

CURRICULUM VITAE

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YODA (Your Online Data Analysis) Lab: <https://sites.google.com/view/yodalabsnu>

Positions

2026 – Present	Professor of Sociology Department of Sociology, Seoul National University	Seoul, Korea
2024 – Present	Vice President Korean Association for Data Forensic Studies (KDaFoS)	
2017 – 2026	Professor of Sociology Department of Sociology, Yonsei University	Seoul, Korea
2025 – 2026	Chair, Social Transformation Committee Digital Society	Seoul, Korea
2023 – 2026	Director, CLIO Institute for Social Development Studies College of Social Science, Yonsei University	Seoul, Korea
2021 – 2023, 2025 – 2026	Director of Graduate Studies Department of Sociology, Yonsei University	Seoul, Korea
2023 – 2025	Chief Editor, <i>Survey Research</i> (『 조사연구』) Korean Association for Survey Research	Seoul, Korea
2024 – 2025	Expert Committee Korea Center for Gendered Innovations for Science and Technology Research (GISTeR)	Seoul, Korea
2019 – 2020	Associate Dean College of Social Science, Yonsei University	Seoul, Korea
2016 – 2017, 2020	Department Chair Department of Sociology, Yonsei University	Seoul, Korea
2018, Spring	Visiting Professor School of Computing, KAIST	Daejeon, Korea
2014	Visiting Professor Department of Sociology, Cornell University	Ithaca, NY

2012 – 2016	Associate Professor of Sociology Department of Sociology, Yonsei University	Seoul, Korea
2008 – 2011	Assistant Professor of Sociology Department of Sociology, Yonsei University	Seoul, Korea
2008 – 2010	Research Fellow at the Center for the Study of Economy and Society Department of Sociology, Cornell University	Ithaca, NY
2006 – 2008	Postdoctoral Associate at the Center for the Study of Economy and Society Department of Sociology, Cornell University <u>Project</u> : “The Entrepreneurial Spirit and the Birth of China’s Free Enterprise Economy”	Ithaca, NY

Education

Ph. D. 2006.	Department of Sociology, University of Chicago <u>Thesis</u> : “Status Inconsistency and Middle-Status Variation in Strategic Behavior in Economic Markets”	Chicago, USA
M. A. 1998.	Department of Sociology, Seoul National University <u>Thesis</u> : “Social Function and Logical Structure of I Ching Fortune-Telling in Korea”	Seoul, Korea
B. S. 1996.	Department of Mathematics, Seoul National Univ.	Seoul, Korea

Areas of Interest

Narrative-driven Data Mining, Digital Transformation of Society, Mathematical Sociology, Computational Social Science, Quantitative Methodology, Health and Aging

Research Papers (*corresponding author; [grant number])

Impact Scores

Google Scholar total citations: 2,800+ ; h-index: 21

<https://scholar.google.co.kr/citations?user=hjT1-ooAAAJ&hl=en>

Major Works

Kang, Jeong-han, Eunrang Kwon, and Junmo Song*. *Online first*. “Discovering Preference Structure using Randomized Paired Comparisons in Surveys: A Topic Modeling Approach.” *Sociological Methods and Research* (2026-06-02).
<https://doi.org/10.1177/00491241261454236> [NRF-2021S1A3A2A02090597]

권은랑·송준모·서동건·이강민·김태욱·**강정한***. 2025. “한국어 의미역 결정 모형을 통한 텍스트 내 서사 구조 분석 방법 (A Framework for Narrative Structure Analysis in Text Using

- Korean Semantic Role Labelling Models).” 『한국사회학』 59(3 호, 8 월): 101-146. [NRF by MSIT- No.2018R1A5A7059549]
- Song, Junmo, **Jeong-han Kang**,* and Yoon Jik Cho*. 2024. “Verification of Policy Information and Citizen Attitudes Toward Government under COVID-19 Pandemic: Evidence from Survey Experiment in South Korea.” *Social Policy & Administration* 58 (7, December): 1166-86. <https://doi.org/10.1111/spol.13027> [NRF by MSIT- No.2018R1A5A7059549].
- 강정한·송민이*. 2023. “탈진실 시대 서사복원적 데이터 마이닝의 필요성과 방법론(Toward Narrative-driven Data Mining in the Post-truth Age).” 『한국사회학』 57(2호, 5월): 89-130. [NRF by MSIT- No.2018R1A5A7059549]
- Edited and reprinted in <<世界社會科學(Social Sciences International)>> 2023, 6: 50-59. <https://mp.weixin.qq.com/s/hCSzdpqxFL1TdQ2hmai-hQ>
- Kwon, Eunrang, Jinhyuk Yun*, and **Jeong-han Kang***. 2023. “The Effect of the COVID-19 Pandemic on Gendered Research Productivity and Its Correlates.” *Journal of Informetrics* 17 (1, February) 101380 <https://doi.org/10.1016/j.joi.2023.101380> [NRF-2021S1A3A2A02090597]
- Lee, Min-Ah, Cholkyun Shin, and **Jeong-han Kang***. 2021. “How the Popularity of Bullies Influences the Self-esteem of Their Classmates: A Study of First-year Middle School Students in South Korea.” *Journal of Interpersonal Violence* 36 (19-20, October): 9535-9556. <https://doi.org/10.1177/0886260519870164> [NRF-2016S1A3A2925033]
- 임정재·조지현·강정한*. 2021. “사회문제간 우선순위 파악을 위한 쌍대비교 선택형 응답실험(How to Detect Priority of Social Issues by Randomized Paired Comparison in a Survey Experiment).” 『한국사회학』 55(2호, 5월): 141-169. [NRF-2016S1A3A2925033]
- Park, Sungkyu, Jaimie Y. Park, Hyojin Chin, **Jeong-han Kang**, and Meeyoung Cha*. “An Experimental Study to Understand User Experience and Perception Bias Occurred by Fact-checking Messages.” *Proceedings of the Web Conference (WWW)* 2021 (April, 22): 2769-2780. <https://doi.org/10.1145/3442381.3450121>
- Oh, Joohyun, and **Jeong-han Kang***. 2021. “Converting a Digital Minority into a Digital Beneficiary: Digital Skills to Improve the Need for Cognition among Korean Older Adults.” *Information Development* 37 (1, March): 21-31. <https://doi.org/10.1177/0266666919888570> [NRF-2016S1A3A2925033]
- 강정한·권은낭*. 2021. “코로나 위기가 학술 논문 생산에 미친 영향: KCI 등록 학술지 논문 분석(The effect of COVID-19 pandemic on research productivity in South Korea: A comparative analysis of Korean journal articles across academic fields).” 『한국사회학』 55(1호, 2월): 179-199. [NRF-2016S1A3A2925033]
- 김이현·김지범·강정한*. 2020. “서울시 행정 구역과 이웃 효과 관계 탐색: 한국종합사회조사(KGSS) 및 행정 자료 연계 (Exploring the Relationship between Administrative Units and Neighborhood Effects in Seoul: Linking Korean General Social

