

ACADEMIC VITAE

Hye-ryeon Lee, Ph.D.

Department of Communicology
University of Hawai`i at Manoa
2560 Campus Road, George Hall 329
Honolulu, HI 96822

Tel: (808) 956-3322
Fax: (808) 956-3947
E-mail: hyeryeon@hawaii.edu
Webpage: manoa.hawaii.edu/communicology

A. EDUCATION

Stanford University (Stanford, CA)	Communication	Ph.D. 2000
Stanford University (Stanford, CA)	Political Science	M.A. 1992
University of Wisconsin-Madison (Madison, WI)	Journalism and Mass Communication	M.A. 1988
Ewha Women's University (Seoul, Korea)	English Literature	B.A. 1984

B. POSITIONS HELD

Professor (Assistant/Associate/Full) Department of Communicology, University of Hawai`i at Manoa	2001-Present
Member Hawaii Tobacco Prevention and Control Trust Fund Advisory Board	2011-Present
Faculty Member Department of Public Health Sciences, University of Hawai`i at Manoa	2007-Present
Faculty Member Global Health and Population Studies Program, University of Hawai`i at Manoa	2004-present
Faculty Member Center for Korean Studies, University of Hawai`i at Manoa	2004-present
Faculty Member Cancer Prevention in the Pacific Program, University of Hawai`i Cancer Center	2001-Present
Board Member Hawaii Public Health Institute	2013-2015
Associate Dean College of Arts and Humanities, University of Hawai`i at Manoa	2009-2012
Member and Executive Vice President The National Unification Advisory Council of Korea	2007-2017
Chair Department of Communicology, University of Hawai`i at Manoa	2007-2009

Chair of the Governing Board Coalition for a Tobacco Free Hawaii	2007-2008
President Korean American Communication Association	2005-2009
Board Member Coalition for a Tobacco Free Hawaii	2002-2013
Assistant Research Scientist Arizona Cancer Center, University of Arizona	1995-2001
Member Arizona Program for Nicotine and Tobacco Research, University of Arizona	1998-2000
Assistant Social Science Researcher Stanford Center for Research in Disease Prevention, Stanford University	1994-1995

C. PUBLICATIONS

Publications

Pokhrel, P., Fagan, P., Herzog, T.A., Laestadius, L., Buente, W, Kawamoto, C., Lee, H.-R., & Unger, J.B. (2018). Social media e-cigarette exposure and e-cigarette expectancies and use among young adults. *Addictive Behaviors*, 78, 51-58.

Lee, H.-R., Paek, H., Shim, M.-S., & Schulz, P. (2018). Health communication. In K. Youm & N. Kwak (Eds.), *Korean Communication, Media, and Culture: An Annotated Bibliography*. Lanham, MD: Lexington Books.

Lee, H.-R., Paek, H., & Shim, M.-S (2018). A survey of health communication scholarship on Korea: Breadth, depth, and trends of published research. In D. Jin & N. Kwak (Eds.), *Communication, Digital Media, and Popular Culture in Korea*. Lanham, MD: Lexington Books.

Badowski, G., Somera, L.P., Simsiman, B., Lee, H.-R., Cassel, K., Yamanaka, A., & Ren, J. (2017). The efficacy of respondent-driven sampling for the health assessment of minority populations. *Cancer Epidemiology*, 50, 214-220.

Lee, H.-R., Lee, H.-E., & Choi, J. (2017). Motivation and the use of social media: A cross-cultural analysis of psychological well-being and culture in the United States and Korea. *Speech and Communication*, 16(2), 141-182.

Somera, L.P., Lee, H.-R., Badowski, G., & Cassel, K. (2016). Health information seeking, source trust, and culture: comparative analysis of health information trends and needs between Guam and the United States. *Journal of Health Communication*, 21(4), 469-478.

Cummins, S, Wong, S., Bonnevie, E., Lee, H.-R., Goto, C., McCree-Carrington, J., Kirby, C., Zhu, S.-H. (2015). A multi-state Asian-Language Tobacco Quitline: Addressing a disparity in access to care. *American Journal of Public Health*, 105(10), 2150-2155.

Lee, H.-R., Lee, H.-E., Choi, J., Kim, J.-H., & Han, H.-L. (2014). Social media use, body image and psychological well-being: A cross-cultural comparison of Korea and the United States. *Journal of Health Communication*, 19(12), 1343-1358.

- Zhuang, Y.-L., Cummins, S., Lee, H.-R., Dearing, J.W, Kirby, C., & Zhu, S.-H. (2012). What are the barriers to an Asian-language quitline service? *Journal of Community Health*, 37(5), 1058-1065.
- Wills, T, Gibbons, F., Sargent J., Gerrard, M., Lee, H.-R., & Dal Cin, S. (2010). Good self-control moderates the effect of mass media on adolescent substance use: Tests with two studies of children and adolescents. *Health Psychology*, 29, 539-549.
- Kim, M. S., Wilson, S. R., Anastasiou, L., Aleman, C., & Oetzel, J., & Lee, H.-R. (2009). The relationship between self-construals and perceived face threats in influence goals. *Journal of International and Intercultural Communication*, 2, 318-343.
- Nigg, C., Lee, H.-R., Hubbard, A., & Kim, M.-S. (2009). Gateway health behaviors in college students: Investigating transfer and compensation effects. *Journal of American College Health*, 58, 39-44.
- Lee, H.-R, Kim, J.K., & Min, E. (2009). Hybridization of Reality: Re-imagining the communication environment in Korea. *Asian Journal of Communication*, 19, 133-136.
- Kim, M.-S., Lee, H.-R., & Hara, K. (2007). Cultural metaphors and inherent biases on wordless communication: Implication for communication about health. *Journal of Studies in Chinese-Japanese Science and Culture*, 7, 1-26.
- Eisenberg, M., Lopez, D., & Lee, H.-R. (2007). Tobacco policy regression in Arizona worksites. *American Journal of Health Promotion*, 22(1), 21-24.
- Kim, M.-S., Tasaki, K., Kim, I.D., & Lee, H.-R. (2007). The influence of social status on communication predispositions: Focusing on independent and interdependent self-construals. *Journal of Asian Pacific Communication*, 17(2), 303-329.
- Levy, D., Ross, H., Powel, L., Bauer, J., & Lee, H.-R. (2007). The role of public policies in reducing smoking prevalence and deaths caused by smoking in Arizona: Results from the *Arizona Tobacco Policy Simulation Model*. *Journal of Public Health Management and Practice*, 13(1), 59-67.
- Lee, H.-R., Hubbard, A.E., & Kim, M.-S. (2007). Culture and motivational factors for health behaviors among young adults. *Hawai'i Medical Journal*, 66, 218-220.
- Ross, H., Powell, L.M., Bauer, J.E., Levy, D.T., Peck, R., & Lee, H.-R. (2006). Community-based youth tobacco control interventions: Cost- effectiveness of the Full Court Press Project. *Applied Health Economics and Health Policy*, 5(3), 167-176.
- Lee, H.-R., Hubbard, A.E., O'Riordan, C.K, and Kim, M.-S. (2006). Incorporating culture into the theory of planned behavior: Predicting smoking cessation intentions among college students. *Asian Journal of Communication*, 16(3), 315-332.
- Nofziger, S., & Lee, H.-R. (2006). Differential association impacts on daily smoking of adolescents: The importance of same sex models. *Youth and Society*, 37, 453-478.
- Levy, D., Bauer, J., & Lee, H.-R. (2006). Simulation modeling and tobacco control: Creating more robust public health policies. *American Journal of Public Health*, 96, 494-498.
- Lee, H.-R., Robinett, H., Mitschke, D., Lowery, St., John, T., Reyes, M., & Tamai, T. (2005). Smoking cessation in Hawai'i: Implications and future directions. *Hawai'i Medical Journal*, 64, 314-315, 321.

