Eun Cheol Choi

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Education

PhD **Communication** (*May 2027)*
University of Southern California
Dissertation: *Validating Silicon Samples: Fidelity and Social Structure in LLM Survey Simulation*
Advisor: Dr. Emilio Ferrara

MS **Computer Science** May 2026
University of Southern California

MA **Communication** Feb 2022
Seoul National University

BA **Communication** Feb 2020
Seoul National University

Research Interests

Public health information environments and trustworthy AI: how accurate and false health claims spread through social networks and platforms, who is most susceptible, and when AI-generated evidence can be trusted to inform public health policy, and for whom.

Keywords: health misinformation; information integrity; public health; LLM evaluation and alignment; AI evidence for policy; social networks; natural language processing; computational social science

Publications

Health Misinformation and Information Integrity

Choi, E. C., & Young, L. E. (2026). Who you know, what you believe, what you share: Personal networks and health misinformation susceptibility. *Social Networks, 87,* 163-172. Link

Choi, E. C., & Ferrara, E. (2026, Sep). Angry but Accurate: Detecting and Profiling the Counter-Misinformation Ecosystem on Twitter. *Proceedings of the 37th ACM Conference on Hypertext* (pp. 108-114). Link

Choi, E. C., & Ferrara, E. (2024, May). Automated claim matching with large language models: Empowering fact-checkers in the fight against misinformation. *Companion Proceedings of the ACM on Web Conference 2024* (pp. 1441-1449). Link

Choi, E. C., & Ferrara, E. (2024, May). FACT-GPT: Fact-checking augmentation via claim matching with LLMs. *Companion Proceedings of the ACM on Web Conference 2024* (pp. 883-886). Link

Choi, E. C., Balasubramanian, A., Qi, J., & Ferrara, E. (2025, April). Limited effectiveness of LLM-generated data augmentation for COVID-19 misinformation stance detection. *Companion Proceedings of the ACM on Web Conference 2025* (pp. 934-937). Link

Evaluating AI That Stands in for People

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). Link

Ghafouri, B., Choi, E. C., Dey, P., & Ferrara, E. (2026, July). Position: RLHF May Not Reflect Genuine Preferences. *Forty-Third International Conference on Machine Learning*. Link

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*. Link

Chen, Z., Choi, E. C., Luo, Y., Wang, X., Xiao, L., Yang, A., & Luceri, L. (2026). Growth first, care second? Tracing the value landscape of LLMs in everyday dilemmas. *Manuscript under review*. arXiv preprint: Link

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

Computational Analysis in Social Contexts

Smith, S., David, G., Brunn, L., Nguyen, V., Choi, E. C., & Luceri, L. (2026, Dec). What You Play, Where You Sit: Network Structure of Toxicity in Reddit Gaming Communities. *Proceedings of the Fifteenth International Conference on Complex Networks and Their Applications*. *In press*. Link

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.* Link

Cao, L., Zeng, W., Wu, X., Choi, E. C., & Ferrara, E. (2026, May). Mapping Election Toxicity on Social Media across Issue, Ideology, and Psychosocial Dimensions. *Workshop Proceedings of the 20th International AAAI Conference on Web and Social Media.* Link

Wang, J., Choi, E. C., Wang, Z., Zhu, J., Zhou, S., & Qiu, P. When Images and Text Disagree: Multimodal Affective Relations, Engagement, and Reply Network Dynamics During a Political Crisis. *Manuscript under review*.

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. *Workshop Proceedings of the 19th International AAAI Conference on Web and Social Media*. Link

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. Manuscript under review.*

Yu, Z., & Choi, E. C. Where Personalized Services Pay Off: LLM-Driven Analysis of Touchpoints and Pain Points in Budget Hotel Reviews. *Presented at AEJMC'26. Manuscript under review.*

Fact-Checking, Media Effects, and Media Policy

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. Link

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. Link

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. Link

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. Link

Choi, E. C., Choi, S., Choi, J., and Lee, C. J. Digital Safety Net in Motion: The Role of Social Capital in Leveraging Facebook Use for Coping with Residential Mobility. *Accepted at NCA'26. Manuscript 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. Manuscript under review.*

Yang, S., Choi, E. C., & Lee, C. J. Who Benefits from Fact-Checking During the Pandemic? A Two-Wave Longitudinal Study of COVID-19 Misinformation Beliefs. *Manuscript under review*.

HONORS

ICML 2026 - Spotlight: Top 5.3% of the Position Paper Track submissions

Ghafouri, B., Choi, E. C., Dey, P., & Ferrara, E. (2026, July). Position: RLHF May Not Reflect Genuine Preferences. Forty-Third International Conference on Machine Learning.

NCA 2026 - Session: Top Papers in Human Communication and Technology

Choi, E. C., Choi, S., Choi, J., and Lee, C. J. Digital Safety Net in Motion: The Role of Social Capital in Leveraging Facebook Use for Coping with Residential Mobility

Public Engagement and Media Coverage

USC Researchers Discover Fake News Spreaders Have Less Followers Than Users Pushing Back (USC ISI, July 29, 2026) Link

Researchers at Annenberg measure effects of AI innovation on labor market (Daily Trojan, Sep 16, 2025) Link

A Real-Time Look at How AI Is Reshaping Work (USC ISI, Jul 7, 2025) Link

Invited Talks

RIT Cognitive Science Speaker Series Oct 2026
"Proxies for People: Social Networks, Misinformation, and Simulated Respondents"

Presentations

The 15th International Conference on Complex Networks and their Applications *(Dec 2026)*
"What You Play, Where You Sit: Network Structure of
Toxicity in Reddit Gaming Communities"

