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Education

University of Texas at Austin, Texas, USA

- Ph.D. in Advertising, August 2024
- M.A. in Advertising, May 2020

Chung-Ang University, Seoul, South Korea

- M.A. in Consumer and Advertising Psychology, August 2016
- B.A. in Advertising and Public Relations, August 2014

Peer-Reviewed Publications

Nah, S., Williamson, D. L., Kahlor, L. A., Atkinson, L., Upshaw, S., & N'Tang Beb, J. L. (in press). The roles of social media use and medical miscommunication in the effectiveness of mass media health communication campaigns. *Journal of Health Communication*, 28(9), 619–632.

COVID-19 vaccine hesitancy in Cameroon: The role of medical mistrust and social media use. *Journal of Health Communication*, 28(9), 619–632.

Nah, S., Oh, J., & Atkinson, L. (2023). Interactive health messages work better for those who feel less in control: The role of external locus of control and risk perception. *Journal of Health Communication*, 28(5), 321–334.

Nah, S., & Oh, J. (2023). Interactivity can enhance the effectiveness of threat appeals: Implications for preventive health websites. *Health Communication*, 38(1), 141–151.

Khoo, G. S., Oh, J., & **Nah, S.** (2021). Staying-at-home with tragedy: Self-expansion through narratives promotes positive coping with identity threat. *Human Communication Research*, 47(3), 309–334.

Environmental Communication, 15(3), 1–18.

Oh, J., Sudarshan, S., Jin, E., **Nah, S.**, & Yu, N. (2020). How 360-degree video influences content perceptions and environmental behavior: The moderating effect of environmental self-efficacy. *Science Communication*, 42(4), 423–453.

Kim, J., & **Nah, S.** (2016). The effect of tensile price claims on purchase intention: Focusing on timing of discount and term of discount. *The Korean Journal of Advertising*, 27(6), 149–177.

Book Chapter

Oh, J., & **Nah, S.** Engagement at first sight: Persuasive potential of interactive health campaigns and target audience factors. Invited Chapter in the *Routledge Handbook of Digital Advertising*. **(Expected to be published in 2024)**

Peer-Reviewed Conference Presentations

Nah, S., Atkinson, L., & Oh, J. (2022, November). *The moderating role of external locus of control in the effectiveness of interactive health websites*. Paper presented at the 108th annual convention of the National Communication Association (NCA), New Orleans, LA.

Khoo, G. S., Oh, J., & **Nah, S.** (2021, May). *TEBOTS in a lockdown: Boundary expansion promotes coping with pandemic threat*. Paper presented at the 71st annual convention of the International Communication Association (ICA), Virtual Conference.

- Graduate School Continuing Fellowship, University of Texas at Austin, 2020–2024
- Moody College of Communication Graduate Fellowship, University of Texas at Austin, 2020–2024
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