Kim, M.-S., Lee, H.-R., Kim, I.D., & Hunter, J.E. (2004). A test of a cultural model of conflict styles. *Journal of Asian Pacific Communication, 14*(2), 197-222.

Eisenberg, M., Ranger-Moore, J., Taylor, K., Hall, R., Brown, J., & Lee, H.-R. (2001). Workplace tobacco policy: Progress on a winding road. *Journal of Community Health, 26*(1), 23-37.

Lee, H.-R., Buller, D., Chassin, L., Kronenfeld, J., & MacKinnon, D. (2000). Influence of cigarette promotion on mediators of smoking. In Rushan, Lu, Judith, Mackay, Shiru, Niu & Richard, Peto (Eds.), *Tobacco: The growing epidemic - proceedings of the Tenth World Conference on Tobacco or Health* (pp.353-357), London: Springer.

Altman, D., Wheelis, A., McFarlane, M., Lee, H.-R., & Fortmann, S. (1999). The relationship between tobacco access and use among adolescents: A four-community study. *Social Sciences and Medicine. 48*(6), 759-75.

Manuscripts under Review

Lee, H.-R., Lee, H.-E., Cassel, K., Hagiwara, M., & Somera, L. Protective effect of biculturalism for health among minority youth: The case of Pacific Islander immigrant youths in Hawaii. Manuscript under review by *British Journal of Social Work*.

Cassel, K., Lee, H.-R., Somera, L., Badowski, G., Hagiwara, M. Cultural considerations for conducting the Health Information National Trends Survey with Micronesian communities: Lessons from a qualitative study. Manuscript under review by *Hawai'i Journal of Medicine and Public Health*.

Wills, T.A., Gibbons, F.X., Knight, R., Forbes, M., Tappe, M., Sargent, J.D., Lee, H.-R., & Pagano, I. Movie smoking exposure and adolescent smoking: Ethnic differences in impact for a multiethnic sample in Hawaii. Manuscript under review by *Addiction*.

Manuscripts in Preparation

Lee H-R, Hagiwara M, Lee H-E, Cassel K, Somera L, Badowski G. Perceived racism, coping strategies and health behaviors among Micronesian youth in Hawaii.

Lee, H.-R., Lee, H., Morgan-Lopez, A., & Nofziger, S. Influence of cigarette marketing on susceptibility to smoking among non-smoking students: A Structural Equation Model. *Paper to be submitted to Health Communication*.

Published Technical Reports

Lee, H.-R., Kim, M.-S., Choe, M., & Im, S.-S. (2005). *Health behaviors of Koreans in Hawaii: Hawaii Korean health promotion survey report*. University of Hawai'i at Manoa, Department of Speech.

Lee, H.-R., Mitschke, D., Robinett, H., Lowery, St., John, T., & Tamai, T. (2005). *Hawaii cessation needs assessment*. University of Hawai'i at Manoa, Cancer Research Center of Hawaii.

Eisenberg, M., Lee, H.-R., Keppel, J., & Stanley, L. (2002). *Arizona tobacco information network, workplace smoking policy Survey report*. University of Arizona, Arizona Cancer Center.

Lee, H.-R., Ranger-Moore, J., Hall, R., MacKinnon, D.P., Chassin, L., Buller, D., & Kronenfeld, J. (2001). *Effectiveness of a comprehensive community intervention in reducing youth tobacco use: Results from Tucson Full Court Press, 1996-2000*. University of Hawai'i at Manoa, Department of Speech.

Lee, H.-R., & Full Court Press Project Evaluation Team. (2000). *Full Court Press Interim survey report*. University of Arizona, Arizona Cancer Center.

Lee, H.-R., Reynolds, R., Roberts, L., & Wentzel, T. (1999). *Arizona Tobacco information network, baseline workplace smoking policy survey report*. University of Arizona, Arizona Cancer Center.

Lee, H.-R., Eisenberg, M., Wentzel, T., Stone, R., Hillman, H., & Lukach, M. (1998). *Arizona tobacco information network, school tobacco policy survey report*. University of Arizona, Arizona Cancer Center.

Lee, H.-R. & Full Court Press Project Evaluation Team. (1997). *Full Court Press baseline school survey report*. University of Arizona, Arizona Cancer Center.

Lee, H.-R. (1996). *Local tobacco control ordinances: Summary and codebook*. University of Arizona, Arizona Cancer Center.

Unpublished Technical Reports

Lee, H.-R., Rarick, J., & Ng-Osorio, J. (2008) *Hawaii Primary Care Association needs assessment report*. University of Hawai'i Cancer Center.

Lee, H.-R., & Timothy, Halliday. (2006). *Evaluation report of the Hawaii tobacco prevention and control trust fund public awareness campaign (No.2)*. Honolulu, Hawaii: Hawaii Social Science Research Group.

Lee, H.-R., & Aune, K.S. (2005). *Evaluation report of the Hawaii Tobacco Prevention and Control Trust Fund public awareness campaign*. Honolulu, Hawaii: Hawaii Social Science Research Group.

Lee, H.-R., & Aune, K.S. (2004). *Hawaii tobacco prevention and control trust fund public awareness campaign: Baseline report*. Honolulu, Hawaii: Hawaii Social Science Research Group.

Ranger-Moore, J., Lee, H.-R., Leischow, S., & Reynolds, R. (1998). *Needs assessment for TEPP evaluation*. University of Arizona, Arizona Cancer Center.

Eisenberg, M., Lee, H.-R., Burgoon, M., Beach, B., Alvaro, E., & Givens, R. (1998). *Evaluation of the tobacco education and prevention program media campaign: Historical impact of the TEPP media campaign*. University of Arizona, Arizona Cancer Center.

Lee, H.-R., (1997). *Santa Cruz County tobacco use prevention local project: Community needs assessment*. Nogales, Arizona: Mariposa Community Health Center.

Lee, H.-R. (1996). *Arizona tobacco information network tobacco policy survey results*. University of Arizona, Arizona Cancer Center.

