Y. Greg Song, Ph.D.
(Korean name: Yong Whi Song)

Assistant Professor
University of St. Thomas
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EDUCATION

Doctor of Philosophy (Ph.D.), Advertising   2024
    The University of Texas at Austin
    Stan Richards School of Advertising and Public Relations
    Dissertation: *Beyond Human Touch: A Multidimensional Investigation of Consumer*
        Responses to Artificial Intelligence (AI)-Generated Advertising
    Committee: Dr. Matthew Eastin (advisor/chair), Dr. Laura Bright, Dr. Jeeyun Oh,
        Dr. Tiffany Whittaker

Master of Arts (M.A.), Advertising   2019
    The University of Texas at Austin
    Stan Richards School of Advertising and Public Relations
    Thesis: *User Acceptance of an Artificial Intelligence (AI) Virtual Assistant: An Extension of*
        the Technology Acceptance Model
    Committee: Dr. Matthew Eastin (advisor), Dr. Gary Wilcox

Bachelor of Arts (B.A.), Communication Studies   2017
    University of Minnesota – Twin Cities
    Department of Communication Studies
    Minor: Mass Communication (School of Journalism and Mass Communication)

ACADEMIC APPOINTMENT

Assistant Professor   2024–Present
    Strategic Communication, Department of Emerging Media
    University of St. Thomas, St. Paul–Minneapolis, Minnesota, USA

REFEREED JOURNAL RESEARCH PUBLICATIONS

Jin, H., Kim, Y., & **Song, Y.** (2025). Effectiveness of Green Online Behavioral Advertising on Consumer Pro-Environmental Intentions: Impact of Social Labels, Perceived Responsibility Diffusion, and Threats to Freedom. *Journal of Current Issues & Research in Advertising*, 1-25. https://doi.org/10.1080/10641734.2025.2552235

Jin, E., Ryoo, Y., Kim, W., & **Song, Y.** (2025). Bridging the health literacy gap through AI chatbot design: the impact of gender and doctor cues on chatbot trust and acceptance. *Internet Research*. 35(3), 1299-1329. https://doi.org/10.1108/INTR-08-2023-0702

Yun, C., Kim, Y., & **Song, Y.** (2025). Exploring construal level matching effects: focusing on descriptive norms and temporal framing in environmental cause-related communication contexts. *Corporate Communications,* 30(3), 432-451. https://doi.org/10.1108/CCIJ-04-2024-0062

Song, Y., Brown-Devlin, N., & Moon, W. K. (2025). "False advertising, fact-checked" examining how social identification affects fact-checking of false advertisements. *International Journal of Advertising*, 44(3), 428-452. https://doi.org/10.1080/02650487.2024.2366089

Lee, S., Moon, W., & **Song, Y.** (2025). Is It Transparent or Surveillant? The Effects of Personalized Advertising and Privacy Policy on Advertising Effectiveness. *Journal of Interactive Advertising*, 25(1), 1-21. https://doi.org/10.1080/15252019.2024.2417422

Anderson, J. T., Sussman, K. L., & **Song, Y.** (2024). To be woke or not to be woke? An exploration of the moral foundations of conservative rejection of brand activism. *Journal of Interactive Advertising*, *24*(4), 368-381. https://doi.org/10.1080/15252019.2024.2396127

Song, Y., Ham, J., Jin, E., & Eastin, M. S. (2024). Advertising Artificial Intelligence (AI) Agents: The Effects of Social Presence, Sincerity, and Social Benefit Appeals. *Journal of Interactive Advertising*, 24(3), 185-202. https://doi.org/10.1080/15252019.2024.2383212

Moon, W. K., **Song, Y.**, & Atkinson, L. (2024). Virtual voices for real change: The efficacy of virtual humans in pro-environmental social marketing for mitigating misinformation about climate change. *Computers in Human Behavior: Artificial Humans*, 2(1), https://doi.org/10.1016/j.chbah.2024.100047

Song, Y., Looi, J. & Kang, E. (2023). Assessing how an unofficial brand partnership affects a brand image: The case of the Satan Shoes. *Journal of Global Fashion Marketing.* 14(4), 505-520. https://doi.org/10.1080/20932685.2023.2234930