- Survey with Three Administrative Data Sources).” 『조사연구』 21(2 호, 5 월): 1-23. [NRF-2016S1A3A2925033]
- 송준모·**강정한***. 2018. “메갈리아의 두 딸들 : 익명성 수준에 따른 온라인 커뮤니티의 정체성 분화 (Two Daughters of Megalia: Identity Differentiation in Response to the Anonymity Level in Online Community).” 『한국사회학』 52(4 호, 11 월): 161-206. [NRF – 2016S1A3A2925033]
- Kang, Jeong-han*** and Da Young Chung. 2017. “Homophily in an Anonymous Online Community: Sociodemographic vs. Personality Traits.” *Cyberpsychology, Behavior, and Social Networking* 20 (6, June): 376-381. <https://doi.org/10.1089/cyber.2016.0227> [NRF-2016S1A3A2925033]
- Kang, Jeong-han**, Jibum Kim, and Min-Ah Lee*. 2016. “Marital Status and Mortality: Does Family Structure in Childhood Matter?” *Social Science and Medicine* 159 (June): 152-160. <https://doi.org/10.1016/j.socscimed.2016.05.010> [NRF-2013S1A3A2055285]
- Introduced at <http://yr.yonsei.ac.kr/?p=225>
- Ha, Shang E., Soo Jin Cho, and **Jeong-han Kang***. 2016. “Group Cues and Public Opposition to Immigration: Evidence from a Survey Experiment in South Korea.” *Journal of Ethnic and Migration Studies* 42 (1, January): 136-149. <https://doi.org/10.1080/1369183X.2015.1080608> [NRF-2013S1A3A2055285]
- Kim, Jibum*, Tom W. Smith, and **Jeong-han Kang**. 2015. “Religious Affiliation, Religious Service Attendance, and Mortality.” *Journal of Religion and Health* 54(6, December): 2052-2072.
- 이민아·**강정한***. 2014. “한국 사회 자살률의 변동과 원인: 지역단위 지표를 이용한 패널 분석 (Changes in Suicide Rates and Social Integration in Korea: A Community-level Panel Data Analysis).” 『한국인구학』 37(2 호, 6 월): 1-19. [NRF – 2013S1A5A8021032]
- 제 1 회 한국인구학회 논문상 수상(Best Paper Award by Population Association of Korea)
- 강정한**·강예원·임정재*. 2014. “응답자의 성격특성과 성향점수 매칭 기법을 활용한 모바일 조사 향상 방안 연구(Estimates from Mobile Survey by Propensity Score Matching: Using Respondents' Personality Traits).” 『조사연구』 15(2 호, 5 월): 71-103. [NRF-2013S1A3A2055285]
- Kang, Jeong-han***, Seung-Yeal Ha, Kyungkeun Kang, and Eunhee Jeong. 2014. “How Do Cultural Classes Emerge from Assimilation and Distinction?: An Extension of the Cucker-Smale Flocking Model.” *Journal of Mathematical Sociology* 38(1, January): 47-71. [NRF - 2010 - 332 - B00128]
- 강정한**. 2013. “현대 사회 이론의 생물학적 전환(Biological Turn in Contemporary Social Theories).” 『사회와이론』 23(11 월): 105-134.

- 강정한*, 조연정. 2013. “온라인 연결망 불평등에 대한 학제적 이론화 모색(Toward an Interdisciplinary Perspective of Online Network Research).” 『한국사회학』 47(4 호, 8 월): 107-137. [NRF-2010-330-B00128]
- 정지원·강정한*. 2012. “친밀한 친구집단의 크기와 청소년 비행 (The Size of Intimate Peer Group and Juvenile Delinquency).” 『한국사회학』 46(5 호, 10 월): 177-209. [NRF-2010-330-B00128]
- Ha, Seung-Yeal, Eunhee Jeong, **Jeong-han Kang**, and Kyungkeun Kang*. 2012. “Emergence of Multi-Cluster Configurations from Attractive and Repulsive Interactions.” *Mathematical Models and Methods in Applied Sciences* 22(8, August). [NRF-2010-330-B00128]
- Kang, Jeong-han*** and Sang Won Han. 2010. “A Typology of Organizational Behavior: At the Crossroad of Risk and Uncertainty.” *Development and Society* 39 (2, December): 233-255.
- Nee, Victor*, **Jeong-han Kang**, and Sonja Oppen. 2010. “A Theory of Innovation: Market Transition, Property Rights and Innovative Activity.” *Journal of Institutional and Theoretical Economics* 166 (3, September): 397-425.
- Kang, Jeong-han**. 2010. “Status Inconsistency and Strategic Behavior: U.S. Venture Capital Investments, 1981 to 2002.” *Korean Journal of Sociology* 44 (3, June): 1-25.
- Bothner, Matthew S. *, **Jeong-han Kang**, and Toby E. Stuart. 2007. “Competitive Crowding and Risk Taking in a Tournament: Evidence from NASCAR Racing.” *Administrative Science Quarterly* 52 (2, June): 208-247.
- Kang, Jeong-han**. 2007. “The Usefulness and Uselessness of the Decomposition of Tobit Coefficients.” *Sociological Methods and Research* 35 (4, May): 572-582.