Howard-Pitney E., Rogers, T., Lee, H.-R., & Ribisl, K. (1996). *Community capacity for tobacco education in California: The key informant interview study*. Palo Alto, California: Stanford University, Stanford Center for Research in Disease Prevention.

Rogers, T., Howard-Pitney, E., Lee, H.-R., & Ribisl, K. (1995). *Community capacity for tobacco education in California*. Palo Alto, California: Stanford University, Stanford Center for Research in Disease Prevention.

Rogers, T., Howard-Pitney, E., & Lee, H.-R. (1994). *Local lead agency coalition survey Report*. Palo Alto, California: Stanford University, Stanford Center for Research in Disease Prevention.

Rogers, T., Howard-Pitney, E., & Lee, H.-R. (1994). *Community capacity for tobacco education in California: An evaluation plan*. Palo Alto, California: Stanford University, Stanford Center for Research in Disease Prevention.

McLeod, J.M., Lee, H.-R., Kosicki, G., & McMillan, J. (1998). *A reevaluation of television news and its effects: News images, information processing strategies and comprehension*. University of Wisconsin at Madison, Department of Journalism and Mass Communication.

D. SCHOLARLY PRESENTATIONS

Refereed Conference Presentations

Lee, H.-R., Lee, H.-E., Cassel, K., Hagiwara, M., Somera, L., Badowski, G. (October, 2018). Acculturation, biculturalism and cancer preventive behaviors among Pacific Islander immigrant youths in Hawaii. Paper presented at the biennial meeting of the World Cancer Congress, Kuala Lumpur, Malaysia.

Cassel, K., Lee, H.-R., Somera, L., Badowski, G. (October, 2018). Culture, communication, and cancer risk behaviors among Pacific Islanders in Hawaii. Paper presented at the biennial meeting of the World Cancer Congress, Kuala Lumpur, Malaysia.

Somera, L., Simsiman, B., Badowski, G., Lee, H.-R., Cassel, K. (April, 2018). Tobacco and areca nut use among Chuukese youth in Guam. Paper presented at the annual meeting of the American Association for Cancer Research, Chicago, IL.

Lee, H.-R., Lee, H.-E., Hagiwara, M., Cassel, K., Somera, L., Badowski, G. (November, 2016). Communication ecology, culture, and cancer risk behaviors among Micronesian youth in Hawaii. Paper presented at the annual meeting of the World Cancer Congress, Paris, France.

Badowski, G., Somera, L., Simsiman, B., Lee, H.-R., Lee, H.-E., Hagiwara, M., Cassel, K., Ren, J.H. (November, 2016). Cancer risk knowledge, attitudes and behaviors among Chuukese youth in Guam. Paper presented at the annual meeting of the World Cancer Congress, Paris, France.

Badowski, G., Somera, L., Lee, H.-R., Cassel, K. (September, 2014). Assessment of Respondent Driven Sampling data from Guam Health Communication Survey. Paper presented at the Latin American Congress of Probability and Mathematical Statistics, Cartagena, Colombia.

Badowski, G., Somera, L., Lee, H.-R., Simsiman, B., Yamanaka, A. (June, 2014). Equilibrium analysis of Respondent Driven Sampling Data from Guam Health Communication Survey. Paper presented at the International Workshop on Applied Probability, Antalya, Turkey.

Somera, L., Badowski, G., Lee, H., Cassel, K., Torres, V., Reyes, D., Simsiman, B., & Yamanaka, A. Health information data about Pacific Islanders in Guam: Using the respondent-driven sampling (RDS) method as a viable alternative to the random-digit dialing (RDD) method (January, 2014). Paper presented at the Health Information National Trends Survey (HINTS) Users Conference, Maryland, MD.

Lee, H., Somera, L., Badowski, G., Cassel, K., Torres, V., Reyes, D., Inada, M., Simsiman, B., & Yamanaka, A. (September, 2013). Health Information Trends and Needs in the Pacific: Guam and Hawaii. Paper presented at the International Cancer Education Conference, joint annual meeting of the American Association for Cancer Education (AACE), the Cancer Patient Education Network (CPEN), and the European Association for Cancer Education (EACE), Seattle, WA.

Wills, T.A., Gibbons, Sargent, J.D., Dal Cin, S., Lee, H.-R., Knight, R., Forbes, & M., Tappe, M. (2013 July). Effects of movie exposure on substance use are moderated by self-regulation variables. Paper presented at the annual meeting of the American Psychological Association, Honolulu, HI.

Noble-Tabiolo, C., Wills, T.A., Lee, H.-R. Knight, R, & Nagakura, A. (2013 July). Ethnic differences in the effect of media exposures in a sample of Hawaii adolescents. Paper presented at the annual meeting of the American Psychological Association, Honolulu, HI.

Lee, H.-R., Lee, H.E., Choi, J., Kim, J.H., & Han, H.L. (2012, August). Social media use, body image and psychological well-being: a cross-cultural comparison of Korean and the U.S. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Wills, T.A., Gibbons, F.X., Forbes, M., Tappe, M., Knight, R. & Lee, H.-R. (2012, May). Moderation of movie exposure effects by self-regulation: A multidimensional test in a sample of adolescents in Hawaii. Paper presented at the annual meeting of the Society for Prevention Research, Washington D.C.

Kirby, C., Zhu, S.-H., McCree-Carrington, J., Goto, C., Lee, H.-R., & Cummins, S. (2011, November). Callers to an Asian-Language Quitline: Similarities and differences by State. Paper presented at the annual convention of the American Public Health Association, Washington D.C.

Zhuang, Y.-L., Zhu, S.-H., Lew, R., Cummins, S., Lee, H.-R., & Dearing, J.W. (2011, November). What are the barriers to an Asian-language quitline service? Paper presented at the annual convention of the American Public Health Association, Washington D.C.

Lee, H.-R., Lee, H.-E., Choi, J., & Kim, J.-H. (2011, March). Reliance on technology mediated communication and perceived psychological well-being among Koreans: The case of body image. Paper presented at the annual meeting of the Association for Asian Studies, Honolulu, HI.

Hanna, A., Sur, J., & Lee, H.-R. (2011, February). Environmentally friendly behavior as a health issue: A test of the Health Belief Model as a predictor of environmentally friendly behavior. Paper presented at the annual convention of the Western State Communication Association, Monterey, CA.

Kim, J.-H., & Lee, H.-R. (2010, December). From Agenda Setter to Agenda Weaver: A structural approach to the transformation of mass media role in social media environment. Paper presented at the International Conference on Agenda Setting and New Communication, Honolulu, Hawaii.

Hanna, A., Sur, J., & Lee, H.-R. (2010, June). Culture, the New Ecological Paradigm, and the environment: The direct and mediated effects of culture on environmentally friendly behaviors. Paper presented at the annual convention of the International Communication Association, Singapore.

