

CHAN YUN YOO, Ph.D.

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EDUCATION

▪ Ph.D. in Advertising	▪ M.A. in Advertising	▪ B.A. in Mass Communication and Journalism
The University of Texas at Austin 2005	The University of Texas at Austin 2000	Hanyang University, Korea 1998
Dissertation Title: "Preattentive Processing of Web Advertising"	Thesis Title: "Factors Affecting Users' Interactivity with the Web Site"	

EXPERIENCE

- Assistant Professor,** THE UNIVERSITY OF KENTUCKY
School of Journalism and Telecommunications
Lexington, Kentucky
Fall 2005 - Present
ISC 321: Research Methods for the Integrated Strategic Communication Professionals
ISC 451: Integrated Strategic Media Management
- Teaching Assistant,** THE UNIVERSITY OF TEXAS AT AUSTIN
Department of Advertising
Austin, Texas
Summer 2004
ADV 345K: Introduction to Media Planning
Coordinated with the class team project on Chili's restaurant national media planning with a budget of \$11 million.
Collaborated on developing course materials with the instructor.
In charge of teaching undergraduate students on reading and interpreting various media planning related data such as SMRB, Nielsen, MRI, SQAD, and Arbitron.
In charge of teaching 'Media Planning' discussion sessions held once a week.
- Co-Instructor/Teaching Assistant,** THE UNIVERSITY OF TEXAS AT AUSTIN
Department of Advertising
Austin, Texas
Fall 2001 - Spring 2004
ADV 344K: Advertising Research
Coordinated with class team projects on "Austin Convention and Visitor's Bureau," "Schlotzsky's Deli," "Sail & Boat," "Kellogg's NutriGrain Bar," "Pentene Pro-V" Shampoo, and "Puma" sports shoes.
Collaborated on developing course materials with the instructor.
In charge of teaching 'Advertising Research' discussion sessions held once a week.

▪ Curriculum Vitae ▪

EXPERIENCE

(Continued)

- **Graduate Research Assistant,** THE UNIVERSITY OF TEXAS AT AUSTIN
Department of Marketing/ College of Austin, Texas
Communications
Spring - Summer 2001
Collaborated on the project with Dr. Kate Gillespie on the analyses of export promoting Websites on Eastern Europe and CIS countries.
Collaborated on the project with Dr. Patricia A. Stout, and prepared grant proposals for National Institute of Health.

- **Teaching Assistant,** THE UNIVERSITY OF TEXAS AT AUSTIN
Department of Marketing Austin, Texas
Fall 2000 – Spring 2001
Pricing decisions (MKT 382) / Customer insights (MKT 372).
Collaborated on developing course materials with two instructors.
In charge of coordinating and grading 'Live Case' team projects.
Built up and maintain two class Websites.

- **Global Internship,** SK TELECOM
Advertising and Public Relations Seoul, Korea
Summer 2000
Proposed the strategic advertising plan titled "SK Telecom's Corporate Advertising Strategy Targeting N-Generation in Korea."
Documented summaries of survey results on N-Generation in Korea.
Coordinated with international public relations and promotional strategies.
Assisted and coordinated with the advertising team manager.

- **Advertising Internship,** PHEONIX COMMUNICATION
Account Service Team Seoul, Korea
Summer 1997
Involved with two advertising projects for 'Cass Beer' and 'Daewoo Corporation'.
Assisted with data collection and analysis for consumer product markets (e.g., shampoo, beer, and soft drinks).
Assisted and coordinated with a senior account executive on developing strategic advertising plans.

PROFESSIONAL CONSULTING

- **Co-Investigator,** S1 CORPORATION
Marketing and Advertising Atlanta, Georgia
May 2002 – August 2002
Coordinated with the project, "Consumer Banking Channel ATU (Awareness, Trial, and Usage) Studies."
Co-investigate the study of nationwide consumers' banking channel usage.
In charge of collecting secondary data, constructing questionnaire, collecting survey data, conducting statistical analysis, finalizing the report, and building & maintaining the online survey.

ACTIVITIES

▪ **Ad Hoc Reviewer**

(International Journal of Internet Marketing and Advertising)

2005

Served as an ad hoc reviewer for the *International Journal of Internet Marketing and Advertising's* special issue focusing on 'Cross Cultural Issues in e-Advertising'.

▪ **Ad Hoc Reviewer**

(Journal of Interactive Advertising)

2004

Served as an ad hoc reviewer for the *Journal of Interactive Advertising's* special issue on 'Gaming and Its Relationship with Advertising, Marketing, and Communication'.

▪ **UTAC (University of Texas Advertising Council)**

THE UNIVERSITY OF TEXAS AT AUSTIN
Austin, Texas

1997 - 1998

Membered and participated in the general meetings.
Helped on developing a new logo design of AGC (Advertising Graduate Council).

