

Minji Kim, PhD

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APPOINTMENT

University of South Carolina <i>Assistant Professor, Department of Health Promotion, Education, and Behavior</i>	Columbia, SC 2021 – Present
University of California, San Francisco <i>Post-doctoral Fellow, Center for Tobacco Control Research & Education</i>	San Francisco, CA 2016 – 2021

EDUCATION

Annenberg School for Communication, University of Pennsylvania <i>PhD, Communication</i>	Philadelphia, PA 2016
Seoul National University <i>MA, Communication</i>	Seoul, Korea 2010
Seoul National University <i>BA, Communication and ITCT (Information Technology & Cultural Technology)</i> <ul style="list-style-type: none">• Distinction: Summa Cum Laude	Seoul, Korea 2006
University of Washington <i>International Student Exchange Program</i>	Seattle, WA 2003 – 2004

PUBLICATIONS

PEER REVIEWED JOURNAL ARTICLES

1. Thrasher, J., Ferguson, S. G., Loud, E. E., Wu, C-L., Lambert, V. C., Porticella, N., **Kim, M.**, Hardin, J. W., & Niederdeppe, J. (2024) Combining inserts with warning labels on cigarette packs to promote smoking cessation: A two-week randomized trial. *Annals of Behavioral Medicine*, 58(1), 56-66. doi: 10.1093/abm/kaad052
2. Monzon, J., Mus, S., Davila, G., Barnoya, J., **Kim, M.**, & Thrasher, J. F. (2023) Lil Solid: A more affordable option for heated tobacco products in Guatemala. *Tobacco Control*. doi: 10.1136/tc-2023-057954
3. Hackworth, E. E., Budiongan, J., Lambert, V. C., **Kim, M.**, Ferguson, S. G., Niederdeppe, J., Hardin, J., & Thrasher, J. F. (2023) A mixed-method study of perceptions of cigarette pack inserts among adult smokers from New York and South Carolina exposed as part of a randomized controlled trial. *Health Education Research*, 38(6), 548-562. doi: 10.1093/her/cyad030
4. **Kim, M.**, Neiland, T. B., Gregorich, S. E., Jordan, J. W., & Ling, P. M. (2023). Young adult responses to peer crowd-based targeting in e-cigarette advertisements: An experimental study. *Nicotine & Tobacco Research*, 25(6), 1125-1134. doi: 10.1093/ntr/ntac292
5. Nguyen, N., Koester, K. A., **Kim, M.**, Watkins, S. L., & Ling, P. M. (2023). "I'm both smoking and vaping": A longitudinal qualitative study of US young adults who tried to quit smoking cigarettes by using electronic

- cigarettes. *Tobacco Control*. Epub ahead of print. doi: 10.1136/tc-2022-057804
6. Wipfli, H., **Kim, M.**, Vassey, J., & Stanton, C. A. (2023). Vaping and anime: A growing area of concern. *Tobacco Control*, 32(6), 803-805. doi: 10.1136/tobaccocontrol-2021-057195
 7. Laestadius, L. I., Vassey, J., **Kim, M.**, Ozga, J. E., Li, D., Stanton, C. A., Wipfli, H. L., & Unger, J. B. (2022). Themes in e-liquid concept names as a marketing tactic: Evidence from premarket tobacco product applications in the United States. *Tobacco Control*. Epub ahead of print. doi: 10.1136/tc-2022-057657
 8. Cheng, J., Tsoh, J. Y., Guan, A., Luu, M., Nguyen, I. V., Tan, R., Thao, C., Yu, E., Lor, D., Pham, M., Choi, J., **Kim, M.**, Stewart, S. L., & Burke, N. J. (2022). Engaging Asian American communities during the COVID-19 era tainted with Anti-Asian hate and distrust. *American Journal of Public Health*. 112(59). S864-S868. doi: 10.2105/AJPH.2022.306952
 9. Ling, P. M., **Kim, M.**, Egbe, C.O., Patanavanich, R., de Pinho, M. M., & Hendlin, Y. (2022). Moving targets: How the rapidly changing tobacco and nicotine landscape creates advertising and promotion policy challenges. *Tobacco Control*. 31(2), 222-228. doi: 10.1136/tobaccocontrol-2021-056552
 10. **Kim, M.**,* Watkins, S.L.,* Koester, K., Mock, J., Olson, S., Kim, H.C., Harvanko, A., & Ling, P. M. (2020). Unboxed: US young adult tobacco users' responses to a new heated tobacco product. *International Journal of Environmental Research and Public Health*. 17(21), 8108. doi: 10.3390/ijerph17218108
*Shared first authorship
 11. Nguyen, N., Holmes, L., **Kim, M.**, & Ling, P. M. (2020). Using peer crowd affiliation to address dual use of cigarettes and e-cigarettes among San Francisco Bay area young adults: A cross sectional study. *International Journal of Environmental Research and Public Health*. 17(20), 7643. doi: 10.3390/ijerph17207643
 12. **Kim, M.**, Olson, S., Jordan, J., & Ling, P. M. (2020). Peer crowd-based targeting in e-cigarette advertisements: A qualitative study to inform counter-marketing. *BMC Public Health*, 20(1), 32. doi: 10.1186/s12889-019-8126-x
 13. **Kim, M.** & Cappella, J. N. (2019). An efficient message evaluation protocol: Two empirical analyses on positional effects and optimal sample size. *Journal of Health Communication*, 24(10), 761-769. doi: 10.1080/10810730.2019.1668090
 14. **Kim, M.** & Cappella, J. N. (2019). Reliable, Valid and Efficient Evaluation of Media Messages: Developing a Message Testing Protocol. *Journal of Communication Management*, 23(3), 179-197. doi: 10.1108/JCOM-12-2018-0132
 15. **Kim, M.** (2019). When similarity strikes back: The conditional persuasive effects of character-audience similarity in anti-smoking campaign. *Human Communication Research*, 45(1), 52-77. doi: 10.1093/hcr/hqy013
 16. Kim, H., Yang, S., **Kim, M.**, Hemensay, B., Ungar, L., & Cappella, J. N. (2019). An experimental study of recommendation algorithms for tailored health communication. *Computational Communication Research*, 1(1), 103-129. doi: 10.5117/CCR2019.1.005.SUKK
 17. **Kim, M.**, Ling, P. M., Ramamurthi, D. & Halpern-Felsher, B. (2019). Adolescents' and young adults' perceptions of e-cigarette advertisements with cessation claims. *Tobacco Regulatory Science*, 5(2), 94-104. doi: 10.18001/TRS.5.2.1

