

# EUN CHEOL CHOI

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## EDUCATION

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<b>PhD</b>	<b>Communication</b>	ABD
University of Southern California Advisor: Prof. Emilio Ferrara		
<b>MS</b>	<b>Computer Science</b>	May 2026
University of Southern California		
<b>MA</b>	<b>Communication</b>	Feb 2022
Seoul National University Advisor: Prof. Sug-Min Yoon		
<b>BA</b>	<b>Communication</b>	Feb 2020
Seoul National University		

## RESEARCH FOCUS

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Computational social science; large language models; misinformation; social network analysis; media effects.

## RECENT WORKS

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### *Benchmarking, Evaluating, & Finetuning LLMs*

Choi, E. C., Young, L. E., & Ferrara, E. (2026, May). Overstating Attitudes, Ignoring Networks: LLM Biases in Simulating Misinformation Susceptibility. *Proceedings of the International AAAI Conference on Web and Social Media*, 20(1). <https://ojs.aaai.org/index.php/ICWSM/article/view/42652/50212>

Ghafouri, B., Choi, E. C., Dey, P., & Ferrara, E. (2026, July). Measuring Human Preferences in RLHF is a Social Science Problem. In *Forty-Third International Conference on Machine Learning*. <https://arxiv.org/pdf/2604.03238>

Choi, E. C., Kim, Y., Pugalenthi, P., Chen, H.-E., Huang, B.-R. (2026, July). Beyond the Mean: Three-Axis Fidelity for Aligning LLM-Based Survey Simulators from Small Pilot Data. *Pluralistic Alignment @ ICML 2026 Workshop*.

Choi, E. C., Balasubramanian, A., Qi, J., & Ferrara, E. (2025, April). Limited effectiveness of LLM-generated data augmentation for COVID-19 misinformation stance detection. In *Companion Proceedings of the ACM on Web Conference 2025*. <https://dl.acm.org/doi/abs/10.1145/3701716.3715521>

Choi, E. C., & Ferrara, E. (2024, May). FACT-GPT: Fact-checking augmentation via claim matching with LLMs. In *Companion Proceedings of the ACM on Web Conference 2024* (pp. 883-886). <https://dl.acm.org/doi/abs/10.1145/3589335.3651504>

Choi, E. C., & Ferrara, E. (2024, May). Automated claim matching with large language models: Empowering fact-checkers in the fight against misinformation. In *Companion Proceedings of the ACM on Web Conference 2024* (pp. 1441-1449). <https://dl.acm.org/doi/abs/10.1145/3589335.3651910>

Chen, Z., Choi, E. C., Luo, Y., Wang, X., Xiao, L., Yang, A., & Luceri, L. (2026). Exploration first, care second? Tracing the value landscape of LLMs in everyday dilemmas. arXiv preprint: <https://doi.org/10.48550/arXiv.2602.04456>

Choi, E. C. Don't Call LLM Social Simulators (In)valid Without Saying at What Aspect. *Under review.*

### ***Computational Analysis in Social Contexts***

Choi, E. C., Cao, Q., Guan, Q., Peng, S., Chen, P.-Y., & Luceri, L. (2025, June). Mapping labor market vulnerability in the age of AI: Evidence from job postings and patent data. In *Workshop Proceedings of the 19th International AAAI Conference on Web and Social Media*. [https://workshop-proceedings.icwsm.org/pdf/2025\\_05.pdf](https://workshop-proceedings.icwsm.org/pdf/2025_05.pdf)

Cao, L., Zeng, W., Wu, X., Choi, E. C., & Ferrara, E. Mapping Election Toxicity on Social Media across Issue, Ideology, and Psychosocial Dimensions. (2026, May). In *Workshop Proceedings of the 20th International AAAI Conference on Web and Social Media*. [https://workshop-proceedings.icwsm.org/pdf/2026\\_14.pdf](https://workshop-proceedings.icwsm.org/pdf/2026_14.pdf)

Zhou, S., Qiu, P., Blas Urrutia, L., Shen, D., Hsu, D., Choi, E. C., Adaduvora, N., & Ferrara, E. (2026, May). The trafficker's pitch: Detecting deceptive recruitment in online job boards. *Workshop Proceedings of the 20th International AAAI Conference on Web and Social Media*. [https://workshop-proceedings.icwsm.org/pdf/2026\\_04.pdf](https://workshop-proceedings.icwsm.org/pdf/2026_04.pdf)

