

Chankyung Pak, Ph.D.

Kyungpook National University
Department of Media and Communication
80, Daehak-ro, Buk-gu
Daegu, Republic of Korea

chankyungpak@knu.ac.kr
www.pakchank.com
Skype: paniked83
Phone: +82-53-950-6259

Academic Positions 2022-present: Assistant Professor
Kyungpook National University
Department of Media and Communication

2019-2021: Assistant Professor
Beijing Normal University - Hong Kong Baptist University
United International College
Division of Business and Management

2018-2019: Postdoctoral Researcher
Universiteit van Amsterdam
Amsterdam School of Communication Research
Political Communication and Journalism Group

Education **Michigan State University**
Ph.D., Media Information Studies, 2018
Fields: Computational methods, Journalism, Media economics
Dissertation Title: “News Organizations’ News Link Sharing Strategies on Twitter:
Economics Theory and Computational Text Analysis”

Seoul National University
M.A., Communication, 2011
B.A., Communication / Economics, 2008.

Research Experience **Korea Press Foundation**
Project: Datafication of News

BNU-HKBU United International College
Project: Analyzing the evolution of online marketing message interpretation using
computational methods for framing analysis

Amsterdam School of Communication Research, University of Amsterdam
Postdoctoral Researcher
Project: Citizens exposed to dissimilar views in the media:
Investigating backfire effects (ERC-2017-STG)

BitLab, Michigan State University

Research Assistant

Project: Socio-Technical Design of Crowdfunding Websites (NSF CCF-1101266)

BitLab, Michigan State University

Research Assistant

Project: Effects of Automated Information Selection and Presentation
in Online Information Systems (NSF IIS-1217212)

Broadcasting and Spectrum Policy Bureau

Korea Information Society Development Institute (KISDI)

Research Associate (Full-time)

Teaching

Department of Media & Information, Michigan State University

Teaching Assistant, Introduction to Media and Information Technology, 2012

Teaching Assistant, Introduction to Media and Information Technology, 2016

Department of AP+PR, Michigan State University

Media Planning, 2017

Department of Communication, University of California Davis

Directed Group Study, 2019

Guest Lecturer, Socio-technical Implications of New Media, 2019 Spring.

Division of Business and Management, BNU-HKBU UIC

Business Communication, 2019 Fall.

Management Information Systems, 2019 Fall.

Database Management, 2020 Spring 2021 Spring.

Big Data Analysis and Applications, 2020 Fall.

Introduction to Business Data Analytics, 2020 Fall 2011 Fall.

Department of Media and Communication, Kyungpook National University

Data Journalism, 2022 Spring.

Introduction to Media Studies.

Media Industry and Governance (Graduate School), 2022 Spring.

Advanced Statistical Methods (Graduate School), 2022 Fall.

Publication

Pak, Chankyung, Kelly Cotter, & Kjerstin Thorson (2022). Correcting Sample Selection Bias of Historical Digital Trace Data: Inverse Probability Weighting (IPW) and Type II Tobit Model. *Communication Methods and Measures*, 16(2), 134-155.

Lee, Soeun, & Chankyung Pak (2022). Datafication of News and Journalism Practices. *Media & Society*, 30(1), 5-50.

Cotter, Kelley, Mel Medeiros, Chankyung Pak, & Kjerstin Thorson (2021). "Reach the right people": The politics of "interests in Facebook's Classification system for ad targeting. *Big Data & Society*.

Thorson, Kjerstin, Kelley Cotter, Mel Medeiros, Chankyung Pak (2021). Algorithmic inference, political interest, and exposure to news and politics on Facebook. *Information, Communication and Society*, 24(2), 183–200.
Pak, Chankyung, Kelley Cotter, & Julia DeCook (2020).

Inter-media reliance and sustainability of emergent media: A large scale analysis of American news outlets' external linking behaviors. (2020). *International Journal of Communication*, 14, 3546–3568.

Pak, Chankyung (2019). News organizations' selective link sharing as gatekeeping: A structural topic model. *Computational Communication Research*, 1(1), 45–78.

Pak, Chankyung & Rick Wash (2017). The rich get richer? Limited learning in charitable giving on donorschoose.org. AAI ICWSM 2017. Montreal, Quebec, Canada. May 2017.

Lee, Soeun, Jungyoung Kim, Chankyung Pak, Sungmin Lee (2013). Going to a health club: Body and self, the practice of self-development, *Media & Society*, 21(2), 73-118. in Korean

Working
Parer

von Hohenberg, Bernhard Clemm, Chankyung Pak, Ericka Menchen-Trevino, & Magdalena Wojcieszak, "Comparing self-reported and behaviorally tracked news exposure" (revised and resubmitted)

Wojcieszak, Magdalena, Chankyung Pak, João Gonçalves, Andreu Casas, & Ericka Menchen-Trevino, "Party-, ideology-, and issue-based affective polarization in the US and the Netherlands." (submitted)

Pak, Chankyung, Emilee Rader, Soojung Hong. "Treating the News Feed ranking algorithm as a filter leads to mis-estimation of its effect on information diversity."

Choi, Young Jun, Sang Yup Lee, Chankyung Pak, Steven S. Wildman. "Why do large markets dominate? A new look at sources of the large home market advantage in the international film trade."

Pak, Chankyung. "How news organizations paraphrase their stories on social media? Word counting and binomial regression approach."

Wojcieszak, Magdalena, Chankyung Pak, Andreu Casas, Ericka Menchen-Trevino, & João Gonçalves, “Detecting long-term media effects on affective polarization: Evidence from web-tracking and longitudinal surveys in three countries.”