18. **Kim, M.** & Popova, L. & Halpern-Felsher, B. & Ling, P. M. (2019). Effects of e-cigarette advertisements on adolescents' perceptions of tobacco cigarettes. *Health Communication, 34*(3), 290-297. doi:10.1080/10410236.2017.1407230
19. **Kim, M.** (2018). IQOS 사례를 통해 본 미국의 위험저감 담배제품 (MRTP) 승인 제도 소개 [U.S. modified risk tobacco product application case study: IQOS]. *Tobacco Free, 17*, 60-73.
20. McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P. M., & Halpern-Felsher, B. (2018). Heated tobacco products likely appeal to adolescents and young adults. *Tobacco Control, 27*(Suppl1), s41-s47. doi: 10.1136/tobaccocontrol-2018-054596
21. McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P. M., Halpern-Felsher, B. (2018). IQOS labeling will mislead consumers. *Tobacco Control, 27*(Suppl1), s48-s54. doi: 10.1136/tobaccocontrol-2018-054333
22. **Kim, M.** (2018). Philip Morris International introduces new heat-not-burn product, IQOS, in South Korea. *Tobacco Control, 27*(e1), e76-e78. doi: 10.1136/tobaccocontrol-2017-053965
23. **Kim, M.**, Shi, R. & Cappella, J. N. (2016). Effect of character-audience similarity on the perceived effectiveness of anti-smoking PSAs via engagement. *Health Communication, 31*(10), 1193-1204. doi: 10.1080/10410236.2015.1048421
24. Jeong, H.-J., & **Kim, M.** (2015). Triangulating safety: Applying social media analysis methods to revolutionize patient safety. *Biometrics & Biostatistics International Journal, 2*(1), 1-3. doi: 10.15406/bbij.2015.02.00018
25. Jeong, H.-J., & **Kim, M.** (2014). A practical guide to behavioral theory-driven statistical development of quality and safety improvement program in health care. *Biometrics & Biostatistics International Journal, 1*(1), 1-6. doi: 10.15406/bbij.2014.01.00001
26. Jeong, H.-J., Pham, J. C., **Kim, M.**, Engineer, C., & Pronovost, P. J. (2012). Major cultural-compatibility complex: Considerations on cross-cultural dissemination of patient safety programmes. *BMJ Quality & Safety, 21*, 612-615. doi: 10.1136/bmjqs-2011-000283

BOOK CHAPTERS

1. **Kim, M.** & Liu, J. (2022). Tobacco control. In E. Ho, C. Bylund, and J. Van Weert (Ed.), *International Encyclopedia of Health Communication*: Wiley-Blackwell. doi: 10.1002/9781119678816.iehc0986
2. Cappella, J. N. & **Kim, M.** (2017). Media evaluation. In P. Rössler, C. A. Hoffner, and L. Zoonen (Ed.), *International Encyclopedia of Media Effects*: Wiley-Blackwell. doi: 10.1002/9781118783764.wbieme0020

NON-PEER REVIEWED PUBLICATIONS

Family-based, Culturally Appropriate Health Intervention Curriculum for Asian Americans

1. **Kim, M.**, Choi, J., Jung, H. A., Kim, S., Lee, J., Nguyen T. T., Wong, C., Yu, E., Tsoh, J. (2018) “*Building Together a Healthy Family: Tobacco and Health*”.
2. Choi, J., **Kim, M.**, Jung, H. A., Kim, S., Lee, J., Nguyen T. T., Wong, C., Yu, E., Tsoh, J. (2018) “*Building Together a Healthy Family: Healthy Eating and Physical Activity*”.

Formal Public Comments on Regulation to the Government Agencies

Draft Health and Human Services (HHS) 2023 Framework to Support and Accelerate Smoking Cessation

(<https://www.federalregister.gov/d/2023-13928>)

1. Vijayaraghavan, M., Ling, P., Yerger, V., Lempert, L. K., Bonniot, C., Bialous, S., Apollonio, D., Malone, R. E., McAfee, T., Max, W., Novotny, T., Islam, S., Satterfield, J., Hall, S., Corelli, R., Vlack, B., **Kim, M.**, McDaniel, P., Cheng, C., Pamatmat, M., Berry, J. I., Glantz, S. A., Wakefield, T., Healton, C., & Halpern-Felsher, B. (July 29, 2023). Available at https://tobacco.ucsf.edu/sites/g/files/tkssra4661/f/wysiwyg/HHSdraftframework_7.27.pdf.
2. **Kim, M.** & Thrasher, J. F. (July 29, 2023) “*Draft HHS 2023 Framework to Support and Accelerate Smoking Cessation: Focus on evidence-based policies to promote smoking cessation supported by appropriate policy implementation*”.