Significant Contributions

- 송민아·강정한*. 2024. “한국사회는 돌봄의 가치를 어떻게 평가하고 있는가: 2013~2023 년의 언론기사를 중심으로 (How Much Is ‘Care’ Valued in South Korea?: Topic Modeling on Newspaper Articles from 2013 to 2023).” 『한국사회학』 58(3 호, 8 월): 89-130. [NRF-2021S1A3A2A02090597]
- 권은낭·강정한*. 2023. “유튜브 생산자의 행동에 따른 이용자의 감정 변화 (Changes in Followers’ Emotions toward YouTube Creators after Controversy).” 『한국콘텐츠학회 논문지』 23(6 호, 6 월): 155-169 <https://doi.org/10.5392/JKCA.2023.23.06.155> [NRF by MSIT-No.2018R1A5A7059549]
- Lee, Min-Ah and **Jeong-han Kang***. 2023. “Does having children matter? Associations between transitions in work-family role combinations and depressive symptoms among married women in Korea” *SSM-Population Health* 22 (June) 101405. <https://doi.org/10.1016/j.ssmph.2023.101405> [NRF-2021S1A3A2A02090597]
- 문기홍·강정한·이진철*. 2022. “무작위 쌍대비교 조사의 분석 절차 확립을 위한 연구: 사회문제와 ESG 기업활동 평가의 예 (How to Analyze Randomized Paired

Comparison Survey Step-by-step: Cases of Social Problems and ESG Items).” 『조사연구』 23(1 호, 2 월): 33-68.

➤ 2023 한국갤럽상 학술논문 우수상 수상(2023 Gallup Korea Award)

Park, Sungkyu, Jamie Y. Park, **Jeong-han Kang**, and Meeyoung Cha*. 2021. “The Presence of Unexpected Biases in Online Fact-checking.” *Harvard Kennedy School Misinformation Review* 2 (1, January 27th). <https://doi.org/10.37016/mr-2020-53>

Jeong, Jiwan*, **Jeong-han Kang**, and Sue Moon. 2020. “Identifying and quantifying coordinated manipulation of upvotes and downvotes in Naver News comments.” *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)* 14 (May 26th): 303-314. <https://www.aaai.org/ojs/index.php/ICWSM/article/view/7301>

설동훈·이유경·변종석·**강정한***. 2019. “한국조사연구학회 학술활동 분석, 1999-2019 (Academic Trace of the Korean Association for Survey Research, 1999-2019).” 『조사연구』 20(4 호, 11 월): 85-108.

이민아·신철균*·**강정한**. 2018. “친구는 많을수록 좋은가? 친구 연결망의 크기가 중학생의 친구관계의 질에 미치는 영향 (The Effects of Friendship Networks on Quality of Friendship: Examining Non-linear Relationships).” 『아시아교육연구』 19(3 호, 9 월): 627-649. [NRF-2016S1A3A2925033]

권은낭*·**강정한**. 2017. “인터넷 이용유형이 청소년 온-오프라인 비행에 미치는 영향 (The Effects of Internet Use Type on Online and Offline Juvenile Delinquency).” 『한국청소년연구』 28(4 호, 11 월): 195-223. [NRF-2016S1A3A2925033]

홍성인*·**강정한**. 2016. “인터넷 공간의 익명성이 집단 인상관리에 미치는 영향에 관한 연구: 인터넷 커뮤니티, ‘메갈리아’ 를 중심으로 (The Impact of Online Anonymity on Community Impression Management: A Case of Megalia).” 『사회연구』 30(2 호, 12 월): 77-113. [NRF-2013S1A3A2055285]

정지완·**강정한**·문수복. 2016. “SNS 의 사용자 급증으로 인한 네트워크 와해 가능성 (A Possible Explanation of SNS Dissolution from User Influx).” 『한국정보과학회 학술발표논문집』 2016.6: 1461-1463. [NRF-2013S1A3A2055285]

한보영·**강정한***. 2015. “한국사회의 고밀도 생활권과 이웃관계가 우울감에 미치는 영향: 한국종합사회조사(KGSS)와 시군구 단위 자료를 결합한 다수준 분석 (The Impact of Population Density and Neighborhood on Depressive Symptoms in South Korea: Multilevel Analysis Using 2012 Korean General Social Survey Combined with Region-level Data).” 『한국인구학』 38(3 호, 9 월): 75-111.