Looi, J., Kemp, D. & **Song, Y.** (2023). Instagram influencers in health communication: Examining the roles of influencer tier and message construal in COVID-19-prevention public service announcements, *Journal of Interactive Advertising.* 23(1), 14-32. https://doi.org/10.1080/15252019.2022.2140316

Song, Y., Lim, H. S. & Oh, J. (2021). "We think you may like this": An investigation of electronic commerce personalization for privacy‑conscious consumers. *Psychology & Marketing*. 38(10), 1723-1740. https://doi.org/10.1002/mar.21501

REFEREED CONFERENCE PRESENTATIONS

Feng Y., **Song Y.** & Nah H. (August 2025). Understanding Political News Consumption in the Age of Social Media: How Platform and Moral Foundation Shape Audience Perception. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Nah H., Feng Y. & **Song Y.** (August 2025). How Moral Frames In News Influencer Videos Shape Liking, Partisan Attitudes, And Journalistic Quality Assessments. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Yang Z., **Song Y.** & Kahlor L. (June 2025). Organizational Knowledge-Sharing Behaviors and Ethical Leadership Regarding the Societal Implications of Nanotechnology. Paper presented at the annual conference of the International Communication Association (ICA), Denver, CO.

Moon W., Ahn J. & **Song Y.** (May 2025). Inter-Organizational Communication for Preparing AI Adoption: How Fear of Getting Behind Shapes Employee Engagement Through the Unified Theory of Acceptance and Use of Technology. Paper presented at the annual conference of the Korean Association of Advertising and Public Relations (KADPR; 한국광고홍보학회), Incheon, South Korea.

Song Y. & Eastin, M. S. (March 2025). When AI Meets Creativity: Examining Consumer Responses to Artificial Intelligence (AI)-Generated Advertisements. Paper presented at the annual conference of the American Academy of Advertising (AAA), Pittsburgh, PA.

Jin, H., **Song, Y.** & Kim. Y. (March 2024). Green Online Behavioral Advertising (OBA): The Impact of Social Labeling, Diffusion of Responsibility, and Perceived Threat to Freedom on Consumer Pro-Environmental Intentions. Paper presented at the annual conference of the American Academy of Advertising (AAA), Portland, Oregon.

Anderson, J. T., Sussman, K. L. & **Song, Y.** (March 2024). To be woke or not to be woke? An exploration of the moral foundations of conservative rejection of brand activism. Paper presented at the annual conference of the American Academy of Advertising (AAA), Portland, Oregon.

Yun, C., Kim, Y. & **Song, Y.** (August 2023). Impact of Matching Message Elements at Construal Levels: Focusing on Descriptive Norm Appeal, Temporal Framing, and Regulatory Focus in

Cause-Related Marketing Communication. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Lee, S., **Song, Y.** & Moon, W. (July 2023). Cookies Notice: An Investigation into Transparency Awareness in Online Behavioral Advertising. Paper presented at the 2023 Global Marketing Conference (GMC), Seoul, South Korea.

Moon, W., **Song, Y.** & Atkinson L. (July 2023). Can virtual humans replace real advertising model? Paper presented at the annual global colloquium of the Korea Advertising Society (KAS; 한국광고학회), Gangneung, South Korea.

Yun, C., Kim, Y. & **Song, Y.** (July 2023). Impact of Matching Message Elements: Focusing on Descriptive Norm Appeal, Temporal Framing, and Regulatory Focus in Cause-Related Marketing Communication. Paper presented at the annual global colloquium of the Korea Advertising Society (KAS; 한국광고학회), Gangneung, South Korea. **[KAS & HS-Ad Global Research Award]**.

Song, Y., Ham, J., Jin E. & Eastin, M. S. (March 2023). Advertising Artificial Intelligence (AI) Agents: The Effects of Social Presence, Sincerity, and Social Benefit Appeals. Paper presented at the annual conference of the American Academy of Advertising (AAA), Denver, Colorado.

Moon, W., **Song, Y.** & Atkinson L. (March 2023). Is it too early? Application of Virtual Humans in Narrative Persuasions for Campaigns Mitigating Climate Change Misinformation. Paper presented at the annual conference of the American Academy of Advertising (AAA), Denver, Colorado.

