

Hyenyeong Chung, B.A.

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Current position	M. A. 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, EEG (ERP) & Eye-tracking methods		
Education	B.A.	2017.08	Media & Communication
Journal Publication	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		
Domestic Conference Presentation	1. Chung, H. (2016). Construction and application of eye-tracking data platform, The Korean Society for Psycholinguistics PIP workshop 2016		
Service & Skills	Researcher, Brain & Cognition Research Center, Konkuk University: 2017 - Conduct experimental paradigm (Eye-tracking, Behavioral research, ERP) - Perform statistical analyses of the experimental results		