

# WOJIN KIM

Assistant Professor  
Department of Advertising, Public Relations, and Media Design  
University of Colorado Boulder

## EDUCATION

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2024 Ph.D., in Advertising, University of Illinois at Urbana-Champaign, USA  
2018 M.A., in Advertising, The University of Texas at Austin, USA  
2013 B.A., in Mass Communication, Sungkyunkwan University, South Korea

## ACADEMIC EMPLOYMENT

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2024 – present Assistant Professor, University of Colorado Boulder  
[ADPR 3301: *Social Media Strategies*]  
[ADPR 2004: *Introduction to Research Methods*]

2022 – 2024 Instructor, University of Illinois at Urbana-Champaign  
[ADV 360 & 460: *Innovations in Advertising*]

2019 – 2021 Graduate Teaching Assistant, University of Illinois at Urbana-Champaign  
2017 – 2018 Graduate Teaching Assistant, The University of Texas at Austin

## RESEARCH INTERESTS

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AI Advertising, AI Marketing, Digital Advertising, Cyber-ethics, Prosocial Behavior

## JOURNAL ARTICLES

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1. **Kim, W. J.**, Ryoo, Y., Lee, S. Y., & Lee, J. A. (2023). Chatbot Advertising as a Double-Edged Sword: The Roles of Regulatory Focus and Privacy Concern. *Journal of Advertising*.
2. **Kim, W. J.**, Ryoo, Y., Drumright, M., and Yoon, S. (2023). Hypocrisy Induction in Advertising, *Journal of Advertising*.
3. **Kim, W. J.** Ryoo, Y., & Choi, Y. K. (2024) That Uncanny Valley of Mind: When Anthropomorphic AI Agents Disrupt Personalized Advertising. *International Journal of Advertising*.
4. **Kim, W. J.**, Ryoo, Y., Yoon, S., & Kim, K. (2021). Ethical Dissonance in Environmental Advertising: Moderating Effects of Self-Benefit vs. Other-Benefit Appeals. *International Journal of Advertising*.
5. **Kim, W. J.** & Ryoo, Y. (2022). Hypocrisy Induction: Using Chatbots to Promote COVID-19 Social Distancing. *Cyberpsychology, Behavior, and Social Networking*.

6. Ryoo, Y. & **Kim, W. J.** (2024). [equal contribution]. Approach versus Avoidance: A Self-Regulatory Perspective on Hypocrisy Induction in Anti-Cyberbullying CSR Campaigns. *Journal of Business Ethics*.
7. Ryoo, Y. & **Kim, W. J.** (2023). Price-Ethicality Associations: When Price Discounts Inhibit Ethical Purchasing. *Journal of Business Research*.
8. Ryoo, Y., Jeon, Y. W., & **Kim, W. J.** (2024). The Blame Shift: Robot Service Failures Hold Service Firms More Accountable. *Journal of Business Research*.
9. Ryoo, Y. & **Kim, W. J.** (2023). Using Descriptive and Injunctive Norms to Encourage COVID-19 Social Distancing and Vaccinations. *Health Communication*.
10. Jin E. J, Ryoo, Y., **Kim W. J.**, & Song, Y. (2024). Bridging the Health Literacy Gap Through AI Chatbot Design: The Impact of Gender and Doctor Cues on Chatbot Trust and Acceptance. *Internet Research*.
11. Ham, C. D., Chung, U. C., **Kim, W. J.**, Lee, S. Y., & Oh, S. H. (2022). Greener than Others? Exploring Generational Differences in Green Purchase Intent. *International Journal of Market Research*.
12. Ryoo, Y., Kafili, S., Lee, J., **Kim, W. J.**, & Sung, Y. (2024). The impact of materialism and moral identity on post-neutralization behavior in social media environmental campaigns, *International Journal of Advertising*.
13. Lee, J. A., Lee, S. Y., Ryoo, Y., **Kim, W. J.**, & Sung, Y. (2022). The Psychological Consequences of Envy on Instagram. *Cyberpsychology, Behavior, and Social Networking*.
14. **Kim, W. J.**, & Han, E. Y. (2014). The Effects of Hypocrisy Induction on Brand Loyalty of Eco-friendly Products. *The Korean Journal of Advertising*, 25(7). 215-239.

