Jennifer Jiyoung Hwang

✉ jiyhwang@g.ucla.edu

Education

University of California, Los Angeles, Dept. of Communication　　　Sept. 2024 – June 2029
Doctoral Degree　　　*Advised by Dr. Stuart Soroka*

Indiana University Bloomington, The Media School　　　Aug. 2022 – June 2024
M.S. in Media, Thesis: Comparing a literacy game to a narrative inoculation.　　　*Advised by Dr. Andrew Weaver*

University of Wisconsin-Madison, SJMC　　　Sept. 2018 – May 2021
B.A. in Journalism and Communication Arts

Research Interests

News consumption; Social media; Political behavior; Political psychology; Media accuracy; Quantitative research methods

Publications

- Chae, S.W., & Hwang, J.J. (2025). Like and Hate by Platform: Exploring How Users' Reactions to Alexandria Ocasio-Cortez's Posts Vary between YouTube and Instagram. *Proceedings of the Hawaii International Conference on System Sciences, USA, 2297-2305. https://hdl.handle.net/10125/109122.*

Conference Papers

- Wang, W., Jia, D. Y., Grabe, M. E., Mudavadi, M., Paxton, G., Hwang, J. J., & Ochieng, J. (2025). *Debunking COVID-19 falsehoods: A test of three cognitive predispositions as buffers for partisan influences* [Paper Presentation]. International Communication Association, Health Communication Division, Colorado, United States.

- Pierce, H., Hwang, J.J., & Grabe, M.E. (2024). *Partisan Cues as a Key Determinant for Misinformation Processing: Measuring Psychophysiological Responses to Misinformation* [Paper Presentation]. International Communication Association, Political Communication Division, Queensland, Australia

- Mudavadi, K., Hwang, J.J., Wang, W., Paxton, G., Ochieng, J., & Grabe, M.E. (2023). *Third-Person Effects of COVID-19 Misinformation* [Paper Presentation]. International Communication Association, Health Communication Division, Ontario, Canada.

Working Papers

- Hwang, J.J. (2024). The Media Accuracy of Unemployment Across Outlets on Facebook. *Journal TBD.*

Awards

- UCLA Graduate Summer Research Mentorship Award (2025)

- UCLA Graduate Dean's Scholar Award (2024)

- UCLA Department of Communication Award (2024)

- UW-Madison College of Letters & Science Dean's List (2019-21)

Membership

- Political Communication and Behavior Lab, University of California, Los Angeles (2024 - Present)

- Communication and Politics Group, University of California, Los Angeles (2024 - Present)

- International Communication Association (2020 - Present)

Service

- Reviewer, Journal of Cyberpsychology, Behavior, and Social Networking

Research Experience

The Media Accuracy of Unemployment Across Outlets on Facebook | *Lead Researcher*   Sept. 2025 - Present
- Cleaned dataset from Meta Content Library.
- Built two-layered dictionary and processed 1,000 batches of data in R.
- Ran Pearson correlation analysis in R.
- Built time series models, correlation graphs, and descriptive statistics tables.
- Wrote all sections of manuscript.

Partisan Cues and Misinformation Processing | *Researcher*   Aug. 2023 – March 2024
- Recruited 120 participants for psychophysiology experiment.
- Designed experiment stimuli using Adobe InDesign and Photoshop.
- Developed Qualtrics survey questions, flow, randomization, and implementation of experiment materials.
- Collaborated with principal researcher to draft and submit IRB Proposal.
- Ran experiments in the Institute for Communication Research to collect data on electrodermal activity (EDA), electrocardiogram (ECG), and facial electromyography (EMG).
- Cleaned data for analysis in AcqKnowledge.

Like and Hate by Platform | *Researcher*   Jan. 2023 - May 2023
- Webscraped 82,765 comments using YouTube API.
- Conducted sentiment analysis using Python VADER package.
- Assisted data cleaning.
- Ran multilevel regression analysis using R.
- Drafted introduction, literature review, discussion, and built references in manuscript.

