

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** *Sep 2017 – Feb 2020*
M.S., Media Communication
· Dissertation: The Effect of Fact-Check News and Perceived Media Bias
· Committee: Sang Yup Lee (Chair), Joohan Kim, Kyungmo Kim
· Award:
- 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 **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](#)]

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](#)]

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](#)]

CONFERENCE PRESENTATION **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", 71th Annual Conference of International Communication Association (ICA), Virtual Conference (Scheduled). [[Working Paper](#)]

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. [[Brief Summary](#)] [[Slides](#)]

· **Selected for The Best Presentation Award**

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. [[Working Paper](#)]

· **Selected for The Best Graduate Student Paper (First Prize)** [[Link \(Korean\)](#)]

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. [[Brief Summary](#)] [[Slides](#)]

Chae, J. H. (2019, October). "How News Media Covered #MeToo Movement: Application of Structural Topic Modeling and Word Embedding", *10th Honours Symposium for Asian Ph.D. Students in Communication Research*, Seoul, Republic of Korea.

Chae, J. H., & Lee, S. Y. (2019, July). "News Framing of Refugee Issue in South Korea: Application of Topic Model", *5th International Conference on Computational Social Science (IC²S²)*, Amsterdam, Netherlands.

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.

AWARDS & HONORS	The Best Graduate Student Paper (First Prize)	2020
	Korean Communication Association	
	Distinguished Dissertation Award	2020
	Yonsei University	
	Academic Achievement Excellence Award	2015
	Yonsei University	
TEACHING EXPERIENCE	Invited Lecturer	Jan 2020 – Mar 2020
	Department of Physical Education (Yonsei University)	
	Text Mining with Python	
	Taught 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, Ph.D.)	

Teaching Assistant*Spring 2019*

Department of Communication (Yonsei University)
 COM3128: Public Relations (Instructor: Jungho Han, Ph.D.)

Teaching Assistant*Fall 2017*

Department of Communication (Yonsei University)
 COM3144: Theories of Advanced Public Relation (Instructor: Jungho Han, Ph.D.)

GRANTS**Brain Korea 21+***Jul 2017 – Feb 2020*

Research Assistant
 Team: Creative Applications of Communication Technologies and Social Integration
 (PI: Yong-Chan Kim, Ph.D)

ICONS (Institute of Convergence Science)*2018 – 2019*

Co-investigator (\$3,000)
 Team: ENCOMPASS (Exploration of the Neuro-Computational, Psychological, and Social Systems)

SCHOLARSHIPS**Brain Korea 21+ Scholarship***2017 – 2020*

National Research Foundation (NRF)

Teaching Assistant Scholarship*2019 – 2020*

Department of Communication, Yonsei University

Research Assistant Scholarship*2017 – 2018*

Department of Communication, Yonsei University

**WORKING
EXPERIENCE****National Assembly***2014*

Aide for Member of the National Assembly
 Internship of New Media Communication (National Assembly Member, Hak-Jae Lee)

TRAINING**Statistics with R***Summer 2018*

Department of Statistics, Yonsei University

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: \LaTeX , Git, Github, HTML, CSS, Markdown

REFERENCES Sang Yup Lee

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