

Hyenyeong Chung, B.A.

Contact Information		82-10-4525-7586	
		Chn4050@konkuk.ac.kr (chn4050@naver.com)	
Current position		Ph.D. Candidate in Department of Cultural Contents & Communication Science, Konkuk University, Korea (Supervisor : Upyong Hong)	
Research Interests		Neuro-marketing, Visual processing, Consumer Neuro-science, Consumer Psychology, Psycholinguistics	
Education	B.A.	2017.08	Media & Communication
	M.A.	2019.08	Cultural Contents & Communication Science - Thesis title: Attraction effect in the processing of number agreement in English as second language - Advisor: Prof. Upyong Hong
Journal Publication		<ol style="list-style-type: none"> 1. Chung, H. & Nam. Y. (2017). An eye-tracking study on factors relating the credibility of the review text, <i>Textlinguistics</i> 43, 193-219 2. Chung, H., Lee, J. & Nam. Y. (2018). Influence of Endorser's Gaze Direction on Consumer's Visual Attention, Attitude and Recognition : Focused on the Eye Movement, <i>The Journal of Advertising and Promotion Research</i> 29(7), 29-53 3. Chung, H., Hong, U. & Nam, Y. (2018). An eye-tracking study on the influence of the model's gaze direction on the advertising effectiveness, <i>Textlinguistics</i> 45, 219-253 4. Chung, H., & Nam. Y (2019). An eye-tracking study on the effect of agreement attraction in Korean-English L2 learners'processing: Focusing on local noun animacy and verb number type, <i>Language and Linguistics</i> 84, 77-102. 5. Chung, H., & Nam. Y (2020). ERP study on the time course of Korean speech act recognition, <i>Linguistics</i> 45(2), 373-400. 6. Nam. Y, Chung, H. & Kim, Y.. (2021). An Eye-tracking study on the word order preference and the effect of phrasal length in Korean. <i>Communication Sciences & Disorders</i>, 26, 964-974. 	
Domestic Conference Presentation		<ol style="list-style-type: none"> 1. Chung, H. (2016). Construction and application of eye-tracking data platform, The Korean Society for Psycholinguistics PIP workshop 2016 2. Chung, H., Hong, U. & Nam, Y., (2019). Agreement attraction in the processing of L2 as second language, 2019 Joint Conference of Linguistic Societies in Korea & The 26th Joint Workshop on Linguistics and Language Processing. 	

	<ol style="list-style-type: none"> 3. Chung, H. & Nam, Y. (2019). Effects of animacy and learners' proficiency on the local agreement attraction in L2 processing, Annual Conference of the Korean Society for Psycholinguistics 2019 4. Nam, Y., Yoon., S., Chung, H., Kim, S., & Hong, U. (2019) Investigating the cybersickness in virtual reality using eye movement tracking, 2019 The Korean Cognitive Science Conference, Seoul National University, Seoul, Republic of Korea 5. Chung, H., Hong, U. & Nam, Y., (2019). An Eye-tracking study on the agreement attraction of Korean English L2 learners: focusing on the L1 transfer according to the L2 proficiency. 4th monthly conference of Linguistics and Language Processing 6. Yoon., S., Chung, H. & Nam, Y., (2021). The electro-physiological evidence on the processing of the Korean conversational implicature. 2021 Winter LSK Young Scholar Symposium and Winter Conference
International Conference Presentation	<ol style="list-style-type: none"> 1. Nam, Y., Chung, H. & Hong, U. (2018). How free is the processing of free word order? – ERP evidence on the positional preference of temporal adverbs in Korean sentence comprehension, CUNY 2018 2. Chung, H., Hong, U. & Nam, Y., (2019). Native vs. non-native processing of English number agreement: Eye-movement evidence on the attraction effect, ECEM 2019 3. Chung, H., Nam Y., & Hong, U.(2019) Attraction effect in the processing of number agreement in English as a second language, AMLAP 2019
Awards	<ol style="list-style-type: none"> 1. Graduation Academic award in Konkuk University (2019)
Service & Skills	<p>Researcher, Brain & Cognition Research Center, Konkuk University: 2017 ~</p> <ul style="list-style-type: none"> - Conduct experimental paradigm (Eye-tracking, Behavioral research, ERP) - Perform statistical analyses of the experimental results <p>Lab Manager, Brain & Cognition Research Center, Konkuk University: 2019 ~</p>