Joohee Choi

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EDUCATION

University of Maryland
Ph.D. candidate in Information Studies
Advisor: Yla Tausczik

College Park, MD
Sep 2015 - Present

Yonsei University
M.S. in Cognitive science and Engineering,
Specialization in Human-Computer Interaction
Advisor: Jinwoo Kim

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
July – Sep 2018

HCI Lab, University of Maryland
Student Member

College Park, MD
Sep 2015 - Present

The Center for Open Data Enterprise
Data & Technology Summer Fellow

Washington, DC
Jul – Aug 2016

HCI Lab, Yonsei University
Researcher

Seoul, Korea
Aug 2014 – Aug 2015

Electronics and Telecommunications Research Institute
Researcher, Technology Commercialization Division

Daejeon, Korea
Sep 2012 - Aug 2014

HCI Lab, Yonsei University
Research Assistant

Seoul, Korea
Feb 2010 – Aug 2012

RESEARCH EXPERIENCE

Collaborative & Crowd-based Problem Solving
University of Maryland, College Park
Leading research on various forms of collaborative problem solving practices in crowd-based (i.e. online Q&A) and small group settings (i.e. Data Science). Published 3 papers to prestigious venues for Social Computing studies such as CSCW and ICWSM.

Sep 2015 – Present

Research on Ask-to-Answer (A2A) feature
Quora, Inc.

July– Sep 2018

Led two foundational research projects on A2A feature using mixed methods (interview, data analysis, and experiment).

Designing and developing open innovation platform for Convergence Technology Commercialization Center

Sep 2012 - Aug 2014

Electronics and Telecommunications Research Institute (ETRI)
Led a project to launch an open idea competition for commercializing patents in collaboration with Marblar (marblar.com). NASA and University of Pennsylvania also participated as patent providers in the idea competition. Featured in [Tech Crunch](), [ABC News](), and [Nature News Blog]()

UX innovation: Innovative user experience with the positive feedback loop of social computing

May 2010 - Aug 2012

Funded by National Research Foundation of Korea
Led a project that investigated an open source code-hosting platform, Github, to understand distributed collaboration phenomenon. Published 3 papers to CSCW, Journal of HCI Korea (Best Paper award), and APJIS.

Information design for mobile public transportation information based on dynamic information use context

Sep 2011 – Dec 2011

Yonsei University in collaboration with DAUM Communication INC.
Suggested design guidelines for smartphone application service on public transportation information. Found that users use the mobile apps of a similar kind for two different purposes, confirmatory and exploratory.

Designing and developing online social network for the senior's quality of life

Sep 2009 - Jan 2011

Funded by Asan and National Research Foundation, South Korea
Participated in two projects: 1) Interviewed elderly users of the Internet for their motives and use patterns. Found that self-perceived age explained social interaction patterns of elderly users better than chronological age. 2) Conducted in-depth interviews and field experiments with prototypes designed to promote recollection of life events.

Key Performance Index 2.0 development project

Jun 2009 - Dec 2009

Funded by Samsung Electronics
Developed key performance indexes for successful user experience of smart phone across different generations including tween, young adult and senior.

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. https://doi.org/10.1145/3274307

[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. DOI: https://doi.org/10.1145/2998181.2998265.

[4] Choi, J., Choi, J., Moon, J., Hahn, & J., Kim, J. (2014) "The role of social computing as enabler of peripheral participation in open source innovation: through the lens of Stigmergy". *Working Manuscript.*

[5] 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.

[6] 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.

[7] 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.

[8] 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).

[9] 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.

[10] Hahn, J., Moon, J., Choi, J., Choi, J., & Kim, J. (2013) "Open collaboration Platform design for Collective intelligence: Based on open source software development projects". Entrue Journal of Information Technology (Korea). Vol. 12, 1. 19-32.

[11] 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.*

[12] 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.

[13] 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*)

[14] 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.

SKILLS

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

Programming Skills
- Extensive use of R, Python, and SQL for data analysis
- HTML, CSS, JavaScript for Prototyping

AWARDS and SCHOLARSHIP

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

Best paper award
Journal of HCI Korea — 2012

TEACHING EXPERIENCE

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

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

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

Program committee

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