

## CURRICULUM VITAE

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### APPOINTMENTS

<b>Assistant Professor</b> College of Media, Arts, and Science, Sogang University	2020.09.01-present
<b>Assistant Professor</b> School of Communications, Dankook University	2020.03.01-2020.08.01
<b>Research Professor</b> Social Integration Research Center, Kangwon National University	2017.10.01-2020.02.29

### EDUCATION

<b>Ph.D. in Media and Information Studies</b> <i>Michigan State University, East Lansing, MI</i>	2011.08.16-2017.08.17
<b>M.S. in Culture Technology</b> <i>KAIST, Daejeon, South Korea</i>	2007.02.23-2009.01.30
<b>B.S. in Industrial Engineering and in Statistics (dual degree)</b> <i>Seoul National University, Seoul, South Korea</i>	1999.03.01-2006.02.24

### RESEARCH INTERESTS

Human-Computer Interaction; Online Social Influence; Psychological Effects of Information Technologies; Quantitative Research Methods

### PEER-REVIEWED JOURNAL ARTICLES

- 김원경, 정유미, 사영준, & 오현정. (2022). 가상현실 콘서트에서의 HMD 사용이 관객의 콘서트 관람 경험과 재관람 의도에 미치는 영향: 몰입감과 실재감의 순차적 매개효과를 중심으로. *광고학연구*, 33(8), 53-77.
- Park, I., Lee, D., & Sah, Y. J. (2022). Under watching eyes in news comment sections: Effects of audience cue on self-awareness and commenting behaviour. *Behaviour & Information Technology*. <https://doi.org/10.1080/0144929X.2022.2114937> (Published online: 23 Aug 2022)
- Sah, Y. J., & Peng, W. (2022). Context-dependent online social influence: Effect of majority and minority comments on posters and lurkers, *Social Science Computer Review*. <https://doi.org/10.1177/08944393211070527> (First published online March 1, 2022)
- Park, I., Sah, Y. J., Lee, S., & Lee, D. (2023). Avatar-mediated communication in video conferencing: Effect of self-affirmation on debating participation focusing on moderation effect

- of avatar. *International Journal of Human-Computer Interaction*, 39(3), 464–475.  
<https://doi.org/10.1080/10447318.2022.2041897>
- Lee, K. M., & **Sah, Y. J.** (2022). Cultural differences in digital game experiences: Psychological responses to avatar and game environments. *International Journal of Gaming and Computer-Mediated Simulations (IJGCMS)*, 14(1), 1–15.  
<https://doi.org/10.4018/IJGCMS.313186> (Jun 2022)
- Lee, K. M., Lee, J., & **Sah, Y. J.** (2022). Interacting with an embodied interface: Effects of embodied agent and voice command on smart TV interface. *Interaction Studies*, 23(1), 116–142.  
<https://doi.org/10.1075/is.20030.lee> (Version of Record published: 20 Oct 2022)
- Rheu, M. M., Ratan, R., **Sah, Y. J.**, Cherchiglia, L., & Day, T. (2022). Jogging in your avatar's footsteps: The effects of avatar customization and control intuitiveness. *Frontiers in Virtual Reality*, 3. <https://doi.org/10.3389/frvir.2022.873689> (23 June 2022)
- 나은영, 사영준, 나은경, & 호규현. (2022). 인공지능은 부정적 감정을 가라앉힐 수 있을까?: 인공지능 작성 기사와 인간 작성 기사가 수용자의 감정과 판단에 미치는 영향. *한국방송학보*, 36(2), 73–115.
- Sah, Y. J.** (2022). Anthropomorphism in human-centered AI: Determinants and consequences of applying human knowledge to AI agents. In C. S. Nam, J.-Y. Jung, & S. Lee (Eds.), *Human-Centered Artificial Intelligence: Research and Applications*. Academic Press.
- Ha, T., **Sah, Y. J.**, Park, Y., & Lee, S. (2022). Examining the effects of power status of an explainable artificial intelligence system on users' perceptions, *Behaviour & Information Technology*, 41(5), 946–958. <https://doi.org/10.1080/0144929X.2020.1846789>
- Sah, Y. J.**, Rheu, M., & Ratan, R. (2021). Avatar-user bond as meta-cognitive experience: Explicating identification and embodiment as cognitive fluency. *Frontiers in Psychology*, 0.  
<https://doi.org/10.3389/fpsyg.2021.695358>
- Sah, Y. J.** (2021). Perceiving mind of video game characters in COVID-19 times: Focusing on influence of pessimistic expectations, *Journal of The Korean Society for Computer Game*, 34(1), 61–68. <http://dx.doi.org/10.21493/kscg.2016.29.2.1>
- Kang, N., **Sah, Y. J.**, & Lee, S. (2021). Effects of visual and auditory cues on haptic illusions for active and passive touches in mixed reality. *International Journal of Human-Computer Studies*, 150, 102613. <https://doi.org/10.1016/j.ijhcs.2021.102613>
- Sah, Y. J.** (2021). Talking to a pedagogical agent in a smart TV: Modality matching effect in human-TV interaction. *Behaviour & Information Technology*, 40(3), 240–250.  
<https://doi.org/10.1080/0144929X.2019.1685003>
- 조준동, 전해련, Luis Cavazos Quero, Jorge Iranzo Bartolome, 조성기, 이도원, 조길상, 이훈석, 김지혜, 사영준, & 정재호. (2020). ArtTouch: 시각장애인을 위한 다중감각 예술 체험 전시. *전시디자인연구*, 17(2), 41–54. <https://doi.org/10.34144/EDS.34.4>

