

SeoHyeong Kim

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About Me

I design and study technology-mediated communication systems for self-reflection, perspective-taking, and inclusive everyday communication.

Related Skills

- **Prototyping:** LLM-based systems, Next.js web prototypes, and interactive/immersive prototypes using Figma, Adobe XD, Unity, Photoshop, and Premiere Pro.
- **User Research:** Experiments, surveys, interviews, usability testing, and mixed-methods studies.
- **Analysis:** Quantitative analysis in Python and qualitative analysis; SQLD and ADsP certified.

Education

Purdue University

Incoming PhD Student in Communication

West Lafayette, IN, USA

Starting Fall 2026

- Brian Lamb School of Communication (Advisor: Sue Lim)

Seoul National University

MA in Communication

Seoul, South Korea

Mar 2022 – Aug 2024

- GPA: 3.88 / 4.00 (96.2%)
- Human-Computer Interaction + Design Lab (Advisors: Joonhwan Lee, Hajin Lim)

Ewha Womans University

Bachelor of Communication and Media in Communication and Media | BA in Psychology

Seoul, South Korea

Mar 2016 – Feb 2021

- GPA: 3.53 / 4.00 (95.6%)
- Honors: *Magna Cum Laude*; Dean's List (Spring 2016, Spring 2019, Fall 2020)
- Exchange Program: Lancaster University, UK (Fall 2019)
- Study Abroad Program: University of Hawai'i at Mānoa, USA (Summer 2017)

Frankfurt International School

Completed Grades 4–9 in a U.S.-accredited international curriculum

Frankfurt, Germany

Jan 2008 – Feb 2013

Publications

PEER-REVIEWED PUBLICATIONS

Real-Time AI Sentiment Feedback Promotes Self-Moderation in Contentious Online Discussion [PDF] [↗](#)

Soo Yun Shin, Seo Hyeong Kim, Dayeong Lee, & Jinyeong Kim

Journal of Computer-Mediated Communication (JCMC)

Clarifying or Complicating?: Understanding Older Adults' Engagement with Real-World XAI in E-Commerce [PDF] [↗](#)

Seo Hyeong Kim, Esther Hehsun Kim, Huiyeon Yang, Joonhwan Lee, & Hajin Lim

CHI 2026, April 13–17, 2026, Barcelona, Spain.

🏆 Letters from Future Self: Augmenting the Letter-Exchange Exercise with LLM-Based Agents to Enhance Young Adults' Career Exploration [PDF] [↗](#)

Hayeon Jeon, Suhwoo Yoon, Keyeun Lee, Seo Hyeong Kim, Esther Hehsun Kim, Seonghye Cho, Yena Ko, Soeun Yang, Laura Dabbish, John Zimmerman, Eun-mee Kim, & Hajin Lim

CHI 2025, May 3–8, 2025, Yokohama, Japan. **[Best Paper Award (Top 1%)]**

SPeCtrum: A Grounded Framework for Multidimensional Identity Representation in LLM-Based Agent [\[PDF\]](#) [↗](#)

Keyeun Lee, [Seo Hyeong Kim](#), Seolhee Lee, Jinsu Eun, Yena Ko, Hayeon Jeon, Esther Hehsun Kim, Seonghye Cho, Soeun Yang, Eun-mee Kim, & Hajin Lim
NAACL 2025, April 29–May 4, 2025, Albuquerque, USA. [Main, Oral Presentation]

DiVRsity: Design and Development of Group Role-Play VR Platform for Disability Awareness Education [\[PDF\]](#) [↗](#)

Yewon Jin, Seon Yul Lee, [Seo Hyeong Kim](#), Jiyeon Seo, Kyuha Jung, Hajin Lim, & Joonhwan Lee
DIS 2023, July 10–14, 2023, Pittsburgh, USA.

UNDER REVIEW & IN PREPARATION

Becoming the Villain: Exploring Perspective-Taking in Morally Undesirable Roles Across Virtual Environments

[Seo Hyeong Kim](#), Hajin Lim, Bongwon Suh, Soo Yun Shin, & Joonhwan Lee
In preparation, developed from Master’s Thesis

PRESENTATIONS

How a Generative AI Can Contribute to Civil Online Discussion

Soo Yun Shin, Kyung Won Cho, Dayeong Lee, [Seo Hyeong Kim](#), & Youjin Kim
International Communication Association (ICA) Annual Conference, June 20–24, 2024, Gold Coast, Australia.

Active Senior’s Perception of Explainable Artificial Intelligence (XAI) for Online Shopping AI Recommendation Systems [\[PDF\]](#) [↗](#)

[Seo Hyeong Kim](#), Yujin Hong, Jiyeon Seo, Yoobin Park, Esther Hehsun Kim, Seon Yul Lee, Hajin Lim, & Joonhwan Lee
HCI Korea 2024, January 31–February 2, 2024, Seoul, South Korea.

AI-Mediated Communication for Civil Online Discussion: Can AI Motivate People to Rewrite Their Own Comments?

Soo Yun Shin, [Seo Hyeong Kim](#), Dayeong Lee, & Jinyeong Kim
National Communication Association (NCA) Annual Convention, November 16–19, 2023, National Harbor, USA.