➤ 제 2 회 한국인구학회 논문상 수상(Best Paper Award by Population Association of Korea)

임정재*·**강정한**. 2015. “온라인 여론조사의 편향 성격과 보정방법 탐색: 2014 년 서울시장 선거 사례 (Sources of Bias in Online Survey and Their Corrections: A Case

- of 2014 City-Mayor Election in Seoul).” 『조사연구』 16(2 호, 5 월): 117-154. [NRF-2013S1A3A2055285]
- 오주현·**강정한***. 2014. “이질적 연결망 기반 사회자본이 사회통합적 관심에 미치는 영향과 SNS 의 역할: 2012 년 한국종합사회조사 분석 (The Effect of Heterogeneous Social Capital on Participatory Interests and the Role of SNS: 2012 Korean General Social Survey).” 『사이버커뮤니케이션학보』 31(4 호, 12 월): 141-188. [NRF-2013S1A3A2055285]
- 홍아성·**강정한***. 2014. “신고전학과 경제이론의 수행성: 국가의 경제 자유화와 경제성장 연구(Performativity of Neoclassical Economic Theory: Economic Liberalization and Economic Growth).” 『사회와이론』 24(5 월): 95-151. [NRF - 2010 - 332 - B00228]
- 이선형*·**강정한**. 2014. “청소년의 오프라인 일탈과 온라인 일탈에서 인지된 집합효율성의 통제 효과(The Effect of the Perceived Collective Efficacy on Online and Offline Delinquency).” 『형사정책연구』 25(1 호, 3 월): 235-267. [NRF-2013S1A3A2055285]
- 정지원*·**강정한**. 2013. “학교폭력을 유발하는 환경으로서의 놀이문화(Play Subculture as a Generating Milieu of School Delinquency).” 『형사정책』 25(2 호, 8 월): 35-73.
- 강정한***·양유민. 2013. “사회적 연결망의 동원이 장애인의 취업과 임금수준에 미치는 영향 (Types of Social Networks and Their Effects on Employment and Wage among the Disabled).” 『장애와고용』 23(2 호, 5 월): 29-51.
- 임정재·**강정한***·김상돈. 2011. “청소년의 온라인 매체 이용이 신뢰와 사회참여에 미치는 영향 (The Effect of Online Media Usage on Adolescents' Social Participation and Trust).” 『한국사회』 12(2 호, 12 월): 37-67. [NRF-2010-330-B00128]
- 이재민·**강정한***. 2011. “지식생산의 구조와 이론사회학의 위상: 『사회와이론』의 키워드 네트워크 분석 2004~2010 (Mapping Knowledge Domains: The Structure of Knowledge Production and the Status of Theory in Korean Sociology 2004-2010).” 『사회와이론』 19(11 월): 89-144. [KRF-2009-327-B00392]
- 조선미·**강정한***. 2011. “제도의 채택과 디커플링(Decoupling) 정도에 영향을 미치는 조직의 특성: 기업의 경력개발제도 사례 (The Effect of Organizational Traits on the Adoption and Decoupling of an Institution: The Case of Career Development Programs in South Korea).” 『인사조직연구』 19(2 호, 6 월): 253-297.
- 이민아·김지범·**강정한***. 2011. “동거형태와 한국노인의 삶의 질 만족도: 자녀와의 관계 만족도가 갖는 매개효과 (Living Arrangement and the Life Satisfaction of Korean Older Adults: Examining the Mediating Effects of Parent-Adult Child Relationship).” 『보건과사회과학』 29(6 월): 41-67. [Yonsei 2010-1-0044]

- 정지원·**강정한***. 2010. “명문대학에 대한 편파적 주목과 특수목적 고등학교의 과장된 효과성간의 상관관계.” 『현대사회와 문화』 31(12 월): 103-129.
- 김지범·오미혜·**강정한***. 2010. “사회조사 응답률에 영향을 미치는 지역의 경제. 사회적 요인: 2000 년 미국 센서스와 2002 년 미국 종합사회조사 비교 (Response Rate and Community Context: Comparison of U.S. Census and the General Social Survey).” 『조사연구』 11(3 호, 11 월): 1-18.
- 전영아·**강정한***. 2010. “사이버 커뮤니티에서 유형별 사회자본이 정치적 의견표명과 호응에 미치는 효과: 광우병 촛불집회 사례를 중심으로 (The Effects of Various Types of Social Capital on Political Discussions in Online Communities: The Case of Candlelight Vigil).” 『사이버커뮤니케이션 학보』 27(3 호, 9 월): 177-226. [KRF-2009-327-B00392]
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2024-2025	민간과제(사회적가치연구원), “Trade-offs between Social and Economic Values in Corporate Activities.” Center for Social Value Enhancement Studies (₩57,000,000)
2024	민간과제(ICT 대연합), “Digital Society 2025 Agenda.” Korean Federation of ICT Organizations (₩5,000,000)
2022-2023	민간과제(사회적가치연구원), “International ESGame Survey.” Center for Social Value Enhancement Studies (₩57,000,000)
2022	민간과제(ICT 대연합), “Digital Society 2023 Agenda.” Korean Federation of ICT Organizations (₩20,000,000)
2022	민간과제(사회적가치연구원), “ESGame Platform Evaluation 2.” Center for Social Value Enhancement Studies (₩19,000,000)
2022	민간과제(사회적가치연구원), “ESGame Platform Evaluation 1.” Center for Social Value Enhancement Studies (₩19,000,000)
2021-2022	민간과제(사회적가치연구원), “Developing Social Value Hub.” Center for Social Value Enhancement Studies (₩35,000,000)
2021	정부과제(경찰청), “Developing Network-inspired Investigation Methods for Cybercrimes.” Ministry of Interior and Safety (₩30,000,000)
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2020	민간과제(사회적가치연구원), “Developing a Survey Module for Competing Social Values.” Center for Social Value Enhancement Studies (₩70,000,000)
2019 – 2020	민간과제(사회적가치연구원), “Designing a Next Version of Social Value Survey.” Center for Social Value Enhancement Studies (₩32,428,000)
2018	정부과제(여성가족부), “Text Analysis of Media Reports concerning Sexual Violence.” Ministry of Gender Equality and Family (₩10,000,000)
2010 – 2012	한국연구재단(신진연구), “Mathematical Modeling to Two Social Phenomena.” National Research Foundation of Korea (₩18,000,000) [NRF - 2010 - 332 - B00228]

2009 – 2010 한국연구재단(기초연구), “Cognitive Basis of Institutionalization and Mythical Beliefs.” National Research Foundation of Korea (₩7,000,000) [KRF-2009-327-B00392]

2008 – 2009 연세대학교(신임교원연구진흥), “Chinese Marketization and Organizational Transformation.” Yonsei University (₩10,000,000)

Honors and Awards

2025 대한출판문화협회 추천도서

이재열 · 권현지 · **강정한** · 김종길 외. 2025. 『진격하는 AI 와 흔들리는 노동자』 롤러코스터.