#### **REVISION & UNDER-REVIEW**

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1. **Kim, W. J.** & Pyo, J. Opening the Black Box of Generative AI: Algorithmic Transparency as a Pathway to Disillusionment in AI (Under the 1<sup>st</sup> revision at: *New Media & Society*).
2. **Kim, W. J.** & Ryoo, Y. The Literacy Paradox: Does Enhancing AI Literacy Prevent or Facilitate Biased Perceptions of AI-Generated News Articles? (Under the 1<sup>st</sup> revision at: *International Journal of Information Management*).
3. **Kim, W. J.**, Ryoo, Y., Kim, E., & Stafford, M. The Paradox of AI Algorithmic Disclosure: Exploring Utilitarian versus Deontological Approaches in AI-Driven Prosocial Campaigns? (Under review at: *Journal of Business Ethics*).

4. **Kim, W. J.**, Lee, D. C., Heo, R., Park, S., Lee, Y., & Ham, C. D. AI-Driven Anthropocentric Knowledge: Theoretical Extensions Through Interactivity and Sociality Motivation in Advertising (Under review at *Journal of Advertising*).
5. **Kim, W. J.**, Lee, D. C., & Ham, C. D. Human vs. Artificial Intelligence: The Role of Agent Knowledge in Consumer Responses to AI Influencers, Moderated by Interactivity and Mediated by Anthropomorphism (Under review at *Journal of Advertising*).
6. Lee, S.W., **Kim, W. J.**, & Moon, W.K. How AI Assesses Human Vulnerability: Exploring the Effects of AI Cyberbullying Report Reviewer (Under review at: *International Journal of Human-Computer Studies*).
7. Chung, U. C., **Kim, W. J.**, Lee, S. Y., Park, S., & Jang, J. Political AI: How Ideological Alignment Shapes Consumer Responses to AI-Generated Public Service Announcements (Under review at *International Journal of Advertising*).
8. Lee, D. C., **Kim, W. J.**, & Ham, C. D. A Mismatched Mind and Appearance of Artificial Intelligence: Delving into the Uncanny Valley in Persuasion (Under review at *Journal of Business Research*).
9. Oh, S-H., Lee, S. Y., **Kim, W. J.**, Chung, U. C., & Ham C-D. Exploring the Effects of Different Media Platforms on Health Prevention for E-cigarettes Among Young Adults: Through the Lens of Influence of Presumed Media Influence (IPMI) and Differential-Impact Hypothesis (Under the 1<sup>st</sup> revision at: *Health Communication*).
10. Chung, U. C., Ham, C. D., Lee, S. Y., **Kim, W. J.**, & Oh, S. H. Ad-blocker (Under the 1<sup>st</sup> revision at: *Journal of Interactive Advertising*).
11. Chung, U. C., Ham, C. D., **Kim, W. J.**, & Lee, Y. A. Generation Gap in Digital Privacy: Exploring Motivations for Digital Privacy Protection Behaviors Across Generations in the US (Under review at: *Computers in Human Behavior*).

## **WORK-IN-PROGRESS**

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1. **Kim, W. J.**, Wang, Y., & Gangadharbatla, H. The Role of Attribution Knowledge and Context in the Perception of Human-Attributed versus AI-Attributed Advertising.
2. **Kim, W. J.** & Iyer, P. Artificial Empathy: Comparing the Prosocial Effects of AI vs. Human-Driven Personalization.
3. **Kim, W. J.** & Lee, S. How AI Approaches Moral Dilemmas: Exploring Mind Perception and Moral Decision-Making.
4. **Kim, W. J.**, Chung, U. C., Pyo, J., & Park, S. Explainable AI and Moral Decision Framing: Pathways to Algorithmic Authority or Algorithmic Aversion.

5. Ryoo, Y., **Kim, W. J.**, & Yim, M. Too Close, Too Soon: How Personalization Amplifies Social Etiquette in Human-Robot Interaction
6. Heo, R., Ryoo, Y., & **Kim, W. J.** When Robots Cross the Line: Consumer Reactions to Robots' Moral Violations.
7. Ryoo, Y., Kim, E., & **Kim, W. J.** Consumer Reactions to Brands' Sustainability Efforts Using Artificial Intelligence.
8. Park, S., Lee, Y., **Kim, W. J.**, & Ham, C. D. I Know You're There. I Can Hear You Breathing: The Role of AI Assistant Modality in Social Presence.
9. Jeon, Y. A., Ryoo, Y., & **Kim, W. J.** Constitutional AI: Exploring Ethical Boundaries and Governance in Artificial Intelligence Systems.
10. Lee, J. Y., Ryoo, Y., & **Kim, W. J.** The Ethical Paradox of Deepfake Advertising: Harnessing Deepfakes with Positive Intentions.