Lee, H.-R., Lee, H.-E., Nofziger, S., & Morgan-Lopez, A. (2009, June). The influence of cigarette marketing promotion on positive social norm for smoking among adolescents: The evidence for indirect effects on intention to smoke. Paper presented at the annual convention of the Korean Health Communication Association, Seoul, Korea.

Rarick, J., Lee, H.-R., & Ng-Osorio, J. (2008, October). Building capacity for cessation services in primary Care settings: A health systems approach. Paper presented at the annual convention of the American Public Health Association, San Diego.

Lee, H.-R. (2007, May). Impact of a media campaign on public perceptions about tobacco use: Hawaii "Clear the Smoke" Campaign. Paper presented at the annual convention of the International Communication Association, San Francisco.

Lee, H.-R, Hubbard AE, Kim M.-S, Nigg C, & Suyderhoud R. (2006, July). Finding the right carrot: Exercise intervention as an incentive for smoking cessation for college students. Paper presented at the World Conference on Tobacco and Health, Washington D.C.

Robinet, H., Lee, H.-R., Mitschke, D., Lowery, St., John, T., Reyes, M., & Tamai, T. (2006, July). Cessation needs assessment: A building block for a cessation system in Hawaii. Paper presented at the World Conference on Tobacco and Health, Washington D.C.

Lee, H.-R., & Aune, K. (2006, July). Impact of a statewide media campaign on social norms about tobacco control in Hawaii. Paper presented at the World Conference on Tobacco and Health, Washington D.C.

Lee, H.-R., Kim, M.-S., & Hubbard, A.E. (2006, June). Self-construal, health locus of control, and health behaviors: Towards a theory of culture and health behavior. Paper presented at the annual convention of the International Communication Association, Dresden, Germany.

Lee, H.-R., Hubbard, A.E., O'Riordan, C.K., & Kim, M.-S. (2006, June). Incorporating culture into the Theory of Planned Behavior: Predicting smoking cessation intentions among college students. Paper presented at the annual convention of the International Communication Association, Dresden, Germany.

Lee, H.-R. (2006, June). Early preparation is the key: Building a portfolio for job applications. Paper presented at the annual convention of the International Communication Association, Dresden, Germany.

Lee, H.-R., Kim, M.-S., Im, S.-S., & Choe, M. (2005, June). Health promotion needs assessment for Korean immigrants in Hawaii. Paper presented at the Global Conference on Public Health, Honolulu, HI.

Robinet, H., Lee, H.-R., Lowery, St., John, T., Tamai, T., Rarick, J., & Zysman, D. (2005, June). Assessing cessation needs in support of a comprehensive tobacco control Program. Paper presented at the Global Conference on Public Health, Honolulu, HI.

Lee, H.-R., Kim, M.-S., Im, S.-S., & Choe, M. (2005, May). Building an infrastructure for health promotion for Korean immigrants in Hawaii. Paper presented at the annual convention of the International Communication Association, New York, NY.

Lee, H.-R., Kim, M.-S., Im, S.-S., & Choe, M. (2005, May). Influence of self-presentation style and culture in health care setting: Quality of life after cancer treatment and diagnosis of depression. Paper presented at the annual convention of the International Communication Association, New York, NY.

Lee, H.-R., Hubbard, A.E., Kim, M.-S., Nigg, C. & Snyderhaud, R. (2005, May). Developing exercise and relational support-based cessation for college students. Paper presented at the National Conference on Tobacco or Health, Chicago, IL.

Lee, H.-R., Kim, M.-S., Im, S.-S., & Choe, M. (2005, May). Building a minimum infrastructure for smoking cessation for Koreans in Hawaii. Paper presented at the National Conference on Tobacco or Health, Chicago, IL.

Lee, H.-R. & Bauer, J.E. (2005, March). Impact of increased retailer compliance on cigarette sources and smoking among youth. Paper presented at the annual convention of the Society for Research in Nicotine and Tobacco, Prague, Czech Republic.

Lee, H.-R., Taylor, K., Morgan-Lopez, A., & Nofziger, S. (2004, May). Influence of cigarette marketing on susceptibility to smoking among non-smoking students: A Structural Equation Model. Paper presented at the annual convention of the International Communication Association, New Orleans, LA.

Lee H.-R, Kim M.S., Kim, I., Kamakahi, R., & Hara, K. (2004, May). Culture and target of threat in Fear Appeal Theory: Toward culture-matched strategies in AIDS prevention. Paper presented at the annual convention of the International Communication Association, New Orleans, LA.

- Lee, H.-R., Hubbard, A., & Kim, M.-S. (2004, May). Culture and Motivational Factors for Health Behaviors among Young Adults. Paper presented at the annual convention of the International Communication Association, New Orleans, LA.
- Kim, M.-S., Lee, H.-R., Kawamura, A., & Kuntmeyer, J. (2004, May). Shifting the Locus of Fear Appeal for Preventing Youth Tobacco Use: Toward Culturally Sensitive Intervention Messages. Paper presented at the annual convention of the International Communication Association, New Orleans, LA.
- Lee, H.-R., MacKinnon, D., Bauer, J., Buller, D., Chassin, L., Kronenfeld, J., & Giovino, G. (2003, December). Assessing mediators in reducing smoking prevalence: The Full Court Press program. Paper presented at the National Conference on Tobacco or Health, Boston, MA.
- Lee, H.-R., Bauer, J., MacKinnon, D., Buller, D., Chassin, L., Kronenfeld, J., & Giovino, G. (2003, December). Ruling out alternative explanations: Assessing Full Court Press outcomes. Paper presented at the National Conference on Tobacco or Health, Boston, MA.
- Levy, D., Ross, H., Lee, H.-R., Giovino, G., & Bauer, J. (2003, December). SimSmoke Arizona: Computer-simulation model of tobacco control policies. Paper presented at the National Conference on Tobacco or Health, Boston, MA.
- Lee, H.-R., Levin, M., Maddock, J., Scholly, K., Taleff, M., Stepp, M., & Symons, T. (2003, December). Partnership approach to strengthening smoking policy at University of Hawai`i. Paper presented at the National Conference on Tobacco or Health, Boston, MA.
- Lee, H.-R., Eisenberg, M., Keppel, J., Stanley, L., & Leischow, R. (2003, February). Impact of statewide tobacco education program on workplace tobacco use policies: a longitudinal study. Paper presented at the annual convention of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
- Grande, D., Lee, H.-R., & Smith, L. (2002, November). Reducing youth tobacco use through community policy change: Full Court Press Project, Tucson, Arizona. Paper presented at the National Conference on Tobacco or Health, San Francisco, CA.
- Lee, H.-R., Ranger-Moore, J., Hall, R., MacKinnon, D., Chassin, L., Buller, D., & Kronenfeld, J. (2002, July). Effectiveness of a comprehensive community intervention in reducing youth smoking: Results from Tucson Full Court Press, 1996-2000. Paper presented at the annual convention of the International Communication Association, Seoul, Korea.
- Kim, M.-S., Lee, H.-R., & Kazuya, H. (2002). Is silence really “golden”? Cultural metaphors on wordless communication. Paper presented at the annual convention of the International Communication Association, Seoul, Korea.
- Eisenberg, M., Lee, H.-R., & Jones, N. (2001, November). Tracking Arizona tobacco policy. Paper presented at the National Conference on Tobacco or Health, New Orleans, LA.
- Nofziger, S. & Lee, H.-R. (2001, November). Tomorrow's tobacco addicts: Examining age and sex differences in predictors of increased smoking regularity among juvenile smokers. Paper presented at the annual convention of the American Society of Criminology, Irvine, CA.
- Lee, H.-R., Taylor, K. (2001, March). Impact of state tobacco free school law in Arizona public schools. Paper presented at the annual convention of the Society for Behavioral Medicine, Seattle, WA.
- Lee, H.-R., MacKinnon, D., Ranger-Moore, J., Buller, D., Chassin, L. & Kronenfeld, J. (2001, March). Effectiveness of a comprehensive community intervention in reducing youth tobacco use: Results from Tucson

