

Bumju Jung

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Education

University of Southern California (USC) , Los Angeles, CA <i>Ph.D., Communication</i> Committee: Lindsay Young (Co-Chair), Aimei Yang (Co-Chair), Emilio Ferrara, Norbert Schwarz, Cameron W. Piercy	Aug. 2023 – Present
University of Kansas (KU) , Lawrence, KS <i>M.A., Communication Studies</i> Thesis: <i>The dynamics of the machine heuristic, misinformation, and political informedness</i> Committee: Cameron W. Piercy (Chair), Ashley Muddiman, Alcides Velásquez Perilla	Aug. 2021 – Aug. 2023
Keimyung University (KMU) , Daegu, Korea <i>B.J.M.C., Journalism and Visual Communication</i> Graduated with the class rank of 2/78	Mar. 2014 – Aug. 2020
University of the Incarnate Word (UIW) , San Antonio, TX Majored in Communication Arts; International Student Exchange, Spring & Fall 2019	Jan. 2019 – Dec. 2019

Academic Positions

Assistant Editor , <i>International Journal of Communication (IJOC)</i> , USC	Aug. 2025 – Present
Graduate Research Assistant , Information Sciences Institute, USC	Aug. 2023 – Present
Teaching Assistant , Annenberg School for Communication and Journalism, USC	Aug. 2024 – Present
Annenberg Fellow , Annenberg School for Communication and Journalism, USC	Aug. 2023 – Present
Research Assistant , Annenberg Networks Network (ANN), USC	Jan. 2025 – May 2025
Graduate Teaching Assistant , Department of Communication Studies, KU	Aug. 2021 – May 2023
Research Assistant , Industry–Academic Cooperation Foundation, KMU	Dec. 2020 – Jan. 2021

Peer-Reviewed Publication

Lin, X., Lachlan, K. A., Spates, S. A., Spence, P. R., Kaufmann, R., & **Jung, B.** (2025). Revisiting identity cues and helpfulness heuristics in online learning: Does knowing who helps matter? *Communication Studies*, 1–24.
<https://doi.org/10.1080/10510974.2025.2558959>

Public Research

Lee, S., Ryu, S., Kim, H., Kim, J., Chang, J., & **Jung, B.** (2021). Research on the evaluation for government-supported broadcasting channels with special reference to the government and public interest channels. *Korea Communications Commission (KCC; equivalent to FCC in the U.S.)*, [KCC-2020-35 \[Korean\]](#). KRW 45,000,000 government grant funded; KCC Policy Research.

Peer-Reviewed Conference Papers and Presentations

- Jung, B.**, Sabouri, S., & Wang, Z. (submitted). How do affective or cognitive messages shape information processing, and how do carry-over effects occur? Paper submitted to the Social Cognition preconference at the 2026 *Society for Personality and Social Psychology (SPSP) annual convention*, Chicago, IL.
- Kim, D., Wang, Z., Kim, J. Y., & **Jung, B.** (submitted). Concern and cognitive processing: How systematic thinking drives corrective responses to climate misinformation. Paper submitted to the *International Communication Association (ICA) 76th annual convention*, Cape Town, South Africa.
- Wang, Z., Zhou, S., Wang, J., Kim, D., **Jung, B.**, Balasubramanian, A., Zou, V., & Young, L. (submitted). From feeling to framing: Emotion-as-function and visual power during the 2024 South Korean martial law crisis. Paper submitted to the *ICA 76th annual convention*, Cape Town, South Africa.

