# Miyeon Kim

Communication Arts and Sciences Building
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## EDUCATION

**Ph.D. in Communication** Sep. 2022 – May 2027 (Expected)
Michigan State University *East Lansing, MI*
Dual major in Environmental Science and Policy (ESPP), an interdisciplinary doctoral program
Co-Advisors: Drs. James Dearing & Dustin Carnahan
Dissertation: "*Cross-National Framing Effects on Plug-in Solar Panel Adoption: Comparing the United States and South Korea*"
Proposal defended May 2026; main study data collection in progress

**M.P.P., Public Policy** Mar. 2017 – Feb. 2022
Seoul National University *Seoul, Republic of Korea*
Thesis: "*Support Factors of COVID-19 Prevention Policies: Focus on Social Distancing in the Republic of Korea*."
Advisor: Dr. Ji-Suk Woo

**B.S., Astronomy** Mar. 2004 – Feb. 2009
Seoul National University *Seoul, Republic of Korea*
Thesis: "*Spatial Distribution of Galaxies in the Hercules Galaxy Cluster*."
Advisor: Dr. Myung-Gyoon Lee

## PUBLICATIONS

1. **Kim, M.**, & Rhodes, N. (in press). When norms are changing: How financial benefits shape the effectiveness of dynamic norm messages. *Environmental Communication*.
2. **Kim, M.**, & Rhodes, N. (2026). Emotion and virality as drivers of environmental issues on social media: A scoping review. *Science Communication*. Advance online publication. https://doi.org/10.1177/10755470261439021
3. Turner, M. M., Lim, J., Jang, Y., Heo, R., Ye, Q., & **Kim, M.** (2024). Do primary emotions about COVID-19 affect risk perceptions, efficacy beliefs, information seeking and behavior? Looking at emotions as audience segments. *Frontiers in Communication*, 9. https://doi.org/10.3389/fcomm.2024.1378557

## MANUSCRIPTS SUBMITTED OR UNDER REVIEW

1. **Kim, M.** Who is unsure about climate-related health harm? Distinguishing "don't know" from "not at all" among U.S. adults. Submitted to *Population and Environment*.
2. **Kim, M.** Limits of benefit framing for residential energy efficiency: A survey experiment with climate-skeptical U.S. homeowners. Submitted to *Energy Efficiency*.

3. **Kim, M.**, Van Fossen, J., Bakare, O., Zwickle, A., Carrera, J., Rumbold, Y., & Hamm, J. Institutional trust, risk perception, and compliance with evacuation and non-evacuation guidance during the hurricane season. Submitted to *Journal of Risk Research*.
4. Waller, J., Moore, N., Yoon, H., **Kim, M.**, Tracey, K., Iyer, S., Heo, R., & Lapinski, M. The shorter shower initiative: Combining timer technology and persuasive messages to shape water use. Submitted to *the International Journal of Sustainability in Higher Education*.
5. Bergan, D., Carnahan, D., Gusis, J., Hiaeshutter-Rice, D., Illes, T., **Kim, M.**, Sastry, M., & Yang, C. Teaching people to use cues to make accurate political judgments. Submitted to *Political Behavior*.
6. Bergan, D., Hiaeshutter-Rice, D., Carnahan, D., & **Kim, M.** Assessing the ecological rationality of the mainstream media heuristic. Submitted to *Mass Communication and Society*.
7. Marple, C., **Kim, M.**, Wang, Y., & Delle, F. Communication of story world norms in *The Devil Wears Prada*: A qualitative exploration. Submitted to *Communication Monographs*.

## MANUSCRIPTS IN PREPARATION

1. **Kim, M.**, Hamm, J., Moller, K., Aryal, S., Gonzalez, H., & Fatima, N. Different frames, different pathways: How gain and loss messages activate different risk perception pathways in drinking water communication.
2. Yoon, H., **Kim, M.**, Heo, R., Iyer, S., Lapinski, M., Moore, N., Tracey, K., & Waller, J. The shorter shower initiative: Using formative data to shape messages about water conservation.
3. Redding, A., **Kim, M.**, Rumbold, Y., Tam, S., Van Fossen, J., & Hamm, J. Mapping trust and vulnerability in cancer care: How support networks shape the treatment experience.
4. Hiaeshutter-Rice, D., Carnahan, D., **Kim, M.**, & Yang, X. The enemies of the (e)state: The role of attacks on the press on media content.
5. Bergan, D., Carnahan, D., Hiaeshutter-Rice, D., Isaacson, J., **Kim, M.**, Aune, A., Chen, L., & Mangiapane, M. New voters and support for democracy: A regression discontinuity study.
6. Bergan, D., & **Kim, M.** Democratic backsliding in the U.S.? Local policymaker support for norms of self-restraint.
7. Carnahan, D., Bergan, D., Hiaeshutter-Rice, D., Amakoh, K., Aune, A., Galinkala, P., Isaacson, J., **Kim, M.**, Yang, X., & Smith, M. Defenders of democracy? The effects of elite framing of democratic norm violations.

