YUNSEON CHOI

yunchoi@valdosta.edu

EDUCATION

University of Illinois at Urbana-Champaign
Ph.D. in Library and Information Science
- Dissertation Title: "Usefulness of Social Tagging in Organizing and Providing Access to the Web: An Analysis of Indexing Consistency and Quality"
- Dissertation Chair & Director: Dr. Linda C. Smith
- Dissertation Committee: Dr. Allen H. Renear, Dr. John Unsworth, and Dr. Miles Efron

Yonsei University, Seoul, Korea
Master of Arts in Library and Information Science
- Thesis title: "A Study on the Collaborative Filtering Using Platform for Internet Content Selection as a Metadata Infrastructure on the Internet"

Chung-Ang University, Seoul, Korea
- Bachelor of Library Science in Library and Information Science

---

PROFESSIONAL APPOINTMENTS

Valdosta State University, Department of Library and Information Studies, Valdosta, GA
Assistant Professor   Fall 2018-present

University of Wisconsin – Madison, School of Library and Information Studies, Madison, WI
Visiting Scholar (Lecturer)   Fall 2016

Southern Connecticut State University (SCSU), Department of Information and Library Science, New Haven, CT
Assistant Professor   Fall 2012-Spring 2015

Program Coordinator, Bachelor of Science in Information Management (BSIM)   2013-2014

Internship Coordinator, Bachelor of Science in Information Management (BSIM)   2013-2014

University of Missouri, School of Information Science and Learning Technologies, Columbia, MO
Adjunct Faculty   2011-2012

University of Kansas Medical Center (KUMC), Dykes Library, Kansas City, KS
Volunteer Faculty   February 2012- August 2012

National Information Society Agency (NIA) Non-profit, governmental organization supported by the Ministry of Information and communication, Digital Media Department), Seoul, Korea

Project Leader of the Web Directory Service Team   1999-2000

Librarian   1995-1999
- Special Library (for Information Society, Science, Engineering, and Technology)

GRANTS / HONORS / AWARDS / FELLOWSHIPS

Valdosta State University
VSU Faculty Research Seed Grant (FRSG) ($5,000) 2018
    Principal Investigator (PI): Sentiment Analysis for Social Media
Faculty Scholarship Award ($1,000) 2019
Faculty Scholarship Award ($2,000) 2018
First Year Resources Funding ($3,300) 2018

PBCore (Public broadcasting communities in the United States)
PBCore Metadata Workshop Travel Award (all travel expenses covered) 2019

Connecticut State Universities Research Competition
Connecticut State University Research Grants ($3,500) 2014-2015
    Principal Investigator (PI): Identifying the Accuracy of Social Tags by Using Latent
    Semantic Analysis

Southern Connecticut State University
Nominated for the **J. Philip Smith Outstanding Teaching Award** 2014, 2015

Nominated for the **Technological Teacher of the Year Award** 2014, 2015
Nominated for the **Outstanding Academic Advisor Award** 2015
SCSU-AAUP Travel Funds 2013, 2014, 2015

ALISE Doctoral Student Research Poster Competition (Jean Tague-Sutcliffe Doctoral Research Poster Competition)
Jean Tague-Sutcliffe Award (Honorable Mention) 2011

University of Illinois at Urbana-Champaign
Research/Teaching/Graduate Assistantship 2003-2011
Anita and Marie Hostetter Scholarship 2010
Josie B. Houchens Fellowship 2009
Graduate College Dissertation Completion Fellowship Summer 2009, Fall 2009, Spring 2010
Invited to Phi Kappa Phi For Top 10% of Graduate Students 2004-2010
Conference Travel Award 2005-2011

Chung-Ang University
Highest Honor Award 1991-1994
Merit-based Full Scholarship for Academic Excellence 1991-1994

PROFESSIONAL DEVELOPMENT/ CERTIFICATES

Introduction to APL nextED (Data and workflow management software for academic leadership) 2020
Using Rubrics to Design and Evaluate Courses Workshop, Valdosta State University 2019
Cascade Basic, Valdosta State University 2019
Cataloging Workshop: Name Authority Cooperative Program of the PCC Training Online Workshop, Library of Congress 2019
PBCore Metadata Workshop, PBCore 2019
Statistics with R – Bayesian Statistics (Certificates), Duke University (offered through Coursera) 2018
Statistics with R – Linear Regression and Modeling (Certificates), Duke University (offered through Coursera) 2018
Statistics with R – Inferential Statistics (Certificates), Duke University (offered through Coursera) 2018
Statistics with R – Introduction to Probability and Data (Certificates), Duke University (offered through Coursera) 2017
Programming for Everybody (Getting Started with Python), University of Michigan (offered through Coursera) 2017