Tobacco Product Standard for Menthol in Cigarettes

Docket Number: FDA-2021-N-1349

3. Lempert L., Glantz., S. A., Chaffee, B., Matthay, M. A., Springer, M. L., Mohammadi, L., Cheng, J., Fung, J., Gaiha, S. M., Guerra, C., Halpern-Felsher, B., Han, D. D., **Kim, M.**, Max, W., McCauley, D. M., Da Silva, A. L. O., Pravosud, V., Shaffer, C., St.Helen, G., Sung, H-Y., Wang, Y., & Ling, P. M. (August 1, 2022) “*FDA should not grant exemptions to the proposed standard on a case-by-case basis for certain cigarettes such as heated tobacco products or low nicotine cigarettes*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-1349-175343>.
4. Lempert L., Glantz., S. A., Da Silva, A. L. O., Bialous, S., Chaffee, B., Cheng, J., Fung, J., Gaiha, S. M., Guerra, C., Halpern-Felsher, B., Han, D. D., **Kim, M.**, Matthay, M. A., Max, W., McCauley, D. M., Pravosud, V., Shaffer, C., Springer, M. L., St.Helen, G., Sung, H-Y., Vijayaraghavan, M., Wang, Y., & Ling, P. M. (August 1, 2022) “*FDA should prohibit all menthol flavor additives, compounds, constituents, and ingredients in cigarettes, and should not limit the proposed standard to prohibiting menthol as a “characterizing flavor”*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-1349-175335>

Modified Risk Tobacco Product Application: Application for the IQOS 3 System Holder and Charger Submitted by Philip Morris Products S.A.

Docket Number: FDA-2021-N-0408-0001

5. Lempert, L., Vescia, F., **Kim, M.**, Chaffee, B., Ling, P., Glantz, S., Watkins, S. L., Matthay, M., Mohammadi, L., Gandhi, S., Crocker III, J. A., & Halpern-Felsher, B. (December 7, 2021) “*PMPSA’s supplemental modified risk tobacco product application for IQOS 3 does not adequately consider or address new published research on IQOS’s appeal to adolescents or young adults, consumer perceptions, or the likelihood that the proposed labeling and marketing will be misunderstood by consumers, particularly youth; FDA should not issue a reduced exposure MRTP order for IQOS 3*”. Available at <https://www.regulations.gov/comment/FDA-2021-N-0408-0032>

Tobacco Products: Principles for Designing and Conducting Tobacco Product Perception and Intention Studies

Docket Number: FDA-2019-D-4188

6. Lempert, L., Glantz, S., Ling, P., Popova, L., Chaffee, B., Watkins, S. L., **Kim, M.**, & Halpern-Felsher, B. (December 21, 2020) “*FDA’s draft guidance on Principles for Designing and Conducting Tobacco Product Perception and Intention Studies appropriately highlights the importance of determining whether consumers understand the risks of new tobacco products and modified risk claims ...*”. Available at <https://www.regulations.gov/comment/FDA-2019-D-4188-0015>

Tobacco Products; Required Warnings for Cigarette Packages and Advertisements

Docket Number: FDA-2019-N-3065

7. Lempert, L., Chaffee, B., Popova, L., **Kim, M.**, Max, W., Halpern-Felsher, B., & Glantz, S. (October 12, 2019) “*FDA’s proposed required textual warning label statements and accompanying color images will promote greater public understanding of the negative health consequences of smoking and should be implemented with some improvements*”. Available at <https://www.regulations.gov/comment/FDA-2019-N-3065-0417>

Health Canada: Regulation of vaping products

8. Halpern-Felsher, B., Lempert, L., **Kim, M.**, Popova, L., Watkins, S. L., Chaffee, B., McKelvey, K., Mcquoid, J., Keamy-Minor, E., Springer, M., Ling, P., & Glantz, S. (May 21, 2019) “*Consultation on potential regulatory measures to reduce youth access and appeal of vaping products: Evidence and recommendations from the U.S. experience*”.

Eliminating Youth Electronic Cigarette and Other Tobacco Product Use: The Role for Drug Therapies

Docket Number: FDA-2018-N-3952

9. Halpern-Felsher, B., Lempert, L., Watkins, S. L., Gaiha, S., Chaffee, B., McKelvey, K., **Kim, M.**, Popova, L., & Glantz, S. (February 1, 2019) “*FDA must use its existing authority to combat the youth e-cigarette use epidemic by preventing addiction now, rather than by seeking to treat it after the fact*”. Available at <https://www.regulations.gov/document/FDA-2018-N-3952-0392>

Applications for IQOS System with Marlboro HeatSticks submitted by Philip Morris Products S.A.

