

# SOYA NAH

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## Education

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### 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

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**Nah, S.**, Williamson, D. L., Kahlor, L. A., Atkinson, L., Upshaw, S., & N'Tang Bebe, J. L. (in press). The roles of social media use and medical mistrust in Black Americans' COVID-19 vaccine hesitancy: The RISP model perspective. *Health Communication*.

**Nah, S.**, Williamson, D. L., Kahlor, L. A., Atkinson, L., N'Tang Bebe, J. L., & Upshaw, S. 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.

Oh, J., Jin, E., Sudarshan, S., **Nah, S.**, & Yu, N. (2021). Does 360-degree video enhance engagement with global warming?: The mediating role of spatial presence and emotions.

*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**

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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**

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**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 108<sup>th</sup> 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 71<sup>st</sup> annual convention of the International Communication Association (ICA), Virtual Conference.

**Nah, S.**, & Oh, J. (2020, November). *How does interactivity promote preventive health behavior? The mediating roles of disgust and perceived threat*. Paper presented at the 106<sup>th</sup> annual convention of the National Communication Association (NCA), Virtual Conference.

Oh, J., Sudarshan, S., Jin, E., **Nah, S.**, & Yu, N. (2020, May). *360-degree video persuades high environmental-efficacy users: The interaction effects between interactivity and self-efficacy on content perceptions and behavioral intention*. Paper presented at the 70<sup>th</sup> annual convention of the International Communication Association (ICA), Virtual Conference. **(Top Paper Award: Communication & Technology Division)**

Oh, J., Jin, E., Sudarshan, S., **Nah, S.**, & Yu, N. (2019, November). *Feeling just peaceful: The negative impact of interactive 360-degree videos on environmental engagement*. Paper presented at the 105<sup>th</sup> annual convention of the National Communication Association (NCA), Baltimore, MD.

Kim, J., & **Nah, S.** (2015, October). *The effect of temporal distance between timing of presentation of tensile price claims and timing of discount on purchase intention*. Paper presented at the Korea Advertising Society Symposium (KAS), Seoul, South Korea.

Kim, J., & Nah, S. (2015, August). *Bigger does not necessarily mean better – The effect of tensile price claims and temporal distance on visiting intention*. Paper presented at the Korean Psychological Association Symposium (KPA), Seoul, South Korea.

Kim, J., Kyung, S., & Nah, S. (2014, November). *How the first digits of odd prices affect price discount perception: Focusing on cognitive accessibility and subjective categorization*. Paper presented at the Korean Society for Consumer Advertising Psychology Symposium (KSCAP), Seoul, South Korea.

Kim, J., Kyung, S., & Nah, S. (2014, August). *Cognitive accessibility of the first digits of prices affects information processing of 9-ending prices*. Paper presented at the Korean Psychological Association Symposium (KPA), Seoul, South Korea.

## Teaching Experience at the University of Texas at Austin

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### Teaching Assistant

- Spring 2024 | Advertising/PR Research
- Fall 2023, Spring 2022, and Fall 2021 | Advertising/PR Internship
- Spring 2021 and Fall 2020 | Media Investments
- Spring 2021 | Integrated Communication Campaigns
- Fall 2020 | Integrated Communication Management

## Funding Activities

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### Research Assistant in the Center for Media Engagement at the University of Texas at Austin

- Summer 2022 | Collaborated and served as first author on several grant-funded studies, including one supported by Meta and Merck’s Global Impact Vaccine Confidence Fund to study vaccine hesitancy among Black Americans and Cameroonians.

### Principal Investigator

- Texas Center for Equity Promotion (TexCEP) Graduate Scholars Research Funding, 2024 | Address health and/or education inequities by applying a scientific equity approach.

## Journal Reviewer

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- *Health Communication*, 2022–2023
- *Journal of Advertising (Doctoral Student Reviewer Training Program)*, 2022–2023

## Honors, Awards & Fellowships

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- Moody College Jesse H. Jones Fellowship, 2023–2024
- Hart Award, University of Texas at Austin, 2023
- University Graduate Continuing Fellowship, University of Texas at Austin, 2022–2023

- Graduate School Continuing Fellowship, University of Texas at Austin, 2020–2024
- Moody College of Communication Graduate Fellowship, University of Texas at Austin, 2020–2024
- Top Paper Award, Communication & Technology Division of NCA, 2020
- Excellence Scholarship for Current Students, Chung-Ang University, 2016
- National Humanities and Social Sciences Graduate Research Scholarship, Korea Student Aid Foundation, 2015

### **Citation Metrics**

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- Google Scholar: <https://scholar.google.com/citations?hl=en&user=HXyOfdoAAAAJ>
- ResearchGate: <https://www.researchgate.net/profile/Soya-Nah/research>