

# Gilok Choi

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## Education

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| 2002 | <b>Admitted to Doctoral Program</b><br>School of Information, University of Texas at Austin   |
| 1998 | <b>Master of Arts in Communication</b><br>Ewha University, Seoul, Korea<br>Thesis: Analysis of Public Interests of Korean Public Affair Channel |
| 1994 | <b>Bachelor of Arts in Journalism and Broadcasting</b><br>Ewha University, Seoul, Korea   |

## Research Areas

human-computer interaction, user interface design, usability studies and methods, Web-based applications, three dimensional virtual environments, multimedia, databases

## Research Projects

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| 2, 2005-current  | <b>Usability Studies on Second Language Learning Websites</b> <ul style="list-style-type: none"><li>• Joint research with Profs. Liu Min in <i>Instructional Technology</i> and other doctoral students in <i>Foreign Language Education</i></li><li>• Created user scenarios for usability tests, developed user response questionnaire, conducted usability tests, and wrote a paper</li></ul> |
| 2, 2004-12, 2004 | <b>Online Font Locating Tool Project</b> <ul style="list-style-type: none"><li>• Performed a research on users' satisfaction when using an online visual tool to identify and locate fonts with Profs. Hsing-liang Chen</li><li>• Developed a web-based application for survey, conducted statistical analyses, and wrote research papers</li></ul>  |

6, 2003-8, 2004

### **Microsoft ClearType Project**

- Microsoft sponsored research project with Profs. Andrew Dillon and Randolph Bias
- Performed a series of studies on user response to ClearType text enhancement technology
- Developed web-based applications for experiments, conducted experiments and statistical analyses, and wrote research reports.

9, 2003-4, 2004

### **Digital Video Library Project**

- Research assistant for Profs. Hsing-liang Chen's video library project
- Investigate students' response on in-class video use and a university wide digital video library
- Developed a web-based application for survey, conducted statistical analysis, and wrote research reports

## **Experience**

1, 2006-5, 2006

### **Website Developer** for ~Fast Tex Project

- convert a static JavaScript search tree in *OdonataCentral* website (<http://odonatacentral.bfl.utexas.edu/>) into a dynamic webpage generated from the existing database

9, 2005-1, 2006

### **Website Developer** (internship) for the ARMA (Association of Information Management Professionals)

- redesign the original ARMA Austin Chapter website (<http://www.arma-austin.org/>)

9, 2005-5, 2006

### **Teaching Assistant** for *Understanding and Serving Users* and *Digital Media Design I*, School of Information, University of Texas at Austin

6, 2005-8, 2005

### **Website Developer** for ~Fast Tex Project

- develop a website for *Ethnicity, Culture and Substance Use Disorder* ([www.utexas.edu/courses/dinitto/index.htm](http://www.utexas.edu/courses/dinitto/index.htm))
- develop a new search scheme and administration pages for *Texas German Dialect Project* (<http://www.tgdp.org/>)

9, 2004-5, 2005

### **Teaching Assistant** for *Understanding and Serving Users* and *Digital Media Design I*, School of Information, University of Texas at Austin

6, 2003-8, 2004	<b>Research Assistant</b> , School of Information, University of Texas at Austin <ul style="list-style-type: none"> <li>• a series of studies on user responses on ClearType text style</li> <li>• sponsored by Microsoft Corporation</li> </ul>
7-8, 2003	<b>Teaching Assistant</b> for <i>Understanding and Serving Users</i> , School of Information, University of Texas at Austin
1-6, 2003	<b>Web Developer and Usability Specialist</b> (internship), ITAL (Institute for Technology and Learning), University of Texas at Austin <ul style="list-style-type: none"> <li>• test usability of University of Texas website in terms of accessibility (particularly focused on disability)</li> <li>• create captioned videos using Quick Time Pro and SMIL (Synchronized Multimedia Integration Language)</li> </ul>
7-12, 2001	<b>Interface Designer</b> (internship) for CourseShare.com <ul style="list-style-type: none"> <li>• create new web pages and maintaining the company website</li> </ul>
2-10, 1997	<b>Research Assistant</b> , Korean Broadcasting Institute <ul style="list-style-type: none"> <li>• research on media regulation policy in European Countries</li> </ul>
10-12, 1995	<b>Research Assistant</b> , Korean Press Institute <ul style="list-style-type: none"> <li>• research on disaster reports of Korean newspapers</li> </ul>
7-8, 1995	<b>A. E.</b> (internship) Jaeil Advertising Company <ul style="list-style-type: none"> <li>• survey target markets, create TV and newspaper advertisements</li> </ul>
1994-1995	<b>Department Assistant</b> , Communication Dept., Ewha University

## Awards

- Benonine Muse Scholarship, School of Information, University of Texas at Austin (2004-6)
- Catheryne S. Franklin Centennial Endowed Scholarship, School of Information, University of Texas at Austin (2002-3)
- Korean Parliament scholarship, Korean Parliament (1995)
- Department Scholarship, Communications Dept, Ewha University (1994-5)
- Department Scholarship, Journalism and Broadcasting Dept, Ewha University (1992)

## **Publications**

- Chen, H., and Choi, G-O. (Accepted). An online font library: Evaluation by graphic design students. The Electronic Library.
- Y. I. Koh, G. Choi, J. Huh, M, Liu, A. McGregor, & T. Traphagan (2006). Designing websites for ESL learners; A usability testing study. *CALICO (the Computer Assisted Language Instruction Consortium) '06 Annual Meeting: Online Learning Come Ride the Wave*. (May 16-20, 2006, University of Hawaii).
- Chen, H., & Choi, G. (2005). Construction of a digital video library: A socio-technical pilot study on college students' attitudes. *Journal of Academic Librarianship*, 31 (5).
- Dillon, A., Kleinman, L., Bias, R., & Choi, G. (2004). Reading and searching electronic documents: An experimental study of regular and enhanced screen displays. ASIS&T '04 Annual Meeting: Managing and Enhancing Information. (Nov 13-18, 2004, Providence, RI).

## **Academic Activities**

- Peer Reviewer, Post-Tracks ([www.webjunction.org](http://www.webjunction.org))