Docket Number: FDA-2017-D-3001

10. Lempert, L., Popova, L., Halpern-Felsher, B., McKelvey, K., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P., & Glantz, S. (December 11, 2017) “*Because PMI has not demonstrated that IQOS is associated with lower risks, FDA should not permit modified exposure claims, because such claims are likely to be misunderstood as modified risk claims*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0154>
11. Halpern-Felsher, B., McKelvey, K., Popova, L., **Kim, M.**, Chaffee, B., Vijayaraghavan, M., Ling, P., Lempert, L., & Glantz, S. (December 8, 2017) “*The evidence cited in PMI’s MRTP Application indicates that the proposed labeling and warnings for IQOS will mislead consumers, particularly youth, about the product*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0149>
12. Halpern-Felsher, B., McKelvey, K., **Kim, M.**, Popova, L., Chaffee, B., Vijayaraghavan, M., Ling, P., Lempert, L., & Glantz, S. (December 7, 2017) “*PMI’s MRTP Application for IQOS Does Not Consider IQOS’s Appeal to Youth or Adolescents, or the Likelihood that Youth and Adolescents will Initiate Tobacco Use with IQOS or Use IQOS with Other Tobacco Products*”. Available at <https://www.regulations.gov/document/FDA-2017-D-3001-0148>

Experimental study on warning statements for cigarette graphic health warnings

Docket number: FDA-2017-N-0932

13. Lempert, L., **Kim, M.**, Popova, L., & Glantz, S. (May 26, 2017). “*FDA’s Proposed Collection of Information on the Experimental Study on Warning Statements for Cigarette Graphic Health Warnings Should be Addressing the Graphic Images, not Merely the Textual Statements*”. Available at <https://www.regulations.gov/document/FDA-2017-N-0932-0010>

MANUSCRIPTS UNDER REVIEW

1. **Kim, M.**, Vassey, J., Li, D., Galimov, A., Han, E., Kirkpatrick, M.G., Stanton, C.A., Ozga J.E., Lee, S., & Unger, J.B. Discussions of heated tobacco products on Twitter following the IQOS's modified-risk tobacco product authorization and U.S. import ban.
2. Ball, C., Fahrion, A., Morales, M., McDonald, A., Vogel, E. A., **Kim, M.**, & Watkins, S. L. "Do All Bisexuals Have This Power?": An exploratory study of "crippling nicotine addiction," identity, and other emergent themes in user-generated e-cigarette messages on QueerTok.
3. Jun, J., Zain, A., **Kim, M.**, Alharbi, K., Kim, J. K., & Thrasher, J. F. Young adults' responses to the world's largest tobacco company's promise for Smoke-Free Future: Qualitative analysis from the corporate social responsibility communication perspective.
4. Thrasher, J., Xiong, L., Yang, C., Sun, Y., Hackworth, E., Furguson, S., **Kim, M.**, Hammond, D., Hardin, J., & Niederdeppe, J. Smokers' differential responses to cigarette package labeling alternatives: Results from a randomized trial.
5. Tsoh, J., Burke, N., Stewart, S., Tung, T. N., Thao, C., Choi, J, **Kim, M.**, Yu, E., Vang, W., Wong, C., Wu, A., Lor, D., Her, S., Vu, N., Xu, A., & Pham, M. Considerations of Intersectional Needs when Engaging with the Chinese, Hmong, and Vietnamese Communities during the COVID-19 Pandemic.

GRANTS, AWARDS, AND HONORS

GRANTS

Current

- | | |
|--|-------------------------------|
| ASPIRE-I: 115400-23-63938 | 7/1/2023 – 9/30/2024 |
| University of South Carolina, Office of Research | \$15,000 |
| <u>Validating efficient and effective anti-smoking message evaluation measurement using volumetric choice experiment (VCE):</u> Examine predictive validity of research method using VCE to assess anti-smoking messages' persuasive effectiveness. Role: Principal investigator. | |
| U54 DA060049 (Ribisl) | 09/01/2023 – 08/30/2028 |
| National Institute on Drug Abuse/FDA | \$3,513,096 (Project 4 total) |
| <u>Advancing tobacco regulatory science to reduce health disparities – Project 4. Understanding the impact of vaping prevention ads on adolescents and young adults:</u> Identify key message features of vaping prevention video ads and examining which features have the most impact on adolescents and young adults' (AYAs) susceptibility using content analysis and experimental study, including assessment of their potential impact among vulnerable groups. Role: Co-investigator. | |
| R21 DA056705 (Watkins) | 05/31/2023 – 04/30/2025 |
| National Institute on Drug Abuse | \$275,000 total |
| <u>Social media as a social mechanism of non-cigarette tobacco use: Engaging young adults to examine tobacco culture online:</u> The overall objective of this study is to identify what and how OTP messages (i.e., perceptions, opinions, advice, information) are conveyed in short-form social media videos created by TikTok users using an adaptive community-engaged approach. Role: Co-investigator. | |
| R01 CA215466 (Thrasher) | 01/01/2019 – 12/31/2024 |
| National Cancer Institute | \$2,733,153 total |

Evaluation of cigarette package inserts for enhanced communication with smokers

Use prospective experimental and pre/post designs using ecological momentary assessment to evaluate whether package inserts with efficacy messages can promote smoking cessation. Role: Key personnel.

R01 DA036749-05S1 (Tsoh) 12/01/2020 – 6/30/2024
National Institute on Drug Abuse \$589,981 total

Getting Asian Americans INFORMED to Facilitate COVID-19 Testing and Vaccination

This project develops and evaluates “INdividual and Family-Oriented Responsive Messaging EDucation” (INFORMED) intervention in increasing knowledge about COVID-19 testing and decreasing decisional conflicts of getting tested for COVID-19 in Chinese, Hmong and Vietnamese Americans. In addition, we will conduct in-depth prospective investigation of sociocultural, ethical, and behavioral factors related to COVID-19 testing over-time and to explore factors affecting vaccination uptake. Role: Key personnel.