Choi, E. C., & Ferrara, E. Angry but Accurate: Detecting and Profiling the Counter-Misinformation Ecosystem on Twitter. *Under review.*

Smith, S., David, G., Brunn, L., Nguyen, V., Choi, E. C., & Luceri, L. Networked Dynamics of Toxicity in Reddit Gaming Communities. *Under review.*

Yu, Z., & Choi, E. C. Where Personalized Services Pay Off: LLM-Driven Analysis of Touchpoints and Pain Points in Budget Hotel Reviews. *Under review.*

Kim, D., Choi, E. C., Kim, J. Y., & Wang, Z. Quantifying social influence: A computational approach to understanding sustained engagement in multiplayer online games. *Presented at ICA'25. Under review.*

### ***Misinformation & Conspiracy***

Choi, E. C., & Lee, C. J. (2024). The effect of fact-checking news on misinformation discernment: A stage-model approach. In Youn, S., Hong, J., Jung, S., Jung, Y., & Yang, S. (editor). *Factcheck Journalism*. Seoul: Seoul National University Press. <https://books.google.com/books?id=b6LZ0AEACAAJ>

Youn, S., & Choi, E. C. (2024). The establishment and practice of journalistic norms of factuality. In Youn, S., Hong, J., Jung, S., Jung, Y., & Yang, S. (editor). *Factcheck Journalism*. Seoul: Seoul National University Press. <https://books.google.com/books?id=b6LZ0AEACAAJ>

Lee, C. J., Lee, J. H., Kim, Y., Choi, E. C., Lee, K. H., & Hwang, Y. J. (2021). “How should we counter COVID-19-related misinformation?” In Song, M. (editor) *Social Health and Post-COVID-19 Society*. Seoul: Yonsei University Press. <http://bk21comm.snu.ac.kr/en/?c=239&s=&gp=7&gbn=viewok&ix=767>

Choi, E. C., & Young, L. E. Who you know, what you believe, what you share: Personal networks and health misinformation susceptibility. *Under review*.

Kim, Y., Choi, E. C., & Lee, C. J. The interplay of platform type and social capital on pandemic conspiracy beliefs. *Presented at ICA'26. Under review*.

Zhou, K., Choi, E. C., & Young, L. E. Misinformation susceptibility about women’s reproductive health among expectant mothers. *Under review*.

Yang, S. E., Choi, E. C., & Lee, C. J. Elaborating and discerning in the pandemic: The conditional effect of fact-checking on believing in misinformation. *Under review*.

### ***Media Effects & Governance***

Choi, E. C., & Youn, S. (2022). The media policy debate over punitive damages for media reports: A discourse network analysis. *Korean Journal of Journalism & Communication Studies* 66(2), 5–69. <http://doi.org/10.20879/kjics.2022.66.2.001>

Choi, E. C., Choi, S., Choi, J. H., & Lee, C. J. Digital Safety Net in Motion: The Role of Social Media in Leveraging Social Capital for Coping with Residential Mobility. *Under Review*.

## **PRESENTATIONS**

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**Association for Education in Journalism and Mass Communication (AEJMC 2026)** Aug 2026  
“Mining User Reviews for Hospitality Strategies with Large Language Models: Pain Points, Personalization, and Performance in Budget Hotels”

**International Conference on Machine Learning (ICML 2026)** July 2026  
“Measuring Human Preferences in RLHF is a Social Science Problem”

**International Conference on Machine Learning (ICML 2026)** July 2026  
“Beyond the Mean: Three-Axis Fidelity for Aligning LLM-Based Survey Simulators from Small Pilot Data”

**International School & Conference on Network Science (NetSci 2026)** June 2026  
“Overstating Attitudes, Ignoring Networks: Large Language Model Biases in Simulating Misinformation Susceptibility”