#### **SELECTED CONFERENCE PROCEEDINGS & PRESENTATIONS**

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1. **Kim, W. J.**, Wang, Y., & Gangadharbatla, H. (2025) The Double-Edged Sword of AI Literacy: How Greater Knowledge Undermines AI-Induced Hypocrisy. International Communication Association (ICA), Denver, CO. Jun.
2. **Kim, W. J.**, & Lee, S. (2025). The Transparency Paradox: Decoding the Backfire Effects of Algorithmic Transparency in AI-Driven Prosocial Behavior. International Communication Association (ICA), Denver, CO. Jun.
3. **Kim, W. J.** & Ham, C.D. (2025). When Humans Anthropomorphize Non-Humans: The Impact of Interactivity and Human Motivation on Anthropomorphism and Persuasion. International Communication Association (ICA), Denver, CO. Jun.
4. Lee, S. & **Kim, W. J.**, & Moon, W. K. (2025). How Dare You Decide? Exploring the Effects of AI Cyberbullying Report Reviewer. International Communication Association (ICA), Denver, CO. Jun.
5. **Kim, W. J.**, Ryoo, Y., Kim, E., & Stafford, M. (2025). Hero or Villain: The Paradox of AI Algorithmic Disclosure in Utilitarian Versus Deontological Ethics. American Academy of Advertising (AAA). Pittsburgh, PA. March.
6. **Kim, W. J.**, Ryoo, Y., & Jin E. J. (2025). It's Got to Be a Fair Game: A Social Exchange Perspective on Consumer Acceptance of AI-Driven Personalized. American Academy of Advertising (AAA). Pittsburgh, PA. March.
7. Quesenberry, K., Wang, Y., Coolson, M., Sussman, K., & **Kim, W. J.** (2025). Taming The AI Storm With Strategies For Advertising Educators. AI Teaching Frameworks, Integrations, Assignments, Topics And Approaches. American Academy of Advertising (AAA). Pittsburgh, PA. March.
8. **Kim, W. J.**, Ryoo, Y., Kim, E. J., & Stafford, M. R. (2024). The Dual Role of AI Algorithmic

Disclosure in Ethical Frameworks. ITS. Seoul, Korea. June.