2024 세종도서 학술부문 우수도서

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2019 Dissertation Advisor of Gallup Korea Award: Ph.D. Dissertation

임정재. “SNS 상의 정치정보 노출과 스트레스에 관한 연구: 페이스북을 통한 정파적 뉴스 노출과 SNS 중첩이용의 효과.”

2016 Best Paper Award, Population Association of Korea

한보영·**강정한**. “한국사회의 고밀도 생활권과 이웃관계가 우울감에 미치는 영향 (The Impact of Population Density and Neighbor Relationship on Depressive Symptoms in South Korea).” 『한국인구학』 38(3 호, 9 월): 75-111.

2015 세종도서 학술부문 우수도서

조연정 · **강정한**. 『카카오톡은 어떻게 공동체가 되었는가』 다산출판사.

2015 Gallup Korea Award: Research Paper

김지범·최문희·**강정한**·한수진·김석호. “한국에서의 무응답과 조사하기 어려운 응답자(Nonresponse Behavior and Difficult Respondents in Korea).” 『조사연구』 15(3 호, 8 월): 85-107.

2014 Best Paper Award, Population Association of Korea.

- 이민아·강정한. “한국 사회 자살률의 변동과 원인: 지역단위 지표를 이용한 패널 분석 (Changes in Suicide Rates and Social Integration in Korea: A Community-level Panel Data Analysis).” 『한국인구학』 37(2 호, 6 월): 1-19.
- 2006 Glueck Best Paper Award, Business Policy and Strategy Division of Academy of Management. “Status Volatility and Organizational Growth in the U.S. Venture Capital Industry.” (with Matthew S. Bothner and Wonjae Lee)
- 1999 – 2002 University Unendowed Fellowship, University of Chicago

Selected Invited Presentations

- 2025 **The 10th International Conference on Global Citizenship Education: Democracy in a Post-Truth Crisis.** Seoul. “A road to build Authentic I in the age of Agent i.”
- 2025 **The 4th Hankyoreh Human & Digital Forum: How AI Algorithms Could Hack Democracy.** Seoul. “YouTube Politics and Collapse of Public Sphere: Can we recover trust?”
- 2024 **ASU CTDS – HYU C2S2 International Mini-conference: Data Analytics and Computational Modeling for Social Challenges.** Phoenix. “Policy implications from the pandemic: for academic and municipal communities.”
- 2023 **The 2023 Summer Institute of Computational Social Science.** Chinese University of Hong Kong, Hong Kong. “Toward Narrative-driven Data Mining in the Post-truth Age.”
- 2015 **Big Data in Political and Cultural Contexts.** Yonsei University, Seoul. “The Size and Skewness of Social Signature in Various Communication Platforms”
- 2013 **The 2013 Korea Welfare Panel Study Conference.** Seoul National University, Seoul. “Panel Regression: Decomposing Between-group and Within-group Effects.”
- 2012 **SNS and Communication Revolution in Korea.** Sogang University, Seoul. “Introducing Mathematical Models to Research of Inequality in Online Network.”
- 2012 **The Frontiers of Social Research.** Chinese University of Hong Kong, Hong Kong. “How does online public sphere work?: A case of Agora Issue Forum in South Korea.”
- 2011 **Korean Society for Computational Sciences and Engineering Biannual Meeting.** Seoul National University, Seoul. “The Applications of Cucker-Smale Model to Social Network Research.”
- 2011 **International Symposium on Successful Aging.** Sociology BK21 at Yonsei University & Center on Aging and the Life Course at Purdue University, Seoul. “Within-Family Relations and Healthy Aging: Evidence from KLoSA and Kanghwa Cohort Data” (with Min-Ah Lee)

- 2010 **The Fourth International Symposium on Frontiers of Sociological Inquiries by Young Scholars in Asia.** Center for the Study of Social Stratification and Inequality, Tohoku University, Sendai. “How Do Cultural Classes Emerge from Assimilation and Distinction?” (with Seung-Yeal Ha, Kyungkeun Kang, and Eunhee Jeong)
- 2009 **Korean Society for Social Theory Monthly Seminar.** Korean Society for Social Theory, Seoul. “The Intersection of Sociology and Mathematics.”
- 2009 **East Asia Studies Seminar Series.** East Asia Program, Cornell University, Ithaca. “Evolution of Ownership Forms in China, 1979 to 2004.”
- 2007-2008 **Management Seminar Series.** GSB, Sungkyunkwan University, Seoul; **Annual Seminar on Organizations.** GSB, Korea University, Seoul. “When Survival by Innovation is Confused with Innovators among Survivors: Causes of Institutionalization and De-institutionalization.”
- 2007 **Conference on Entrepreneurship; Conference on Chinese Capitalism.** Center for the Study of Economy and Society, Cornell University, Ithaca. “Markets and Innovation: A Theory.” (with Victor Nee and Sonja Oppen)
- 2006 **Institutions, Market Processes, and the Firm Seminar Series.** Center for the Study of Economy and Society, Cornell University, Ithaca. “A Typology of Organizational Behavior and Its Application to Diversification: U.S. Venture Capital Firms, 1980–2004.”
- 2005 **International Academy of Sex Research Annual Meeting,** Ottawa. “Assessing Differential Prevalence of Sexual Dysfunction Across Population Subgroups and Associated Risk Factors: Methodological Pitfalls and Strategies for Resolving Them.” (with Edward O. Laumann)

