

Yoon Jung Jeong

22 Stubbs Hall, Louisiana State University, Baton Rouge 70802
Phd Candidate in Department of Sociology, Louisiana State University
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EDUCATION

- PhD program, Sociology**, Louisiana State University Sep. 2020 – Present
- Minor in Women, Gender, and Sexualities Studies
 - Major Advisor: Sarah Becker, Minor Advisor: Ashley Mack
- M.A. in Sociology**, Louisiana State University 2023
- M.A. thesis title: “To bring back the asphalt(street) from feminists.”: A case study of an Anti-feminist YouTube channel in South Korea
 - Major Advisor: Dana Berkowitz, Minor Advisor: Sarah Becker
- PhD course completion in Journalism and Communication**, Kyung Hee University 2017
- M.A. in Journalism and Communication**, Kyung Hee University 2014
- B.A. in Journalism and Communication / Literature**, Kyung Hee University 2009

RESEARCH INTERESTS

Gender and sexuality, media sociology, right-wing politics and countermovements, online activism and digital culture, Critical Studies on Men and Masculinities (CSMM), qualitative research methods, and Asian studies (with a focus on East Asia)

Manuscripts in preparation

- Jeong, Yoon Jung, O’Connell, Heather A., and Jiyoung Lee. “The (In)Effectiveness of Policy Aimed at Securing Women’s Safety: A Spatial Analysis in Seoul Metropolitan City.”
Revise and resubmit at *Population Research and Policy Review (PRPR)*
- Jeong, Yoon Jung and Hye Won Kang. “Feminism Unmoored: How Conservative Forces Co-opt Gender Politics in South Korean Online Spaces.” *Signs: Journal of Women in Culture and Society* (under review)

Jeong, Yoon Jung and Sarah Becker. “Victims of a 'Femi-Friendly' Society: Discursive and Affective Strategies of South Korea's Anti-Feminist YouTube channel New Male Regiment (NewMR)” (manuscript available)

PUBLICATIONS

Hong, Jia and **Yoon Jung Jeong**. 2018. “The Representation of the Qualifications of an Idol by the Idol Debut Survival Program *Produce 101*.” *The Korean Journal of Humanities and the Social Sciences* 42(2): 121-150. (in Korean)

Jeong, Yoon Jung. 2017. “The Social Implication of New Masculinities and Patriarchies Observed from Struggles in Defending Man’s Own Space: Critical Text Analysis on XTM *Macho House*.” *Media, Gender & Culture* 32(1): 75-123. (in Korean)

Lee, Keehyeung, Park, Juhwa, **Jeong, Yoon Jung**, and Kyong Ah Hwang. 2017. “Remembering John Berger: Art Critic, Storyteller, Activist, Poet and Public Intellectual.” *Media & Society* 25(4): 106-173. (in Korean)

Kim, Aerin, Im, Hye Bin, Chang, Hansl, Park, Juhwa, Ki, Seungyeon, **Jeong, Yoon Jung**, Kim, Sujin, Shin, Juyeong, and Keehyeung Lee. 2016. “On Analyzing the “Hell-Chosun” Phenomenon in Contemporary South Korea: Through a Textual Analysis of Media Representation.” *Korean Journal of Communication & Information* 80: 40-114. (in Korean)

PRESENTATIONS (selected)

Jeong, Yoon Jung and Hyewon Kang. 2026. “Right-wing Feminism as Symptom: The Depoliticization of Neoliberal Feminism and the Appropriation of Right-wing Language” Paper presented at the Spring Conference of *Korean Association of Women’s Studies*, June 13, Jeonju, South Korea.

Jeong, Yoon Jung. 2026. “The Reluctant (Anti)Feminist: An Exploratory Study on the Gender Politics of Young Men Critical of Feminism.” Paper presented at the 13th Regular Conference of the Sookmyung Institute for Humanities, June 12, Seoul, South Korea.