- Spence, P. R., Youk, S., Lachlan, K. A., & **Jung, B.** (April, 2026). When Protection Becomes Persuasion: Replication, Theory Testing, and Methodological Refinement. Paper accepted for presentation at the *2026 Central States Communication Association (CSCA) Annual Conference*, Minneapolis, MN.
- Jung, B.** (January, 2026). Is there a third way for news businesses to be paid by digital platforms? Comparing Australia's news media bargaining code with South Korea's societal regulation through the Committee for Evaluation of News Partnership. Paper accepted for presentation at the *3rd Korean American Communication Association (KACA) conference*, Honolulu, HI.
- Wang, Z., Zhou, S., Wang, J., Kim, D., **Jung, B.**, Kim, J., Balasubramanian, A., and Zou, V. (January, 2026). From Sentiment to Structure: Networked Affective Publics in the 2024 South Korean Martial Law Crisis. Paper accepted for presentation at the *3rd Korean American Communication Association (KACA) conference*, Honolulu, HI. **Top Student Paper**
- Ortiz Freuler, J., & **Jung, B.** (October, 2025). Press freedom in the age of generative AI: Challenges to authenticity and democratic discourse. Extended abstract presented at the *Association of Internet Researchers (AoIR) 2025*, Niterói, Rio de Janeiro, Brazil.
- Kim, D., Wang, Z., Kim, J. Y., & **Jung, B.** (August, 2025). Cognitive and affective trust in intention to use fully autonomous LLM-based agents. Paper presented at the *Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA.
- Jung, B.**, & Miller, L. C. (June, 2025). Do people perceive deepfake news as less credible than authentic news? A meta-analysis of the credibility of deepfake and non-deepfake news. Paper presented at the *International Communication Association (ICA) 75th annual convention*, Denver, CO.
- Wang, Z., Cao, L., Kim, D., **Jung, B.**, Kim, J. Y., Yang, A., & Williams, D. (June, 2025). Quantifying local donation networks: The impact of geographical partisan heterogeneity and news use on political donation. Paper presented at the *ICA 75th annual convention*, Denver, CO.
- Kim, D., Choi, E., Curry, M., Cao, L., Zhou, S., Kim, J. Y., Leccese, M., **Jung, B.**, Kim, N., Zeng, W., Brunn, L., Wang, Z., Yang, A., & Williams, D. (June, 2025). Exploring the impact of social influence on group well-being in massively multiplayer online games: Evidence from *Sky: Children of the Light*. Paper presented at the *ICA 75th annual convention*, Denver, CO.
- Kim, D., Kim, J. Y., Choi, E., **Jung, B.**, & Kim, N. (May, 2025). Examining social influence and continuation intention in massively multiplayer online games. Paper presented at the *2025 Korean American Communication Association (KACA) Conference*, Washington, DC.
- Lin, X., Lachlan, K. A., Spates, S. A., Spence, P. R., Kaufmann, R., & **Jung, B.** (April, 2025). Does it matter who you are as long as you are being helpful? The answer is complicated. Revisiting identity and helpfulness in the online classroom. Paper presented at the *CSCA 94th annual convention*, Cincinnati, OH. **Top Paper**
- Jung, B.** (November, 2024). Press freedom in the age of generative AI: How does a public communicate authentically by generative press freedom? Paper presented during the Communication and the Future Division at the *National Communication Association (NCA) 110th annual convention*, New Orleans, LA. **Third Top Student Paper**
- Jung, B.** (June, 2024). Do people trust AI? Examining the machine heuristic and political informedness on AI. Paper presented during the Human-Machine Communication Interest Group at the *ICA 74th annual convention*, Gold Coast, Australia.
- Jung, B.** (May, 2023). The audience effects of factual information created by humans and machines. Research escalator abstract accepted for the Human-Machine Communication Interest Group at the *ICA 73rd annual convention*, Toronto, Canada.
- Jung, B.** (March, 2023). Is the assemblage of social bots a public? Exploring the manufactured public. Paper presented during the Communication & Technology Interest Group at the *CSCA 92nd annual convention*, St. Louis, MO. **First Top Student Paper**
- Jung, B.** (March, 2023). What is machine-machine communication? Human-machine communication through political interactions of social bots. Paper presented during the Communication & Technology Interest Group at the *CSCA 92nd annual convention*, St. Louis, MO. **Third Top Student Paper**