9. **Kim, W. J.**, Lee, D. C., Heo, R., Park, S., Lee, Y., & Ham, C. D. (2024). When Lonely Hearts Meet Talkative Artificial Intelligence (AI) Chatbot: Exploring the Role of AI Interactivity in Sociality Motivation in the Context of AI-Powered Advertising. American Academy of Advertising (AAA). Portland, OR. March.
10. **Kim, W. J.**, Ryoo, Y., & Choi, Y. K. (2023). When Uncanny Resemblances Put Us on Edge: AI Anthropomorphism Negatively Impacts Self-Disclosure. Global Marketing Conference (GMC). Seoul, Korea. July.
11. **Kim, W. J.**, Pyo, J., Lee, D. C., Chung, U. C., & Ham, C. D. (2023) The Transparency Paradox: Decoding the Dual Effects of Algorithmic Transparency on the Perceived Credibility in AI Journalism. Korea Advertising Society (KAS) 2023 Global Colloquium, Gangneung, Korea. July.
12. **Kim, W. J.**, Lee, D. C., Chung, U. C., & Ham, C. D. (2023). Human vs. AI: The Role of Algorithmic Awareness in Consumer Responses to AI Influencers. Korea Advertising Society (KAS) 2023 Global Colloquium, Gangneung, Korea. July.
13. Ryoo, Y., **Kim, W. J.**, Soheil, K., & Heo, R. (2023). How Neutralization Affects Subsequent Prosocial Behaviors: The Roles of Materialism and Moral Identity. American Academy of Advertising (AAA). Denver, CO. March.
14. **Kim, W. J.**, Lee, D. C., & Ham, C. D. (2022). Human vs. Artificial Intelligence: The Role of Algorithmic Awareness in Consumer Responses to AI Influencers, Moderated by Interactivity and Mediated by Anthropomorphism. Association for Education in Journalism and Mass Communication (AEJMC). Detroit. August.
15. **Kim, W. J.**, Ryoo, Y., & Yoon, S. K. (2022). When Does Hypocrisy Induction Backfire? The Roles of Construal Level and Self-Construal. American Academy of Advertising (AAA). St. Petersburg, FL. February.
16. **Kim, W. J.**, Ryoo, Y., Lee, S. Y., & Lee, J. A. (2021). Chatbot Advertising as a Double-edged Sword: The Roles of Regulatory Focus, Ad Personalization, and Privacy Concern. American Academy of Advertising (AAA), Online, March.
17. **Kim, W. J.**, Ryoo, Y., Lee, S. Y., & Lee, J. A. (2021). Chatbot Advertising as a Double-edged Sword: The Roles of Regulatory Focus, Ad Personalization, and Privacy Concern. Korea Advertising Society (KAS) 2021 Global Colloquium, Gangneung, Korea. July.
18. **Kim, W. J.**, Ryoo, Y., Chung, U. C., & Kim, M, J. (2021). How Moral Failure Leverages Online Ethical Behaviors. American Academy of Advertising (AAA), Online, March.
19. **Kim, W. J.**, Ryoo, Y., & Yoon, S. K., Kim, K. (2020). Ethical Dissonance Influences on the Effectiveness of Other-Benefit versus Self-Benefit Appeals in Environmental Advertising. 2020 ICAMA-KAS International Conference. Online. October.
20. **Kim, W. J.**, & Chung, U.C. (2020). The Role of Hypocrisy Induction and Self-Construal Theory in Public Service Advertising for Stopping Illegal Downloading. American Academy of Advertising (AAA). Online. March.

21. Ham, C. D. & **Kim, W. J.** (2022). Incidental Experience of Regulatory Fit, Nonfit, and Processing Style: Consumers' Processing Mechanism of Online Behavioral Advertising (OBA). American Academy of Advertising (AAA). St. Petersburg, FL. February.
22. Ryoo, Y., Jeon, A., **Kim, W. J.**, & Jin, E. J. (2022). The Spillover Effect of Robot Service Failure on Service Firms. American Academy of Advertising (AAA). St. Petersburg, FL. February.
23. Lee, Y. H., Yoon, S. K., **Kim, W. J.**, & Ryoo, Y. (2022). Car Sharing Services: How Political Ideology Makes It Successful across Cultures. American Academy of Advertising (AAA). St. Petersburg, FL. February.
24. Ham, C. D., Chung, U. C., **Kim, W. J.**, Lee, S. Y., & Oh, S. H. (2021). Generation Gaps in Green Advertising. Korea Advertising Society (KAS) 2021 Global Colloquium, Gangneung, Korea. July.
25. Chung, U. C., Ham, C. D., Lee, S. Y., **Kim, W. J.**, & Oh, S. H. (2021). Ad block Walls and Psychological Reactance. Korea Advertising Society (KAS) 2021 Global Colloquium, Gangneung, Korea. July.
26. Ryoo, Y., Jeon, Y.W., & **Kim, W.J.** (2021). Attributions of Blame Following Robot Service Failure, The 2021 Korean Society for Consumer Advertising Psychology (KSCAP) Annual Convention, Online. May.
27. Chung U.C., Ham, C.D., Lee, S. Y., **Kim, W.J.**, & Oh, S. H. (2021). Understanding Ad-block Wall and Its Effects on Online Publisher and Advertising through Psychological Reactance. Association for Education in Journalism and Mass Communication (AEJMC). Online. August.
28. Oh, S-H., Lee, S. Y., **Kim, W. J.**, Chung, U. C., & Ham C. D. (2021). The Differential Effects of News Media and Social Media on Health Prevention for E-cigarettes: Focusing on the Mediating Role of the Influence of Presumed Media Influence. Association for Education in Journalism and Mass Communication (AEJMC). Online. August.
29. Lee, J. A., Lee, S. Y., Ryoo, Y., & **Kim, W. J.** (2021). Envyng social media influencers makes me happy because I am inspired. International Communication Association (ICA), Online. March.
30. Ham, C. D., Chung, U.C., **Kim, W. J.**, Lee, S. Y., & Oh, S. H. (2021). Greener than Others? Exploring Generational Differences in Green Perceptions and Purchase Intentions of the US Consumer: Consumer Socialization and Social Intelligence Perspectives. American Academy of Advertising (AAA), Online, March.
31. Ryoo, Y., Soheil, K. Lee, JA, **Kim, W. J.**, & Sung, Y. (2020). When Does (Does not) Neutralization Lead to Prosocial Actions?, 2020 ICAMA-KAS International Conference. Online. October.
32. **Kim, W. J.**, Ryoo, Y., & Jin, E. J. (2018). Your Voice, Your Choice, Vote for a Better World: Effective Election Advertising with Hypocrisy Induction and Regulatory Focus Theory. National Communication Association (NCA), Salt Lake City, UT, November.
33. Ryoo, Y., **Kim, W. J.**, & Jin, E. J. (2018). The Effect of Ad Appeals on Materialistic