Full Court Press, 1996-1998. Paper presented at the annual convention of the Society for Behavioral Medicine, Seattle, WA.

Lee, H.-R., Taylor, K., and Nofziger, S. (2000). Influence of cigarette marketing on susceptibility to making among non-smoking students: A Path Analysis. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Voloudakis, M., Roberts, L., & Lee, H.-R. (1999). When the world never seems to be living up to your dreams: predicting anti-tobacco activism in youth populations. Paper presented at the annual convention of the International Communication Association, San Francisco, CA.

Buller, D., Woodall, G., Hall, J., Borland, R., Ax, B., Brown, M., Hines, J., Leischow S., Lee, H.-R., & Burris-Woodall, P. (1999). Arresting tobacco uptake with interactive multimedia project Designing a web-based smoking prevention program for children. Paper presented at the annual convention of the International Communication Association, San Francisco, CA.

Eisenberg, M. & Lee, H.-R. (1999). Anti-tobacco use media campaigns: Approaches to tobacco prevention and how teen process them. Paper presented at the annual convention of the Society for Applied Anthropology, Tucson, AZ.

Lee, H.-R., Ranger-Moore, J., & Voloudakis, M. (1999). Impact of tobacco minimum purchase age law on sales of cigarettes to minors in Tucson, Arizona. Paper presented at the annual convention of the Society for Research in Nicotine and Tobacco, San Diego, CA.

Ranger-Moore, J., Lee, H.-R., Reynolds, R., & Leischow, S. (1999). A needs assessment on evaluation for Arizona's Tobacco Education and Prevention Program. Paper presented at the annual convention of the Society for Research in Nicotine and Tobacco, San Diego, CA.

Voloudakis, M., Lee, H.-R. (1997). Follow the Yellow Brick Road: Examining collective efficacy as a route to effective coalitions. Paper presented at the annual convention of the Speech Communication Association, Chicago, IL.

Lee, H.-R., Buller, D., Chassin, L., Kronenfeld, J., & MacKinnon, D. (1996). Influence of Cigarette Promotion on Mediators of Smoking. Paper presented at the annual convention of the American Public Health Association, New York City, NY.

Flora, J.A., Schooler, C., Kim, E., Lee, H.-R., & Rogers, T. (1995). Opinion Leaders and Community Violence Prevention Efforts. Paper presented at the annual convention of the American Public Health Association, San Diego, CA.

Rogers, T., Schooler, C., Lee, H.-R., & Flora, J. (1995). Community collaborative for violence prevention. Paper presented at the annual convention of the American Public Health Association, San Diego, CA.

Lee, H.-R., Flora, J., & Bye, L. (1995). A test of a theory of social influences: The case of unsafe sexual behavior. Paper presented at the annual convention of the International Communication Association, San Francisco, CA.

Lee, H.-R. (1989). Media credibility and the Spiral of Silence. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Washington D.C.

Rucinski, D., Lee, H.-R., & Salmon, C. (1987). Audience Perception of media consonance. Paper presented at the annual convention of the Midwestern Association for Public Opinion Research, Chicago, IL.

Invited Conference and Symposium Presentations

Lee, H.-R. (August, 2017). The influence of Korean media consumption on identity formation among Korean immigrant youth: A case of the United States. Paper presented at the International Society for Korean Studies meeting, Auckland, New Zealand.

Cassel, K., Lee, H.-R., Somera, L. Badowski, G., Hagiwara, M. (December, 2014). Conducting Health Surveys with U.S. Pacific Islander Populations. Poster presented at the National Institute of Minority Health and Health Disparities Grantees' Conference, Washington, D.C.

Somera, L., Lee, H.-R., H., Badowski, G., Cassell, K. (December, 2014). Sources of Health and Cancer Information Patterns. Invited session sponsored by the International Cancer Information Services Group, World Cancer Congress, Melbourne, Australia.

McCurdy, D. Nigg, C., Hubbard, A.E., Lee, H.-R., Kim M.-S, & Suyderhoud, R. (2005, April). Romantic relationships: Do they play a part in college students' health behaviors? Poster presented at the Biomedical Sciences Symposium, John A. Burns School of Medicine, University of Hawai'i at Manoa.

Lee, H.-R. (2000, May). Youth and community/school tobacco policy. Smokeless States Annual Meeting by American Medical Association, Honolulu, HI.

E. GRANTS AND CONTRACTS WON

Active Grants/Contracts

Administrative Supplements for NCI-designated Cancer Centers to Support Population Health Assessment in Cancer Center Catchment Areas. (Role: Co-Investigator)
P.I., Jerris Hedges, University of Hawai'i Cancer Center. (Grant Amount: \$200,000)
Funded by the National Cancer Institute, the National Institute of Health. To start in October 2016.

Prospective effects of electronic cigarette marketing on expectancies and behavior. (Role: Co-Investigator)
P.I. Pallav Pokhrel, University of Hawai'i Cancer Center. (Grant Amount: \$2,568,272)
Funded by the National Institute of Health, February 2016. (1R01CA202277-01)
University of Guam/University of Hawai'i Cancer Center Partnership (Role: Co-Investigator)
P.I. N. Palafox, C. Vogel, & D. Ward, University of Hawai'i Cancer Center. (Grant Amount: \$5,480,992)
Funded by the National Institute of Health, September 2015. (U54 CA143727-06)

Core University Program for Korean Studies: Diversity, identity, and universality in global Korea. (Role: Co-Investigator)
P.I. Sang Hyop Lee, Center for Korean Studies. (Grant Amount: \$814,305)
Funded by the Academy for Korean Studies, September 2015.

