

Seo Hyeong Kim

✉ mariaksh@purdue.edu in LinkedIn 🎓 Google Scholar 🔗 seohyeongkim.vercel.app

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

PhD Student in Communication

West Lafayette, IN, USA

Aug 2026 - May 2031

- AIXB Lab (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

BA in Communication and Media | BA in Psychology

Seoul, South Korea

Mar 2016 - Feb 2021

- GPA: 3.53 / 4.00 (95.6%)
- 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

Does Discussion Tension Change the Impact of AI Feedback? Experimental Evidence on Online Comment Revision

Soo Yun Shin, Kyung Won Cho, Dayeong Lee, [Seo Hyeong Kim](#), & Youjin Kim
Submitted to *Media Psychology*

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
Departmental budgeting, procurement, and administrative operations

Seoul, South Korea
Mar 2024 – Aug 2024

KBFD-TV (The Allen Broadcasting Corp.), Intern Producer
News production, video editing, broadcasting, and community programming

Honolulu, HI, USA
Sep 2019 – Sep 2020

ICONIX Entertainment, Freelance Video Editor
Broadcast and digital content for *Pororo the Little Penguin*, *Titipo Titipo*, *Tayo the Little Bus*, and *Boomba & Toomba*

Seoul, South Korea
Mar 2018 – Sep 2018

tvN Drama (CJ ENM), Freelance Content Marketer
Promotional multimedia content for *Avengers Social Club*, *Mother*, and *Lawless Lawyer*

Seoul, South Korea
Sep 2017 – Jul 2018

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

Fundamentals of Speech Communication (COM 114) , Instructor Undergraduate public speaking; 25 students	Purdue University Fall 2026
Principles of Persuasion (COM 318) , Teaching Assistant Guest lecture on <i>Visual Persuasion</i> (90 minutes); 300 students	Purdue University Fall 2026
User-Centered Design , Teaching Assistant Team-based service design mentoring; 40 students	Seoul National University Fall 2022
Introduction to Computing , Teaching Assistant Weekly in-person Python instruction and practice; 40 students	Seoul National University Spring 2022
Peer Mentoring Program , Student Mentor Academic mentoring for first-year Communication and Media students	Ewha Womans University Fall 2020

Academic & Community Service

Reviewer , CHI 2026 (6 submissions)	2026
Reviewer , CSCW 2026 (1 submission)	2026
2022 NCCU–SNU–UT Joint Symposium , Event Coordinator Virtual symposium for a tri-university collaboration	Seoul National University Sep 2022 – Oct 2022
Healthcare Communication & Social Awareness Projects , Campaign Planner Public campaigns on nurses' working conditions and mental health stigma	Ewha Womans University Apr 2019 – Oct 2019
Public Advertising Campaign: Outdoor Sign Culture , Creative Director Grand Prize, Minister of Public Administration and Security Award [Press]	Ewha Womans University Nov 2017
Sustainable Fashion & Upcycling Campaign , Project Organizer Campus clothing donation campaign; 200+ garments collected	Ewha Womans University Oct 2016 – Dec 2016