Completed

U54 HL147127 – RRP5 9/1/2020 – 8/31/2021
National Heart, Lung and Blood Institute/Food and Drug Administration \$82,375

Unboxing IQOS - US Poly-Tobacco Users’ Responses to New Heated Tobacco Products: Rapid response project to examine poly-tobacco users’ response to IQOS using a novel qualitative method (unboxing interview) to understand the impact of marketing on high-risk population. Role: Project lead.

U54 HL147127 – B27877E 7/1/2018 – 6/30/2019
Tobacco Centers of Regulatory Science (TCORS) Developmental Project, UCSF \$39,163

Understanding Asian American Smokers’ and Non-smokers’ Responses to Culturally Tailored Anti-Tobacco Message Concepts: Develop and pilot-test anti-tobacco message concepts targeting Asian Americans using in-depth interviews, comparing responses from different smoking status, sex and age groups. Role: PI.

Doctoral Student Fellowship 9/1/2014 – 8/30/2015
Wharton Risk Management Center, University of Pennsylvania \$3,000

Character-Audience Similarity & Persuasion: Moderating Role of Message Themes in Anti-Smoking Campaign Messages: Develop and pilot-test anti-smoking and anti-secondhand smoke messages utilizing demographically similar and dissimilar smoker characters. Role: PI.

U54 HL147127 (Glantz) 9/1/2018 – 6/30/2023
National Heart, Lung and Blood Institute/FDA \$12,740,265 total

Integrated Health, Behavioral and Economic Research on Current and Emerging Tobacco Products

Examine health effects, behavior, and impact related to current and emerging tobacco products, including e-cigarettes, smokeless tobacco, and new heated tobacco products (HTPs). Role: Trainee (~7/31/2021).

R01 CA141661 (Ling) 9/30/2009 – 8/31/2020
National Cancer Institute \$4,000,000 total

Understanding Smokeless Tobacco Marketing

Analysis of previously secret tobacco industry documents to understand the targets and impact of smokeless tobacco marketing, content analysis of current smokeless advertising, and pilot testing counter-marketing messages to decrease smokeless uptake. Role: Trainee.

24AT-1301 (Tsoh) 7/1/2017 – 6/30/2019
Tobacco Related Disease Research Program \$206,532 total

Empower Korean Families to End Tobacco Use & Smoke Exposure

Test feasibility, acceptability, and preliminary efficacy of a newly developed family-based intervention in promoting smoking cessation and in reducing SHS exposure among Korean Americans. Role: Trainee.

23AB-1401 (Tsoh) 9/1/2017 – 2/28/2019
 California Breast Cancer Research Program \$150,000 total

Reducing Breast Cancer Risk in Korean American Women

A partnership between the Korean Community Center of the East Bay and UCSF to reduce breast cancer risk in Korean women with a family-focused approach to reduce secondhand smoke. Role: Trainee.

P50 CA180890 (Glantz) 9/1/2013 – 8/31/2018
 National Cancer Institute/FDA \$12,788,482 total

Improved Models to Inform Tobacco Product Regulation

Multidisciplinary center grant on economic, behavioral and cardiopulmonary issues related to tobacco product regulation. Role: Trainee.

R01 CA160226 (Cappella) 10/1/2011 – 6/30/2016
 National Cancer Institute \$1,001,000 total

Constructing Recommender Systems for Effective Health Messages: Smoking Cessation

Develop a “recommendation machine” for health campaign messages tailored to individual preferences based on algorithms for content similarity, preference similarity or their combination. Role: Trainee.

Submitted and scored proposals

R21 MD019080 (Kim) Impact score: 43, Percentile: 32

National Institute on Minority Health and Health Disparities

Evaluating culturally appropriate anti-smoking messages for high-risk Asian ethnic subgroups: Evaluate relative effectiveness of content- and format-based cultural targeting strategies used in anti-smoking messages for Korean, Filipino, and Vietnamese American smokers using both self-reported and VCE-based methods.

AWARDS AND HONORS

Rock Star Reviewer, Health Communication Division, International Communication Association	2022
SRNT Travel Award (\$1,000), Society for Research on Nicotine and Tobacco	2020
Postdoctoral Travel Award (\$1,000), Hellen Diller Family Comprehensive Cancer Center, UCSF	2019
Top Paper Award, Health communication Division, National Communication Association	2013
Graduate Scholarship, Korea Foundation for Advanced Studies	2009 – 2016
Summa Cum Laude, Seoul National University	2006
Undergraduate Scholarship, Korea Foundation for Advanced Studies	2003 – 2005

PRESENTATIONS

INVITED TALKS

- 1. University of North Carolina, Hussman School of Journalism and Media** Chapel Hill, NC
 Junck Research Colloquium Nov. 2023
“Using Communication to Enhance Health Equity - Theoretical and Methodological Implications”
- 2. Smokefree SC** Webinar
 Monthly Roundtable Oct. 2023
“Young adults’ responses toward psychographically targeted e-cigarette ads: Multi-method approach”