Selected Conference Presentations

- 2024 **77th World Association for Public Opinion Research Annual Conference.** Seoul. “Mind Mining by Survey Gamification: Understanding Public Stakeholders’ Preferences on Corporate ESG Activities.” (with Ki Hong Moon and Sung Eun Cho)
- 2022 **8th Annual Global Corporate Governance Institute Conference.** Louisiana. “Who Gets Care Wins: Exploring Public Preferences for ESG Factors.” (with Sung Eun Cho and Ki Hong Moon)
- 2015 **American Sociological Association Annual Meeting,** Chicago. “Is living with both parents in childhood beneficial? Effects on mortality by later marital status.” (with Min-Ah Lee and Jibum Kim)
- 2013 **International Network for Social Network Analysis (INSNA) 2013 Conference,** Xi’an, China. “Personal Networks, SNS activities, and Personality.”
- 2013 **7th International Symposium on Frontiers of Sociological Inquiries by Young Scholars in Asia.** Department of Sociology, Yonsei University. “Toward an Interdisciplinary Perspective of Online-Network Research.”

- 2011 **Employment Development Institute**, Seoul. “Types of Social Networks and Their Effects on Employment among the Disabled.” (with Yumin Yang)
- 2011 **Korean Society for Social Theory Annual Meeting**, Seoul. “How is Social Theory Embedded in Korean Sociology?: Its Presence and Future.” (with Jaemin Lee)
- 2010 **International Symposium for Young Sociologists of Taiwan, South Korea and Japan**, Taipei. “Age-dependent Effect of Spousal Loss on Mortality among Older Men in South Korea: Kangwha Cohort Study” (with Min-Ah Lee)
- 2010 **American Sociological Association Annual Meeting**, Atlanta. “How Do Cultural Classes Emerge from Assimilation and Distinction?” (with Seung-Yeal Ha, Kyungkeun Kang, and Eunhee Jeong)
- 2009 **Korean Sociological Association Annual Meeting**, Seoul. “An Extension of Cucker-Smale Theorem to Consumption and Distinction.”
- 2008 **American Sociological Association Annual Meeting**, Boston. “Evolution of Ownership Forms in China, 1979 to 2004.” (with Victor Nee)
- 2008 **American Sociological Association Annual Meeting**, Boston. “When Survival by Innovation is Confused with Innovators among Survivors: Causes of Institutionalization and De-institutionalization.”
- 2007 **Gerontological Society of America Annual Meeting**, San Francisco. “Measuring Erectile Dysfunction: How to Detect and Solve Differential Validity across Racial/Ethnic Groups.” (with Edward O. Laumann and Min-Ah Lee)
- 2007 **American Sociological Association Annual Meeting**, New York. “Assessing Differential Reliability of Health-related Variables across Population Subgroups and its Implication to Statistical Inference.” (with Edward O. Laumann and Min-Ah Lee)
- 2005 **American Sociological Association Annual Meeting**, Philadelphia. “Usefulness and Uselessness of the Decomposition of Tobit Coefficients.”
- 2005 **American Sociological Association Annual Meeting**, Philadelphia. “Emerging Status and the Effects of Reference on Strategic Risk-Taking.” (with Wonjae Lee)
- 2004 **Gerontological Society of America Annual Meeting**, Washington D.C. “Age and Social Association Participation on Voluntary Activity in Korea.” (with Jibum Kim and Yongmo Lee)
- 2004 **American Sociological Association Annual Meeting**, San Francisco. “Elderly Volunteerism in Korea.” (with Jibum Kim, Min-Ah Lee and Yongmo Lee)
- 2003 **Stanford Strategy Conference**, Stanford GSB, Stanford; **American Sociological Association Annual Meeting**, Atlanta; **Academy of Management Annual Meeting**, Seattle. “The Structural Antecedents of Aggressive Conduct: Competitive Crowding and the Propensity to Crash in Professional Stock Car Auto Racing.” (with Matthew S. Bothner and Toby E. Stuart)

- 2001 **Population Association of America Annual Meeting**, Washington D.C. “Space, Race, and Community in Sexual Partnering: Implications for STD Transmission.” (with Jenna Mahay)

Professional Services

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| 2019 | Chair | Research Committee, Korean Association for Survey Research |
| 2014 | Organizer | Network Theory in East Asian Society. RC02 Panel Session (co-organized with Dennis McNamara), XVIII ISA World Congress of Sociology , Yokohama |
| 2013 | Chair | Research Committee, Korean Sociological Association |
| 2012 – 2013 | Secretary | Gallup-Korea Research and Dissertation Awards |
| 2012 – 2013 | Chair | Research Committee of Korean Partner, East Asian Sociologists Network |
| 2011 – 2013 | Organizer | Graduate Colloquium . Department of Sociology, Yonsei University, Seoul |
| 2011 – 2012 | Secretary | Korean Society for Social Theory |
| 2008 | Organizer | Institutions, Market Processes, and the Firm Seminar Series . Center for the Study of Economy and Society, Cornell University, Ithaca. |

Professional Activities

Ad Hoc Reviewer: *Journal of Mathematical Sociology*, *Academy of Management Discoveries*, *Multinational Business Review*, *5th ACM Workshop on Mobile Systems for Computational Social Science* (MCSS 2019 Program Committee), *Organization and Management Review*, *The 9th International AAAI Conference on Weblogs and Social Media* (ICWSM-15, Program Committee). *American Sociological Review*, *American Journal of Sociology*, *Journal of Gerontology: Social Sciences*, *Rationality and Society*, *Journal of East Asian Studies*, *Organization Science*, *Asian Journal for Public Opinion Research*, *Political Science*