- 사영준, 이진석, 조준동. (2020). 시각장애학생의 미술 수업 사례 연구: 촉각 칼라 북을 이용한 명화 감상을 중심으로. *시각장애연구*, 36(4), 117-146.  
<http://dx.doi.org/10.35154/kjvi.2020.36.4.117>
- Sah, Y. J.**, Makki, T. M., Cotten, S. R., & Rikard, R. V. (2020) Distributing computing devices in classrooms: Hedonic and utilitarian influences on science and technology attitudes. *American Behavioral Scientist*, 64(7), 973-993. <https://doi.org/10.1177/0002764220919140>
- Lee, S., Lee, N., & **Sah, Y. J.** (2020). Perceiving a mind in a chatbot: Effect of mind perception and social cues on co-presence, closeness, and intention to use. *International Journal of Human-Computer Interaction*, 36(10), 930-940.  
<https://doi.org/10.1080/10447318.2019.1699748>
- Lee, S., & **Sah, Y. J.** (2020). Development of an approach to measuring learnability based on NGOMSL from perspectives of extended learnability. *International Journal of Human-Computer Interaction*, 36, 199-209. <https://doi.org/10.1080/10447318.2019.1625569>
- Sah, Y. J.** & Peng, W. (2019). How does interactivity in a video game render people susceptible to new meanings of actions? A mediating role of concrete-level action identity in immersive media. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(4), article 4.  
<https://doi.org/10.5817/CP2019-4-4>
- Sah, Y. J.** & Ryu, S. (2019). Relationship between concentration of consumption and growth of the market in an entertainment industry: Analysis of movie box-office in 49 countries. *Journal of Cultural Industry Studies*, 20, 1-8.
- Sah, Y. J.** (2019). Reading emotion of a video game character: Focusing on primary and secondary emotion. *Journal of The Korean Society for Computer Game*, 32, 73-81.
- Lee, D., **Sah, Y. J.**, & Lee, S. (2019). Improving usability perception of error-prone AI speakers: Elaborated feedback mitigates negative consequences of errors. *International Journal of Human-Computer Interaction*, 35, 1645-1652. doi:10.1080/10447318.2018.1561069
- Sah, Y. J.** (2018). Reading mind of a video game character: An antecedent and consequence of emotion, cognition, and intention attribution. *Journal of The Korean Society for Computer Game*, 31, 103-110.
- Ryu, S., Kim, A., & **Sah, Y. J.** (2018). Cultural capital in a mobile game: An analysis of collection system in AbyssRium. *Journal of The Korean Society for Computer Game*, 31, 111-119.
- Kadylak, T., Makki, T. W., Francis, J., Cotten, S. R., Rikard, R. V., & **Sah, Y. J.** (2018). Disrupted copresence: Older adults' views on mobile phone use during face-to-face interactions. *Mobile Media & Communication*, 6, 331-349. doi:10.1177/2050157918758129
- Sah, Y. J.**, Ratan, R., Tsai, H. S., Peng, W., & Sarinopoulos, I. (2017). Are you what your avatar eats? Health-behavior effects of avatar-manifested self-concept. *Media Psychology*, 20, 632-657. <https://doi.org/10.1080/15213269.2016.1234397>
- Ratan, R. & **Sah, Y. J.** (2015). Leveling up on stereotype threat: The role of avatar customization and avatar embodiment. *Computers in Human Behavior*, 50, 367-374. doi:10.1016/j.chb.2015.04.010

