

**Seunghwan (Shawn) Yoo**

Louisiana State University ▪ Department of Sociology ▪ 135 Stubbs Hall

Email: syoo7@lsu.edu ▪ Website: <https://shawnyoo.notion.site>**EDUCATION**

08/2021 – Present	Louisiana State University	Doctoral Student, Sociology
2024	Louisiana State University	M.A. Sociology
	Thesis: “Justice Shift and Women in Abortion: Narratives about Women Conservative and Liberal Media Across 2009-2022.”	
2017	Jeonbuk National University	M.A. Sociology
	Thesis: “Images of Father and Mother in Moral Education Textbooks Examined through Topic Modeling Method.”	
2015	Jeonbuk National University	B.A. Sociology

**RESEARCH INTERESTS**

Social Demography, Marriage &amp; Fertility, Digital Media, Narrative &amp; Public Discourse, Social Inequality

**CURRENT WORKING PAPERS**

- Yoo, Seunghwan. “Justice Shift and Women in Abortion: Narratives about Women Conservative and Liberal Media Across 2009-2022.” (Master Thesis) Under Review
- Yoo, Seunghwan and Rackin, Heather. “Beyond Material Conditions: How Subjective Perceptions Shape Fertility Intentions in South Korea.” Under Review
- Yoo, Seunghwan. “Digital Media Usage and Parenthood Desires: Gender Differences Among American Adolescents Before and After the Pandemic.”

**PEER-REVIEWED JOURNALS**

- Rackin, Heather, Christina Gibson-Davis, Courtney Williams, Dustin Hughes, and Seunghwan Yoo. “Partisan Divergence in Fertility Change before and during the COVID-19 Pandemic in Florida.” *Population Research and Policy Review*. Forthcoming
- Nahm, Choon-Ho and Yoo, Seunghwan. 2022. “The Factory Landscape of the 1950s and 1960s and the Daily life of a Casting Worker-Using Text Mining Analysis of Incheon Diary-.” *Journal of Local History and Culture* 25(1): 7-45
- Nahm, Choon-Ho and Yoo, Seunghwan. 2021. “An Analysis of Youth Discourse and Youth Concept in the Media Using Text Mining.” *Journal of Regional Studies* 29(4): 237-266.
- Seol, Dong-Hoon., Ko, Jae-Hun., Yoo, Seunghwan and Lee, Kee-Jae. 2020. “Content Analysis of Papers Published and Presented at the Korean Association for Survey Research, 1999-2019:

Continuation and Change in Disciplines, Methodologies, Research Objects, and Techniques of Data Analysis.” *Survey Research* 21(1): 1-32.

- Seol, Dong-Hoon, Ko, Jae-Hun and Yoo, Seunghwan. 2018. “Korean Sociological Association and Sociological Research: Changes in the Areas of Sociology in Korea 1964-2017.” *Korean Journal of Sociology* 52(1): 153-213.
- Yoo, Seunghwan and Nahm, Choon-Ho. 2017. “An Analysis of the Father’s Image and the Mother’s Image in Elementary School Moral Textbooks - Focusing on Topic Modeling Analysis of Moral Textbooks of the First through 2009 Revised National Curriculum.” *Theory and Research in Citizenship Education* 49(2): 89-122.