Cancer Center Supplemental Grant: Laboratory Studies of Tobacco Advertising and Labeling Effects on Adolescents. (Role: Co-Investigator)
P.I. Jerris Hedges, University of Hawai'i Cancer Center. (Grant Amount: \$1,312,058)
Funded by the National Institute of Health, December 2013. (3P30CA071789-14S4)

Mass media and adolescent substance use (Role: Co-Investigator)
P.I. Tom Wills, University of Hawai'i Cancer Center. (Grant Amount \$2,877,387)
Funded by the National Institute of Health, September 2010. (R01 CA153154-01)

Completed Grants/Contracts

Funded as Principal Investigator

Health Information-Seeking Patterns Among Pacific Youth

P.I. Hye-ryeon Lee & Lilabeth Somera, (Grant Amount: \$200,000)

Funded through the UOG/UH Cancer Center Partnership (U54, National Cancer Institute), June 2013.

Health Information Needs and Trend in Pacific

P.I. Hye-ryeon Lee, Lilabeth Somera, & Granya Badowski (Grant Amount: \$360,000)

Funded through the UOG/UH Cancer Center Partnership (U54, National Cancer Institute), May 2012.

Hawaii Primary Care Tobacco Cessation Network

Funded by the Hawaii Primary Care Association, December 2007. (Grant Amount: \$155,000)

Training for smoking cessation counseling for Asian smokers

Funded by the Hawaii Community Foundation, February 2006. (Grant Amount: \$21,825)

Cessation program for Korean immigrants in Hawaii.

Funded by the Hawaii Community Foundation, December 2005. (Grant Amount: \$75,000)

Hawaii Tobacco Prevention and Control Trust Fund Public Awareness Campaign Evaluation

Funded by the Hawaii Community Foundation, June 2004. (Contract Amount: \$220,000)

Exercise and relational support-based smoking cessation program tailored for college student smokers.

Funded by the Hawaii Community Foundation, January 2004. (Grant Amount: \$120,000)

Developing infrastructure and resources for smoking cessation for Korean immigrants in Hawaii.

Funded by the Hawaii Community Foundation, January 2004. (Grant Amount: \$120,000)

Hawai'i Tobacco Cessation Needs Assessment

Funded by the American Cancer Society, December 2004. (Grant Amount: \$25,000)

Full Court Press Evaluation, Phase 2.

Funded by the Robert Wood Johnson Foundation, October 2001. (Grant Amount: \$83,000)

Evaluation for the Full Court Press Project.

Funded by The Robert Wood Johnson Foundation, January 1996. (Grant Amount: \$940,000)

Arizona Tobacco Information Network: Tobacco Policy Research.

Funded by The Arizona Department of Health Services, February 1996. (Grant Amount: \$575,000)

Evaluation Planning for the Full Court Press Project. Funded by The Robert Wood Johnson Foundation,

October 1995. (Grant Amount: \$36,000)

Needs Assessment for Evaluation of the Tobacco Education Prevention Program.

Funded by The Arizona Department of Health Services, May 1998. (Grant Amount: \$25,000)

A Study of Tobacco Policy in Pima County Workplaces.

Funded by the American Cancer Society, September 1997. (Grant Amount: \$28,000)

A Follow-up Study of Workplace Tobacco Policy.

Funded by the American Cancer Society, April 1999. (Grant Amount: \$23,000)

Florida Full Court Press Project Evaluation.
Funded by the American Cancer Society, May 1999. (Grant Amount: \$50,000)

Evaluation of School Based Cessation Programs
Funded by the American Lung Association, May 2000. (Grant Amount: \$20,000)

Funded as Co-Investigator

Arresting Smoking Uptake using Multi-Media Program (Co-Investigator).
Funded by National Cancer Institute, September 1997. (Grant Amount: \$380,000)

Evaluation of the Media Campaign for the Tobacco Education and Prevention Program (Co-Principal Investigator).
Funded by The Arizona Department of Health Services, May 1998. (Grant Amount: \$419,000)

Arizona Cessation Training and Evaluation Project (Co-Investigator)
Funded by the Arizona Department of Health Services, September 1998. (Grant Amount: \$2,851,000)

F. COURSES TAUGHT

Research Method (Communicology 302)
Persuasion (Communicology 364)
Political Communication (Communicology 454)
Health Communication (Communicology 495)
Persuasion and Social Influence (Communicology h 664)
Seminar in Persuasion and Influence (Communicology 764)
Seminar on Health Communication Research (Communicology 795)

G. PUBLIC LECTURES

- 2018 Lecture on “Addressing Minority Health Disparity using MobileTechnology.” Keynote Speaker at the International Conference on Global Digital Technology and Culture, organized by the Korean Association for Broadcasting and Telecommunication Studies, Seoul Korea.
- 2017 Lecture on “Evaluation of Health Communication Interventions.” Hankuk University of Foreign Studies, Seoul, Korea
- 2016 Lecture on “Health Communication in an Era of IoT.” Sungkyunkwan University, Seoul, Korea.
- 2016 Lecture on “Changing Media Ecology and Health Communication.” Global Scholar Lecture at the Korean Society for Journalism and Communication Studies Conference, Seoul, Korea.
- 2015 Lecture on “Civic Education and Democracy.” Scholarship Dinner sponsored by Dongjihoe Foundation, Honolulu, HI.
- 2014 Lecture on “Raising Citizens of Tomorrow: Civic Learning and Democratic Engagement.” Networking of Next Generation Korean Americans in Hawaii sponsored by the United Korean Association of Hawaii and Consulate General of the Republic of Korea, Honolulu, HI.
- 2013 Lecture on “Communication Research and Health Promotion.” Ewha Woman’s University, Seoul, Korea.
- 2013 Lecture on “Communication, Culture and Health.” Sungshin University, Seoul, Korea.
- 2012 Lecture on “Recent Trends in Health Communication Research.” Hallym University, Chunchun, Korea.