- Sah, Y. J., & Peng, W.** (2015). Effects of visual and linguistic anthropomorphic cues on social perception, self-awareness, and information disclosure in a health website. *Computers in Human Behavior*, 45, 392–401. doi:10.1016/j.chb.2014.12.055
- Sah, Y. J., & Ryu, S.** (2009). Relationship between concentration of movie consumption and movie industry: Focused on size, growth and instability, *Korean Journal of Journalism & Communication Studies*, 53, 299-322.
- Huh, M. H., **Sah, Y. J.**, & Kim, W. J., (2009). Measurement of the economic benefits of tourism program for Suwon Hwaseong, *Journal of Korea Regional Science Association*, 25 (2), 23-46.

### **PEER-REVIEWED CONFERENCE PROCEEDINGS**

- Kim, J., **Sah, Y. J.**, & Song, H. (2021). Agreeableness of a virtual agent: Effects of reciprocity and need for help. *2021 15th International Conference on Ubiquitous Information Management and Communication (IMCOM)*, 1–6. <https://doi.org/10.1109/IMCOM51814.2021.9377323>
- Ahn, S., **Sah, Y. J.**, & Lee, S. (2019). Moderating effects of spatial presence on the relationship between depth cues and user performance in virtual reality. In S. Lee, R. Ismail, & H. Choo (Eds.), *Proceedings of the 13th International Conference on Ubiquitous Information Management and Communication (IMCOM) 2019* (pp. 333–340). Springer International Publishing. [https://doi.org/10.1007/978-3-030-19063-7\\_27](https://doi.org/10.1007/978-3-030-19063-7_27)
- Han, J., **Sah, Y. J.**, & Lee, S. (2019). Effects of emotion-based color feedback on user' perceptions in diary context. In S. Lee, R. Ismail, & H. Choo (Eds.), *Proceedings of the 13th International Conference on Ubiquitous Information Management and Communication (IMCOM) 2019* (pp. 539–546). Springer International Publishing. [https://doi.org/10.1007/978-3-030-19063-7\\_42](https://doi.org/10.1007/978-3-030-19063-7_42)
- Ratan, R., Rikard, R. V., Wanek, C., McKinley, M., Johnson, L., **Sah, Y. J.** (2016). Introducing Avatarification: An experimental examination of how avatars influence student motivation. *Proceedings of the 49th Annual Hawaii International Conference on System Sciences (HICSS)*.
- Ratan, R. & **Sah, Y. J.** (2014). The spawn of presence: Examining the relationship between presence and self-presence. *Proceedings of the 15th Annual International Workshop on Presence*, 123-130.
- Sah, Y. J.**, Jung, D., Suh, K., You, S., & Lee, K. M. (2011). Advertising effect of additional information in panoramic view service on the online map. *Proceedings of the 5th International Conference on Ubiquitous Information Management and Communication*, 97. <https://doi.org/10.1145/1968613.1968727>
- Sah, Y. J.**, Yoo, B., & Sundar, S. S. (2011). Are specialist robots better than generalist robot? *Proceedings of the 6th International Conference on Human-Robot Interaction (HRI'11)*, 241-242. <https://doi.org/10.1145/1957656.1957751>
- Cho, J. H., **Sah, Y. J.**, & Ryu, J. (2008). A new content-related advertising model for interactive television. *Proceedings of the 2008 IEEE International Symposium on Broadband Multimedia Systems and Broadcasting*, 1-9.