### CONFERENCE PRESENTATIONS

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- Yoo, Seunghwan. “Between Screens and Parenthood: Pre- vs. Post COVID-19 Analysis of Adolescents' Screen Time, Happiness, and Gender.” Roundtable Session. American Sociological Association Annual Meeting. August 9, 2025. Chicago, Illinois.
- Yoo, Seunghwan, Heather Rackin, and Alexandra Noël. “Tobacco and E-cigarette Use During Pregnancy in Louisiana: Consumption Patterns, Maternal Trajectories, and Birth Outcomes.” Poster Presentation. LSUHSC-BR Emergency Medicine Research Day. May 2025. Baton Rouge, Louisiana.
- Yoo, Seunghwan. “Digital Media Usage and Parenthood Desires: Gender Differences Among American Adolescents Before and After the Pandemic.” Oral Presentation. Population Association of American Annual Meeting. April 2025. Washington, D.C.
- Yoo, Seunghwan and Rackin, Heather. “Beyond Material Conditions: How Subjective Perceptions Shape Fertility Intentions in South Korea.” Poster Session. Population Association of American Annual Meeting. April 2025. Washington, D.C.
- Yoo, Seunghwan and Rackin, Heather. “Women in Focus: A Word-Network Analysis of Abortion Discourse Amidst Polarized Media and Judicial Transitions, 2009-2022.” Flash Paper Session. Population Association of American Annual Meeting. April 2024. Columbus, Ohio
- Yoo, Seunghwan and Rackin, Heather. “When It Comes to Abortion, Who Is a Person? The Opposing Depictions of Women and Babies in Fox News and MSNBC Media From 2009 to 2020.” Poster Session. LSU Graduate Research Conference. April 2023. Baton Rouge, Louisiana
- Yoo, Seunghwan and Rackin, Heather. “When It Comes to Abortion, Who Is a Person? The Opposing Depictions of Women and Babies in Fox News and MSNBC Media From 2009 to 2020.” Poster Session. Population Association of American Annual Meeting. April 2023. New Orleans, Louisiana
- Nahm, Choon-Ho, and Yoo, Seunghwan. 2020. “Analysis of Social Prejudices and Biases Using Word Embedding.” Annual Conference of Korean Society for Cultural Anthropology, Seoul, Republic of Korea

- Seol, Dong-Hoon, Jae-Hun Ko, Yoo, Seunghwan and Kee-Jae Lee. 2019. "Content Analysis of Papers Published and Presented at the Korean Association for Survey Research, 1999-2019." The Korean Association for Survey Research Conference, Seoul, Republic of Korea
- Nahm, Choon-Ho, and Yoo, Seunghwan. 2018. "The Change of Youth ("Chungnyun") Discourse in Korean Media." International Sociological Association (ISA) Research Committee on Social Stratification and Mobility (RC28) Spring Meeting, Seoul, Republic of Korea
- Seol, Dong-Hoon, Jae-Hun Ko, and Yoo, Seunghwan. 2017. "Korean Sociological Association and Korean Sociology 1964-2017." Annual Conference of the Korean Sociological Association, Seoul, Republic of Korea
- Nahm, Choon-Ho, and Yoo, Seunghwan. 2017. "Factory Life in the 1960s as a Diary of a Middle Manager: Focusing on Incheon Diary." Korean Association of Regional Studies Conference, Busan, Republic of Korea
- Yoo, Seunghwan. 2016. "Content Analysis of Elementary Moral Textbooks Using Topic Modeling: Focus on Father and Mother." Annual Conference of the Korean Sociological Association, Seoul, Republic of Korea
- Yoo, Seunghwan. 2016. "Analysis on the Transition of Elementary Moral Textbooks Using Topic Modeling." Korean Association of Regional Studies Conference, Gwangju, Republic of Korea

#### WORKSHOPS & MISCELLANEOUS

- Yoo, Seunghwan. 2020. "Keyword and Topic Analysis on a White Paper on "Youth" Using Topic Modeling." Result Sharing Conference: Disaster Crisis White Paper on "Youth", Jeonju Social Innovation Center, Jeonju, Republic of Korea
- Yoo, Seunghwan. 2020. "Applying 'Text as Data' Approach to Analysis Focus-Group." R&R (Research & Research) Sponsored Lecture, Seoul, Republic of Korea
- Yoo, Seunghwan. 2017. "Topic Modeling Approach to Incheon Diary." A Workshop for the Studies on Personal Documents and Compressed Modernity: Case in South Korea and Taiwan, Jeonju, Republic of Korea
- Yoo, Seunghwan. 2016. "Elementary Moral Textbook Contents Analysis Using Topic Modeling." Social Science Korea Networking Symposium, Seoul, Republic of Korea
- Lee, Tae-Hun and Seunghwan Yoo. 2016. "Social Relations of Changpyeong Diary Based on Text Mining." Social Science Korea Networking Symposium, Seoul, Republic of Korea

#### BOOK PUBLICATIONS

- Yi, Jeong Duk., Soon-Yeol Soh, Choon-Ho Nahm, Kyung-Taek Yim, Manyoung Moon, Ahn Seung Taik, Myong Suk Jinyang, Guangxing Piao, Nopil Gawk, Sungho Lee, Hyeon-Ju Son, Tae-Hun Lee, Yechan Kim, SungHoon Park, Seunghwan Yoo, Jeong-Hoon Lee, and Hyung-jun Kim. 2016. *Keumkye Diary Series 1-5*. Seoul: Knowledge and Education.