Wojcieszak, Magdalena, Andreu Casas, Ericka Menchen-Trevino, Chankyung Pak, “How bad can it get? Exposure to extreme dissimilar views and boomerang effect.” (Preregistered: <https://osf.io/u8h9f/>)

Wojcieszak, Magdalena, Xudong Yu, Ericka Menchen-Trevino, Andreu Casas, João Fernando Ferreira Gonçalves, Chankyung Pak, Seungsu Lee, “The indirect effects of incidental happiness on affective polarization through content selection: Evidence from two countries.” (Preregistered: <https://osf.io/8csz2/>)

Presentation “Auditing algorithms using donated data: Methods for poor scientists?”
70th Annual ICA Conference. Online.

“Detecting long-term media effects on affective polarization: Evidence from web-tracking and longitudinal surveys in three countries.”
SSRC Digital Threats to Democracy Workshop. New York City, USA. June 2019.

“Party-, ideology-, and issue-based affective polarization in the US and the Netherlands”. European Political Science Association 9th Annual Conference. Belfast, UK. June 2019.

“New(s) media use and party- ideology- and issue-based affective polarization: Evidence from three countries.” 69th Annual ICA Conference. Washington DC, USA. May 2019.

“How news organizations paraphrase their stories on social media? Word counting and binomial regression approach.” 68th Annual ICA Conference. Prague, Czech Republic. May 2018.

“An evolved media landscape: A network exploration of the incorporation of right wing news organizations into the larger media ecosystem.” 68th Annual ICA Conference. Prague, Czech Republic. May 2018.

“Digital traces of political interest and exposure to political content on Facebook.” 68th Annual ICA Conference. Prague, Czech Republic. May 2018.

“How news organizations paraphrase their stories on social media? computational text analysis Approach.” TPRC45. Washington DC, USA. September 2017.

“The rich get richer? Limited learning in charitable giving on donorschoose.org.” AAI ICWSM 2017. Montreal, Quebec, Canada. May 2017.

“News company’s link sharing on Twitter as informative advertising and content signaling.” ACM CHI 2017 Doctoral Consortium. Denver, Colorado, USA.

“Why do large markets dominate? A new look at sources of the large home market advantage in the international film trade.” WMEMC 2016, New York, USA.

“Media content substitution patterns driven by multiple devices: Multiple discrete-continuous model approach.” EMMA 2015, Hamburg, Germany.

“Importance of recent experience and initial overconfidence: Factors of crowd funders’ limited learning.” ACM EC 2014, Palo Alto, USA, Jun 2014.

“Burden of health club going: Imagined body and self: Self development strategy in South Korea.” IAMCR 2013, Dublin, Ireland, June 2013.

“Delay of open mobile internet access and stagnation of the mobile industry after smartphone in Korea.” Cultural Typhoon 2010, Tokyo, Japan.

“Breakdown of cooperative relationship between the state and the industry? iPhone and limitation of mobile internet network policy in Korea.” Crossroads 2010, HongKong, China.

“Mobile telecommunication market and KORUS FTA: The policy on non-facilities-based suppliers of public telecommunication services.” International and Intercultural Communications in the Age of Digital Media 2008, Melbourne, Australia.

“Gi-Mot-Mi Nam-dae-mun: Analysis on mourning”, International and Intercultural Communications in the Age of Digital Media 2008, Melbourne, Australia.

- Report Lee, S., C. Pak, M. Kang (2020). Datafication of News: Forms, Practices and Perceptions. Korea Press Foundation 2020-06.
- Nam, Y., S. Joo, H. Lee, C. Pak (2011). Broadcasting Programming Regulation in the Convergence Era. Korea Communication Committee Policy Research 11-03.
- Sung, W., S. Joo, W. Lee, C. Pak (2011). Study on the Qualification Criteria for Domestically Produced Animation, Korea Communication Committee Policy Research 11-04.
- Park, D., J. Lee, J. Kang, Y. Nam, S. Cho, C. Pak, J. Ahn, J. Yoo (2011). 2011 Broadcasting Market Competition Assessment, KISDI Policy Research 11-44.
- Others Pak, C. (2011). Policies for Over-the-Top service, *Communication Policy*, 23(23), 1-29.

Awards and Grant	ZeMKI Visiting Research Fellow University of Bremen, 2020 (4,500 euro grant)
	UIC Research Grant BNU-HKBU UIC, 2020 (49,000 RMB grant)
	Facebook Integrity Foundational Research Awards Facebook, 2018 (\$100,000 grant; PI: Dr. Magdalena E Wojcieszak)
	AWS Cloud Credits for Research Amazon Web Services, 2018 (\$4,400 grant)
	Dissertation Completion Fellowship Michigan State University, 2017 (\$6,000 grant)
	CAS Summer Research Fellowship, Information and Meida Program Michigan State University, 2017 (\$3,600 grant)
	ACM CHI 2017 Doctoral Consortium Fellow ACM CHI, 2017 (\$800 grant)
	Best of Symposium Prize, Information and Media Program Michigan State University, 2016 (\$500 award)
	Outstanding Thesis Award, College of Social Science Seoul National University, 2011
	Professional Service
Journal Manuscript Review <i>Computational Communication Research, Journalism & Mass Communication Quarterly, ACM CHI, ACM CSCW, International Journal of Communication, New Media and Society, Communication Research, ACM WebSci.</i>	
Languages and Skills	Korean(native), English (fluent), Japanese (advanced) R, Python, MATLAB, Stata, GAUSS, C++, Lisp (Scheme/Clojure), SQL, MongoDB, NetLogo, L ^A T _E X, Bash, JAGS, Stan, TensorFlow, Git, Google Analytics