication Association, Philadelphia, Pennsylvania.                                  |

### **VII. Grant Activities**

#### LSUS Tech Fee Grant

Project name: NodeXL Pro, Open Source Social Media Analytics Software  
Grant period: Fiscal Year 2021  
Amount awarded: \$ 1,336  
Supporting institution: Louisiana State University Shreveport, USA  
Position: Principal Investigator/primary representative

#### LSUS College of Arts and Sciences Dean's Discretionary Fund

Project name: Social Media Analytics Software (NodeXL Pro) Project for the Comm Lab  
Grant period: January, 2020 – August, 2020  
Amount awarded: \$ 897  
Supporting institution: Louisiana State University Shreveport, USA  
Position: Principal Investigator

### **VIII. Invited Talks**

- 2024 Breakout session presenter, *Leadership & Communication Styles: Their Effect on Group Climate*, Student Leadership Conference, MGA, March 8<sup>th</sup>.

- 2022 Speaker, *Public Relations for Writers: Personal Branding on Social Media*, Macon Writers Group Talk Series, Macon Writers Group, Macon, GA, October 15<sup>th</sup>.
- 2021 Speaker, *Who sets the social media sentiment?: Behavioral contagion analysis on social networks*, Samuel and Mary Abramson Distinguished Lecture Series, LSU, Shreveport, LA, June 2<sup>nd</sup>.
- 2019 Speaker, *Sentiment Contagion on Twitter*, LSU MLA Showcase Lecture Series, Shreve Memorial Hamilton South Caddo Library, Shreveport, LA, April 22<sup>th</sup>.
- 2019 Speaker, *Sentiment Contagion on Twitter*, LSU MLA Showcase Lecture Series, Shreve Memorial Broadmoor Library, Shreveport, LA, March 18<sup>th</sup>.
- 2017 Speaker, *The Impact of Social Media on Public Relations Practice*, COMM NEXT Conference for Innovative Communications, Shreveport Journalism Foundation, Shreveport, LA, October 21<sup>st</sup>.
- 2016 Guest lecturer, *Interactive Advertising and Media*, TCOM 2640 (Instructor: Abuljadail, M.), BGSU
- 2016 Guest lecturer, *Communicating in Global Contexts*, COMM 2100 (Instructor: Gjoci, N.), BGSU

## IX. Service

### A. Department

#### Middle Georgia State University

Summer 2022 Member, Public Relations Tenure-Track Position Search Committee

#### Louisiana State University Shreveport

2020 - 2021 Program Coordinator, Mass Communication

2018 – 2021 Chapter Faculty Advisor of Honor Society - Lambda Pi Eta (LPH)

Spring 2020 Member, Data Visualization Tenure-Track Position Search Committee

Spring 2020 Member, Department Chair Search Committee

2018 – 2019 Member, Program Proposal Committee for the BS degree in Mass Communication

2017 – 2018 Member, Advisory Board for 21st Century Communication Education and Mass Communication Curriculum

2017 – 2018 Co-Faculty Advisor of Public Relations Student Organization (PRSO)\* affiliated with the Public Relations Association of Louisiana (PRAL)

### B. College

#### Middle Georgia State University

Spring 2024 Member, English/Technical Writing Tenure-Track Position Search Committee

Fall 2021 – Spring 2024 Member, Master of Arts in Public Relations Program Admission Committee

Fall 2021 – Spring 2024 Member, Undergraduate Research Conference Committee

### C. University

#### Middle Georgia State University

Fall 2022 – Spring 2024 Member, Faculty Development Board

**Louisiana State University Shreveport**

2020 – 2021 Member, Faculty Senate

**D. Professional Service to the Field**

Fall 2023 Expert advisory panelist, Public Research Project on online media education, Community Media Foundation (CMF), Seoul, Korea

Fall 2020 Social Media Marketing consultant, 2<sup>nd</sup> Annual HARK Festival and Student Competition, Bishop Blue Foundation, Shreveport, LA

2017 – 2019 Member, KACA AEJMC Committee, Korean American Communication Association (KACA)

On demand Journal Reviewer, *Journalism & Mass Communication Quarterly*  
 Journal Reviewer, *Journal of Marketing Management*  
 Journal Reviewer, *International Journal of Advertising*  
 Journal Reviewer, *Behaviour & Information Technology*  
 Journal Reviewer, *Journal of Communication and Technology*  
 Journal Reviewer, *Asian Communication Research*  
 Journal Reviewer, *Online Media and Global Communication*

**X. Professional Development**

Spring 2024 Participant, Faculty Learning Community  
 MGA, Feb. 14 & Feb. 28.

Spring 2024 Participant, AI-based strategies for learning  
 MGA, Feb. 26.

Spring 2024 Participant, Faculty Development Day,  
 MGA, Feb. 9.

Spring 2024 Participant, How To Talk With Students About AI  
 MGA, Jan. 25.

Fall 2023 Participant, Student Success Activities (online),  
 MGA, Sep. 14

Spring 2022 Participant, Intro to TILting Your Assignments (online),  
 MGA, Mar. 16.

Spring 2022 Participant, University System of Georgia Teaching & Learning Conference (online),  
 USG, Mar. 19-31.

Fall 2021 Participant, Teaching Writing Online (online),  
 MGA, Oct. 22.

Spring 2020 Participant, “R Statistical Analysis” Workshop Series,  
 LSUS, Feb. 17, Mar. 2, Mar. 9.

Spring 2018 Participant, Creating a Community of Learners in the Online Classroom (online),  
 LSU, Feb. 06.

Fall 2017 Participant, Lunch & Learn Webinar: Introduction to Service Learning (online),  
 LSU, Nov. 08.

- Fall 2017 Participant, Gamification- Taking Classroom Learning to a Whole New Level (online),  
LSU, Oct. 23.
- Fall 2017 Participant, Moodle Training Workshop,  
LSUS, Aug. 17.
- Summer 2014 Participant, BGSU Coding (Ruby) for Humanists Workshop,  
BGSU, May 12-13.
- Fall 2014 Participant, Adobe CMS (Content Management System) training,  
BGSU, Sep. 16.

**XI. Membership in Professional Organizations**

Association for Education in Journalism and Mass Communication  
Broadcast Education Association  
Georgia Communications Association