

# Hyerim Cho

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## 1 EDUCATION

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### 1.1 PH.D. IN INFORMATION SCIENCE | 2019 | UNIVERSITY OF WASHINGTON, INFORMATION SCHOOL

- Thesis title: Understanding users of cross-media information: contexts, motivations, and features focusing on visual narrative materials
- Thesis Committee: Jin Ha Lee (chair), Allyson Carlyle, Nicholas Weber, Heekyong Cho

### 1.2 RESEARCH INTERESTS

- Information needs and behavior; Information retrieval; Recommendation services and systems; Readers' Advisory; Knowledge organization; User studies; Mixed methods (content analysis, large-scale surveys, diary studies, interviews, user experiments, facet analysis); Multimedia information

### 1.3 M.S. IN INFORMATION SCIENCE | 2015 | UNIVERSITY OF WASHINGTON, INFORMATION SCHOOL

- Concentration on Information needs and behavior, access and retrieval, knowledge organization, and recommendation/reference services focusing on multimedia materials

### 1.4 M.A. IN LIBRARY AND INFORMATION SCIENCE | 2012 | EWHA WOMANS UNIVERSITY, SOUTH KOREA

- Concentration on Information needs and behavior, access, and retrieval focusing on image information

### 1.5 B.A. IN ENGLISH LITERATURE & LIBRARY AND INFORMATION SCIENCE | 2010 | EWHA WOMANS UNIVERSITY, SOUTH KOREA

- Minor: Art History
- Certificate: Librarianship
- Certificate: Fashion styling

## 2 HONORS AND AWARDS

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- **Cho, H.** (2016). An Empirical Investigation on Illustrators' Image Information Needs. In *ASIS&T SIG AH Second Virtual Symposium on Information & Technology in the Arts & Humanities*. **Awarded Best Ph.D. Student Paper Submission**
- University of Washington Top Scholar Fellowship, 2012.
- Ewha Womans University, Graduate School, Research Assistant Scholarship, 2011.

- Ewha Womans University, Honors Scholarship, 2007.
- Ewha Womans University, Honors Scholarship, 2006.

### 3 PEER-REVIEWED PUBLICATIONS

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#### 3.1 JOURNALS

- [J. 5.] **Cho, H.**, Disher, T., Lee, W., Keating, S. A., & Lee, J. H. (2018). Facet Analysis of Anime Genres: the Challenges of Defining Genre Information for Popular Cultural Objects. *Knowledge Organization*, 45(6), 484-499.
- [J. 4.] **Cho, H.**, Schmalz., M. L., Keating, S. A., & Lee, J. H. (2018). Analyzing Anime Users' Online Forum Queries for Recommendation Using Content Analysis. *Journal of Documentation*, 74(5), 918-935.
- [J. 3.] **Cho, H.**, Donovan, A., & Lee, J. H. (2018). Art in an Algorithm: A Taxonomy for Describing Video Game Visual Styles. *Journal of the Association for Information Science and Technology*, 69(5), 633-646.
- [J.2.] Lee, J. H., Clarke, R. I., **Cho, H.**, & Windleharth, T. (2017). Understanding Appeals of Video Games for Reader's Advisory and Recommendation. *Reference & User Services Quarterly*, 57(2), 127-139.
- [J.1.] Lee, J. H., **Cho, H.**, & Kim, Y. S. (2016). Users' music information needs and behaviors: Design implications for music information retrieval systems. *Journal of the Association for Information Science and Technology*, 67(6), 1301-1330.

#### 3.2 CONFERENCES

- [C. 8.] **Cho, H.**, Smith, J., & Lee, J. H. (In press). Effects of Motivation and Tool Features on Online Photo-sharing Behavior. In *Proceedings of ASIS&T 2019 Annual Meeting*. (4 pages)
- [C. 7.] Lee, J. H., Jett, J., **Cho, H.**, Windleharth, T., Kiryakos, S., Disher, T., & Sugimoto, S. (2018). Reconceptualizing Superwork for Improved Access to Popular Cultural Objects. In *Proceedings of ASIS&T 2018 Annual Meeting*. (pp. 274-281)
- [C. 6.] Lee, J. H., Windleharth, T., & **Cho, H.** (2017). Toward an Understanding of Cross-Media Appeals for Readers' Advisory. In *Proceedings of ASIS&T 2017 Annual Meeting*. (pp. 241-250)
- [C. 5.] **Cho, H.**, Schmalz, M. L., Keating, S. A., & Lee, J. H. (2017, June). Information Needs for Anime Recommendation: Analyzing Anime Users' Online Forum Queries. In *Digital Libraries (JCDL), 2017 ACM/IEEE Joint Conference on* (pp. 1-3). IEEE.
- ❖ [C. 4.] **Cho, H.** (2016). An Empirical Investigation on Illustrators' Image Information Needs. In *ASIS&T SIG AH Second Virtual Symposium on Information & Technology in the Arts & Humanities*. **Awarded Best Ph.D. Student Paper Submission** (11 pages)

- [C. 3.] Lee, J. H., Hong, S. R., **Cho, H.**, & Kim, Y. S. (2015, April). VIZMO game browser: accessing video games by visual style and mood. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 149-152). ACM.
- [C. 2.] Donovan, A., **Cho, H.**, Magnifico, C., & Lee, J. H. (2013, July). Pretty as a pixel: Issues and challenges in developing a controlled vocabulary for video game visual styles. In *Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries* (pp. 413-414). ACM.
- [C. 1.] Lee, J. H., **Cho, H.**, Fox, V., & Perti, A. (2013, July). User-centered approach in creating a metadata schema for video games and interactive media. In *Proceedings of the 13th ACM/IEEE-CS joint conference on Digital libraries* (pp. 229-238). ACM.