Song, Y., Brown-Devlin, N. & Moon, W. (August 2022). Welcome to #MomLife: Examining how social identification affects fact-checking of social media advertisements. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, Michigan.

Ham, J., **Song, Y.** & Eastin, M.S. (May 2022). Playing with Strangers: Examining Player-Avatar Congruence, Identity Cues, and Social Interaction Dynamics. Paper presented at the annual conference of the International Communication Association (ICA), Paris, France.

Looi, J., Kemp, D. & **Song, Y.** (May 2022). Instagram Influencers in Health Communication: Examining the Roles of Influencer Type and Message Construal in COVID-19 Prevention Public Service Announcements. Paper presented at the annual conference of the International Communication Association (ICA), Paris, France.

Song, Y. & Looi, J. (March 2022). "Call Me by Your Brand Image": Assessing How the Satan Shoes Scandal Affected Nike's Brand Image. Paper presented at the annual conference of the American Academy of Advertising (AAA), St. Petersburg, Florida. **[Best Student Conference Paper Award]**.

Song, Y. (November 2021). "To Block or Not": The Effect of Interruptive Advertising on Message Processing and Persuasion. Paper presented at the annual conference of the National Communication Association (NCA), Seattle, Washington.

Moon, W. & **Song, Y.** (November 2021). Public Understanding of Vaccines on Social Media: Vaccine Hesitancy in the COVID-19 Era. Paper presented at the annual conference of the National Communication Association (NCA), Seattle, Washington.

Song, Y., Brown-Devlin, N. & Moon, W. (October 2021). "The Vegan Generation": Investigating Vegan Consumers' Responses Toward False Advertising on Social Media. Paper presented at the annual conference of the Association for Consumer Research (ACR), Virtual Conference.

Moon, W. & **Song, Y.** (May 2021). How to fight misperception of the health issue: Focusing on building public trust in scientists. Paper presented at the Korean Advertising & PR Practitioners Society (한국광고PR실학회) Semiannual Conference, Gangneung, South Korea.

Looi, J., **Song, Y.** & Bright, L. F. (May 2021). Opinion congruence vs. retaliatory references? Examining the predictors of biases on mobile user review systems. Paper presented at the annual conference of the International Communication Association (ICA), Virtual Conference.

Song, Y., Eastin, M. S., Bright, L. F. & Xu, F. (November 2020). "Will They Use Me or Lose Me?": Proposing a New Technology Acceptance Model for Artificial Intelligence (AI) Virtual Assistants Among U.S. Consumers. Paper presented at the annual conference of the National Communication Association (NCA), Virtual Conference.

Moon, W. & **Song, Y.** (November 2020). How to Fight the Misperception of Vaccine Safety Using Stories: Focusing on the Roles of Emotional Support and Appeals. Paper presented at the annual conference of the National Communication Association (NCA), Virtual Conference.

Song, Y., Lim, H. & Oh, J. (August 2020). "We think you may like": An investigation of e-commerce personalization for privacy-conscious consumers. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference.

Son, H. & **Song, Y.** (July 2018). "Is a Picture Worth a Thousand Words? Evidence from a News Article Sharing Behavior Using a Machine Learning Approach." Paper presented at the annual global colloquium of the Korea Advertising Society (KAS; 한국광고학회), Seoul, South Korea.

TEACHING

University of St. Thomas

Assistant Professor (2024–Present)

Principles of Strategic Communication: Advertising & PR (Fall 2024, Spring 2025, Fall 2025)
Reputation and Crisis (Spring 2025)
Media Literacy (Fall 2024, Spring 2025, Fall 2025)
Intro to Mass Media (Fall 2025)

The University of Texas at Austin

Assistant Instructor (2022)

Psychology of Advertising (Fall 2022)

Teaching Assistant (2018–2022)

Psychology of Advertising (Summer 2022)
Advertising Research (Spring 2022)
Public Comm of Science and Technology (Fall 2021)
Entrepreneurialism in Communications (Summer 2021)
Technology Marketing & Advertising (Spring 2021, Fall 2020, Spring 2020, Fall 2019, Spring 2019, Fall 2018)
New Media Entrepreneurship (Summer 2020)
Advertising Account Planning (Spring 2018)