### **REFEREED CONFERENCE PAPERS**

- Ratan, R., **Sah, Y. J.**, Rikard, R. V., & Wanek, C. (2017, May). *Avatar customization and student communication*. Paper presented at the annual conference of the International Communication Association, San Diego, CA.
- Kadylak, T., Makki, T., Francis, J., Cotten, S., Rikard, R. V., & **Sah, Y. J.** (2017, May). *An analysis of older adults' views on the impact of mobile phone use during FtF interactions*. Paper presented at the annual conference of the International Communication Association, San Diego, CA.
- Sah, Y. J.**, Makki, J. W., Cotten, S. R., & Rikard, R. V., (2017, May) *Distributing computing devices in classrooms: Hedonic and utilitarian benefits toward technology attitudes*. Paper presented at the annual conference of Partnership for Progress on the Digital Divide, San Diego, CA.
- Sah, Y. J.**, & Peng, W. (2016, August). *Social influence on the Net: Majority effect on posters and minority effect on lurkers*. Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Joo, E., **Sah, Y. J.**, & Peng, W. (2016, June). *Does what my neighbors do still matter to me when shopping online? Examining the impacts of location-based social identity on the consumer decision making process*. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan
- Ratan, R., **Sah, Y. J.**, Rikard, R. V., & Wanek, C. (2016, June). *Avatarifying communication in education: Using avatars to enhance student self-efficacy and performance*. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan
- Ratan, R., Verberne, F., **Sah, Y. J.**, Miller, D., Semmens, R., & Renius, W., (2016, June). *KITT, please stop distracting me: Examining the effects of communication in cars and social presence on safe driving*. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan
- Sah, Y. J.**, & Peng, W. (2015, Nov). *How does interactivity render people susceptible? A mediating role of action identity in immersive media*. Paper presented at the 101st annual conference of the National Communication Association, Las Vegas, NV.
- Sah, Y. J.**, Ratan, R., Tsai, H. S., Peng, W., & Sarinopoulos, I. (2015, Nov). *You are what you avatar: Examining food choice effects of avatar-manifested self-concept*. Paper presented at the 101st annual conference of the National Communication Association, Las Vegas, NV.
- Ratan., R., **Sah, Y. J.**, Renius, W., Miller, D., Semmens, R., Rosseter, D., Kroske, M., Powell, P., & Mong, T. (2015). *Slow Down and Please Vote for Pedro: Virtual instructor identity effects on driver performance and persuasion*. Presented at the AutomotiveUI annual conference, Workshop on User Experience of Autonomous Driving, Nottingham, UK.
- Ratan, R., **Sah, Y. J.**, Wanek, C., Johnson, L., McKinley, M., & Rikard, R. V. (2015, Jul). *Avatars in Education FTW: An examination of how avatar use influences student communication, understanding, and performance motivation*. Paper presented at the Games and Learning Society 11 Conference, Madison, WI.

- Sah, Y. J.,** Ratan, R., Chirackal, J., Doan, L., Johnson, C., Kunzelman, G., & Srivastava, S. (2014, Oct). *What does make players want to play more? A moderating role of construal level of game.* Paper presented at Meaningful Play 2014, East Lansing, MI.
- Sah, Y. J.,** & Tasi, H. Y. S., Ratan, R., Peng, W., & Sarinopoulos, I. (2014, Oct). *Avatar projecting actual, ideal, or ought self: Which one do we feel close to?* Paper presented at Meaningful Play 2014, East Lansing, MI.
- Sah, Y. J.,** & You, S. (2014, May). *Talking to an agent in smart TV: Effects of modality matching in Human-TV interaction on viewing experience.* Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA [ **TOP 3 STUDENT PAPER** in Communication & Technology Division].
- Sah, Y. J.,** Peng, W., & Huh, J. (2014, April). *How do we benefit from online social comparison?* Paper presented at the 2014 CHI Workshop on Personalizing Behavior Change Technologies. Toronto, Canada.
- Sah, Y. J.,** & Peng, W. (2013, June). *When is a humanlike interface helpful? Effects of visual and linguistic anthropomorphic cues on response behavior in a website.* Paper presented at the 63rd annual conference of the International Communication Association, London, UK.
- Ratan, R. & **Sah, Y. J.** (2013, June). *Leveling up on Stereotype Threat: Examining (de)motivation effects of avatar identity.* Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.
- Ratan, R. & **Sah, Y. J.,** (2012, October). *Leveling up on stereotype threat: The role of psychological connection to avatar in math performance.* Paper presented at Meaningful Play 2012, East Lansing, MI.
- Sah, Y. J.,** & Lee, K., M. (2012, May). *Please turn on the TV: Effect of visual representation, input modality and their matches on human-TV interaction.* Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.
- Sah, Y. J.,** & Lee, K., M. (2011, May). *Cultural difference in video game experiences: Cognitive and subjective response to avatar and game environment.* Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.
- Sah, Y. J.,** Ahn, B., & Sundar, S. S. (2010, August). *Realistic mapping vs. symbolic mapping: Effects of controllers on video game experience.* Paper presented at the 93rd annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Sah, Y. J.,** & Lee, K. M. (2010, June). *Can we replicate experimental findings based on non-interactive stimuli with interactive stimuli?* Paper presented at the 60th annual conference of the International Communication Association, Singapore.