- Yi, Jeong Duk, Sung-Ho Lee, Soon-Yeol Soh, Choon-Ho Nahm, Kyung-Taek Yim, Guangxing Piao, Manyoung Moon, Ahn Seung Taik, Hyeon-Ju Son, Tae-Hun Lee, and Seunghwan Yoo. 2016. *Growth of Compressed Modernity and Social Change in Asia*. Seoul: Nonhyung.
- Yi, Jeong Duk, Hyeon-Ju Son, Choon-Ho Nahm, Shu-min Chung, Ahn Seung Taik, Jungwon Jin, Shinobu Matsuda, Thu Tra An, Tae-Hun Lee, and Seunghwan Yoo. 2016. *Personal Records, Documents and Life Change in Asia*. Seoul: Nonhyung.
- Yi, Jeong Duk, Soon-Yeol Soh, Choon-Ho Nahm, Kyung-Taek Yim, Manyoung Moon, Myong Suk Jinyang, SeungHyun Jung, Sungho Lee, Hyeon-Ju Son, Hee-Suk Kim, and Seunghwan Yoo. 2017. *Incheon Diary Series 1-2*. Seoul: Knowledge and Education.
- Son, Hyeon-Ju, Yun-Jung Cha, Jeong Duk Yi, XuHui Wang, Hsueh-chi Hsu, Li-Chiao Wang, Li-jung Cheng, Yusuke Tanaka, Soichi Tsuchiya, Ayumi Aso, Choon-Ho Nahm, and Seunghwan Yoo. 2017. *Methods, Current State and Application of a Diary Study*. Seoul: Knowledge and Education.

## RESEARCH EXPERIENCE

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2025–Present

Research Assistant – Collaboration in Action Program (CAP), Louisiana State University

- Project Title: Leveraging Social-Behavioral Factors of Pregnant Women in Louisiana and In Vivo Models to Investigate the Impact of Maternal Vaping on Offspring Health
- Major role: Conducting data analysis and contributing to collaborative research on maternal vaping and reproductive health.

2019-2021 Research Assistant - National Research Foundation of South Korea.

Humanities and Social Research Institute Support Project.

- Project Title: Inquiry on Mentality System in East Asia - Focusing on Empire/Colonial and Postcolonial Mentalities of South Korea and Japan
- Major role: Establishing quantification model for large amount of text to find the change of meaning of certain word or symbol and graph the common pattern of topics.

2020-2021 Graduate Participant - Education and Research Team of 'Social Solidarity and Integration of Fragmented Society' for the Brain Korea 21 (BK21) Four Project.

- Project Title: Analysis of international and domestic marriage counseling using text analysis.
- Major role: Analyze consultation records from marriage agencies using advanced text mining techniques, integrating sociological variables, to explore patterns and issues in marriage mediation within the Korean context.

2017-2018 Research Assistant - World Peace Forum, Seoul, Republic of Korea

- Major role: Analyzing vast amounts of news data from around the world through text mining methods to extract topics related to 'peace'.

2015-2017 Research Assistant - National Research Foundation of South Korea:  
Social Sciences South Korea

- Project Title: Comparative Analysis on Compressed Modernity and Personal Document in East Asia.
- Major role: Seeking the new methodology to analysis diary text through the quantitative

approach.

### *TEACHING EXPERIENCE*

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- 2024 Graduate Teaching Assistant. Lab Instructor. Introduction to Statistical Analysis. Department of Sociology, Louisiana State University.
- 2023 Graduate Teaching Assistant. Lab Instructor. Introduction to Statistical Analysis. Department of Sociology, Louisiana State University.
- 2023 Graduate Teaching Assistant. SI (Supplemental Instruction) Leader. Introduction to Statistical Analysis. Department of Sociology, Louisiana State University.
- 2022 Graduate Teaching Assistant. SI (Supplemental Instruction) Leader. Introduction to Statistical Analysis. Department of Sociology, Louisiana State University.

### *AWARDS AND SCHOLARSHIPS*

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- 2019 Excellent Research Paper Award from Gallup Korea.
- Title: "Korean Sociological Association and Sociological Research: Changes in the Areas of Sociology in Korea 1964-2017" The Korean Association for Survey Research.