- 2011 Lecture on “ Health Communication: Media Campaigns and Message Development.” Public Health Workshop sponsored by the Hawaii Department of Health Services and Hawaii Public Health Association, Honolulu, HI.
- 2010 Lecture on “A new option for quitting: Asian Language Quitlines.” Web Seminar sponsored by the Asian Pacific Islander Coalition Against Tobacco and Washington State Department of Health, Honolulu, HI.
- 2009 Lecture on “Evaluation and Culture.” Hawaii-Pacific Evaluation Association annual conference, Honolulu, HI.
- 2009 Lecture on “Communication and Health.” Seoul National University, Seoul, Korea.
- 2009 Lecture on “Communication and Health.” Sogang University, Seoul, Korea.
- 2008 Lecture on “Health Communication Campaigns.” Korea University, Seoul, Korea.
- 2008 Lecture on “Body image, eating disorder and adolescent health.” A workshop for Korean immigrant parents by Hawaii Korean Family Ministry, Honolulu, HI.
- 2007 Lecture on “Communicating with your children: Cultural differences and communication strategy.” A workshop for Korean immigrant parents by Hawaii Korean Family Ministry, Honolulu, HI.
- 2006 Colloquium on “Culture and motivational factors for health behaviors among young adults.” University of Hawai`i Tobacco Control Research Group, Honolulu, HI.
- 2006 Lecture on “Culturally tailored smoking cessation program for Asian smokers.” A forum on culturally tailored lifestyle changes, University of Hawai`i at Hilo, Hilo, HI.
- 2006 Lecture on “Cancer prevention and women.” Ewha Women’s University Alumni Association, Honolulu, HI.
- 2006 Lecture on “Cancer and women’s health.” Health Symposium of the Korean American Women’s Club. Honolulu, HI.
- 2005 Lecture on “Hawaii cessation needs assessment.” Annual meeting of the Coalition for a Tobacco Free Hawaii, Honolulu, HI.
- 2004 Lecture on “Evaluation of the Hawaii Tobacco Prevention and Control Trust Fund Public Awareness Campaign.” Hawaii Tobacco Prevention and Control Trust Fund Advisory Group meeting, Honolulu, HI.
- 2004 Lecture on “Health promotion needs among Korean immigrants in Hawaii.” Korea University Club, Honolulu, HI.
- 2004 Lecture on “Korean Health Promotion Project.” Community Medical Symposium of the Korean American Medical Association of Hawaii, Honolulu, HI.
- 2003 Guest lecturer: Graduate Course on Introduction to Human Population (PPST650), Population Studies Program, University of Hawai`i at Manoa.
- 2002 Guest lecturer: Graduate Course on Social Science and Public Health (PH 623 – Professor Jay Maddock), Department of Public Health Sciences and Epidemiology, University of Hawai`i at Manoa.

- 2001 Guest lecturer: Graduate Course on Theories in Speech Communication (Sp601), Department of Speech, University of Hawai`i at Manoa.
- 2001 Colloquium on “The effectiveness of a comprehensive community intervention to reduce tobacco use among youth: Full Court Press 1996-2000,” Department of Speech, University of Hawai`i at Manoa.
- 1999 Lecture on creating tobacco free campuses, Tobacco Education and Prevention Program Annual Meeting, Phoenix, AZ.
- 1998 Lecture on changing school tobacco policy in Arizona, Tobacco Education and Prevention Program Annual Meeting, Phoenix, AZ.
- 1998 Lecture on overview of school tobacco policies in Arizona, Arizona Tobacco Information Network Symposium on School Tobacco Policies, Tucson, AZ.
- 1998 Lecture on school tobacco policy, Tobacco-Free Schools Conference, Tucson, AZ.
- 1998 Lecture on evaluation and standardized questionnaire, Arizona Cessation Training and Evaluation, Tele-video conference, Tucson, AZ.
- 1997 Lecture on predictors for different levels of youth smoking, Pima County Tobacco Use Prevention Local Project, Cessation Working Group Meeting, Tucson, AZ.
- 1997 Lecture on overview of tobacco control policies in Arizona, Arizona Tobacco Information Network Symposium on Tobacco Control Policies, Tucson, AZ.
- 1996 Lecture on how to conduct program evaluation, Community Tobacco Use Prevention Strategies, Training of Trainers Workshop, Phoenix, AZ.
- 1996 Lecture on Social and behavioral issues in community based tobacco control programs. Arizona Tobacco Symposium: Bridging research and community programs for public health, Tucson, AZ.

H. AWARDS and HONORS

Commendation from President Park Geun-hye of Republic of Korea for contribution to National Unification Advisory Council	2016
Distinguished Service Award (Korean American Communication Association)	2015
Top Paper Award (Environmental Communication Division, Western States Communication Association)	2011
Tobacco Prevention and Control Travel Scholarship (Hawaii Community Foundation)	2006
Tobacco Prevention and Control Travel Scholarship (Hawaii Community Foundation)	2005
Koa Anvil Award (Public Relations Society of America, Hawaii Chapter)	2004
Tobacco Prevention and Control Travel Scholarship (Hawaii Community Foundation)	2003
Dianne Cummings Cancer Prevention Fellowship (Arizona Cancer Center)	1995
Best Student Paper Award (Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication)	1989

Korean Honorary Scholarship (Korean Embassy)	1989 & 1990
Harry Grant Scholarship (University of Wisconsin-Madison)	1987
Ewha Honorary Scholarship (Ewha Women's University)	1982 & 1983

I. CONSULTING EXPERIENCE

Consultant: Health Education, Korean Academy of Medical Sciences <i>Provided consultation on development of national infrastructure for effective dissemination of health information</i>	2016
Consultant: Convergence Research Group, Seoul National University. <i>Provided advice to the project entitled "New governance structure for health communication for underserved population"</i>	2016
Consultant: Racial and Ethnic Approaches to Community Health (REACH), John A. Burns School of Medicine, University of Hawai'i at Manoa <i>Developed and provided a training on effective approaches to create and disseminate messages on tobacco and nutrition PSE activities. Provided technical assistance for evaluation of REACH programs in local jurisdictions.</i>	2014-present
Consultant: Center for Communication and Marketing, University of Connecticut <i>Provided technical advice to the project entitled "Evaluation of Graphic Warning Labels on Tobacco Packages and Related Supporting Messages" funded by the National Cancer Institute.</i>	2011-2012
Consultant: Hawaii Community Foundation <i>Conducted an independent evaluation of a statewide media campaign for Tobacco Prevention and Trust Fund</i>	2004-2007
Consultant: Robert Wood Johnson Foundation/Food and Drug Administration <i>Provided technical advice for establishment of enforcement protocols for tobacco minimum purchase age law to be implemented nationally.</i>	1998
Consultant: Santa Cruz County Local Tobacco Prevention and Education Project <i>Provided technical advice for community needs assessment for a comprehensive tobacco prevention and education program implemented in the Santa Cruz County, AZ.</i>	1996
Consultant: Pima Prevention Partnership <i>Reviewed Community Tobacco Use Prevention Strategies (CTUPS) kit.</i>	1995
Consultant: Stanford Prevention Center <i>Provided statistical and technical advice for preparation of a report to Congress specifying the relationship between tobacco promotion and adolescent smoking in America.</i>	1993
Consultant: Undergraduate Advising Center at Stanford University <i>Provided statistical and technical advice for developing survey instrument, processing the data and preparing report on students' advising experience.</i>	1993
Consultant: Ogilvy & Mather <i>Developed an audience segmentation strategy based on the level of social pressure for AIDS risk behaviors in the social environment</i>	1993

J. PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication, member
American Public Health Association, member
International Communication Association, member
International Association for Language and Social Psychology, member
Korean American Communication Association, member
National Communication Association, member
World Communication Association, member

K. SERVICE

To the Department

Director of Graduate Studies: Served as the Director of Graduate Studies at the Department, overseeing all of the aspects related to graduate program from 2016 to 2018.

Department Assessment Committee: Served as the chair of the Departmental Assessment Committee, leading efforts to design and implement departmental assessment activities, 2006-2008.

