Joohee Choi

jchoi27@umd.edu | 301.771.1522 | joohee27.me

Ph.D. candidate in Information Studies and a user experience (UX) researcher versed in both qualitative and quantitative research methods. Research interests include understanding large-scale online problem solving and improving coordination in work groups using machine learning models. Led multiple UX research studies on machine-learning powered products with multi million users. Published academic articles in prestigious venus in Human-Computer Interaction such as ICWSM and CSCW.

EDUCATION

Ph.D. candidate in Information Studies — College Park, MD
University of Maryland, College Park — Exp. 2020
Advisor: Professor Yla Tausczik

M.S. in Cognitive Science and Engineering, — Seoul, S. Korea
Specialization in Human-Computer Interaction — 2012
Yonsei University

B.A. in Library and Information Science — Seoul, S. Korea
Yonsei University — 2010

WORK EXPERIENCE

User Research Intern — Mountain View, CA
Quora, Inc. — July – Sep 2018, June – Aug 2019

- Led multiple foundational and product development research studies on machine-learning powered features such as Ask-to-Answer and notification.
- Used mixed methods including interviews, log data analysis, and A/B testing.

Data & Technology Summer Fellow — Washington D.C.
The Center for Open Data Enterprise — July – Aug 2016

- Participated in data collection through interviews and data analysis of a study to understand machine readability of open government data across countries.

Researcher in Technology Commercialization Division — Daejeon, S. Korea
Electronics and Telecommunications Research Institute (ETRI) — 2012 – 2014

- Launched an open idea competition for commercializing patents in collaboration with Marblar (marblar.com). This project was featured in TechCrunch, ABC News, and Nature News Blog.
- Designed an open innovation platform for tech patent commercialization.

SELECTED PUBLICATIONS

Full list available at bit.ly/2z7pZxw

[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] 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.

[8] **Choi, J.** (2012) “The stigmergic interaction in online social coding environment: The case of Github”. *Master Thesis for Cognitive science and Engineering major in Graduate school of Yonsei University.*

[9] **Choi, J.**, Choi, J., Jung, S., & Park, J. (2012) "Information design for mobile public transportation information based on dynamic information use context", In Proceedings of HCI Korea Conference.

[10] **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)

AWARDS and SCHOLARSHIP

Special University Fellowship 2015- 2019
University of Maryland, College Park

Best paper award 2012
Journal of HCI Korea

SKILLS

Research methods

Quantitative (statistical modeling, data manipulation) and Qualitative (interview, contextual inquiry, focused groups) Research Methods

Programming Skills

- 3+ years of use of R, Python, and SQL for data analysis
- HTML, CSS, JavaScript for Prototyping

TEACHING EXPERIENCE

Teaching assistant of <Javascript Dynamic Web Programming> Fall 2019
College of Information, University of Maryland, College Park

Instructor of <Statistics for Information Science> Summer 2017
College of Information, University of Maryland, College Park

Teaching assistant of <Human-touch new product development methodology> Fall 2011
School of Business, Yonsei University

PROFESSIONAL SERVICE

Journal reviewer

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

Conference reviewer

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

Program committee

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