

# Jiyeon (Amy) Seo

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Updated: November 27, 2025

## EDUCATION

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**University of Michigan**  
Ph.D. in Information

Ann Arbor, MI, United States  
Aug 2024 - Present

**Seoul National University**  
M.A. in Communication

Seoul, South Korea  
Aug 2023

**University of Wisconsin-Madison**

B.A. in Communication Arts: Communication Science and Rhetorical Studies  
B.A. in Journalism: Reporting and Strategic Communication (Double Major)

Madison, WI, United States  
May 2021

## PUBLICATIONS

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### CONFERENCE FULL PAPERS (PEER-REVIEWED)

- [C.7] **An In-the-Wild Study on Measuring Social Presence in Remote Family Communication with Telepresence Robots**  
Jiyeon Amy Seo, Hyungjun Cho, Huajie Cao, and Hee Rin Lee  
*IEEE International Conference on Robot and Human Interactive Communication (RO-MAN 2025)*
- [C.6] **Back to the 1990s, BeeperRedux!: Revisiting Retro Technology to Reflect Communication Quality and Experience in the Digital Age**  
Jiyeon Amy Seo, Hyungjun Cho, Seolhee Lee, and EunJeong Cheon  
*ACM Conference on Human Factors in Computing Systems (CHI 2025)*
- [C.5] 🏆 **Best Paper Honorable Mention Award (Top 5% of submissions)**  
**ShamAIIn: Designing Superior Conversational AI Inspired by Shamanism**  
Hyungjun Cho, Jiyeon Amy Seo, Jiwon Lee, Chang Min Kim, and Tek-Jin Nam  
*ACM Conference on Human Factors in Computing Systems (CHI 2025)*
- [C.4] 🏆 **Best Paper Honorable Mention Award (Top 5% of submissions)**  
**I feel being there, they feel being together: Exploring How Telepresence Robots Facilitate Long-distance Family Communication**  
Jiyeon Seo, Hajin Lim, Bongwon Suh, and Joonhwan Lee  
*ACM Conference on Human Factors in Computing Systems (CHI 2024)*
- [C.3] **Investigating the Effects of a Real-time Student Monitoring Interface on Instructors' Monitoring Practices in Online Teaching**  
Ha Yeon Lee, Seora Park, Esther Hehsun Kim, Jiyeon Seo, Hajin Lim, and Joonhwan Lee  
*ACM Conference on Human Factors in Computing Systems (CHI 2024)*
- [C.2] **The Power of Close Others: How Social Interactions Impact Older Adults' Mobile Shopping Experience**  
Jiyeon Seo, Yoobin Elyson Park, Esther Hehsun Kim, Hajin Lim, and Joonhwan Lee  
*ACM Designing Interactive Systems Conference (DIS 2023)*

- [C.1] **DiVRsity: Design and Development of a Group Role-Play VR Platform for Disability Awareness Education**  
Yewon Jin, Seon Yul Lee, Seo Hyeong Kim, Jiyeon Seo, Kyuha Jung, Hajin Lim, and Joonhwan Lee  
*ACM Designing Interactive Systems Conference (DIS 2023)*

## ORGANIZED CONFERENCE WORKSHOPS

- [W.2] **Restoring Human Authenticity in AI-Mediated Communication**  
Jiyeon Amy Seo, Hyungjun Cho, Naomi Yamashita, Woosuk Seo, Ge Gao, Elizabeth Gerber, Volker Wulf, Pernille Bjørn, Donghee Yvette Wohn  
*ACM Conference on Human Factors in Computing Systems (CHI 2026)*
- [W.1] **Design Knowledge in AI: Navigating Temporality and Continuity**  
Hyungjun Cho, Jiyeon Amy Seo, Heekyoung Jung, EunJeong Cheon, Woosuk Seo, Maria Luce Lupetti, James Pierce, and Graham Dove  
*ACM Designing Interactive Systems Conference (DIS 2025)*