**International School & Conference on Network Science (NetSci 2026)** June 2026

<p>“Diverse Human Dilemmas, Uniform AI Preferences: Mapping Value Trade-Off Networks in Online Advice-Seeking Communities and Large Language Models”</p>	
<p><b>International School &amp; Conference on Network Science (NetSci 2026)</b> “Networked Dynamics of Toxicity in Reddit Gaming Communities”</p>	June 2026
<p><b>KU-USC symposium series #1</b> “LLM Biases in Simulating Misinformation Susceptibility”</p>	Apr 2026
<p><b>ShowCAIS 2026</b> “Overstating Attitudes, Ignoring Networks: Large Language Model Biases in Simulating Misinformation Susceptibility”</p>	Mar 2026
<p><b>AAAI ICWSM’25 DWMV: 6th Workshop on Data for the Wellbeing of Most Vulnerable</b> “Mapping Labor Market Vulnerability in the Age of AI: Evidence from Job Postings and Patent Data”</p>	Jun 2025
<p><b>International Communication Association 2025 Conference</b> “Exploring the Impact of Social Influence on Group Well-Being in Massively Multiplayer Online Games: Evidence From Sky: Children of the Light”</p>	Jun 2025
<p><b>The 2025 ACM Web Conference</b> “Limited effectiveness of LLM-generated data augmentation for COVID-19 misinformation stance detection”</p>	Apr 2025
<p><b>ShowCAIS 2025</b> “Limited effectiveness of LLM-generated data augmentation for COVID-19 misinformation stance detection”</p>	Apr 2025
<p><b>International Communication Association 2024 Conference</b> “Who You Know, What You Believe, What You Share: The Triad of Personal Networks and Health Misinformation Susceptibility”</p>	Jun 2024
<p><b>The 2024 ACM Web Conference</b> “FACT-GPT: Fact-checking augmentation via claim matching with LLMs”</p>	May 2024
<p><b>BeyondFacts: 4th International Workshop on Computational Methods for Online Discourse Analysis</b> “Automated claim matching with large language models: Empowering fact-checkers in the fight against misinformation”</p>	May 2024
<p><b>ShowCAIS 2024</b> “Automated Claim Matching with Large Language Models: Empowering Fact-Checkers in the Fight Against Misinformation”</p>	Apr 2024
<p><b>Association for Education in Journalism and Mass Communication 2023 Conference</b> “Communicating Emerging Technologies in the Post-Truth Era: The Case of Artificial Intelligence (AI)”</p>	Aug 2023

<b>Association for Education in Journalism and Mass Communication 2023 Conference</b> “Exposure and Elaboration: The Conditional Effect of Fact-checking on Misinformation Accuracy Perception”	Aug 2023
<b>Upcoming Scholars Forum V</b> “Analyzing Discourse Network over the Legislation of Punitive Damages for Media Reports”	Jun 2021
<b>2020 SNU-UT-NCCU Joint Symposium</b> “Namu.wiki as ‘Wiki Journalism’: Possibilities and Limitations Drawn from Journalistic Norms”	Oct 2020

## WORK EXPERIENCES

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<b>Research Assistant</b> , USC Information Sciences Institute	Dec 2022 - Current
<ul style="list-style-type: none"> <li>• Participating in research projects in part supported by DARPA, NSF</li> <li>• Designed and implemented benchmarking pipelines for human–AI comparison in misinformation and value-laden decision tasks</li> <li>• Collaborated with interdisciplinary teams across communication and computer science</li> </ul>	
<b>Research Assistant</b> , SNU Institute of Communication Research	Mar 2020 - Jul 2022
<ul style="list-style-type: none"> <li>• Participated in a joint research project with Yonsei University Socialomics Research Center on “Enhancing social health: An AI-social science integrated approach”</li> </ul>	
<b>Internship</b> , SNU FactCheck Center	Aug 2020 - Jul 2022
<ul style="list-style-type: none"> <li>• Participated in a research project on ‘Quality fact-checking and its effects in the COVID-19 era’</li> </ul>	

## TEACHING EXPERIENCES

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<b>Teaching Assistant</b> , University of Southern California Data Science for Communication & Social Networks	Fall 2025; Fall 2024; Fall 2023
<b>Teaching Assistant</b> , Seoul National University Introduction to Communication	Spring 2021
Media Industry and Policy	Fall 2020
Communication Theories	Spring 2020

## ADDITIONAL INFORMATION

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<b>LinkedIn</b>	<a href="https://www.linkedin.com/in/eun-cheol-choi-annenber/">https://www.linkedin.com/in/eun-cheol-choi-annenber/</a>
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<b>Bluesky</b>	<a href="https://bsky.app/profile/euncheolchoi.bsky.social">https://bsky.app/profile/euncheolchoi.bsky.social</a>
<b>USC</b>	<a href="https://annenber.usc.edu/phd-students/eun-cheol-choi">https://annenber.usc.edu/phd-students/eun-cheol-choi</a>