- Jung, B.** (March, 2023). Infinite rebuttal activity. Paper presented during Great Ideas for Teaching at the *CSCA 92nd annual convention*, St. Louis, MO.
- Jung, B.** (June, 2022). How to deal with hate speech in “New Normal” education in college: Educational alternatives through critical media literacy. Paper presented at the *17th International Conference on Language and Social Psychology (ICLASP)*, Hong Kong (Virtual).
- Li, X., **Jung, B.**, Baumler, R. J., Jewell, A. E., & Zhang, Y. B. (June, 2022). Lying flat? Examining Chinese young adults’ endorsement of modern and traditional cultural values and their wellbeing. Paper presented at the *17th ICLASP*, Hong Kong (Virtual).
- Tatsuya, S., Velásquez, A., & **Jung, B.** (May, 2022). Social media political expression in polarized democracy: Examining the influence of centrality of in-group identification and affective polarization on political expression across different social media platforms. Paper presented at the *ICA 72nd annual convention*, Paris, France.

Conference Panels

- Jung, B.** (Chair). (November, 2023). [Authenticities of information and identities in emerging mediation contexts](#). Panel presented during the Communication and the Future Division at the *NCA 109th annual convention*, National Harbor, MD.
- Jung, B.** (Chair). (March, 2023). Exploration of identity as student-teacher-scholar in an invisible academic hierarchy. Panel presented for the Graduate Student Caucus at the *CSCA 92nd annual convention*, St. Louis, MO.
- Jung, B.** (Discussant). (September, 2022). Communication, social justice, and intergroup relations during COVID-19. Panel presented at the *71st Midwest Conference on Asian Affairs (MCAA)*, Lawrence, KS.

Manuscripts Under Review (* indicates equal contribution)

- Jung, B.**, Piercy, C., & Spence, P. (under review). [Normalizing AI: The evanishing effect and rethinking the machine heuristic](#). Manuscript submitted to *Human-Machine Communication*.
- Ortiz Freuler, J. & **Jung, B.** * (under review). [Generative AI as the third crisis of the press: Inequality, trust, and the future of publics](#). Manuscript submitted to *Digital Journalism*.
- Suzuki, T. & **Jung, B.** (under review). Solidarity effects in social justice movement: How does national identity become exclusionary by movement support from foreign nations? Manuscript submitted to *Global Perspectives in Communication*.
- Spence, P., Youk, S., Lachlan, K., & **Jung, B.** (under review). Production Cues and Audience Perceptions: The Impact of Pixelation and Voice Distortion in TV News. Manuscript submitted to *Journal of Broadcasting & Electronic Media*.
- Wang, Z., **Jung, B.**, Zhu, J., & Huang, H. (under review). When AI Becomes a Social Actor: Dual Heuristic and Identity-Based Pathways to Trust in AI Health Information Seeking. Manuscript submitted to *Journal of Broadcasting & Electronic Media*.
- Wang, Z., Zhou, S., Wang, J., Kim, D., **Jung, B.**, Balasubramanian, A., Zou, V., & Young, L. (under review). Visual power in protest mobilization: Networked affective publics in the 2024 South Korean martial law crisis. Manuscript submitted to *Computational Communication Research*.

Manuscripts in Preparation

- Jung, B.** (work in progress). [Information processing in AI-mediated discourse: Effects of affective and cognitive message styles](#) Manuscript in preparation for submission to the *Journal of Personality and Social Psychology*.
- Jung, B.**, Miller, L. C., & Kim, J. Y. (work in progress). [When seeing is not believing: A meta-analysis comparing the credibility of deepfake and authentic video news](#). Manuscript in preparation for submission to *Media Psychology*.
- Jung, B.** (work in progress). [Social bots and AI-mediated communication: Do they influence perceptions of political information veracity? If so, how?](#) Manuscript in preparation.

Jung, B., Choi, E. C., Wang, Z., Kim, D., & Chen, E. (work in progress). Social value of networked social movements. Manuscript in preparation.

Jung, B. (work in progress). Is there a third way for news businesses to be paid by digital platforms? Comparing Australia and South Korea. Manuscript in preparation.