- Jeong, Yoon Jung**, O'Connell, Heather A., and Jiyoung Lee. 2024. "The Effectiveness of Policy Aimed at Securing Women's Safety: A Spatial Analysis in Seoul Metropolitan City." Poster Session at Population Association of America (PAA) 2024 Annual Meeting, April 19, Columbus, Ohio.
- Jeong, Yoon Jung**, O'Connell, Heather A., and Jiyoung Lee. 2024. "The Effectiveness of Women's Security Policy on Sex Crime Reduction: A Spatial Analysis In Seoul Metropolitan City." Paper Session(Sexual Violence) at Southern Sociological Society (SSS) Annual Meeting, April 4, 2024, New Orleans, Louisiana.
- Jeong, Yoon Jung**. 2023. "Empowering Men to Participate in the Movement." Round Table at Association of Korean Sociologists in America (AKSA) Annual Meeting, August 17, 2023 Philadelphia, Pennsylvania.
- Jeong, Yoon Jung**. 2023. "'Stop Male-hating!': A Critical Analysis on Antifeminist Discourses in South Korea." presentation at the Asian Studies Conference Japan (ASCJ), July 1, 2023, Tokyo, Japan.
- Jeong, Yoon Jung**. 2023. "'To bring back the asphalt(street) from feminists.': A case study of an Anti-feminist YouTube channel in South Korea." Round Table at the Winter Meeting 2023 of Sociologists for Women in Society, January 14, New Orleans, Louisiana.
- Jeong, Yoon Jung**. 2022. "Stop the Hate: How South Korean Anti-feminist YouTubers Appropriate Feminist Discourses." Paper presented at the 9th International Conference of NextGen Korean Studies Scholars, May 14, 2022, Ann Arbor, Michigan.
- Jeong, Yoon Jung**. 2019. "What can we learn from the era of 'Feminism Reboot'? Criticizing the social conditions for the feminist activism." Paper presented at the fall conference of *Korean Association of Women's Studies*, November 16, Seoul, South Korea.
- Jeong, Yoon Jung**. 2018. "How should we respond to #metoo? Exploring the responsibility and ethics of the audience." Paper presented at the fall conference of *Korean Women's Association for Communication Studies*, November 3, Seoul, South Korea.
- Jeong, Yoon Jung**. 2016. "Social Implication of masculinity in reality program: Critical reading

of program *Macho House*.” Paper presented at *Cultural Studies Camp*, August 17, Daejeon, South Korea.

Jeong, Yoon Jung. 2015. “Mothering for ‘ideal body’: How long-term experiences of controlling children’s appearance affect children’s awareness toward their physical capital.” Paper presented at the *Cultural Studies Camp*, August 18, Seoul, South Korea.

Jeong, Yoon Jung. 2014. “How desiring subjects betray women’s liberation: Critical approach to postfeminism discourses.” Paper presented at the *Cultural Studies Camp*, August 19, Chuncheon, South Korea.

PROFESSIONAL EXPERIENCE

Instructor Sep. 2023 – May 2026.

Marriage and Family, Louisiana State University, USA

Introductory Sociology, Louisiana State University, USA

Research Assistant Jan. 2022 – May 2023.

Carnegie Community Engagement Classification re-certification team. Center for Community Engagement, Learning, and Leadership (CCELL)., Louisiana State University, USA

Graduate Assistant Sep. 2020 – May 2023.