## UNDER REVIEW & WORKING FULL PAPERS (PEER-REVIEWED)

- [WR.7] **Navigating Digital Proxemics: Designing Communication Technologies for Interpersonal Relationship Management**  
Jiyeon Amy Seo, Hyungjun Cho, Florian Schaub, and Gabriela Marcu
- [WP.6] **When and Why HCI Researchers Design**  
Jiyeon Amy Seo, Woosuk Seo, Yongjae Sohn, Soobin Park, Heejae Bae, and Hyungjun Cho
- [WR.5] **Technology Redux: Revisiting Past, Reflecting Present, Provoking Future**  
Jiyeon Amy Seo, Soobin Park, EunJeong Cheon, Youn-Kyung Lim, Hyungjun Cho
- [UR.4] **Thing Ethnography in a Factory: Exploring Emergent and Dynamic Relations of Cobots and Workers**  
Hyungjun Cho, Jiyeon Amy Seo, Yongjae Sohn, and Hee Rin Lee
- [UR.3] **AmongOthers: A Design Speculation for Rethinking AI in Online Social Communities**  
Hyungjun Cho, Jiyeon Amy Seo, Woosuk Seo, and Naomi Yamashita
- [UR.2] **Bridging Generational Gaps in Mobile Communication through Co-Design with Grandparents and Grandchildren**  
Jiyeon Amy Seo, Seolhee Lee, and Hyungjun Cho
- [UR.1] **Hi PRESENTLY! How Do I Look in Text?: Supporting Self-Presentation in Hierarchical Workplace Communication with AI**  
Jiyeon Amy Seo, Hyungjun Cho, and Naomi Yamashita

## RESEARCH EXPERIENCE & EMPLOYMENT

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### Kyoto University

Summer 2025

- Ph.D Research Intern
- Mentor: Prof. Naomi Yamashita

### School of Information, University of Michigan

Aug 2024 – Present

- Full-time Graduate Student (Doctoral program)
- Advisors: Prof. Florian Schaub and Gabriela Marcu

<b>SSSP (SNU-Samsung Electronics) Center, Seoul National University</b> <ul style="list-style-type: none"> <li>Full-time Researcher</li> </ul>	Sep 2023 – Aug 2024
<b>HCI+D Lab, Seoul National University</b> <ul style="list-style-type: none"> <li>Full-time Graduate Student (Master's program)</li> <li>Advisors: Prof. Joonhwan Lee and Hajin Lim</li> </ul>	Sep 2021 – Aug 2023
<b>Tech M Media</b> <ul style="list-style-type: none"> <li>Contents Editor &amp; Translator (Full-time Internship)</li> </ul>	Feb-Aug 2021
<b>The Korea Daily Newspaper</b> <ul style="list-style-type: none"> <li>College Inside Team News Reporter (Part-time Internship)</li> </ul>	Sep 2019 - Aug 2020

## AWARDS & HONOURS

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<b>Rackham International Conference Travel Grant</b> University of Michigan, Rackham Graduate School	Jan 2025, July 2025
<b>Gary M. Olson Outstanding Ph.D. Student Award</b> University of Michigan, School of Information	May 2025
<b>Best Paper Honorable Mention Award</b> ACM CHI 2025 (Top 201 in 5014)	Apr 2025
<b>UMSI International Conference Travel Grant</b> University of Michigan, School of Information	Jan 2025
<b>Honorable Mention Award</b> ACM/IEEE HRI 2025 Pioneer	Dec 2024
<b>PhD Incentive Research Fund (\$4,000)</b> University of Michigan, School of Information	August 2024
<b>Best Paper Honorable Mention Award</b> ACM CHI 2024 (Top 150 in 4046)	May 2024
<b>International Conference Travel Grant</b> Seoul National University, College of Social Sciences	April 2023
<b>VR Video Competition Excellence Prize</b> Seoul National University, Faculty of Liberal Education	Nov 2022
<b>Research Grant from the Faculty of Liberal Arts Education (\$20,000)</b> Seoul National University	Jun 2022
<b>Department Scholarship</b> Seoul National University, Department of Communication	Fall 2021, Spring 2022, Fall 2022, Spring 2023
<b>Brain Korea 21 Scholarship</b> Seoul National University, Department of Communication	Fall 2021, Spring 2022
<b>Development Fund Scholarship</b> Seoul National University, Department of Communication	Fall 2021, Spring 2023
<b>Teaching Assistant Scholarship</b> Seoul National University, Faculty of Liberal Education & Department of Communication	Fall 2021, Spring 2022, Fall 2022, Spring 2023