▪ **Reciprocal Exchange Student**

HANYANG UNIVERSITY
Seoul, Korea

Fall 1997 - Spring 1998

Participated in the 'Study Abroad Program' hosted by Hanyang University, Seoul, Korea.
Earned 24 course credits during the 1997/1998 academic year at **The University of Texas at Austin**.
GPA 3.66/4.0

▪ **AD College**

HANYANG UNIVERSITY
Seoul, Korea

1991 - 1997

Participated and discussed diverse advertising projects for the Collegiate Advertising Competitions held by LG AD and KORAD etc.
Led the team to win 4th place in the Collegiate Advertising Competition held by 'Chosun Daily Sports Newspaper' in 1996.
In charge of situation analysis and overall advertising campaign strategy.

▪ **Winter Advertising School**

Korean Broadcasting Advertising Corporation
Yang-Pyoung, Korea

January 1997

Participated in the process of developing an advertising plan for 'Young-Chang Piano'.
In charge of analyzing data, situation analysis, and presenting the advertising plan for 'Young-Chang Piano'.

▪ **Military Service**

Seoul, Korea

April 1993 - July 1995

Served as a sergeant in the Republic of Korea Army.

RESEARCH ACTIVITIES

Referred Publication

- Yoo, Chan Yun, "Unconscious Effects of Web Advertising," Paper submitted to 2007 American Academy of Advertising Conference.
- Yoo, Chan Yun, "Unconscious Effects of Web Advertising," Manuscript submitted to the *Psychology & Marketing* for the 1st review.
- Yoo, Chan Yun, "Implicit Memory Measures for Web Advertising Effectiveness," Manuscript was revised and resubmitted to the *Journalism and Mass Communication Quarterly* for the 2nd round review.
- Yoo, Chan Yun and Patricia A. Stout, "Incidental Exposure to Web Advertising," Manuscript was revised and resubmitted to the *Journal of Advertising* for the 2nd round review.
- Chung, Deborah S. and Chan Yun Yoo "Adopting Interactivity on an Online Newspaper: How and Why Online Newspaper Audiences Use Interactive Features," Manuscript will be submitted to the *Mass Communication & Society* for the 1st round review..
- Yoo, Chan Yun and Kihan Kim (2005), "Processing of Animation in Online Banner Advertising: The Roles of Cognitive and Emotional Responses," *Journal of Interactive Marketing*, 19 (4), 18-34.
- Yoo, Chan Yun, Kihan Kim and Patricia A. Stout (2004), "Assessing the Effects of Animation in Online Banner Advertising: Hierarchy of Effects Model," *Journal of Interactive Advertising*, 4 (2), <<http://www.jiad.org/vol4/no2/yoo/index.htm>>.
- Kim, Kihan, Chan Yun Yoo, and Patricia A. Stout (2003), "Has Animation Been Overused in Online Advertising? Effects of Animation and the Role of Affective Responses in Viewers' Perception of Banner Ads," In *Proceedings of the 2003 Conference of American Academy of Advertising*, Les Carlson, ed., Clemson, SC: American Academy of Advertising, 100-111.
- Yoo, Chan Yun and Hyo-Gyoo Kim (2002), "An Analysis of Prediction Error for New Prime-Time Television Programmes: A Comparative Study between the USA and Korea," *International Journal of Advertising*, 21 (4), 525-546.
- Yoo, Chan Yun and Patricia A. Stout (2002), "Limited Information Processing of Web Advertising," In *Proceedings of the 2002 Conference of the American Academy of Advertising*, Avery M. Abernethy, ed., Auburn, AL: American Academy of Advertising, 171-179.
- Yoo, Chan Yun and Patricia A. Stout (2001), "Factors Affecting Users' Interactivity with the Web Site and the Consequences of User's Interactivity" In *Proceedings of the 2001 Conference of the American Academy of Advertising*, Charles R. Taylor, ed., Villanova, PA: American Academy of Advertising, 53-61.

Other Published Works (Referred)

