K. Hazel Kwon, Ph.D.
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WORK

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APPOINTMENT

08/2012 - Present	Assistant Professor	Arizona State
	W. Cronkite School of Journalism/Mass Communication (2016 – present)	University
	School of Social and Behavioral Sciences (2012 – 2016)	
07/2015- Present	Affiliated Faculty	Arizona State
	School for the Future of Innovation in Society	University
	Center for the Cybersecurity and Digital Forensics	
12/2010- 08/2012	Assistant Teaching Professor	Drexel University
	Department of Culture and Communication	

EDUCATION

2011	Communication	Ph.D.
	State University of New York at Buffalo	
2007	Communication	M.A.
	State University of New York at Buffalo	
2004	Mass Communication and Media Studies	B.A. (Top 2nd Outstanding Award)
	Yonsei University, S. Korea	

SELECTED ACADEMIC AWARDS AND HONORS

May 2014	Top Faculty Paper Honorable Mention	(Int'l Communication Association)
May 2011	Herbert S. Dorddick Dissertation Award (3rd)	(Int'l Communication Association)
Aug 2009	Top Student Paper	(American Education of Journalism & Mass Comm.)
Aug 2009	Kappa Tao Alpha Research Award	(Nat'l Honor Society in Journalism & Mass Communication)
Nov 2007	Top Four Paper	(Nat'l Communication Association)
Aug 2002	The Highest Honor Award	(Yonsei University)
2000-2004	University Scholarship for Academic Achievement	(Yonsei University)

GRANTS

Evaluating Microcredentialing in Public Networked Environments
　　　　Halavais, A. (PI) and **Kwon, K. H**. (CO-PI)

Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)

$154,018 (Contribution: $60,670), March 2013 – July 2014

An Investigation of Information Diffusion Speed and Collective Intelligence During the Citizen Protests of Egypt and Middle East 2011

H. R. Rao (PI). Oh, O. (Senior Personnel), **Kwon, K. H.** (Senior Personnel)

National Science Foundation (CMMI 1134853 Rapid), $30,836, April 2011 – March 2013

New College Undergraduate Inquiry and Research Experience Team Award (Internal Grant)

Arizona State University, $ 2,500, January 2015 - May 2015

RELATED PUBLICATIONS

Kwon, K. H., Bang, C., Egnoto, M., & Rao, H. R. (2016). Social media rumors as improvised public opinions: Semantic network analyses of Twitter discourses during Korean saber rattling 2013. *Asian Journal of Communication.* Online Before Print. DOI: 10.1080/01292986.2015.1130157

Kwon, K. H., Xu, W.W., Wang, H., Chon, J. (2016). Spatiotemporal diffusion modeling of global mobilization in social media: The case of Egypt Revolution 2011. *International Journal of Communication*. 10. Article 1.

Kwon, K. H., & Cho, D. (2015). Swearing effects on citizen-to-citizen discussions online: A large-scale exploration between political and non-political online news comments. *Social Science Computer Review*. Online First.

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 (Impact Factor: 2.182)

Kwon, K. H., Moon, S.-I, & Stefanone, M. A. (2015). Unspeaking on Facebook? Testing network exposure effects on self-censorship of political expressions in social network sites. *Quality and Quantity*, 49(4), 1417-1435

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.

Kwon, K. H., Oh, O., Manish, A., & Rao, H. R. (2012). Audience Gatekeeping in the Twitter Service: An Investigation of Tweets about the 2009 Gaza Conflict. *AIS Transaction on Human-Computer Interaction, 4*(4), 212-229.

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.

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. ISBN: 978-1433110832

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

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, 2010

Kwon, K. H., & Moon, S.-Il. (2009). The bad guy is one of us: Framing comparison between the U.S. and Korean newspapers and blogs about the Virginia Tech shooting. The *Asian Journal of Communication, 19*(3), 269-287.