

MyoungAh Kim

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Research Interests

Human perception (attention; perceptual organization; ensemble perception; summary statistics)

Human-computer interaction (interface and attention guidance; visual strategies and human performance)

Education

2016 – 2019	M.Sc. Cognitive Science Advisor: Sang Chul Chong Thesis: <i>Representational Form of Perceptual Average</i> [Thesis] [Slides]	Yonsei University
2011 - 2016	B.A. Psychology & Economics	Yonsei University

Publications

Kim, M., & Chong, S. C. (2020). The visual system does not compute a single mean but summarizes a distribution. *Journal of Experimental Psychology: Human Perception and Performance*, 46(9), 1013–1028. <https://doi.org/10.1037/xhp0000804> [[PDF](#)]

Conference Presentations

Kim, M. & Chong, S. C. (May, 2019). Representation form of perceptual average. Poster at the 19th Annual Meeting of the *Vision Sciences Society*, St. Pete Beach, FL. [[Abstract](#)] [[Poster](#)]

Kim, M. & Chong, S. C. (Feb, 2019). The effect of set size and variance disparity on mean size estimation. Talk presented at Annual Meeting of the *Korean Society of Cognitive and Biological Psychology*, Seoul, Korea. [[Slides](#)]

Kim, M. & Chong, S. C. (June, 2018). Mean estimation bias according to mean judgement task. Poster at the Annual Meeting of *Korean Society of Cognitive Science*, Seoul, Korea. [[Poster](#)]

Chu, D., **Kim, M.**, Kim, S., Hong, S., & Cho, K. (Feb, 2018). D-pad based authentication method with binary pressure. Talk presented at the *HCI Korea 2018 Annual Conference*, Gangwon, Korea. [[Paper](#)] [[Slides](#)]

Han, J. H., **Kim, M.**, Yoon, J. H., Kim, J. H., & Cho, K. (Feb, 2017). Evaluating UI aesthetics and usability based on EEG and eye-tracking. Case study presented at the *HCI Korea 2017 Annual Conference*, Gangwon, Korea. [[Slides](#)]

Koo, B., **Kim, M.** & Cho, K. (Feb, 2017). Cognitive conflict and conformity according to product attractiveness: based on event-related potentials. Talk presented at the *HCI Korea 2017 Annual Conference*, Gangwon, Korea. [[Paper](#)] [[Slides](#)]

Scholarships

2017 – 2018	Brain Korea 21+ Scholarship, <i>Korean Ministry of Education Science and Technology</i>
2016-2018	Graduate Teaching Assistantship, <i>Graduate Program in Cognitive Science, Yonsei University</i>
2016-2017	Graduate Office Assistantship, <i>Graduate Program in Cognitive Science, Yonsei University</i>

Research Experience & Projects

2017.8- 2020.08	Graduate researcher, Vison Consciousness and Cognition Lab Principal investigator: Sang Chul Chong	<i>Yonsei University</i>
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Representational form of perceptual averaging

Supported by the National Research Foundation of Korea (NRF) grant funded by the Korea government (MSIT), “Efficient encoding of visual information: average and variance.”

2016.8-2017.8	Graduate researcher, Cognitive Engineering Square Principal investigator: Kwangsu Cho	<i>Yonsei University</i>
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Evaluating usability of TV streaming app using gaze data (in collaboration with SK Broadband)

Neuro-evaluation of aesthetics and usability in TV GUI (in collaboration with Samsung Electronics)

Social influence of product attractiveness studied through event-related potentials

Teaching Experiences

Instructor

2017	Cambridge International Examination (A-Level Psychology) The course was for high school students preparing A-level Psychology subject examination. Under the official CIE A-level curriculum the course covered 2 subjects (Psychology and abnormality, Psychology and education) which overviews basic approaches of psychology (e.g., behavioral, psychodynamic, cognitive) and its application to different issues in education/psychological disorders.	<i>Cambridge Korea Center</i>
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Tutor

2018	International Baccalaureate (IB) extended essay in Psychology
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Relevant Coursework

Cognitive Science & Neuroscience

- Advanced Psychology of Cognition
- Advanced Cognitive Science
- Vision and Consciousness
- Perception and Psychophysics Practicum
- Neuroscience of Memory
- Cognitive Psychology

Neurophysiology

- Principles of Psychophysiology
- Neuroimaging

Statistics

- Advanced Psychological Statistics
- Psychological Statistics
- Introduction to Statistics

Skills

MATLAB - Psychophysics Toolbox	<i>Expert</i>
JASP, SPSS	<i>Expert</i>
R	<i>Intermediate</i>
Python - Mainly for data preprocessing (e.g., eye-tracking data).	<i>Beginner</i>
HTML5, CSS3, jQuery - Responsive web publishing in compliance with WCAG standards; Bootstrap;	<i>Intermediate</i>
Eye-tracking - Tobii X-120, Tobii Studio Gaze Analysis Software.	<i>Expert</i>
EEG - Geodesic EEG 400 System, 32-ch, analysis software: EGI Net Station Tools 5.3. - Event-related potential analysis	<i>Intermediate</i>
Adobe Photoshop, Adobe Illustrator	<i>Expert</i>

Language

English	<i>Proficient</i> TOEFL: 117 (reading 30, listening 29, speaking 30, writing 28) GRE general: 323 (verbal 160, quant 163, writing 3.5)
Korean	<i>Native</i>