

JONGHYUN JEE

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Research Interests: Computer-Mediated Communication; Computational Social Science; Algorithmic Culture; Online Communities; Large Language Models; Generative Agent Simulation

EDUCATION

Northwestern University Sept 2025 – Present
Ph.D., Media, Technology, and Society | School of Communication
Advisor: Dr. Aaron Shaw

Korea Advanced Institute of Science and Technology (KAIST) Aug 2022 – Aug 2024
M.S., Graduate School of Metaverse | Double Major: Culture Technology (GPA: 4.0/4.3)
Advisor: Dr. Bong Gwan Jun and Dr. Joseph Seering

New York University Shanghai Aug 2016 – May 2022
B.S., *Summa Cum Laude*, Interactive Media Arts | Minor: Philosophy (GPA: 3.937/4.0)

PUBLICATIONS

Jee, J., Kim, B., & Jun, B. G. (2024). The Role of English Wikipedia in Mediating East Asian Historical Disputes: The Case of Balhae. *Asian Journal of Communication*, 34(4): 399–418.

Lee, J., Doan, B. N., Jee, J., & Seering, J. (2025). Mapping Community Appeals Systems: Lessons for Community-led Moderation in Multi-Level Governance. *Proceedings of the ACM on Human-Computer Interaction*, 9(7): CSCW446:1–CSCW446:28.

Kim, B., Jee, J., & Woo, D. (2026). Mapping the semantic transformations of major powers in Cold War East Asia: a word embedding approach using Chinese and Korean newspapers (1946–95). *Digital Scholarship in the Humanities*, 41(2): 778–793.

CONFERENCES

Jee, J., Seering, J. & Jun, B. G. (2024). Algorithmic Spread of “Nationalist Kitsch”: The Case of South Korea’s Gukppong YouTubers. *Digital Korea: Stories, Systems and Spaces of Connection*.

Jee, J., Choi, M., Jun, B. G., Kim, D. J. (2025). Analyzing Employee Reviews with BERTopic: Comparison with Probabilistic Models. *The 85th Annual Meeting of the Academy of Management*.

WORKS UNDER REVIEW

Jee, J. & Shaw, A. Critical Acclaim Orientation in Large Language Models: Evidence from Film Preference Elicitation. (*Accepted to AIES 2026*)

RESEARCH EXPERIENCE

Andong National University Korean Humanities Joint Research Jun 2024 – Feb 2025

- Led digital process management for a Korean history database project, incorporating previously uncollected documents from eight countries.

KAIST-Samsung Electronics Joint Research Sep 2023 – Aug 2025

- Analyzed 100,000+ workplace reviews from major semiconductor companies using topic modeling to identify industry-wide and company-specific organizational culture trends.

Woojung History Information System Project Jun 2023 – Jun 2024

- Contributed to data labeling for 69,000 historical records across nine books and assisted in the ideation of a digital knowledge heritage platform's database and website.

TEACHING EXPERIENCE

National Library of Korea Jul 2024 – Aug 2024

Teaching Assistant, "Text Mining for Researchers"

New York University Shanghai Feb 2020 – May 2020

Learning Assistant, "Communication Lab"

PROFESSIONAL EXPERIENCE

KAIST Center for Digital Humanities & Computational Social Sciences Sep 2024 – Aug 2025

Research Associate

Daejeon, South Korea

American Forces Network Pacific

Broadcast Journalist

Oct 2017 – May 2019

Camp Humphreys, South Korea

HONORS & AWARDS

NYU Founder's Day Award 2022

NYU Shanghai Excellence Award 2022

NYU Shanghai Recognition Award 2020

The Army Commendation Medal, the United States Army 2019

Dean's List Honor for Academic Year 2017, 2020, 2021

INVITED LECTURES & TALKS

- "Career Planning and Research in the Era of Generative AI." Dangjin School for Art and Culture, Dangjin Cultural Foundation, Nov 2023.
- "The 21st Century Human Values Forum 2023." Guest Talk for "Youth Humanities Exchange: Culture of Humanistic Spirit and Content." Andong International Convention Center, Korea Foundation for Cultures and Ethics, Oct 2023.
- "Metaverse and Future: Python Coding Workshop." Korea Advanced Institute of Science & Technology, Jeonbuk State Namwon Office of Education, May 2023.
- "2022 Daejeon Science Festival." Guest Lecture for "Understanding Virtual Reality." Daejeon Convention Center, Daejeon Culture and Arts Foundation, Oct 2022