3. **ASPIRE 2025 Research Center, New Zealand** Webinar
 “Not a cigarette, not an e-cigarette: IQOS marketing strategy and responses” Jul. 2022
4. **Tobacco Regulatory Science Knowledge Center** Webinar
 Center for Coordination of Analytics, Science, Enhancement and Logistics (CASEL) Journal Club Feb. 2021
 “Unboxed: US young adult tobacco users’ responses to a new heated tobacco product (IQOS)”
5. **Smoking Cessation Leadership Center (SCLC), UCSF** Webinar
 SCLC Webinar Feb. 2021
 “Unboxing IQOS: History, risk perceptions, and clinical implications”, with Dr. Pamela Ling
6. **Tobacco Regulatory Science Knowledge Center** Webinar
 CASEL Webinar: Emerging Tobacco marketing strategies Jul. 2019
 “IQOS and Heated Tobacco Products Marketing Overseas”
7. **Society for Prevention Research** San Francisco, CA
 27th Annual meeting, Organized paper session discussant May 2019
 “Juuling and Youth: How Regulators and Providers Are Failing – Evidence and Ways Forward”
8. **Center for Tobacco Control Research and Education, UCSF** San Francisco, CA
 “It’s About Billion Lives” Symposium Feb. 2018
 “Learning from Tobacco Industry to Fight Back: Peer-Crowd Targeting in E-Cigarette Advertisements”
 Available at <http://tiny.ucsf.edu/peercrowds>
9. **National Institutes of Health** Bethesda, MD
 Health Communication Working Group, Tobacco Centers of Regulatory Science (TCORS) Oct. 2017
 “Effects of E-cigarette Advertisements on Adolescents’ Perceptions of Cigarettes”

PEER REVIEWED CONFERENCE PRESENTATIONS

1. **Kim, M., Jun, J., Zain, A., Kim, J., Alharbi, K., & Thrasher, J. F.** (October 2023). *Young adults’ responses to Philip Morris International’s messages promoting “smokefree” products.* 2023 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
2. **Kim, M., Liu, J., & Wang, Y.** (May 2023). Effects of explicit and implicit flavor names and images in menthol/mint-flavored ENDS packaging on product appeal. Oral presentation at 2023 International Communication Association (ICA) Annual Conference. Toronto, ON, Canada.
3. **Kim, M., Vassey, J., Li, D., Galimov, A., Han, E., Kirkpatrick, M.G., Stanton, C.A., Ozga J.E., Lee, S., Santoro, S., & Unger, J.B.** (March 2023). *Discussions of heated tobacco products on Twitter following the IQOS modified-risk tobacco product authorization and U.S. import ban.* 2023 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting, San Antonio, TX.
4. **Laestadius, L., Vassey, J., Kim, M., Ozga, J.E., Li, D., Stanton, C.A., Wipfli, H., & Unger, J.B.** (March 2023). *Themes in e-liquid concept names as a marketing tactic based on evidence from Premarket Tobacco Product Applications.* 2023 SRNT Annual Meeting, San Antonio, TX.
5. **Wang, Y., Liu, J. & Kim, M.** (March 2023). “Man-made” but may be “used to get people off of nicotine”: (Mis)perceptions about tobacco-free nicotine and synthetic nicotine. 2023 SRNT Annual Meeting, San Antonio, TX.

6. Liu, J., Wang, Y., & **Kim, M.** (March 2023). *Misperceptions about harms associated with synthetic nicotine and tobacco-free nicotine: Does current vaping status matter?* 2023 SRNT Annual Meeting, San Antonio, TX.
7. Ball, C., Fahrion, A., Morales, M., McDonald, A., Vogel, E.A., **Kim, M.**, & S.L. Watkins (March 2023). All bisexuals have a “crippling nicotine addiction”: An explorative study of user-generated e-cigarette messages on QueerTok. To be presented at the Public Health Conference of Iowa, Des Moines, IA.
8. Luu, M., Yu, E., Burke, N., Cheng, J., Choi, J., **Kim, M.**, Lor, D., Nguyen, T.T., Pham, M., Stewart, S., Thao, C., Wong, C., Wong, J., Wu, A., & Tsoh, J.Y. (November 2022). *Engaging Chinese and Vietnamese American participants via text messaging in COVID-19 health education.* Poster presentation at 2022 American Public Health Association (APHA) Annual Meeting, Boston, MA.
9. **Kim, M.** (May 2022). *Developing and pilot-testing culturally appropriate anti-smoking messages for Asian Americans: A Mixed-method approach.* Oral presentation at 2022 ICA Annual Conference. Paris, France.
10. **Kim, M.**, Watkins, S.L., Koester, K., & Ling, P. M. (October 2021). *Using narrated ‘unboxing’ interviews to capture US adult tobacco users’ responses to a new heated tobacco product.* 2021 APHA Annual Meeting, Denver, CO.
11. Nguyen, N., **Kim, M.**, Watkins, S.L., Koester, K., & Ling, P. M. (October 2021) *“I’m both smoking and vaping”:* Reasons for unsuccessful replacement of cigarette smoking with e-cigarette vaping among young adults. Panel presentation at the Fall 2021 NIH Tobacco Regulatory Science Meeting (virtual).
12. **Kim, M.** & Ling, P. M. (October 2020). Heated tobacco product marketing: Using brand names and branded components to avoid regulation. 2020 APHA Annual Meeting. (Virtual presentation due to COVID-19)
13. **Kim, M.** & Ling, P. M. (October 2020). Young adult poly-tobacco users’ response toward psychographically targeted anti-tobacco campaigns. 2020 APHA Annual Meeting. (Virtual presentation)
14. **Kim, M.**, Phan, P., Lee, I., & Tsoh, J. (May 2020). *Similar Faces, Familiar Contexts, Novel Stories: The Effects of Culturally Targeted Anti-Tobacco Messages for Eastern and Southeastern Asian Americans.* 2020 ICA Annual Conference. (Virtual presentation)
15. **Kim, M.** Watkins, S.L., Kim, H.C., Harvanko, A., Koester, K., Mock, J., Olson, S., Ling, P.M. (March 2020). *Unboxing IQOS – US Young Adult Poly-Tobacco Users’ Responses to Philip Morris’ New Heated Tobacco Product.* 2020 SRNT Annual Meeting, New Orleans, LA. (E-poster presentation; SRNT Travel Award)
16. **Kim, M.**, Guan, A., Yu, E., & Tsoh, J. (November 2019). *Asian American-targeted Tobacco-related Communication: A Systematic Review.* 2019 APHA Annual Meeting, Philadelphia, PA.
17. **Kim, M.**, Ling, P. M., & Halpern-Felsher, B. (June 2019). *The Effect of E-cigarette Advertisements on Youth’s Smoking Perception: An Experimental Study of Promoting E-cigarette as a Solution to Smoking.* 2019 Annual Meeting of the Canadian Communication Association, Vancouver, BC, Canada.
18. **Kim, M.**, Sangalang, A., & Moran, M. B. (November 2018). *A Review of Targeted Health Campaigns.* 2018 National Communication Association (NCA) Annual Conference, Salt Lake City, UT.
19. **Kim, M.**, Jordan, J., & Ling, P. M. (November 2018) *Young Adult’s Responses toward Peer Crowd Match in E-Cigarette Advertisements.* 2018 NCA Annual Conference, Salt Lake City, UT.