Ad Hoc Reviewer (for Korean Journals): 『한국사회학』, 『한국정치학회보』, 『한국인구학』, 『사회와이론』, 『사이버커뮤니케이션학보』, 『인사·조직연구』, 『조사연구』, 『경제와사회』, 『통계연구』, 『사회사상과문화』, 『사회과학연구』, 『사회연구』, 『한국사회』, 『사회과학논집』, *Journal of Asian Sociology (Development and Society)*, *Korean Journal of Sociology*, *Korean Social Science Journal*

Education Activities

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| 2020 – 2026 | Reflexive Sociology in the Era of Risk and Post-truth (Co-PI), BK21 FOUR: Department of Sociology, Yonsei University |
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2013 – 2020	Solidarity and Coexistence (Co-PI), BK21 PLUS: Department of Sociology, Yonsei University
2009 – 2012	Social Subsumption and Exclusion: Comparison of Korea and East Asian Societies (Co-PI), BK21: Department of Sociology, Yonsei University

Teaching Activities

2026 – Present Seoul National University

Graduate Courses:

Sociology of Science and Technology (과학기술사회학연구)

2008 – 2026 Yonsei University

Graduate Courses:

Mathematical[Digital] Sociology (수리사회학/디지털사회학)
Contemporary Sociology of Inequality (현대사회의포섭과배제:계층론)
Statistical Research Methods 2: Longitudinal Analysis
Statistical Research Methods 1: Multiple Regressions
Frontier Social Research 1~4 (사회연구의 실제 1~4)
Arguments and Evidence (경험적 연구의 비판적 검토)
Social Capital in Organizations and Markets (사회적 자본)

Undergraduate Courses:

Research Practice with Social Data (소셜데이터조사분석)
Arguments and Evidence (데이터기반사회분석)
Knowledge and Information Society (지식정보사회)
Sociology for the Future (미래의 사회학)
Understanding Sociology (사회학의 이해)
Contemporary Society and Sociology (현대사회와 사회학)
Mathematical Sociology (수리사회학)
Social Research Practice (사회조사연습/사회조사분석)
Introduction to Social Research (사회조사입문)
Social Statistics (사회통계학)
Sociology of Labor Market and Career (노동시장과 커리어의 사회학)
Introduction to Sociology (사회학입문)
Freshman Seminar, Junior Seminar

Professional School (Public Administration) Courses:

Understanding Information Society (정보사회의 이해)
Understanding Social Networking (소셜네트워킹의 이해)
Social Research Methods (사회조사방법)

Graduate Advisees' Ph.D. Dissertations

1. 정지원. 2014. “학교폭력을 유발하는 메커니즘: 놀이 하위문화와 패거리 효과를 중심으로.” Dep. of Sociology, Yonsei University.
2. 이선형. 2017. “분노범죄는 언론보도에서 어떻게 재현되는가?: 분노관련 강력범죄 언론보도 내용분석” Dep. of Sociology, Yonsei University.
3. 오주현. 2017. “장노년층의 사회적 관계와 스마트 미디어 이용: 세대 내 격차 조명과 세대 간 보완관계의 효과.” Dep. of Sociology, Yonsei University.
4. 김동하. 2017. “국제 연구 논문의 피인용 결정 요인에 대한 연구: 공동연구의 규모와 범위 효과.” Dep. of Sociology, Yonsei University.
5. 임정재. 2019. “SNS 상의 정치정보 노출과 스트레스에 관한 연구: 페이스북을 통한 정파적 뉴스 노출과 SNS 중첩이용의 효과.” Dep. of Sociology, Yonsei University.
➤ 2019 한국갤럽박사학위논문상 수상(우수상)
6. 고윤화. 2023. “디지털 시대 한국 음악 산업의 구조적 변화와 성장: 탐험에 의한 활용, 교차 네트워크 외부효과, 마이크로 옴니보어.” Dep. of Sociology, Yonsei University.
➤ 2023-2 학기 대학원 혁신 우수논문 수상(장려상)
7. 김지온. 2024. “사이버 조직범죄의 중심부-주변부 분업화와 주변부의 플랫폼 노동화: 조직범죄 사례연구와 연결망 분석을 중심으로.” Dep. of Sociology, Yonsei University.
8. 권은낭. 2025. “19 대와 20 대 대통령 선거 기간 중 트위터 사용자의 선택적 소통과 정서적 양극화: 선거 시기 간 비교와 지지 후보 간 비교.” Dep. of Sociology, Yonsei University.
➤ 2025-1 학기 대학원 혁신 우수논문 수상(장려상)
9. Song, Junmo. 2025. “Remapping the Landscape of Division in Online Spaces: How Three Models Explain Opinion Polarization on Reddit.” Dep. of Sociology, Yonsei University.
➤ 2025-2 학기 대학원 혁신 우수논문 수상(장려상)
10. 송민이. 2025. “젠더화된 돌봄담론 속 남성돌봄의 배제와 서사화의 가능 조건: 텍스트마이닝을 활용한 담론 분석.” Dep. of Sociology, Yonsei University.

Graduate Advisees' Master Theses

1. 전영아. 2010. “사회자본 유형이 정치적 참여과정에 미치는 효과 인터넷 커뮤니티: 촛불집회 사례를 중심으로.” Dep. of Sociology, Yonsei University.
2. 이자해. 2010. “탄소시장 형성 과정에서 나타나는 시장의 수행성(performativity) 분석.” Dep. of Sociology, Yonsei University.