DiVRsity: Design and Development of Group Role-Play VR Platform for Disability Awareness Education for Non-Disabled [\[PDF\]](#) [↗](#)

Yewon Jin, [Seo Hyeong Kim](#), Jiyeon Seo, Seon Yul Lee, Kyuha Jung, Hajin Lim, & Joonhwan Lee
HCI Korea 2023, February 1–3, 2023, Seoul, South Korea.

MAGAZINE ARTICLES

Trust Begins at Home: How Korean Seniors Enter AI Systems [\[PDF\]](#) [↗](#)

Esther Hehsun Kim, [Seo Hyeong Kim](#), Hajin Lim, & Joonhwan Lee
XRDS: Crossroads, the ACM Magazine for Students.

Work Experience

Seoul National University, Student Administrative Coordinator (Information Science)

Budget management, facilities operations, student services

Seoul, South Korea
Mar 2024 – Aug 2024

- Managed Information Science departmental budgets and procurement in coordination with the College of Social Sciences administration.

KBFD-TV (The Allen Broadcasting Corp.), Intern Producer

News Studio Production, Program Editing, Translation and Interpretation

Honolulu, USA
Sep 2019 – Sep 2020

- Filmed, edited, and broadcast daily news programs.
- Produced special broadcasts for the Hawai'i community.

ICONIX Entertainment, Freelance Video Editor

Post-production, Video Editing

Seoul, South Korea
Mar 2018 – Sep 2018

- Edited videos for *Pororo the Little Penguin*, *Titipo Titipo*, *Tayo the Little Bus*, and *Boomba & Toomba*, which were broadcast and distributed.

tvN Drama (CJ ENM Entertainment), Freelance Content Marketer
Content Production, Social Media Marketing

Seoul, South Korea
Sep 2017 – Jul 2018

- Produced promotional multimedia content for tvN dramas *Avengers Social Club*, *Mother*, and *Lawless Lawyer*.

Awards

- 2025 ACM CHI Conference on Human Factors in Computing Systems
Best Paper Award (Top 1%)
- 2022 HumanTube Video Contest - Theme: Virtual Reality (Seoul National University)
Excellence Award
- 2020 Korea Student Advertising Competition (Korea Federation of Advertising Associations)
Honorable Mention
- 2019 Funeral Culture Awareness Content Contest (Korea Funeral Culture & Policy Institute)
First Prize [Minister of Health and Welfare Award]
- 2019 World Water Day Video Contest (K-water)
Excellence Award
- 2019 Healthcare Content Creation Competition (Ewha Womans University)
First Prize
- 2019 Future Hospital Branding Project (Ewha Womans University)
Excellence Award
- 2017 Outdoor Sign Culture Contest (Korean Outdoor Advertising Center)
Grand Prize [Minister of Public Administration and Security Award]
- 2016 Sharing Contest (Ewha Womans University)
Project Division Winner & Story Division Winner

Scholarships

Seoul National University

2024	Social Sciences Research Talent Development Program	\$1,500
2022–2023	Brain Korea 21 Scholarship (Spring 2022, Fall 2022, Spring 2023, Fall 2023)	\$17,000 in sum

Ewha Womans University

2019	Southern California Alumnae Scholarship	\$2,500
2018	Washington DC Alumnae Scholarship	\$2,500
2017	Faculty-led Overseas Study Scholarship	\$1,300

Teaching Experience

User-Centered Design, Teaching Assistant

- Provided weekly 2-hour mentoring sessions for 40 undergraduate students (10 teams), guiding them through service planning projects.

Seoul National University
Fall 2022

Introduction to Computing, Teaching Assistant

- Led weekly 90-minute Python practice sessions for 40 undergraduates, emphasizing programming fundamentals and problem-solving skills.


Seoul National University
Spring 2022

Peer Mentoring Program, Student Mentor

- Guided first-year students in the Communication and Media Department through academic and personal support.

Ewha Womans University
Fall 2020

Volunteer & Service

Reviewer , CHI 2026 (6 submissions)	2026
Reviewer , CSCW 2026 (1 submission)	2026
2022 NCCU-SNU-UT Joint Symposium , Event Coordinator	Seoul National University Sep 2022 – Oct 2022
<ul style="list-style-type: none">Designed and managed a virtual symposium in Gather Town for a tri-university collaboration among SNU, NCCU, and UT.	
Healthcare Communication & Social Awareness Projects , Campaign Planner	Ewha Womans University Apr 2019 – Oct 2019
<ul style="list-style-type: none">Planned public awareness campaigns on nurses' labor conditions and mental health stigma; recognized by the Korean Nurses Association and the Korea Health Communication Association.	
Public Advertising Campaign: Outdoor Sign Culture , Creative Director	Ewha Womans University Nov 2017
<ul style="list-style-type: none">Created a public advertisement on excessive neon signage and urban visual culture; awarded the <i>Grand Prize (Minister of Public Administration and Security Award)</i>. [Link] 	
Sustainable Fashion & Upcycling Campaign , Project Organizer	Ewha Womans University Oct 2016 – Dec 2016
<ul style="list-style-type: none">Organized an on-campus clothing donation campaign with TogetherHamt, collecting over 200 garments to support a sustainable fashion initiative for Mongolian single mothers.	