Seohyun (Gilly) An

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SUMMARY

Vigilant Mind, Visionary Research!
My research explores the psychology behind how people form public opinion, especially about emerging technologies like AI or medical treatments. These topics naturally spark curiosity but also bring with them a lot of uncertainty — and that combination of curiosity and uncertainty shape how people think, share, and make decisions. With the recent increase in misinformation, I think that how we consume and communicate about these technologies requires insight from both a journalistic standpoint, and also a legal standpoint. With that said, I'll be starting law school this fall to dig more deeply into this topic.

EDUCATION

EHWA WOMANS UNIVERSITY   Seoul, Korea
   Ph.D. in Law   Sept. 2025 –
     Medical Law
   Ph.D. in Media & Communication   Sept. 2018 – Feb. 2024
     Journalism & Communication
   M.A. in Media & Communication   Mar. 2016 – Aug. 2018

   B.S. in Nursing Science   Mar. 2012 – Feb. 2016

PUBLICATIONS

An, S. & Lee, G. (2019). Cognitive and Affective Dimensions of Need for Orientation: A New Approach to Devising Agenda Setting Effect's Psychological Backbones. *Korean Journal of Journalism & Communication Studies, 63*(5), 367-399. [Written in Korean]

An, S. & Lee, G. (2022). An Analysis of the Relationship Between Public Cancer Screenings and Media Coverage of Cancer in South Korea 2009-2017. *Health and Social Welfare Review, 42*(1), 41-54.

An, S. (2023). *Agenda-Setting Research on Media for Cancer Prevention: Exploring the Factors that Affect Cancer Preventative Behaviors in Middle-Aged South Koreans*. [Doctoral dissertation, Ewha Womans University].

An, S. & Lee, G. (2024). The Public's Attitudes and Psychology on AI issues: An Analysis from the Perspectives of Agenda-Setting Theory and Need for Orientation. *Korean Social Science Journal, 51*(1), 1-21.

An, S. (2025). Limitations and Development Strategies for Network Agenda-Setting from the Perspective of Actor-Network Theory (ANT). *OUGHTOPIA, 39*(3), 41-75. [Written in Korean]

AWARDS & FELLEOWSHIP

Global Ph.D. Fellowship from Mar. 2019 to Feb. 2022 (National Research Foundation of Korea)
Excellent Dissertation Award in Feb. 2024 (Ewha Womans University)
Excellent Thesis Award in Aug. 2018 (Ewha Womans University)

PRESENTATIONS

An, Seohyun & Lee, Gunho (2018, July, Denver, U.S). New comprehension of agenda setting effect's psychological base: Elaboration of cognitive and affective NFO variables. Presented at 50 Years in Agenda Setting Research: Past and Future Perspective Conference

An, Seohyun (2019, May, Toronto, Canada). What is the most effective uncertainty in agenda setting theory?: Explicating the concept of uncertainty in need for orientation and verifying the explanatory power in agenda setting effects. Presented at WAPOR (World Association for Public Opinion Research) 2019 Annual Conference

An, Seohyun (2020, August). Desire to Explain Agenda-Setting Effects: Validation of the New Need for Orientation. Presented at WAPOR (World Association for Public Opinion Research) 2020 Annual Conference **[Online Presentation]**

An, Seohyun (2020, November). Media Effects on Cancer Screenings in South Korea Using the Accessibility-Based Model. Presented at Ewha Communication & Media **[Online Presentation]**

An, Seohyun (2025, May, St. Louis, U.S). Breaking Down Public Opinion on Artificial Intelligence Issues: Through the Application of Need for Orientation in Agenda-Setting Theory. Presented at AAPOR (American Association for Public Opinion Research) 2025 Annual Conference

TEACHING EXPERIENCES

TA Media Philosophy in Fall of 2018-2021
TA Political Communication in Spring of 2019-2021

ADDITIONAL

• Software: Python, R, SPSS, AMOS | Adobe Premiere Pro, After Effect, Photoshop, Illustrator
• Skills: Survey, Experiment, Quantitative Content Analysis, Statistical Analysis
• Languages: Korean (Native), English (Full Prof. Proficiency), Japanese (Full Prof. Proficiency)
• Licenses: Registered Nurse in South Korea