Department of Sociology, Louisiana State University, USA

Research Assistant Jul. 2017 – Dec. 2017

Department of Public Management Research at Institute of Public Administration (KIPA), Republic of Korea

Research Assistant Sep. 2016 – Aug. 2017

Department of Journalism and Communication, Kyung Hee University, Republic of Korea

Research Assistant Mar. 2015 – Aug. 2016

Research Institute of Social Science, Kyung Hee University, Republic of Korea

Research Assistant

Sep. 2011 – Dec. 2011

Korea Creative Content Agency (KOCCA), Republic of Korea

PROJECTS

The Project for the Gender Inequality in Korean Popular Media

2019

Korean Institute for Gender Equality Promotion and Education

Brain Korea 21 ‘Conflicts and Communication’

2009 – 2010

National Research Foundation of Korea

TEACHING EXPERIENCE

Marriage and Family (SOCL 2505) LSU Spring 2026 - Instructor of record

Marriage and Family (SOCL 2505) LSU Fall 2025 - Instructor of record

Marriage and Family (SOCL 2505) LSU second summer session 2025 - Instructor of record

Introductory Sociology (SOCL 2001) LSU Spring 2025 – Instructor of record

Introductory Sociology (SOCL 2001) LSU Fall 2024 - Instructor of record

Introductory Sociology (SOCL 2001) LSU Spring 2024 - Instructor of record

Introductory Sociology (SOCL 2001) LSU Fall 2023 - Instructor of record

SCHOLARSHIPS AND AWARDS

Selected for the emerging scholar session at Sookmyung Research Institute of Humanities (Research Institute at Sookmyung University in South Korea), Jun. 2026. (KRW 500K, \$400)

Listed ‘A Communicative Instructor’ at LSU (Student-answered surveys at LSU Communication Across the Curriculum), Nov. 2024

Annette Masse and Beatrice Remillard Award for Outstanding Non-traditional Student, LSU

Women's and Gender Studies, Apr. 2024 (\$500)

Award for Outstanding Feminist/Gender Studies Master's Thesis, LSU Women's and Gender Studies, Apr. 2024

Underscore 2023 Grant for Social Science Research Using Data, (KRW 500K, \$400)

The Next Generation Leader Scholarship, Korean American Scholarship Foundation Southwestern Regional Chapter, Sep. 2022 (\$2,000)

Women's Foundation of Unification, Affiliated organization of The National Unification Advisory Council, Apr. 2017 (KRW 1M, \$1,000)

KHU graduate school, Scholarship for Academic journal publication, Spring 2017 and Fall 2016 (KRW 400K, \$400)

KHU Consumer Cooperative Association scholarship, Fall 2015 (KRW 1M, \$1,000)

Scholarship for student representative (Representative of Graduation Council), 2007 (KRW 300K, \$300)

Scholarship for student representative (vice president of student union at School of politics and economics, KHU), 2006 (tuition exempted)

Scholarship for student representative (President of student union at School of Journalism and Communication, KHU), 2005 (tuition exempted)

ACADEMIC AND COMMUNITY SERVICE

Guest Lecture, "Right-wing Feminism as Symptom: The Depoliticization of Neoliberal Feminism and the Appropriation of Right-wing Language," Network for Glocal Activism/School of Feminism (NGA/SF) 2026 Summer Lecture Series "Feminism and the 'Far Right': Femonationalism and Young Women," Lecture 3, August, 19. (Online)

Local Arrangement Committee at Southern Sociological Society (SSS) Annual meeting in 2024.

Guest Speaker, "Asian Experience in the U.S." at The Change and Action for Racial Equity (C.A.R.E) meeting in St. Louis, Feb 15 2022.

Member, Diversity and Equity Committee at Department of Sociology, Louisiana State University, 2021-Present.

Co-founder, Feminist Webzine Soon, Kyung Hee University, 2016-2019.

Vice President, Student Council of College of Politics and Economics, Kyung Hee University, 2006.

President, Student Council of Department of Journalism and Communication, Kyung Hee University, 2005.

PROFESSIONAL ASSOCIATION MEMBERSHIPS

International Sociological Association (ISA)

American Sociology Association (ASA)

Sociologists for Women in Society (SWS)

Association for Asian Studies (AAS)

Association of Korean Sociologists in America (AKSA)

LANGUAGE PROFICIENCY

Korean (Native), English (Fluent), Japanese (Basic)