

Gyo Hyun Koo

Website: <https://sites.google.com/view/ghkoo>

Online Textbook for Computational Methods: <https://ghkoo.github.io/textbook/>

ACADEMIC APPOINTMENT

Howard University, Washington, DC
Assistant Professor, Communication, Culture & Media

EDUCATION

The University of Texas at Austin, Austin, TX
Ph.D., Journalism & Media

RESEARCH & TEACHING INTERESTS

- Emerging Media & Technology
- Political Communication and Public Opinion
- Health Communication
- Experimental and Computational Methods

GRANT

KACA-KF Emerging Scholarship Grant (\$1,000)

Project: “AI-Assisted Electoral Decision-Making among Korean Americans.”

- *Grantee*, 2026 Korean American Communication Association-Korean Foundation (KF). (2026)

Mass Communication & Society Faculty Research Award (\$10,000)

Project: “Culture-Centered Strategies for Misinformation Intervention:
Advancing Authentic Communication Across Racial/Ethnic Communities.”

- *Grantee*, Association for Education in Journalism and Mass Communication. (2025)

Gene Burd Grant for Research in Urban Journalism Studies (\$2,500)

Project: “Promoting Inclusive Narratives: Enhancing Community-Driven
Journalism in Reporting Urban Youth Crime.”

- *Grantee*, Association for Education in Journalism and Mass Communication. (2024)

AWARDS

Best Practices in Teaching Competition, 1st place (\$300)

“Building Purpose-Driven AI Chatbots for Inclusive Health Communication”,
AEJMC Standing Committee on Teaching (2026)

Top Faculty Paper Award, LGBTQ Interest Group, AEJMC (2023)

Second Place Top Faculty Paper Award, Mass Comm & Society Division,
AEJMC (2023)

PUBLICATIONS (18)

1. **Koo, G. H. (2026).** Agenda Setting in Liberal and Conservative Media Coverage of COVID-19 Vaccination: The Roles of News Skepticism and Cynicism in Issue Importance and Vaccine Confidence. *Mass Communication and Society*, 1–16.
<https://doi.org/10.1080/15205436.2026.2703969>
2. **Koo, G. H. & Clemente, D. (2026).** When identities go viral: Themes and aversiveness in TikTok discourse on Kamala Harris’s intersectional

- identities during the 2024 U.S. election. *International Journal of Communication*. 20. 1362–1379. <https://doi.org/10.65476/187qx715>
3. **Koo, G. H.**, & Farquharson, K. (2025). Representing public opinion: examining ideological extremity and incivility in news exemplifications. *Journalism Practice*. <https://doi.org/10.1080/17512786.2025.2586056>
4. Chen, B., & **Koo, G. H.** (2025). Different Country, Different Truth? A Cross-Country Comparison of Fact-Checking Journalism During Public Health Crises. *Journalism Studies*, 1–22. <https://doi.org/10.1080/1461670X.2025.2562141>
5. **Koo, G. H.** & Coleman, R. (2025). Solutions-oriented Framing and Responsibility Attribution in Urban Youth Crime: Effects on Policy Support and the Mediating Role of Emotions and Social Inequality Perception. *Journalism Studies*, 26(15). <https://doi.org/10.1080/1461670X.2025.2546842>
6. **Koo, G. H.**, Lukito, J., Masullo, G. M., Overgaard, C. S. B., & Orr, B. (2025). The Consequences of “The Bird is Free”: A Computational Analysis of Aversive LGBTQIA+ Tweets and Engagement Trends Before and After Elon Musk Dismantled the Platform’s Moderation System. *New Media & Society*. 1-22. <https://doi.org/10.1177/14614448251356240>
7. **Koo, G. H.**, Wilner, T., & McCann, C. (2025). Defining and Validating News Skepticism: Distinctions from News Trust and Cynicism, and Links to News Literacy and Misinformation Belief. *Mass Communication and Society*. 1-20. <https://doi.org/10.1080/15205436.2025.2534983>
8. **Koo, G. H.**, Johnson, T. J., Santillana, M., & Jeon, G. (2025). Toxicity of political participation and news cynicism: How social media news use predicts disinformation beliefs and support for political violence. *Journal of Information Technology & Politics*. 1-17. <https://doi.org/10.1080/19331681.2025.2504518>
9. **Koo, G. H.**, Kim, S., Lin, Z., Johnson, T. J., Jung, S., & Hürdoğan, S. (2025). HIV Conspiracy Beliefs Among Black LGBTQ+ People: The Roles of Public Health Sources, Social Media, Algorithmic Assistants, and Religious Leaders. *Health Communication*, 40(12), 2730–2744. <https://doi.org/10.1080/10410236.2025.2479636>
10. **Koo, G. H.**, & Chen, B. (2025). Far-right conspiracies and online engagement: how #stopthesteal leveraged moral appeals, group identity, and #Blacklivesmatter to capture audience attention on Parler. *Journal of Information Technology & Politics*. 1-15. <https://doi.org/10.1080/19331681.2025.2468948>
11. **Koo, G. H.**, Masullo, G. M., Orr, B., & Huang, E. (2024). “What flipping right does a teacher have to say being [LGBTQ+] is okay?”: Understanding Twitter