- Yoo, Chan Yun, Patricia A. Stout, and Hyo-Gyoo Kim (2006), "Incidental Exposure to Web Advertising," In *Proceedings of the 2006 Conference American Academy of Advertising*, Jef I. Richards, ed., Austin, TX: American Academy of Advertising, 43 (Abstract).
- Yoo, Chan Yun and Patricia A. Stout (2005), "Memory Based Measures for Web Advertising Effectiveness," In *Proceedings of the 2005 Conference American Academy of Advertising*, Carrie La Ferle, ed., East Lansing, MI: American Academy of Advertising, 199 (Abstract).
- Yoo, Chan Yun and Patricia A. Stout (2004), "Trends in Research on Web Advertising," In *Proceedings of the 2004 Conference American Academy of Advertising*, Pat Rose, ed., North Miami, FL: American Academy of Advertising, 250 (Abstract).
- Yoo, Chan Yun, Kihan Kim and Patricia A. Stout (2004), "Processing of Animation in Online Banner Advertising: The Role of Cognitive and Emotional Responses," In *Proceedings of the 2004 Conference American Academy of Advertising*, Pat Rose, ed., North Miami, FL: American Academy of Advertising, 56 (Abstract).
- Yoo, Chan Yun, Kihan Kim, and Patricia A. Stout (2003), "Effectiveness of Animated Banner Advertising: Hierarchy of Effects Model," In *Proceedings of the 2003 Conference of American Academy of Advertising*, Les Carlson, ed., Clemson, SC: American Academy of Advertising, 168 (Abstract).

RESEARCH ACTIVITIES

(Continued)

- Yoo, Chan Yun (2003), "An Exploratory Study of Consumers' Risk Perceptions in Online Auctions," In *Proceedings of the Society for Consumer Psychology 2003 Winter Conference*, Christine Page and Steve S. Posavac, eds., New Orleans, LA: Society for Consumer Psychology, 58 (Abstract).

Scholarly Conference Papers (Referred)

- Yoo, Chan Yun (2006), "Implicit Memory Measures for Web Advertising Effectiveness," The paper presented at the International Communication Association Conference, Dresden, Germany.
- Chung, Deborah S. and Chan Yun Yoo (2006), "Online User Motivations and Use of Interactive Features on an Online News Site: A Uses and Gratification Approach," The paper presented at the International Communication Association Conference, Dresden, Germany.
- Lee, Gunho and Chan Yun Yoo (2004), "Attribute Salience Transfer of Global Warming Issue from Online Newspapers to the Public: Attribute of Environment vs. Attribute of Economy," *The 2004 Annual Association for Education in Journalism and Mass Communication (AEJMC) Convention, Communication Theory and Methodology Division*, Toronto, Canada.
- Yoo, Chan Yun and Gunho Lee (2003), "Agenda-Setting Effects in Digital Age: Refining "Need for Orientation" with "Effort Required to Attend to the Message"" *The 2003 Annual Association for Education in Journalism and Mass Communication (AEJMC) Convention, Communication Theory and Methodology Division*, Kansas City, MO.
- Yoo, Chan Yun and Hyo-Gyoo Kim (2002), "An Analysis of Prediction Error for New Prime-Time Television Programs: The Comparative Studies between the United States and Korea," *The 2002 Annual International Communication Association (ICA) Conference, Mass Communication Division*, Seoul, Korea.
- Yoo, Chan Yun (2001), "An Empirical Examination of the Factors Affecting Attitude Toward the Site," *The 2001 Annual Association for Education in Journalism and Mass Communication (AEJMC) Convention, Advertising Division*, Washington, D.C.

Book

- Yoo, Chan Yun (forthcoming), "Preattentive Processing of Web Advertising," Youngstown, NY: Cambria Press.

HONORS AND AWARDS

- **Summer Faculty Research Fellowship**, Office of the Executive Vice President for Research, The University of Kentucky, 2006
- **Top Student Paper**, Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, 2004
- **Dissertation Research Award**, College of Communication, The University of Texas at Austin, 2004
- **Doctoral Dissertation Proposal Award**, American Academy of Advertising, 2004
- **David Bruton, Jr. Graduate Fellowships**, Office of Graduate Studies, The University of Texas at Austin (2003, 2004).
- **John E. Mankin, Sr. - Texas Cable & Telecommunication Association Endowed Scholarship in Communication**, College of Communication, The University of Texas at Austin, 2003 - 2004.
- **Morris Hite/Tracy Locke Presidential Scholarship in Advertising**, Department of Advertising, The University of Texas at Austin, 2003 - 2004.
- **Professional Development Award**, Office of Graduate Studies, The University of Texas at Austin, 2003.

▪ Curriculum Vitae ▪

- **Graduate Professional Development Awards**, Department of Advertising, The University of Texas at Austin (2001, 2002, 2003, 2004, 2005).
- **Summer Tuition Fellowship**, The University of Texas at Austin, 2001.
- **Preemptive Fellowship**, College of Social Sciences, Hanyang University, *March 1991 – February 1993*.
- **Honors**: The University of Texas at Austin (1997 - 1998), Hanyang University (1991, 1996, 1997).

PROFESSIONAL ORGANIZATION MEMBERSHIP

- Member, **American Academy of Advertising (AAA)** 2000 – Present
- Member, **Association for Education in Journalism and Mass Communication (AEJMC)** 2001 – Present
- Member, **International Communication Association (ICA)** 2002 – Present
- Member, **Society of Consumer Psychology (SCP)** 2002 – Present