Teaching Experience

Instructor of Record

- COMS 130: *Speaker-Audience Communication* (6 sections), KU

Teaching Assistant

- CMGT 501: *Communication Management Pro-Seminar* (4 units), USC
- COMM 301: *Empirical Research in Communication* (4 units), USC
- ASCJ 210: *Contours of Change in Media and Communication* (4 units), USC

Research Lab and Center Affiliations

USC Center for AI in Society, USC	Aug. 2025 – Present
SOLVE (Socially Optimized Learning in Virtual Environments), USC	Jan. 2025 – Present
ComBotLabs (Communication and Social Robotics Labs), WMU & UCF	Nov. 2024 – Present
TGG (That Game Group), USC	Aug. 2024 – Present
MASTS (Media As SocioTechnical Systems), USC	Jan. 2024 – Present
HUMANS (HUMans MACHines Networks Social Systems) Lab, USC	AU. 2023 – Present
Human-Machine Communication Lab, KU	Jun. 2022 – Present
Social Value Group, USC	Jan. 2024 – Dec. 2024
Political Communication Working Group, KU	Apr. 2021 – May 2023

Academic Service and Training

Annenberg Community and Culture Committee, USC <i>Doctoral Student Representative</i>	Aug. 2025 – Present
Annenberg Communication Graduate Student Association (ACGSA), USC <i>International Student Representative</i>	May 2025 – Present
Korean Graduate Student Association (KGSA), USC <i>Career & Recruitment Chair</i>	Aug. 2024 – May 2025
Summer Institute in Computational Social Science (SICSS), KAIST <i>Participant</i>	Jul. 2023
Graduate Student Organization, KU <i>Faculty Representative</i>	Aug. 2022 – May 2023
Ad Hoc Journal Reviewer <i>New Media & Society</i>	

Popular Press

Jung, B. (2021, June 1). [What is seen and unseen \[Korean\]](#). *The Korea Univ Graduate News*, 235, 7.

Jung, B. (2018, January 8). [Asylum seekers: An appeal for a chicken burger game \[Korean\]](#). *The Hankyoreh*.

Awards and Honors

USC Annenberg Summer Education Fellowship (USD 2,000)	2025
USC GSG Professional Development Fund (USD 500 each year)	2023, 2025
USC Graduate School Travel/Research Award (USD 1,500)	2023
KU Professional Development Funding, Office of Diversity, Equity, Inclusion, and Belonging (USD 500)	2023
Michael Haley Travel Grant, International Communication Association (USD 1,000)	2023
KMU Alumni Faculty Foundation Scholarship (KRW 2,000,000)	2022

- Awarded as an outstanding graduate studying abroad.

KMU Academic Distinction Scholarships	2014–2019
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- 100% tuition scholarship for 3 semesters (1 out of approx. 80 students).
- 50% tuition scholarship for 2 semesters (1–2 out of approx. 80 students).

KMU Merit Scholarships

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| • Language Ability Excellence Scholarship (English) | 2019 |
| • Presidential Special Scholarship (Academic Excellence) | 2018 |
| • Overseas Cultural Experiences Scholarship (KRW 2,000,000), 2015. | |

UIW Dean's List	Fall 2019
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U.S. Garrison Commander Awards (KATUSA military service)	2015–2017
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- Multiple certificates of achievement, appreciation, and recognition for outstanding service, leadership, and performance in unit events and exercises.

Work Experience

Liner Inc., San Francisco, CA (Remote) <i>Consultant, Scholar Council Program</i>	May 2025 – June 2025
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- Contracted to evaluate an AI-powered academic research tool.
- Analyzed scholarly workflows and assessed information quality.
- Provided usability recommendations to engineering and product teams.

Korean Augmentation To the U.S. Army (KATUSA), Pyeongtaek, Korea <i>Senior Administrative Clerk (Sergeant), Provost Marshal Office</i>	Nov. 2015 – Sep. 2017
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- Managed and verified case documentation for military police (oversight covering approx. 25% of South Korea).
- Reduced in-person office visits by about 40% through service redesign.
- Recognized for service and leadership; participated in military–community events including the Peaceful Unification Marathon 2016.

Academic Membership

International Communication Association
The Association of Internet Researchers
The Society for Personality and Social Psychology
Korean American Communication Association

Interests / Miscellaneous

Global traveler (visited over 30 countries); yoga practitioner; film enthusiast
Languages: Korean (native), English (fluent)