20. **Kim, M.**, & Ling, P. M. (October 2018). *Marketing of Heat-Not-Burn Tobacco Products Overseas*. 2018 National Summit on Smokeless Tobacco Product, Sacramento, CA.
21. **Kim, M.**, Jordan, J., & Ling, P. M. (May 2018). *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. 2018 ICA Annual Conference, Prague, Czech Republic.
22. **Kim, M.**, Ling, P. M., Ramamurthi, D. & Halpern-Felsher, B. (November 2017). *Adolescents' and Young Adults' Perceptions of E-cigarette Advertisements with Cessation Claims*. 2017 APHA Annual Meeting, Atlanta, GA.
23. **Kim, M.**, Jordan, J., & Ling, P. M. (October 2017) *Recognizing Peer Crowd-based Targeting in E-cigarette Advertisements: Interviews with Poly-tobacco Users*. 2017 NIH/FDA Tobacco Centers of Regulatory Science (TCORS) Grantee Meeting, Bethesda, MD.
24. Kim, H. S., Yang, S., **Kim, M.**, & Cappella, J. N. (June 2017). *Assessing the effectiveness of recommendation algorithms for health message design: An experiment*. Paper presented at the International Conference on Computational Social Science, Evanston, IL.
25. **Kim, M.** (May 2017). *When Similarity Strikes Back: The Positive and Negative Effect of Character-Audience Similarity in Anti-Smoking Campaigns*. 2017 ICA Annual Conference, San Diego, CA.
26. Sangalang, A. & **Kim, M.** (May 2017). *When Similarity Is Dissimilar: A Meta-Analysis of The Dimensions of Manipulated and Perceived Character-Audience Similarity on Engagement and Persuasion*. 2017 ICA Annual Conference, San Diego, CA.
27. **Kim, M.** & Popova, L. & Halpern-Felsher, B. & Ling, P. M. (November 2016). *Effects of E-Cigarette Advertisements on Adolescents' Perceptions of Tobacco Cigarettes*. 2016 NIH/FDA TCORS Grantee Meeting, Bethesda, MD.
28. **Kim, M.**, Lau, B., & Falk, E. (June 2016). *Objective and Perceived Similarity in Persuasion: Smoker-Audience Similarity in Anti-Smoking Campaigns*. 2016 ICA Annual Conference, Fukuoka, Japan.
29. **Kim, M.**, Baek, Y., Yang, S., Kim, H. & Cappella, J. N. (May 2015). *Analyzing Messages for Their Effectiveness: Content and Executional Features on Smoking Cessation Advertisements*. 2015 ICA Annual Conference, San Juan, PR.
30. **Kim, M.** & Cappella, J. N. (May 2014). *Efficient Versus Accurate Message Testing: Choosing an Optimal Sample Size to Evaluate Message Characteristics*. 2014 ICA Annual Conference, Seattle, WA.
31. **Kim, M.**, Shi, R. & Cappella, J. N. (November 2013). *Effect of Character-Audience Similarity on the Perceived Effectiveness of Anti-smoking PSAs via Engagement*. 2013 NCA Annual Conference, Washington DC. (*Health Communication Division Top Paper)
32. **Kim, M.** & Cappella, J. N. (November 2013). *Order Effect on Evaluation: Implication of Using Multiple Stimuli in Message Testing*. 2013 NCA Annual Conference, Washington DC.
33. **Kim, M.**, Shapiro, D., & Cappella, J. N. (October 2012). *Methodological Issues in Testing Messages*. 2012 NCI Center of Excellence in Cancer Communication Research (CECCR) II Grantee Meeting, Madison, WI.
34. **Kim, M.** & Lee, E.-J. (May 2011). *To Group or To List?: How the Layout of News Aggregation Websites Affects Selective Exposure*. 2011 ICA Annual Conference. Boston, MA.

35. **Kim, M.** & Lee, E.-J. (June 2010). *The End of Secondhand Smoking in Public Places?: Effects of Normative Appeal in the "Say No" Anti-Smoking Campaign*. 2010 ICA Annual Conference. Singapore.
36. Lee, E.-J., Jang, J. W. & **Kim, M.** (November 2009). *Interpersonal Interactivity in Online Journalism: What Do Readers' Comments on Internet News Sites Tell Us?* 2009 NCA Annual Conference. Chicago, IL.