## CONFERENCE PRESENTATIONS

1. **Kim, M.** (2026). *Beyond message content: The limits of framing among skeptical homeowners.* National Communication Association (NCA). New Orleans, LA. (Scheduled)
2. Hiaeshutter-Rice, D., Carnahan, D., **Kim, M.**, & Yang, X. (2026). *The enemies of the (e)state: The role of attacks on the press on media content.* American Political Science Association (APSA). Boston, MA.
3. **Kim, M.**, & Rhodes, N. (2026). *How dynamic norms and financial benefits shape sustainable behavior.* International Communication Association (ICA). Cape Town, South Africa.

4. Bergan, D., Carnahan, D., Hiaeshutter-Rice, D., Isaacson, J., **Kim, M.**, Aune, A., Chen, L., & Mangiapane, M. (2026). *New voters and support for democracy: A regression discontinuity study.* Midwest Political Science Association (MPSA). Chicago, IL.
5. Carnahan, D., **Kim, M.**, Galinkala, P., Yang, X., Aune, A., Isaacson, J., Chen, L., Mangiapane, M., Bergan, D., & Hiaeshutter-Rice, D. (2026). *Defenders of democracy? The effects of elite framing of democratic norm violations.* Midwest Political Science Association (MPSA). Chicago, IL.
6. Yoon, H., **Kim, M.**, Heo, R., Iyer, S., Lapinski, M., Moore, N., Tracey, K., & Waller, J. (2025). *The shorter shower initiative: Using formative data to shape messages about water conservation.* National Communication Association (NCA). Denver, CO.
7. Marple, C., **Kim, M.**, Wang, Y., Delle, F., Huzaifa, M., & Rhodes, N. (2025). *Communication of story world norms in The Devil Wears Prada: A qualitative exploration.* International Communication Association (ICA). Denver, CO. (Top Student Paper Runner-up)
8. **Kim, M.** (2024). *Examining the comparative risk perception and the role of anxiety in the risk perception attitude framework.* Kentucky Conference on Health Communication (KCHC). Lexington, KY.
9. **Kim, M.** (2023). *Mediation effects of cancer information-seeking on health-related behaviors: Findings from HINTS 2020.* HINTS Data Users Conference. Bethesda, MD.
10. Turner, M. M., Lim, J., Jang, Y., Heo, R., Ye, Q., & **Kim, M.** (2023). *Do primary emotions about COVID-19 affect risk perceptions, efficacy beliefs, information seeking and behavior? Looking at emotions as audience segments.* International Communication Association (ICA). Toronto, Canada.

## TEACHING EXPERIENCE

Michigan State University:

COM 240 — Organizational Communication — Summer 2025
*Sole Instructor*

COM 340 — Leadership & Group Communication — Summer 2024
*Sole Instructor*

COM 240 — Organizational Communication — Fall 2025 – Spring 2026; Fall 2023
*Teaching Assistant*

COM 300 — Methods of Communication Inquiry — Fall 2024 – Spring 2025
*Teaching Assistant*

COM 100 — Human Communication — Spring 2024; Fall 2022 – Summer 2023
*Teaching Assistant*

## PROFESSIONAL & VOLUNTARY EXPERIENCE

**Freelance Writer (part-time)** — 2021 – 2022
Imagine C&E — *Seoul, Republic of Korea*
Wrote science and technology reading passages for South Korea's College Scholastic Ability Test (CSAT) preparation.

**Assistant Manager** 2020 – 2021
Hanwha Pharma *Seoul, Republic of Korea*
Managed public relations within the Communication Department.

**Journalist** 2011 – 2016
Maeil Business Newspaper *Seoul, Republic of Korea*
Covered science and technology (including health), industry, social affairs, and international news, as well as the related government ministries.
Produced a weekly CEO interview series, managed its social media, and wrote online-exclusive articles for digital audiences.
Supported the annual World Knowledge Forum through sponsor communication and attendee recruitment.
Overseas reporting assignments:
CEO interview, Garrett Popcorn Shops — Chicago, Illinois (2016)
FedEx parcel delivery and packaging operations — Memphis, Tennessee (2016)
Spent nuclear fuel pool site — Aomori, Japan (2013)
Venture capital ecosystem — Espoo, Finland (2013)
World Vision underprivileged communities — Librazhd, Albania (2012)

**Volunteer Lecturer** 2014
High School Outreach
Spoke monthly to high school students about working as a science and technology correspondent.

**Fact Checker** 2010 – 2011
Munhwa Broadcasting Corporation *Seoul, Republic of Korea*
Verified information to ensure the integrity and accuracy of reporting.

## SCHOLARSHIPS & AWARDS

**Delia Koo Global Student Scholarship** 2026
Michigan State University ($2,000)

**Dissertation Completion Fellowship** 2026
Michigan State University ($5,000)

**Top Student Paper Award (Runner-up)** 2025
International Communication Association

**Strosacker Fellowship** 2025
Michigan State University ($4,000)

**ESPP Summer Research Fellowship** 2024
Michigan State University ($1,425)

**Merit-based Scholarship** Sep. 2017 – Jun. 2018
Seoul National University

**Lecture & Research Scholarship** Mar. 2017 – Jun. 2017
Seoul National University

**Award for Monthly Reporters for Special Journalism** 2012
"Commuting Reports in the Republic of Korea," Journalists Association of Korea

**National Science & Technology Scholarship** (Full College Tuition Funding) 2004 – 2008
Korea Student Aid Foundation

## SKILLS

**Software:** SPSS, R, Stata, Python
**Languages:** Korean (native), English (proficient)