Undergraduate Studies Committee: Served as a member of the Undergraduate Studies Committee at the Department of Speech, 2003-2005.

Aloha United Way: Served as the Department Coordinator for the 2001 and 2002 campaigns to raise funds.

Department Research Coordinator: Coordinated research data collection for the Department, 2003-2005.

To the University of Hawai'i at Manoa

Curriculum Process Working Group: Served as a member of the Working Group convened by the office of the Vice Chancellor for Academic Affairs to review and improve curriculum review processes across the University, 2009-2012.

Vice Chancellor's Scantron Working Group: Served as a member of the Working Group convened by the office of the Vice Chancellor for Academic Affairs to develop a proposal for campus-wide Scantron services to support instruction and research activities, 2009-2010.

Chancellor's Working Group on College of Arts and Sciences Reorganization: Served as a member of the Working Group to assist with crafting the roles and responsibilities of the Executive Dean for the reorganized Colleges of Arts and Sciences, 2008.

Deans' Transition Team on College of Arts and Sciences Reorganization: Represented the College of Arts and Humanities on the Transition Team convened by the Deans to develop recommendations for the reorganization of Colleges of Arts and Sciences and School of Pacific Asian Studies, 2008.

Manoa Academic Assessment Council: Served as a member of the UHM Assessment Council convened by the office of the Vice Chancellor for Academic Affairs to review and establish an effective campus-wide assessment, 2005-2007.

Arts and Humanities Principal Investigators Group: Served as the departmental representative to the PI group organized by the dean to advocate research support needs for the A&H faculty, 2004-2007.

Community Partnership for Health and Fresh Air: Organized and chaired a campus-wide partnership of faculty, staff and students to promote a meaningful and appropriate system-wide tobacco product policy, 2002-

present.

Electronic Portfolio Pilot Project: Participated in the pilot project to develop and evaluate electronic portfolio system, 2001-2003.

To the Discipline

Korean American Communication Association: Served as the chairperson of the 40th Anniversary Conference Planning Committee, 2016-2018.

Asian Pacific Quitline Network: Served as a member of the Advisory Board for the Network dedicated to knowledge transfer and experience sharing among tobacco quitlines in the Asia Pacific region. 2011-2013.

Asian Pacific Partners for Empowerment, Advocacy and Leadership: Served as a member of the Cessation Committee to develop a standardized cessation protocol for Asian and Pacific Islanders and advocate for responsible public policy for cessation. 2011-2013.

Korean American Communication Association: Served as the president for this association of Korean American communication scholars in the United States, 2005-2009.

Special populations forum for Asian/Pacific Islanders, American Legacy Foundation: Served as an expert advisor to assist American Legacy Foundation in prioritizing and planning tobacco prevention and control program for Asian/Pacific Islander population in the U.S.

Working group on Tobacco Counter-Marketing Campaigns: Served on a working group to develop guidelines and effective strategies for tobacco use reduction media campaigns for the state and national level tobacco control and prevention efforts, 1999.

Expert Review Committee for the National Cancer Institute: Serving on a review committee for the NCI in the publication of the Monograph on Changes in Youth Prevalence of Tobacco Use in USA, 1999.

Tobacco Tax Initiative Steering Committee (University of Arizona): Organized the Tobacco Tax Initiative Steering Committee and coordinated meetings to develop the university's overall strategy on tobacco research, to facilitate research by university investigators, and to coordinate political advocacy by the university on tobacco use, cessation, and prevention, 1995-1996.

Behavioral Science Working Group (University of Arizona): Organized and coordinated the interdisciplinary group which includes researchers from various departments and programs on campus develop a state-wide evaluation plan for the Arizona Tobacco Control Program, 1995-1996.

Editorial and Manuscript Reviews

Editorial Board, Journal of Communication, 2018 to 2021

Editorial Board. Asian Communication Research, 2017 to present

Editorial Board. Asian Journal of Communication, 2010 to present

Guest Editor, Asian Journal of Communication, 2008

Reviewer, New Media and Society

Reviewer, Asian Journal of Communication

Reviewer, Journal of Public Health Research

Reviewer, Korean Social Science Journal

Reviewer, Communication Reports

Reviewer, Tobacco Control

Reviewer, Communication Theory

Reviewer, American Journal of Preventive Medicine

Reviewer, American Journal of Health Promotion

Reviewer, International Communication Association, Health Communication Division, 2004, 2005, 2006

Reviewer, National Conference on Tobacco or Health, 2005, 2006

To the Community

NexGen Korean American Network: Currently serving as the advisor for a newly created nonprofit organization in Hawaii dedicated to fostering networking and mentoring of young professionals and students who are associated with Korea by ancestry or culture. (2015 to present)

Hawaii Tobacco Prevention and Control Trust Fund Advisory Board: Appointed by the Governor to serve as a member of the Board which provides oversight for the administration of the Hawaii Tobacco Prevention and Control Trust Fund (2011 to present).

Hawaii Public Health Institute (HiPHI): Served as a member of the board of the HiPHI, a state-wide nonprofit organization that is dedicated to advancement of public health outcomes in Hawaii (2013-2015).

Coalition for a Tobacco Free Hawaii (CTFH): Served as president of the board of the CTFH, a state-wide coalition of major health organizations in Hawaii with a goal of eliminating tobacco related morbidity and mortality in Hawaii (2007-2008). Currently serving as a member of the CTFH board (2002 to 2013).

Hawaii Tobacco Control Conference Planning Committee: Served as a member of the Planning Committee for the 2008 Hawaii Tobacco Control Conference held in Honolulu in May, 2008.

Hawaii Tobacco Prevention and Control Trust Fund Grantee Conference Planning Committee: Served as a member of the Planning Committee for the 2006 Conference held in Honolulu in August, 2006.

Hawaii Tobacco Control Conference Planning Committee: Served as a member of the Planning Committee for the 2005 Hawaii Tobacco Control Conference held in Honolulu in November, 2005.

Healthy Hawaii Initiative Media Advisory Panel: Served as a member of the Media Advisory Panel for the Hawaii Department of Health Services to provide consultation for media campaign strategies, 2005-2006.

Statewide Tobacco Cessation Program Planning Committee: Served as a member of the Planning Committee to develop a comprehensive plan for tobacco cessation program and infrastructure in Hawaii, 2005.

Hawaii Tobacco Control Conference Planning Committee: Served as a member of the Planning Committee for the 2003 Hawaii Tobacco Control Conference held in Honolulu in October, 2003.

Community Advisory Committee for Pacific Rim Cancer Screening Awareness through Churches: Served as a member of the Community Advisory Committee for the multi-site research study designed to promote colorectal cancer screening among church members aged 50 to 75.

Women's Cancer Control Program, Arizona Department of Health Service: Served as a member on the evaluation subcommittee for the Women's Cancer Control Program in Arizona, 1995-1996.

(Current as of 9/30/2018)