Third-Person Effects of COVID-19 Misinformation | *Researcher*   Aug. 2022 - Jan. 2023
- Collaborated with research team to create factorial design for experiment.
- Designed Qualtrics survey questions and Likert scale responses.
- Used SPSS to analyze manipulation check data.
- Drafted methods section and media literacy findings in manuscript.

Teaching Experience

C213 Media Psychology, Indiana University Bloomington | *Graduate Assistant*   Jan. 2023 – May 2023
- Graded weekly writing assignments and monthly papers.
- Answered student questions during office hours.

H310 Honors Media Topics, Indiana University Bloomington | *Graduate Assistant*   Jan. 2023 – May 2023
- Wrote multiple-choice and long essays questions for midterm and final exam.
- Graded student papers and provided written feedback with rubric breakdown.
- Implemented readings and assignment guidelines on Canvas.

C250 Story Lab I | *Associate Instructor*   Aug. 2022 – Dec. 2022
- Taught HTML, Adobe InDesign, Premiere, Photoshop, Bridge, Adobe Audition, Adobe Express, and Flourish.
- Provided weekly written feedback on assignments and long-term projects with rubric assessment.

Employment

Office of Governor Tony Evers | *Correspondence Assistant*   July 2021 – June 2022
- Optimized casework resolution process by making 7,800+ phone calls, creating and tracking casework through Intranet Quorum (IQ)), adding codes for filtering and referrals to agencies, reducing backlogs and doubling process efficiency.
- Spearheaded growth campaign for constituent communication strategy, using R and Excel to identify trends regarding distribution of open rates, number of clicks, and reply rates per targeted audience, boosting constituent engagement with the office by 60 percent.
- Coordinated meetings between local state representatives, political figures, media agencies, and the Governor.
- Collaborated with Director of Constituent Services, Correspondence Manager, Casework Manager, and Policy Team to draft briefing memos for constituent video responses that the Governor speaks in.
- Assisted constituents with legal help and casework process, from application requirements, anticipated resolution timeline, to sourcing external agencies for assistance.
- Drafted 1,000 constituent letters, while conducting research on legislative bills that the Governor passed and coordinating corresponding press releases to be sent out to news media agencies.
- Oversaw content review of all documents written by interns.
- Led weekly check-in meetings with interns and planned intern events monthly.

WORT 89.9 FM | *News Reporter Intern*   Feb. 2021 – May 2021
- Researched and analyzed local news stories for the week by speaking with interview sources, attending public hearings, and monitoring communication from state agencies.
- Provided support to News Director with daily news broadcast by outlining the order of stories and ad breaks.
- Supported the coordination and development of broadcasting, using Adobe Audition to record story narration and compile images with text.

WSUM 91.7 FM | *News Reporter Intern*   Sept. 2018 – Sept. 2022
- Researched, monitored, and analyzed local elections to assist in the production of two live shows.
- Provided support to the News Director and Reporter Team to produce 30 episodes of the daily news show.
- Supported the coordination and development of weekly news program, including headline, summary, interview sources, video clips, images, and audio recordings.
- Coordinated with other reporters to interview candidates running for local office.
- Provided administrative support to News Team by scheduling meetings with stakeholders through Outlook calendar.

Office of State Rep. David Bowen | *Legislative Intern*   Feb. 2020 – May 2020
- Analyzed legislative policies and the result of the representative's campaigns to promote policies.
- Provided support to legislative staff by managing 130+ casework, increasing casework resolution by 62 percent.
- Supported the coordination of constituent communication with office by drafting 30+ constituent letters.
- Assisted in the development of 10+ press releases for media agencies.
- Provided administrative support to legislative staff, including scanning legal documents and organizing itinerary for travel.

WisPolitics | *News Reporter Intern*   Sept. 2019 – Dec. 2019
- Drafted 30+ press releases for WisBusiness and WisPolitics and developed media relations over the phone.
- Maintained WordPress website.
- Supported full-time reporters with drafting daily updates for WisDem and WisGOP radio addresses.

Skills

Languages: R, Python, HTML, LaTeX
Tools: SPSS, Excel, Adobe InDesign, Premiere, Photoshop, Bridge, Adobe Audition, Adobe Express, Flourish

Language Proficiency

English: Native
Korean: Native
Mandarin: High
Indonesian: Intermediate