discourse around U.S. anti-LGBTQIA+ legislation. *Howard Journal of Communications*. <https://doi.org/10.1080/10646175.2024.2421859>

12. **Koo, G. H.**, & Chen, B. (2024). It's not just "8 dead": Examining News and Twitter's social construction of the Atlanta spa shootings through the lens of networked gatekeeping and affective publics. *Social Media + Society*. 10(3). <https://doi.org/10.1177/20563051241269278>
13. Chen, B., Lukito, J., & **Koo, G. H.** (2023). Comparing the #StopTheSteal movement across multiple platforms: Differentiating discourse on Facebook, Twitter, and Parler. *Social Media + Society*. 9(3). <https://doi.org/10.1177/20563051231196879>
14. **Koo, G. H.**, Johnson, T. J., Lee, T., & Jia, C. (2023). Politically contested beliefs: Support for Trump better predicts having inaccurate beliefs about COVID-19 than conservative/Republican political identity. *Mass Communication and Society*. 26(2). <https://doi.org/10.1080/15205436.2022.2144380>
15. Lee, T., & **Koo, G. H.** (2022). What drives belief in COVID-19 conspiracy theories? Examining the role of uncertainty, negative emotions, and perceived relevance and threat. *Health Communication*. <https://doi.org/10.1080/10410236.2022.2134703>
16. Chen, B., & **Koo, G. H.** (2022). Journalistic roles and news framing: a comparative framing analysis of COVID-19 pandemic across China, South Korea, and the United States. *International Journal of Communication*. 16. 4254-4274. <https://ojs3.ijoc.org/index.php/ijoc/article/view/19479/3879>
17. Peifer, J. T., Lee, T. & **Koo, G. H.** (2022). Selectively sharing satirical news: Strengthening an empirical understanding of how agreement, mirth, and perceived informativeness contribute to the diffusion of mediated comedy. *Computers in Human Behavior*. 128. <https://doi.org/10.1016/j.chb.2021.107108>
18. **Koo, G. H.** (2021). Are you frightened? Children's cognitive and affective reactions to news coverage of school shootings. *Mass Communication and Society*. 24(6). <https://doi.org/10.1080/15205436.2021.1996609>

TEACHING

- Computational Methods and Data Science
- Communication Theory & Research Foundations
- Technology & Health Communication
- Political Communication and Public Opinion
- Health Communication Seminar
- Ethical Issues in Communication

MEDIA APPEARANCES

Goitia-Doran, S. (September 9, 2024). [“Rage Bait” is making users mad and content creators money](#). *The Hilltop*. *Invited for expert interview*