## 4 INVITED TALKS

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### 4.1 CONFERENCE PRESENTATIONS

- Information Needs for Anime Recommendation: Analyzing Anime Users' Online Forum Queries (2017). ACM/IEEE-CS Joint Conference on Digital Libraries – Toronto, Canada
- An Empirical Investigation on Illustrators' Image Information Needs. (2016) ASIS&T SIG AH Second Virtual Symposium on Information & Technology in the Arts & Humanities
- User-centered approach in creating a metadata schema for video games and interactive media (2013). ACM/IEEE-CS Joint Conference on Digital Libraries - Indianapolis, IN
- Pretty as a pixel: Issues and challenges in developing a controlled vocabulary for video game visual styles (2013) ACM/IEEE-CS Joint Conference on Digital Libraries - Indianapolis, IN

### 4.2 PANEL TALK

- Quests in the Ivory Tower: Academic Approach to Visual Media: Can Visual Styles be Mutually Agreed? (2017). PAX West – Seattle, WA

## 5 GRANTS

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### 5.1 OCLC/ALISE LIBRARY AND INFORMATION SCIENCE RESEARCH GRANT PROPOSAL (2015)

- Grant awarded: \$14,999.00 (PI: Jin Ha Lee, Advisor)
  - Assisted in writing proposal
  - Created supplementary documents
  - Created a final report and presentation materials for 2016 ALISE Conference

## 6 TEACHING EXPERIENCE

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### 6.1 TEACHING | UNIVERSITY OF WASHINGTON, INFORMATION SCHOOL

- Weekly Seminar of INFO 470: Research methods in Informatics
  - Planning weekly curriculum
  - Preparing class materials
  - Lecturing and leading classes on research design and methods
  - Advising students on their research design projects
  - Managing online discussions and questions
  - Grading quizzes and assignments and giving them personalized feedback
- INFX 595: Capstone I – Project Planning & INFX 596: Capstone II – Project implementation
  - Advising students on their design and research projects
  - Providing feedback on students' assignments
  - Making an online lecture on how to write a literature review and choose the right research methods

### 6.2 TEACHING PRACTICUM | UNIVERSITY OF WASHINGTON, INFORMATION SCHOOL

- LIS 520: Information Resources, Services, and Collections
  - Evaluating and developing reading lists for the course
  - Creating, managing and editing the online Canvas course website
  - Making and presenting a guest lecture on special topics (e.g., FRBR (Functional Requirements for Bibliographic Records))
  - Grading students' assignments and final projects and giving them personalized feedback
- INFX 595: Capstone I – Project Planning & INFX 596: Capstone II – Project implementation
  - Evaluating the entire course curriculum and suggesting feedback
  - Creating course revisions and materials for research project groups
  - Revising assignments

### 6.3 TEACHING ASSISTANT | UNIVERSITY OF WASHINGTON, INFORMATION SCHOOL

- LIS 501: History and foundations of libraries and librarianship
  - Grading students' assignments and final projects and giving them personalized feedback
  - Managing online discussions and questions
- LIS 520: Information Resources, Services, and Collections
  - Grading students' assignments and final projects and giving them personalized feedback
  - Monitoring online discussions
  - Creating online lectures
    - (sample lecture on Collection Development in Asia: [https://youtu.be/C3DZRRsmw\\_c](https://youtu.be/C3DZRRsmw_c))
- INFX 595: Capstone I – Project Planning

- Advising students on their graduation project scheduling and management
- Advising students on their design and research projects
- Providing feedback on students' assignments
- INFX 596: Capstone II – Project implementation
  - Advising students on their graduation project scheduling and management
  - Advising students on their design and research projects
  - Providing feedback on students' assignments
- INFO 470: Research methods in Informatics
  - Planning weekly curriculum
  - Preparing class materials
  - Lecturing and leading classes on research design and methods
  - Advising students on their research design projects
  - Managing online discussions and questions
  - Grading quizzes and assignments and giving them personalized feedback

## **7 PROFESSIONAL MEMBERSHIP**

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- Association for Library and Information Science Education (ALISE) (since 2018)
- International Comic con San Diego professional membership: researcher (since 2017)
- Emerald City Comic con professional membership: researcher (since 2017)
- Association for Information Science and Technology (ASIS&T) (since 2016)

## **8 CERTIFICATES**

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- Engineer Information Processing: Ministry of Science and ICT, Human Resources Development Service of Korea (since 2010)
- Korean Library Association, Level 2 Librarian (since 2010)

## **9 REVIEWER**

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### **9.1 JOURNALS**

- Journal of the Association for Information Science and Technology