Joohee Choi

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SKILLS

User Experience research methods: Quantitative (randomized controlled trial, field experiment, log data analysis), qualitative (interview, contextual inquiry, focused groups), and mixed methods

Data Analytics: Extensive use of R, Python, and SQL for data analysis

UX design: Prototyping with HTML/CSS/JavaScript

EDUCATION

University of Maryland Ph.D. candidate in Information Studies Advisor: Yla Tausczik	College Park, MD Sep 2015 – exp. 2020
Yonsei University M.S. in Cognitive science and Engineering, Specialization in Human-Computer Interaction	Seoul, South Korea 2012
Yonsei University B.A. in Library and Information Science	Seoul, South Korea 2010

PROFESSIONAL AFFILIATION

Quora, Inc. User Research Intern	Mountain View, CA Jul – Sep 2018, Jun – Aug 2019
The Center for Open Data Enterprise Data & Technology Summer Fellow	Washington, D.C. Jul – Aug 2016
Electronics and Telecommunications Research Institute (ETRI) Researcher, Technology Commercialization Division	Daejeon, South Korea Sep 2012 - Aug 2014

RESEARCH EXPERIENCE

Collaborative and crowd-based problem solving Leading research on collaborative problem solving practices in online Q&A sites, and Data Science teams. Published multiple papers to top-tier venues for Social Computing research such as CSCW and ICWSM.	University of Maryland Sep 2015 – Present
Ask-to-Answer (A2A), mobile notification system Led multiple research projects on Ask-to-Answer and mobile notification system using mixed methods (interview, log data analysis, and A/B testing) in collaboration with product designers and machine learning engineers	Quora, Inc. Jul – Sep 2018, Jun – Aug 2019
Designing and developing idea crowdsourcing platform Participated in a design of an idea crowdsourcing platform using service design approach. Launched an idea contest on Marblar for technology commercialization ideas with patents from ETRI and NASA. Featured in Tech Crunch, ABC News, and Nature News Blog.	ETRI Sep 2012 - Aug 2014

Understanding how social Features on Github are used
Led a project that investigated an open source code-hosting platform, Github, to understand distributed collaboration phenomenon. Conducted interviews, log data analysis, and survey.

Yonsei University
May 2010 - Aug 2012

Designing and developing online social network for the senior's quality of life
Participated in project where the goal was to understand motives and use patterns of elderly users. Interviews and lab experiments.

Yonsei University
Sep 2009 - Jan 2011

SELECTED PUBLICATIONS

[1] **Choi, J.** and Tausczik, Y. (2018). Will Too Many Editors Spoil The Tag? Conflicts and Alignment in Q&A Categorization. In Proceedings of the ACM on Human-Computer Interaction, Vol. 2, CSCW, Article 38 (November 2018). ACM, New York, NY. 19 pages.

[2] Tausczik, Y. R., Wang, P., & **Choi, J.** (2017). Which Size Matters? Effects of Crowd Size on Solution Quality in Big Data Q&A Communities. In ICWSM (pp. 260-269).

[3] **Choi. J.** & Tausczik, Y. (2017) "Characteristics of collaboration in the emerging practice of Open Data Analysis". In Proceedings of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '17). ACM, New York, NY, USA, 835-846.

[4] **Choi, J.**, Choi, H., So, W., Lee, J., & You, J. (2014) "A study about designing reward for gamified crowdsourcing system". In Proceedings of the HCI International 2014.

[5] **Choi, J.**, Kim, S., Moon, J., Kang, J., Lee, I., & Kim, J. (2014) "Seek or provide: Comparative effects of online information sharing on seniors' quality of life," Communications of the Association for Information Systems: Vol. 34, Article 27.

[6] **Choi, J.**, Choi, J., Moon, J., Hahn, J., & Kim, J. (2013) "Herding in open source software development: an exploratory study". In Proceedings of the 2013 conference on Computer supported cooperative work companion (CSCW '13). ACM, New York, NY, USA, 129-134. DOI=10.1145/2441955.2441989.

[7] Lee, J., **Choi, J.**, Choi, H., So, W., Song, G., & You, J. (2013) "Public service design for innovative product development in Korean Small and Medium Enterprises". Electronics and Telecommunications Trends (Korea).

[8] Choi, J., **Choi, J.**, Lee, H., Hwangbo, H., Lee, I., & Kim, J. (2013) "The reinforcing mechanism of sustaining participations in open source software developers: based on social identity theory and organizational citizenship behavior theory". Asia Pacific Journal of Information Systems. 2013. Vol. 23, No. 3, September.

[9] **Choi, J.**, Choi, J., & Moon, J. (2012) "The effect of social computing features on the performance of open source software project: The case of Github". Journal of HCI Korea. 7(2), Vol. 11, 17-24. (*Awarded as Best Paper*)

[10] Lee, G., Yang, Y., **Choi, J.,** & Kim, J. (2011) "Mobile system design for relieving the stress of life transitions in seniors". In Proceedings of HCI Korea Conference.

AWARDS / SCHOLARSHIP

Special University Fellowship
University of Maryland, College Park

2015- 2019

Best paper award
Journal of HCI Korea

2012

TEACHING EXPERIENCE

Teaching assistant
<INST362 – User-centered Design>, College of Information,   Spring 2020
University of Maryland, College Park

Teaching assistant
<INST377 – Dynamic Web Application>, College of Information,   Fall 2019
University of Maryland, College Park

Instructor
<INST314 - Statistics For Information Science>, College of   Summer 2017
Information, University of Maryland, College Park

Teaching assistant
<Human-touch New Product Development Methodology>, School of   Fall 2011
Business, Yonsei University

PROFESSIONAL SERVICE

Journal reviewer
International Journal of Human Computer Studies (IJHCS), Communication Association Information Systems (CAIS), Sage Open Journal

Conference reviewer
The International Conference on Information Systems (ICIS) 2015, Computer-Supported Cooperative Works (CSCW) 2016, European Conference on Information Systems (ECIS) 2019, Human Factors in Computing Systems (CHI) 2016, 2018, 2019, and 2020

Program committee
Human-Computer Interaction in Health and Wellness Research Workshop and Special Issue of AIS Transactions on Human-Computer Interaction (THCI)