

CURRICULUM VITAE

Lydia Yun

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1. EDUCATION

University of Florida, Gainesville, FL

Master of Science Degree in Sport Management, May 3, 2022

GPA: 4.0/4.0

Thesis Title: The antecedents and consequences of perceived authenticity of sport related YouTube channels

Seoul National University, Seoul, Republic of Korea

Bachelor of Sport Science Degree in Physical Education, February 26, 2019

GPA: 3.79/4.0 (Honors-Summa cum laude)

2. RESEARCH INTERESTS

- Sport consumer behavior-decision making and e-WOM
- Sport media-social media

My primary research interest is sport consumer behavior, especially in sport media context. With the development of the Internet, consumers are exposed to vast amount of information and advertisements through social media rather than through traditional media. Therefore, research on consumer behavior related to sports content on social media channels are crucial for marketers and content creators for them to better understand their consumers who are heavily influenced by social media content daily. In line with this trend, I would like to provide practical implications to social media content creators by analyzing factors that are considered significant in sport-related content in social media by revealing consumers' socio-psychological process of consuming content. Currently, my research is being conducted in the YouTube context, focusing on the concept of perceived authenticity. Several studies revealed that authenticity is an important and significant factor in marketing as the advent of the information age leads to the wide exposure and trust of false information by the public. Therefore, I would like to expand my current research to cover the diverse social media channels (e.g., Instagram, Facebook). Moreover, based on strong theory and new concepts, I will further investigate the factors that make sport-related social media content and advertisement more influential and impactful. However, as my main research interest is sport consumer behavior, I will not limit my research in social media context. Rather, I also plan on researching on consumer behaviors in diverse contexts such as sport merchandise purchase decisions as my current research is on the effect of self-presentation on brand conspicuousness preference.

3. RESEARCH

1. Yun, L., Ko, Y. J., Chang, Y., & Shin, J. (In progress). The antecedents and consequences of perceived authenticity of sport related YouTube channels. To be submitted to: *Journal of Sport Management*.
2. Yoo, S., Yun, L., Kang, P., & Ko, Y. J. (In progress). The effect of self-presentation on brand conspicuousness preference: The moderating role of homogeneity of sports fan community. To be submitted to: *Journal of Sport Management*.

4. TEACHING/ADMINISTRATION EXPERIENCES

Teaching Assistant (Grader, OPS), Department of Sport Management- University of Florida (August 2021~ Present)

- Graded discussion board for SPM 3012 Social Issues in Sport
- Graded worksheets and homework for SPM 4515 Sport Business/Finance
- Graded weekly assignments and case analysis for HLP 6515 Evaluation Procedures

Korean language instructor of Gainesville Korean School (August 2019 ~December 2021)

- Designed lesson plans and created class materials using K-pop and Korean traditional fairy tales for students to approach the Korean language more ease
- Taught Korean from low level to advanced level to children and adults whose first language is English

Trainee teacher – High School Teaching Practicum (April ~May 2018)

- Designed lesson plans that involved creating worksheets and Power Point presentations
- Taught core topics on badminton and ballet
- Prepared and ran an annual sports festival
- Observed multiple classes in high school and elementary school
- Counseled high school students about their career plans and concerns
Evaluated and shared feedbacks on colleagues' teaching skills and contents

Teaching assistant for ballet at Seoul National University Center for the Educare Service and Research (March 2016 ~May 2017)

- Taught basic ballet movements to pre-school students
- Developed ballet class curriculum that based on various plays

Tiqui-Taca Club (Community Education Service) member - Department of Physical Education (March 2016 ~May 2017)

- Instructed and led middle school students to choreograph their dance performances
- Taught line dancing and dance sports to high school students
- Led the debate on sports issues
- Prepared a lecture on general information of physical education and career planning

- Guided several recreational events including Korean traditional games and WOD program
- Counseled high school students about their career plans and concerns

Movement Development Internship, Motor Learning Lab in Department of Sport Science - Seoul National University (September ~December 2015)

- Taught pre-school students on how to improve their mobility
- Designed various obstacle programs to improve basic physical movements of students
- Documented weekly reports to record and identify students' strengths and weaknesses
- Evaluated the efficacy of the programs through meetings and discussions

5. SERVICE AND LEADERSHIP

Korean Health and Human Performance (KHHP) Vice President – University of Florida (Fall 2022 ~ Spring 2023)

- Directed the opening event and sporting event
- Managed the annual budget
- Participated in the meetings to discuss the yearly plan, financial aspects, etc.

KSA Dance Team President – University of Florida (Spring 2022 ~ Present)

- Managed the annual budget of the group
- Lead weekly class for stretching and ballet
- Choreographed for the end of semester presentation

Graduate Assistant (OPS), Department of Sport Management- University of Florida (Fall 2021 ~ Summer 2022)

- Developed and managed internship/alumni data to report graduates' employment status
- Categorized and cleansed data to make statistically meaningful values
- Organized and researched the history of the SPM department to make the document of SPM legacy and history for department promotion

Student Government Member - Department of Physical Education (March ~December 2017)

- Discussed about departmental agendas at weekly meetings
- Worked at the information desk for student government elections
- Enacted departmental regulations
- Directed the 'Body. Mind. Knowledge' Walk event
- Participated in the general student body meeting

Dance team Member & Captain- Seoul National University Center for Sport Development & Promotion (March 2015 ~December 2017)

- Directed and designed historical event performances by incorporating Korean traditional dance, Modern dance, and Ballet
- Managed the group's annual budget through careful planning
- Presented numerous aspects of performing arts at conferences
- Scheduled practice dates for 2017 as team captain
- Choreographed and participated in 'The Dance for Reunification flash mob'
- Organized freshman orientation, public performances, and annual productions
- Lectured about future career planning for middle school students

6. SCHOLARSHIPS & CERTIFICATES

Seoul National University

- Eminence scholarship (2016; 2017; 2018)
- Yang Cheon-Shik scholarship (2017)
- Merit-based scholarship (2015; 2016; 2017)
- Teacher's Certificate (Ministry of Education, Republic of Korea) (2019)

University of Florida

- Scholarship Award Nominee of ELI program (2019)
- Semester Certificate of ELI program (2019)
- Fellowship for the Ph.D. program in Sport management (2022)