3. 오미혜. 2010. “사이버 공간에서 발화의 성별 차이: 사이버 학습 토론장을 중심으로.” Dep. of Sociology, Yonsei University.
4. 이선형. 2011. “청소년의 오프라인 일탈과 온라인 일탈 비교: 인지된 집합효율성의 효과” Dep. of Sociology, Yonsei University.
5. Kim, Sena. 2012. “Motherhood and Childrearing: Private After-school Education Expenses in South Korea.” Dep. of Sociology, Yonsei University.
6. 임정재. 2013. “동거형태가 문제음주 수준에 미치는 영향: 성별과 연령에 따른 차별적 효과를 중심으로.” Dep. of Sociology, Yonsei University.
7. 조연정. 2014. “카카오톡 기반 모바일 공동체의 특성: 즉시성과 이차적 구술성을 통한 상호주관성의 형성.” Dep. of Sociology, Yonsei University.
8. 양유민. 2014. “교육수준과 취업 여부가 여성의 혼인과 초혼연령에 미치는 영향.” Dep. of Sociology, Yonsei University.
9. Cho, Soo Jin. 2015. “How do Multicultural Children have Cultural Identity?” Dep. of Sociology, Yonsei University.
10. 한보영. 2015. “한국사회의 고밀도 생활권과 이웃 관계가 우울감에 미치는 영향: 한국종합사회조사와 시군구 단위 자료를 결합한 다수준 분석.” Dep. of Sociology, Yonsei University.
➤ 2015-2 학기 대학원생 우수논문 수상(장려상)
11. Cho, Jinman. 2016. “How Do Precarious Job Conditions Accumulate to Poor Health in Later Life?: Evidence from Korean Longitudinal Study of Aging .” Dep. of Sociology, Yonsei University.
12. 전해진. 2016. “경력단절의 미시적 요인 분석: 여성의 사직 여부에 영향을 끼치는 기업복지 및 배우자 효과에 대한 사건사 분석.” Dep. of Sociology, Yonsei University.
13. 신희연. 2016. “강요된 선택: 장시간 근로와 배우자의 고용안정성이 맞벌이 근로자의 사직에 미치는 영향.” Dep. of Sociology, Yonsei University.
14. 홍성인. 2017. “인터넷 공간 내 익명성 분화가 집단 인상관리에 미치는 영향에 관한 연구: 인터넷 커뮤니티, ‘메갈리아’ 사례.” Dep. of Sociology, Yonsei University.
15. 정다영. 2017. “공정무역 운동 담론 지형: 포털 뉴스기사 토픽모델링과 관련 사회단체 프레임 비교분석.” Dep. of Sociology, Yonsei University.
16. 권은낭. 2018. “온라인 공론장에서의 숙의적 합의의 가능성: 제 19 대 대선 기간 ‘다음아고라’의 정치 토론 게시판을 중심으로.” Dep. of Sociology, Yonsei University.

➤ 2018-1 학기 대학원생 우수논문 수상(우수상)

17. 송준모. 2019. “익명성과 인터넷 커뮤니티 객체의 생애주기: ‘메갈리아’의 사례” Dep. of Sociology, Yonsei University.
18. 김이현. 2021. “젠더화된 중간 지위 순응: 연구자의 학문 분야 간 경계 넘기의 성차.” Dep. of Sociology, Yonsei University.
19. 이진철. 2022. “청년 세대 담론의 단일한 청년 모습 다각화하기: 성별, 정치성향, 계급과 학력을 통한 세대 담론 극복.” Dep. of Sociology, Yonsei University.

➤ 2022-2 학기 대학원 혁신 우수논문 수상(우수상)

20. Cho, Sung Eun. 2023. “Regional Comparison of Leisure Satisfaction among Korean Older Adults: The Role of Social Relationships and ICT Use for Leisure.” Dep. of Sociology, Yonsei University.
21. 문기홍. 2023. “온라인 커뮤니티 사용자의 단계적 게이트키퍼에 따른 커뮤니티 내 의제설정과 의제 확산.” Dep. of Sociology, Yonsei University.
22. 이규희. 2024. “‘데이터 3 법’ 개정에 따른 제도의 변화와 의미: 담론적 제도주의를 중심으로.” Dep. of Sociology, Yonsei University.
23. Lee, YooKyeong. 2024. “Garnering Sufficient Endorsements: Applying the SIR Epidemic Model to Online Petition Data in South Korea.” Dep. of Sociology, Yonsei University.
24. 방진이. 2024. “진실은 거짓을 따라잡을 수 있는가?: 유튜브에서 가짜뉴스와 팩트체크 뉴스의 확산 특징과 정보 유형에 따른 이용자 반응 분석.” Dep. of Sociology, Yonsei University.
25. 조예음. 2024. “평화롭지 않은 안전공간(safe space), 레즈비언의 트위터: 안전함의 조건과 안전공간의 경계 그리기.” Dep. of Sociology, Yonsei University.
26. Xie, Meisi. 2025. “Exploring “Male”, “Female”, and “I” in South Korean and Chinese Popular Music Lyrics: A Text Mining Analysis of Masculinity and Femininity.” Dep. of Sociology, Yonsei University.
27. Han, Dowool. 2025. “Gendered Political Interactions in the Ministerial Appointment Process as Relected in South Korea’s Confirmation Hearing Transcripts.” Dep. of Sociology, Yonsei University.
28. 장예림. 2026. “신매체는 여성 가시성을 증가시키는가?: 영화와 유튜브의 비교를 통한 분석.” Dep. of Sociology, Yonsei University.
29. Jo, Jiyeon. 2026. “Do AI Agents Behave Differently in Distinct Social Fields?: Evidence from LLM-Based Prisoner’s Dilemma Simulations.” Dep. of Sociology, Yonsei University.