## SELECTED PRESS

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| <b>New Year's Fortune? Ask the 'AI Shaman'... Is AI the Devil or a Savior?</b><br><a href="https://www.hankookilbo.com/News/Read/A2025012616060002209?did=NA">https://www.hankookilbo.com/News/Read/A2025012616060002209?did=NA</a> | The Korea Times<br>Jan 2025          |
| <b>Now AI Can Tell Fortunes...KAIST's AI Shrine Gains Attention</b><br><a href="https://www.donga.com/news/Society/article/all/20241216/130649655/2">https://www.donga.com/news/Society/article/all/20241216/130649655/2</a>        | The Dong-A Ilbo<br>Dec 2024          |
| <b>AI Shaman, I Kneled and Asked: "Should I Buy a House Next Year?"</b><br><a href="https://tinyurl.com/4ezrh7ad">https://tinyurl.com/4ezrh7ad</a>                                                                                  | Chosun Media<br>Dec 2024             |
| <b>"What Will Happen to Shamans Now?" A Mysterious 'Shrine' Emerges</b><br><a href="https://biz.heraldcorp.com/article/10016172">https://biz.heraldcorp.com/article/10016172</a>                                                    | The Korea Herald Economy<br>Dec 2024 |

## INVITED TALKS

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| <b>University of Florida, Introduction to HCI for Designers Course, Guest Lecture</b><br>Designing Communication Technology                                             | Oct 2025 |
| <b>IIT Bombay ACM SIGCHI Chapter</b><br>Back to the 1990s, BeeperRedux!: Revisiting Retro Technology to Reflect Communication Quality and Experience in the Digital Age | May 2025 |
| <b>Scalable HCI Symposium</b><br>I feel being there, they feel being together: Exploring How Telepresence Robots Facilitate Long-distance Family Communication          | Jan 2024 |
| <b>SNU X HCI Group Day</b><br>The Power of Close Others: How Social Interactions Impact Older Adults' Mobile Shopping Experience                                        | Aug 2023 |
| <b>SNU Communications Forum (BK21 Program)</b><br>Exploring How Telepresence Robots Facilitate Long-distance Family Communication                                       | Mar 2023 |

## TEACHING EXPERIENCES

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### Teaching Assistant

- Topics in Medicine for Well-Being (Spring 2023, SNU)
- HCI Theory and Practices (Spring 2023, SNU)
- English Foundation Speaking Lab (Spring 2022, Summer 2022, Fall 2022, Spring 2023, SNU)
- Pre-College English Course (Winter 2021 and Winter 2022, SNU)
- College English 1 Speaking Lab (Fall 2021, Summer 2022, Summer 2023, SNU)
- College English 1 Writing Lab (Spring 2022, Summer 2022, Fall 2022, Spring 2023, SNU)

## ACADEMIC SERVICES

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### Program Committee

- ACM/IEEE HRI 2026 LBR, Associate Chair

**Invited Reviewer**

- ACM CHI 26', 25' Paper and LBWs
- ACM CSCW 25', 24' Papers and Posters
- ACM DIS 25', 24' Papers and Pictorials
- ACM/IEEE HRI 26' Paper
- ACM THRI Journal Paper

**Special Recognition for Outstanding Review**

- ACM CHI 2026 (2)
- ACM/IEEE HRI 2026 (2)
- ACM CHI 2025

**Student Volunteer**

- ACM FAccT 2022

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**SKILLS****Qualitative Research Methods**

- Ethnography, In-depth interview, Observation, Contextual Inquiry, Diary Study, Co-design, Participatory Design, Prototype Evaluation

**Quantitative Research Methods**

- Survey; Factorial Experiment;

**Programming and Statistical Tools**

- Python, R, SPSS, Jamovi

**Data Visualization Tool**

- Tableau

**Prototyping and Editing Tools**

- Adobe XD, Figma, Audition, InDesign, Photoshop, Premiere Pro

**Languages**

- Native Korean and English; Basic Spanish and Japanese;

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**REFERENCES**

**Florian Schaub**, Ph.D.

Associate Professor, School of Information, University of Michigan, MI, US

[fschaub@umich.edu](mailto:fschaub@umich.edu)

**Gabriela Marcu**, Ph.D.

Associate Professor, School of Information, University of Michigan, MI, US

[gmarcu@umich.edu](mailto:gmarcu@umich.edu)

**Hyungjun Cho**, Ph.D.

Assistant Professor, School of Art + Art History, University of Florida, FL, US

[hyungjuncho@ufl.edu](mailto:hyungjuncho@ufl.edu)

**Naomi Yamashita**, Ph.D.

Professor, Department of Social Informatics, Kyoto University, Japan

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**Joonhwan Lee**, Ph.D.

Professor, Department of Communication, Seoul National University, South Korea  
[joonhwan@snu.ac.kr](mailto:joonhwan@snu.ac.kr)

**Hajin Lim**, Ph.D.

Assistant Professor, Department of Communication, Seoul National University, South Korea  
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**Bongwon Suh**, Ph.D.

Professor, Graduate School of Convergence Science and Technology, Seoul National University, South Korea  
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**Sun Young Park**, Ph.D.

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