Consumers' Ethical Purchase. Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C. August.

34. Lee, W. S., **Kim, W. J.** (2016). Relationship Cultivation Strategies on Global Art Museum's Facebook Fan Pages. Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN, August.
35. Park, C.H., Han, W. K., & **Kim, W. J.** (2013). Message Frames and Regulatory Focus in Political Advertising Moderating Effect of Issue Involvement. International Business and Social Sciences Research Conference, World Business Institute. Cancun, Mexico. December.

## **TEACHING EXPERIENCES**

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### **University of Colorado Boulder**

*Assistant Professor*

2025 Spring

APRD 3301: Social Media Strategies

APRD 2004: Introduction to Research Methods

2024 Fall

APRD 3301: Social Media Strategies

### **University of Illinois Urbana-Champaign**

*Instructor*

2022 Fall

ADV 460: Innovations in Advertising

2023 Spring

ADV 460: Innovations in Advertising

2023 Fall

ADV 360: Innovations in Advertising

*Teaching Assistant*

2022 Spring

ADV 283: Advertising and Brand Strategy

2021 Fall

ADV 283: Advertising and Brand Strategy

2021 Spring

ADV 150: Introduction to Advertising

2020 Fall

ADV 150: Introduction to Advertising

2020 Spring

ADV 150: Introduction to Advertising

2019 Fall

ADV 150: Introduction to Advertising

### **The University of Texas at Austin**

*Teaching Assistant*

2018 Spring

ADV 315: Consumer Behavior

2017 Fall

ADV 315: Health Communication

## **FELLOWSHIP & SCHOLARSHIP**

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1. James Webb Young Travel Fund, Charles H. Sandage Department of Advertising, Spring, 2024
2. ICR Conference Presentation Travel Award, 2024
3. S. Watson and Elizabeth S. Dunn Fellowship, 2024

4. American Academy of Advertising (AAA) Doctoral Dissertation Award, 2024
5. American Academy of Advertising (AAA) Graduate Student Scholarships, 2022
6. American Academy of Advertising (AAA) Graduate Student Scholarships, 2021
7. Best Paper of the Korea Advertising Society, Global Colloquium, 2021
8. Best Conference Paper Award, Korean Society for Consumer Advertising Psychology Annual Convention, 2021
9. Graduate Student Conference Scholarship, University of Illinois at Urbana-Champaign, 2021
10. General ISSS Financial Award, University of Texas at Austin, 2018
11. General ISSS Financial Award, University of Texas at Austin, 2017
12. Academic Excellence Scholarship, Sungkyunkwan University, 2012
13. Academic Excellence Scholarship, Sungkyunkwan University, 2011
14. Academic Excellence Scholarship, Sungkyunkwan University, 2010

## **THESIS**

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1. The Public Service Advertising Preventing Illegal downloading (2018). *University of Texas at Austin*.
2. When Humans Anthropomorphize AI Influencers: Examining the Role of Human Motivations of Attitude toward Advertising, E-WOM, and Purchase Intention (2023). *University of Illinois at Urbana-Champaign*.

## **JOURNAL REVIEW**

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1. IJA-2024-0069. *International Journal of Advertising*.
2. IJA-2024-0173. *International Journal of Advertising*.
3. IJA-2024-0259. *International Journal of Advertising*.
4. UJCI-2023-0077. *Journal of Current Issues & Research in Advertising*.
5. UJIA-2024-0142. *Journal of Interactive Advertising*.