

## JE HOON CHAE

**RESEARCH INTERESTS** **Political Communication:** Political misinformation and disinformation, political/affective polarization, persuasion effect, media bias perception, news framing, and deliberative democracy

**Quantitative and Computational Methods:** Automated text analysis, image data analysis, large-scale web-based experimental design, causal inference, Bayesian estimation, and network analysis

**EDUCATION** **Yonsei University** *Sept 2017 – Feb 2020*  
M.S., Media Communication  
· Dissertation Title: The Effect of Fact-Check News and Perceived Media Bias  
· Dissertation Committee: Sang Yup Lee (Chair), Joohan Kim, Kyungmo Kim  
· Awards:  
- Distinguished Dissertation Research Award (Yonsei University)  
- First Prize, The Best Graduate Student Paper (Korean Communication Association)

**Yonsei University** *Mar 2012 – Aug 2017*  
B.A., Communication

**WORKS IN PROGRESS** [3] **Chae, J. H.**, Song, H., & Lee, S. Y. (In Preparation). Perceiving Fact-Checks as Biased but Nevertheless Persuaded? Effects of Fact-Checking News Delivered by Partisan Media. [[Working Paper](#)]

[2] Min, S., **Chae, J. H.**, Lee, J., & Lee, S. Y. (In Preparation). Image as data: How Instagram photos reveal individual's characteristics and personality. [[Brief Summary](#)] [[Slides](#)]

[1] Min, S., **Chae, J. H.**, & Han, S. (In Preparation). Event segmentation in memory for real-world social events: A case study on COVID-19. [[Brief Summary](#)] [[Slides](#)]

**PEER-REVIEWED CONFERENCE PRESENTATION** [8] **Chae, J. H.** (2021, August). "Perceiving Fact-Checks as Biased but Nevertheless Persuaded? Effects of Fact-Checking News Delivered by Partisan Media", 116<sup>th</sup> Annual Meeting of American Sociological Association (ASA), Virtual Conference (Scheduled).

[7] **Chae, J. H.**, Song, H., & Lee, S. Y. (2021, May). "Perceiving Fact-Checks as Biased but Nevertheless Persuaded? Effects of Fact-Checking News Delivered by Partisan Media", 71<sup>th</sup> Annual Conference of International Communication Association (ICA), Virtual Conference (Scheduled).

- [6] Min, S., **Chae, J. H.**, & Han, S. (2020, August). "Event Segmentation in Memory for Real-world Social Events", *Annual Conference of the Korean Society for Cognitive & Biological Psychology*, Virtual Conference.  
 · **Selected for The Best Presentation Award**
- [5] **Chae, J. H.**, & Lee, S. Y. (2020, July). "The Persuasion Effect of Fact-Checking News and Perceived Media Bias", *Annual Conference of the Korean Communication Association*, Dae-gu, Republic of Korea.  
 · **Selected for The Best Graduate Student Paper (First Prize) [[Link \(Korean\)](#)]**
- [4] Min, S., **Chae, J. H.**, Lee, J. H., & Lee, S. Y. (2020, July). "Image as Data: How Instagram Photos Reveal Individual's Characteristics and Personality", *Annual Conference of the Korean Psychology Association*, Virtual Conference.
- [3] **Chae, J. H.** (2019, October). "How News Media Covered #MeToo Movement: Application of Structural Topic Modeling and Word Embedding", *10<sup>th</sup> Honours Symposium for Asian Ph.D. Students in Communication Research*, Seoul, Republic of Korea.
- [2] **Chae, J. H.**, & Lee, S. Y. (2019, July). "News Framing of Refugee Issue in South Korea: Application of Topic Model", *5<sup>th</sup> International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>)*, Amsterdam, Netherlands.
- [1] Min, S., **Chae, J. H.**, Lee, J., Park, J., & Kim, H. (2019, March). "Exploration of the Relationship Between Individual Psychological Traits and Behavioral Patterns on Social Media", *Yonsei Institute of Convergence Science Conference*, Seoul, Republic of Korea.