TEACHING INTERESTS

Health communication, Communication and health disparities, Quantitative research methods, Experimental study design, Persuasion/strategic communication, Health-related marketing and counter-marketing campaigns

TEACHING & MENTORING EXPERIENCE

INSTRUCTOR OF RECORD

Applied Health Communication (Graduate – online asynchronous course), U of South Carolina	Fall 2022
Introduction to Health Promotion, Education, and Behavior (Undergrad), U of South Carolina	Spring 2022-23
Job Preparedness Workshop for Postdoctoral Fellows, UCSF	Fall 2018

TEACHING FELLOW

“Introduction to Communication Research” (Graduate), University of Pennsylvania	Fall 2013
“Communication and Persuasion” (Undergraduate), University of Pennsylvania	Spring 2013

GUEST LECTURES

<i>Heated Tobacco Products: Implications on US Tobacco Control Policy</i> , CSU East Bay	Spring 2021
<i>Research Methods in Community and Behavioral Health</i> (Graduate), University of Iowa	Fall 2020
<i>Introduction to Tobacco Control – Alternative tobacco products and harm reduction</i> , UCSF	Fall 2019
<i>Adolescent Health</i> (Graduate), Rutgers University	Winter 2011

PEDAGOGICAL TRAINING

Introduction to Online Teaching, U of South Carolina	May 2022
Science Teaching Effectiveness Program for Upcoming Professors (STEP-UP), UCSF	May 2018
Teaching Certificate, Center for Teaching and Learning (CTL), University of Pennsylvania	May 2014

STUDENTS MENTORED

U of South Carolina

Emily Hackworth, PhD Candidate (exp. 2024) – Secondary advisor & Dissertation committee
Charity Ntansah, PhD Student (exp. 2024) – Secondary advisor & Dissertation committee
Jaron King, PhD Student (exp. 2024) – Dissertation committee
Busola Ogunnaike, PhD Student (exp. 2024) – Dissertation committee
Lizeth Cruz, PhD Student (exp. 2026) – Secondary advisor
Yanwen Sun, PhD Student (exp. 2026) – Secondary advisor
Kim Le, PhD Student (exp. 2026) – Dissertation committee

Aishwarya Khemkar, PhD Student (exp. 2027) – Primary advisor

Riley O'Neal, Undergraduate Honors College Student (exp. 2024) – Honors thesis advisor

Tajanae Barton, Undergraduate Student – Social media research team (NIDA-funded R21)

Brianna Loewke, Undergraduate Student – Social media research team (NIDA-funded R21)

Holly Young, Undergraduate Student – Social media research team (NIDA-funded R21)

External mentoring/committee

Bolormaa Purevdorj, PhD Student (exp. 2024), Loma Linda University – Dissertation committee

SERVICE, GOVERNANCE, LEADERSHIP

PROFESSIONAL SERVICE

Journal editorial board

International Journal of Environmental Research and Public Health: 2020 – 2023

Topic advisory panel – Health communication and Informatics

Journal of the Korean Society for Research on Nicotine and Tobacco 2019 – Present

Journal peer reviewer

Addictive Behaviors 2018 – 2020, 2022

American Journal of Preventive Medicine 2018

Communication Monograph 2018

Communication Research 2018

Health Communication 2017 – 2021

Health Education Research 2023

International Journal of Communication 2019 – 2020

Journal of Adolescent Health 2022

Journal of Advertising 2020

Journal of Communication 2023 – 2024

Journal of Medical Internet Research 2022

Journal of Psychoactive Drugs 2018, 2021

Nicotine & Tobacco Research 2016, 2020 – 2023

Substance Use and Misuse 2019, 2022 – 2023

Tobacco Control 2017 – 2021, 2023, 2024

Tobacco Regulatory Science 2018 – 2019

Conferences peer reviewer

International Communication Association: 2015 – Present

Health Communication Division, Information Systems Division

Society for Research on Nicotine and Tobacco 2019

Planning committee, Marketing Influence Special Interest Group, 2019 – Present
Center for Coordination of Analytics, Science, Enhancement, and Logistics in Tobacco Regulatory Science (CASEL)

Graduate scholarship committee, Korea Foundation for Advanced Studies 2023

Policy advisor, Tobacco Ingredients and Additives Disclosure Act, Korea Health Promotion Institution 2018

Curriculum reviewer, Global Tobacco Certificate Program, Society for Research on Nicotine and Tobacco 2017

UNIVERSITY SERVICE

Admission committee , Certificate of Graduate Study in Health Communication, USC	2021 – Present
Faculty Search Committee , Dept. of Health Promotion, Education, and Behavior, USC	2022 – 2023
Fellowship Committee , Center for Tobacco Control Research and Education, UCSF	2017 – 2020
Professional Development Committee , Annenberg School for Communication, UPenn	2015 – 2016

NON-ACADEMIC PROFESSIONAL EXPERIENCE

The Boston Consulting Group Seoul, Korea
Associate Consultant 2006 – 2008

- Participated in management strategy projects for large national and international conglomerates, focusing on business and branding strategy development, market research, and analysis
- Led project modules managing several research assistants

Summer Associate Consultant 2005

- Developed product portfolio strategy for a leading Korean petrochemical manufacturing company
- Received a full-time employment offer based on the performance

Washington State Department of Community, Trade and Economic Development Seattle, WA
(currently Department of Commerce) 2004 – 2005

Intern, International Trade Division

- Conducted Washington state ICT market research; Supported trade event organizing and preparing