National Communication Association 112th Annual Convention (NCA 2026) *(Nov 2026)*
"Digital Safety Net in Motion: The Role of Social Capital in
Leveraging Facebook Use for Coping with Residential Mobility"
- ***Session: Top Papers in Human Communication and Technology***

ACM Hypertext 2026 Sep 2026
"Angry but Accurate: Detecting and Profiling the
Counter-Misinformation Ecosystem on Twitter"

Association for Education in Journalism and Mass Communication 2026 Conference Aug 2026
"Where Personalized Services Pay Off: LLM-Driven Analysis of
Touchpoints and Pain Points in Budget Hotel Reviews"

International Conference on Machine Learning (ICML 2026) July 2026
"Position: RLHF May Not Reflect Genuine Preferences"
- ***Spotlight: Top 5.3% of the Position Paper Track submissions***

Pluralistic Alignment Workshop @ 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
"Diverse Human Dilemmas, Uniform AI Preferences:
Mapping Value Trade-Off Networks in
Online Advice-Seeking Communities and Large Language Models"

International School & Conference on Network Science (NetSci 2026) June 2026
"Networked Dynamics of Toxicity in Reddit Gaming Communities"

KU-USC symposium series #1 Apr 2026
"LLM Biases in Simulating Misinformation Susceptibility"

ShowCAIS 2026 Mar 2026
"Overstating Attitudes, Ignoring Networks:
Large Language Model Biases in Simulating Misinformation Susceptibility"

AAAI ICWSM'25 DWMV: 6th Workshop on Data for the Wellbeing of Most Vulnerable Jun 2025
"Mapping Labor Market Vulnerability in the Age of AI:
Evidence from Job Postings and Patent Data"

International Communication Association 2025 Conference (ICA 2025) Jun 2025
"Exploring the Impact of Social Influence on Group Well-Being in
Massively Multiplayer Online Games: Evidence From Sky: Children of the Light"

The 2025 ACM Web Conference (WWW 2025) Apr 2025
"Limited effectiveness of LLM-generated data augmentation for
COVID-19 misinformation stance detection"

ShowCAIS 2025 Apr 2025
"Limited effectiveness of LLM-generated data augmentation for
COVID-19 misinformation stance detection"

International Communication Association 2024 Conference (ICA 2024) Jun 2024
"Who You Know, What You Believe, What You Share:
The Triad of Personal Networks and Health Misinformation Susceptibility"

The 2024 ACM Web Conference (WWW 2024) May 2024
"FACT-GPT: Fact-checking augmentation via claim matching with LLMs"

BeyondFacts: 4th International Workshop on
Computational Methods for Online Discourse Analysis May 2024
"Automated claim matching with large language models:
Empowering fact-checkers in the fight against misinformation"

ShowCAIS 2024 Apr 2024
"Automated Claim Matching with Large Language Models:
Empowering Fact-Checkers in the Fight Against Misinformation"

Association for Education in Journalism and Mass Communication 2023 Conference Aug 2023
"Communicating Emerging Technologies in the Post-Truth Era:
The Case of Artificial Intelligence (AI)"

Association for Education in Journalism and Mass Communication 2023 Conference Aug 2023
"Exposure and Elaboration: The Conditional Effect of
Fact-checking on Misinformation Accuracy Perception"

Upcoming Scholars Forum V Jun 2021
"Analyzing Discourse Network over the Legislation of
Punitive Damages for Media Reports"

2020 SNU-UT-NCCU Joint Symposium Oct 2020
"Namu.wiki as 'Wiki Journalism':
Possibilities and Limitations Drawn from Journalistic Norms"

Research Experience

Research Assistant, USC Information Sciences Institute Dec 2022 - Current

- Participating in research projects supported in part by DARPA and NSF
- Designed and implemented benchmarking pipelines for human–AI comparison in misinformation and value-laden decision tasks
- Collaborated with interdisciplinary teams across communication and computer science

Research Assistant, SNU Institute of Communication Research Mar 2020 - Jul 2022

- Participated in a joint research project with Yonsei University Socialomics Research Center on "Enhancing social health: An AI-social science integrated approach"

Internship, SNU FactCheck Center Aug 2020 - Jul 2022

- Participated in a research project on 'Quality fact-checking and its effects in the COVID-19 era'

Teaching Experience

Teaching Assistant, University of Southern California
Communication and Technology Fall 2026
Data Science for Communication & Social Networks Fall 2025; Fall 2024; Fall 2023

Teaching Assistant, Seoul National University
Introduction to Communication Spring 2021
Media Industry and Policy Fall 2020
Communication Theories Spring 2020

Service

Peer Reviewer/Program Committee Member

- **Conferences**: ICML (2026); NeurIPS (2026); AAAI ICWSM (2026–2027); ACM Web Conference (2025; 2027); ICA (2025)
- **Journals**: ACM Transactions on Intelligent Systems and Technology; ACM Transactions on Information Systems; IEEE Transactions on Games; Natural Language Processing Journal; New Media & Society; Journal of Health Communication; Journal of Medical Internet Research

Skills

Python (PyTorch), R; SQL; LLM fine-tuning (SFT, LoRA, DPO) and evaluation; NLP and text classification; statistical modeling; social network analysis; survey and panel design
Korean (native), English (fluent), Japanese (advanced)

Additional Information

LinkedIn	https://www.linkedin.com/in/eun-cheol-choi-annenberg/
Github	https://github.com/EunCheolChoi0123
Google Scholar	https://scholar.google.com/citations?user=bQpF9q8AAAAJ
ORCID	https://orcid.org/0000-0003-0861-1343
USC	https://annenberg.usc.edu/phd-students/eun-cheol-choi