<b>AWARDS &amp; HONORS</b>	<b>The Best Graduate Student Paper (First Prize)</b> Korean Communication Association	2020
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	<b>Distinguished Dissertation Award</b> Yonsei University	2020
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	<b>Academic Achievement Excellence Award</b> Yonsei University	2015
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<b>SCHOLARSHIPS</b>	<b>Brain Korea 21+ Scholarship</b> National Research Foundation (NRF)	2017 – 2020
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	<b>Teaching Assistant Scholarship</b> Department of Communication, Yonsei University	2019 – 2020
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	<b>Research Assistant Scholarship</b> Department of Communication, Yonsei University	2017 – 2018
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**GRANTS Brain Korea 21+** 2017 – 2020  
 Research Assistant  
 Team: Creative Applications of Communication Technologies and Social Integration  
 PI: Yong-Chan Kim

**ICONS (Institute of Convergence Science)** 2018 – 2019  
 Co-investigator (\$3,000)  
 Team: ENCOMPASS (Exploration of the Neuro-Computational, Psychological, and Social Systems)

**TEACHING Invited Lecturer** Jan 2020 – Mar 2020  
**EXPERIENCE** Department of Physical Education (Yonsei University)  
 Text Mining with Python  
 Instructed eight weeks course of machine learning based text analysis and web-scraping

**Teaching Assistant** Fall 2019  
 Department of Communication (Yonsei University)  
 COM4206: Communication Text Mining (Instructor: Sang Yup Lee)

**Teaching Assistant** Spring 2019  
 Department of Communication (Yonsei University)  
 COM3128: Public Relations (Instructor: Jungho Han)

**Teaching Assistant** Fall 2017  
 Department of Communication (Yonsei University)  
 COM3144: Theories of Advanced Public Relation (Instructor: Jungho Han)

**TRAINING Summer Institutes in Computational Social Science (SICSS)** July 2021 (scheduled)  
 Keio University, Tokyo  
 Instructors: Hirokazu Shirado and Makiko Nakamuro

**Generalized Linear Model** May 2019  
 Korea Social Science Data Archive, Seoul National University  
 Instructor: Seongsoo Choi  
 Four weeks course addressing logit/multinomial regression, moderation and mediation

**Linear Algebra for Data Science** Oct 2018  
 Department of Communication, Yonsei University  
 Instructor: Sang Yup Lee

**Statistical Science with R** Aug 2018  
 Department of Statistics, Yonsei University

**WORKING EXPERIENCE** **Aide for Member of the National Assembly**  
 National Assembly  
 Internship of New Media Communication  
 National Assembly Member: Hak-Jae Lee

2014

### **SKILLS Statistical Modeling**

Regression: Fixed effect regression, IV-regression, RDD, lme4  
 Bayesian Parameter Estimation: MCMC, Variational Inference, Stan, brms  
 Structural Equation Model: lavaan  
 Mediation/Moderation: mediation, processR  
 Time-Series Modeling: ARIMA, HMM, VAR  
 Network Analysis: ERGM, QAP

### **Behavioral Data Analysis**

Randomized Controlled Experiment: DeclareDesign  
 Online Panel Platform: Mturk, Lucid  
 Survey: Qualtrics, Google Forms

### **Online Data Analysis**

Web-scraping: BeautifulSoup4, scrapy, Selenium, Instagram Scraper  
 Social Media Data Collection: Tweepy, rtweet  
 Web-based experiment: Empirica, breadboard

### **Machine Learning**

Penalized Regression: Lasso, Ridge, Elastic Net  
 Dimensionality Reduction: PCA, *t*-SNE, UMAP  
 Classification: kNN, Naive Bayes, Decision Tree, SVM, Ensemble Model  
 Unsupervised Model: GMM, k-means  
 Deep Learning: CNN, RNN, LSTM, Elmo, BERT, GPT-3, GAN, Keras, PyTorch

### **Automated Text Analysis**

Pre-processing: spaCy, nltk, spacyr, quanteda, konlpy, soynlp  
 Topic modeling: LSA, LDA, STM, keyATM, rectr  
 Sentiment analysis: Dictionary-based approach, LIWC, (Semi-) Supervised ML  
 Word embedding: word2vec, Glove, fastText, BERT

### **Programming/Statistical Language and Tools**

Programming Language: Python, Java, JavaScript  
 Statistical Tools: R, Stata, SPSS, Jamovi, JASP  
 Other Tools: L<sup>A</sup>T<sub>E</sub>X, Git, Github, HTML, CSS, Markdown

**REFERENCES Sang Yup Lee**

Professor of Communication  
Professor of Digital Analytics  
Department of Communication, Yonsei University  
50, Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea  
Email: [sangyuplee@yonsei.ac.kr](mailto:sangyuplee@yonsei.ac.kr)

**Hyunjin Song**

Professor of Communication  
Department of Communication, Yonsei University  
50, Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea  
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**Kyungmo Kim**

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(Additional references are available upon request)