RESEARCH EXPERIENCE

Graduate Research Assistant   2023–2024
    Microelectronics Research Center: Social and Ethical Implications (SEI) Team
    Chandra Department of Electrical and Computer Engineering
    Cockrell School of Engineering
    The University of Texas at Austin

Student Associate/Graduate Research Assistant   2022–2023
    Center for Media Engagement
    Moody College of Communication
    The University of Texas at Austin

Doctoral Fellow   2019–2020
    Center for Health Communication
    Moody College of Communication & Dell Medical School
    The University of Texas at Austin

Undergraduate Research Assistant   2016
    University of Minnesota - Twin Cities

AWARDS & FELLOWSHIPS

Rising Star Award   2025
    International Journal of Advertising

KAS & HS-Ad Global Research Award   2023
    Korean Advertising Society (한국광고학회)

Washington Media Scholars Foundation Graduate Research Scholarship   2022
    Association for Education in Journalism and Mass Communication (AEJMC)

Best Student Conference Paper Award   2022
    American Academy of Advertising (AAA)

Graduate Student Award   2022, 2023
    American Academy of Advertising (AAA)

Outstanding Service Award   2021
    Korean American Communication Association

Graduate Student Professional Development Award   2020, 2021, 2022, 2023
    The University of Texas at Austin

Graduate School Fellowship   2019, 2020
    The University of Texas at Austin

SERVICES AND MEMBERSHIPS

University of St. Thomas

Public Relations Student Society of America (PRSSA)   2024–Present
Faculty Advisor for UST Chapter

Faculty Committee Member, Summa Cum Laude (Student: Anne Baumann)   2025

Academic Service

Social Media Editor   2025–Present
    International Journal of Advertising

AAA Communication Committee   2025–Present
    American Academy of Advertising

AAA Graduate Student Interest Committee   2022–2024
    American Academy of Advertising

Outstanding Academic Employee Award Selection Committee   2021
    The Graduate School, The University of Texas at Austin

KACA-AEJMC Graduate Student Representative   2019–2021
    Korean American Communication Association

Social Media Team Leader   2018–2019
    Texas Advertising & Public Relations - Social Media Team
    Stan Richards School of Advertising and PR, The University of Texas at Austin

Asian/Asian-American Representative   2017–2018
    Diversity and Inclusion Student Council
    Stan Richards School of Advertising and PR, The University of Texas at Austin

Professional Affiliations

American Academy of Advertising (AAA), 2019–present
Korean American Communication Association (KACA), 2019–present
Association for Education in Journalism and Mass Communication (AEJMC), 2020–present
Public Relations Society of America (PRSA), 2024–present

Editorial Service

Ad Hoc Journal Reviewer
    Journal of Advertising
    International Journal of Advertising
    Journal of Interactive Advertising
    Strategic Change
    Internet Research
    Psychology & Marketing
    Telematics and Informatics
    Cyberpsychology, Behavior, and Social Networking

Ad Hoc Conference Reviewer
    American Academy of Advertising
    Association for Education in Journalism and Mass Communication
    International Communication Association
    National Communication Association
    Global Marketing Conference
    Korean American Communication Association Conference

Invited Talks and Professional Presentations

Minnesota Chapter of the International Association of Business Communicators Annual Convergence Summit (March 2025). *Beyond Human Thought: A Multidimensional Investigation of Consumer Responses to AI-Generated Advertising.* Invited talk.

Military Service

Republic of Korea Air Force
    Staff Sergeant   2014–2016

CERTIFICATES AND TRAINING

Research

Graduate Student Reviewer Training Program   2022–2023
    Journal of Advertising

Teaching

Inclusive Classrooms Institute Certificate   2024
    Center for Faculty Development
    University of St. Thomas

Inclusive Classrooms Leadership Certificate   2023
    Division of Diversity and Community Engagement
    The University of Texas at Austin

Principles & Practices of Anti-Racist Pedagogy Training   2021
    Office of Diversity, Equity, and Inclusion
    The University of Texas at Austin

MEDIA APPEARANCES

Media Interviews

Forbes	April 15, 2025
Quartz	February 7, 2025
Adweek	January 24, 2025
News at 5, KARE (NBC affiliate for Minneapolis-St. Paul)	December 6, 2024