# Biographical Sketch
## K. "Hazel" Kwon

### a. Professional Preparation

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|---|---|---|
| Yonsei Univ. (S.Korea) | Mass Communication (High Honor) | B.A., 2004 |
| SUNY-Buffalo (Buffalo, NY) | Communication | M.A., 2007 |
| SUNY-Buffalo (Buffalo, NY) | Communication | Ph.D., 2011 |

### b. Appointments
2012- present: Assistant Professor, Arizona State University
2011- 2012: Assistant Teaching Professor, Culture and Communication, Drexel University

### c. Research interests:
Social media/technologies with an emphasis on social network influence; collective behaviors/actions; intergroup relations

### d. Selected Recent Publications/Proceedings

Cho, D., & **Kwon, K. H**. (2015). The impacts of identity verification and disclosure of social cues on flaming in online user comments. *Computers in Human Behavior*, *51*. 363-372

**Kwon, K. H.**, Halavais, A., & *Havener, S. (2015). Tweeting badges: User motivations of achievement display in public networked environments. *CyberPsychology, Behavior & Social Networking, 18*(2), 93-100

**Kwon, K. H.** (2015). Reimagining swearing effects online: The use of swearwords in news audience commenting. Selected Papers of Internet Research 16.0, October 21-24, 2015, Phoenix, AZ.

**Kwon, K.H**., Wang, H., Xu W.W., & *Raymond, R. (2015). A spatiotemporal model of Twitter information diffusion: An example of Egyptian Revolution 2011. Proceedings of Social Media and Society, ACM International Conference Proceeding Series (ICPS), July 27-29, 2015, Toronto, CA.

Halavais, A., **Kwon, K. H.,** *Striker, J., & *Havener, S. (2014). Badges of friendship: Social influence and badge acquisition on Stack Overflow. Proceedings of 47th Hawaii International Conference on System Sciences (HICSS), January 14-16, 2014

**Kwon, K. H**., Moon, S.-I, & Stefanone, M. A. (2014). Unspeaking on Facebook? Testing network exposure effects on self-censorship of political expressions in social network sites. *Quality and Quantity*. Published online before print July 23, 2014, doi: 10.1007/s11135-014-0078-8

**Kwon, K. H.**, Stefanone, M. A., & Barnett, G. A. (2014). Social network influence on online behavioral choices: Exploring group formation on Social Network Sites. *American Behavioral Scientists*, 58(10), 1345-1360

Stefanone, M. A., **Kwon, K. H.**, & Lackaff, D. (2012). Exploring the relationship between perceptions of social capital and enacted support online. *Journal of Computer-Mediated Communication, 17*, 451-466.

**Kwon, K. H**., & Moon, S. (2012). Older adults' social support giving and their psychological health: Testing moderating effects of giving in familial and non-familial context. *Iowa Journal of*

*Communication, 44*(1), 93-118.

**Kwon, K. H.,** & Nam, Y., & Lackaff, D. (2011). Wireless protesters move around: Informational and coordinative use of information and communication technologies (ICT) for protest politics. *Journal of Information Technology & Politics, 8*(4), 383-398.

**Kwon, K. H,** Oh, O., Manish, A., & Rao, H. R. (2011). Choice of information: A study of Twitter news sharing during the 2009 Israel-Gaza conflict. Proceedings of 32st International Conference on Information Systems, Shanghai, China, December, 2011

Stefanone, M. A., & **Kwon, K. H**., & Lackaff, D. (2011). The value of online friends: Networked resources via social network sites. *First Monday, 16*(2) http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3314/2763

Tutzauer, F., **Kwon, K.,** & Elbirt, B. (2011). Network model of diffusion of competing Innovations: Applying agent-based modeling. In A. Vishwanath & G. A. Barnett (Eds.), *Advances in Communication Research: The Diffusion of Innovations*. New York: Peter Lang.

Nam, Y., **Kwon, K. H.**, & Lee, S. (2010). Does it really matter that people do zipping ads?: Testing the effectiveness of simultaneous presentation advertising (SPA) in IDTV Environment. *CyberPsychology, Behavior & Social Networking, 13*(2), 225-229. (5-year Impact Factor: 2.73, Citation: 3, Contribution: 35%)

Oh, O., **Kwon, K. H.,** & Rao, H. R. (2010). An exploration of social media in extreme events: Rumor theory and Twitter during the Haiti earthquake 2010. Proceedings of 31st International Conference on Information Systems (paper 212), Saint Louis, Missouri, December 12-15, 2010s

Wang, S., Moon, S.-Il., **Kwon, K. H.,** Evans, C., & Stefanone, M. (2010). Face off: Implications of visual cues on initiating friendship on Facebook. *Computers in Human Behavior, 26*(2), 226-234 (5-year Impact Factor: 3.047, Citation: 104, Contribution: 35%)

**e. Synergistic Activities**
Co-PI for the Digital Media & Learning Competition Grant (HASTC), 2013-2014
Organizer of the Association of Internet Researcher Conference: A preconference workshop
    organization in 2013 and a local committee for the upcoming main conference 2015.
Program committee, Social Media and Society Conference 2014-Present
Director, Social Technology Lab, School of Social and Behavioral Sciences, ASU
Journal Reviewer, International Journal of Communication; Cyberpsychology, Behavior, Social
    and Networking, New Media and Society, and JCMC and more
Awards: Top Faculty Paper Honorable Mention (Int'l Communication Assoc., 2014); Herbert S.
    Dorddick Dissertation Award (3rd place) (Int'l Communication Assoc., 2011); Kappa Tao
    Alpha Research Award (Nat'l Honor Society in Journalism/Mass Comm., 2009); Top
    Four paper (Nat'l Communication Assoc., 2007).

**f. Collaborators**
G.A. Barnett: University of California-Davis; H. Wang, A. Halavais: Arizona State University;
D. Cho: POSTECH, S.Korea; J. H. Kim: University of Hawaii-Manoa; D. Lackaff, Elon
University; A. Manish: University of South Florida; S.I. Moon: Myungji Univeristy, S. Korea;
Y. Nam: Kyunghee University, S.Korea; O. Oh: University of Warwick, UK: H.R. Rao, H.
Dutta, M.A. Sttefanone, F. Tutzauer, SUNY-Buffalo; S. Wang, National Sun Yat-sen University,
Taiwan