TEACHING EXPERIENCE

VALDOSTA STATE UNIVERSITY

Instructor

MLIS7310: Introduction to Metadata for Catalogers   Spring 2020
MLIS7300: Organization of Information   Spring 2020, Fall 2019, Spring 2019, Summer 2019, Fall 2018
MLIS7355: Cataloging and Classification   Fall 2019
MLIS7330: Advanced Metadata   Spring 2019
MLIS7360: Indexing, Abstracting, and Thesaurus Construction   Fall 2018

UNIVERSITY OF WISCONSIN – MADISON

Instructor

LIS 855: Social Media for Information Agencies   Fall 2016

SOUTHERN CONNECTICUT STATE UNIVERSITY

Instructor

Graduate Courses

ILS 534: Technology in Libraries   Fall 2012, 2013, Summer 2013, 2014, Spring 2014, 2015
ILS 560: College and University Libraries   Spring 2015
ILS 506: Information Analysis and Organization   Spring 2013, 2014, Fall 2014
ILS 642: Management of Electronic Resources and Service   Fall 2013, 2014
ILS 580: Research in Information and Library Science   Fall 2014
ILS 535: Resource Sharing and Library Networks   Spring 2013, Summer 2014
ILS 503: Foundations of Librarianship   Fall 2013
ILS 501: Introduction to Information Science and Technology   Fall 2012

Undergraduate Courses

ILS 244: The Use of Information Sources   Spring 2015
ILS 320: Technical Services   Fall 2014
ILS 440: Information Service Technology   Spring 2014
ILS 421: Organization of the Information Center   Spring 2013

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Instructor

LIS 390: W1A Web Technologies and Techniques (co-instructed)   Fall 2004

Assistant Instructor

LIS 501: Information Organization and Access   Fall 2008

Teaching Assistant

LIS 456: Information Storage and Retrieval   Spring 2011
LIS 501: Information Organization and Access   Fall 2010
LIS 590: Document Modeling   Spring 2007
LIS 590: Information Modeling   Summer 2005, Fall 2005, 2006
LIS 590: Topics in Knowledge Representation   Spring 2006
LIS 507: Cataloging and Classification I   Spring 2005
LIS 577: Cataloging and Classification II   Spring 2005

Guest Lecturer

LIS 577: Cataloging and Classification   Spring 2006

PEER-REVIEWED PUBLICATIONS

Choi, Yunseon (2019). Finding "Just-Right" Books for Children: Analyzing Sentiments in Online Book Reviews. *The Electronic Library*. 37(3): 563-576. doi: https://doi.org/10.1108/EL-01-2019-0018

Choi, Yunseon & Joo, Soohyung (2019). Topic Detection of Online Book Reviews: Preliminary Results. *Proceedings of ACM/IEEE Joint Conference on Digital Libraries (JCDL)*, June 2-6, 2019, Urbana-Champaign, Illinois.

Choi, Yunseon (2019). Too Much Information? Identifying Meaningful Concepts from Online Reviews to Achieve Better Access to Children's Books: A Preliminary Analysis. *Proceedings of iConference* 2019, March 31-April 3, Washington, DC.

Choi, Yunseon (2016). Supporting Better Treatments for Meeting Health Consumers' Needs: Extracting Semantics in Social Data for Representing a Consumer Health Ontology. *Information Research*, 21(4).

Choi, Yunseon (2015). A Complete Assessment of Tagging Quality: A Consolidated Methodology. *Journal of the Association for Information Science and Technology (JASIS&T),* 66(4): 798–817.

Choi, Yunseon (2015). Analyzing Tagging Patterns by Integrating Visual Analytics with the Inferential Test. *Proceedings of the Joint Conference on Digital Library (JCDL)*, Knoxville, TN, June 21-25, 2015.

Joo, Soohyung & **Choi, Yunseon** (2015). Content Analysis of Social Tags Generated by Health Consumers. *Proceedings of the Joint Conference on Digital Library (JCDL)*, Knoxville, TN, June 21-25, 2015.

Choi, Yunseon (2014). From Siloed Data to Linked Data: Developing a Social Metadata Repository. *Proceedings of the Annual Meeting of the American Society for Information Science (ASIST)*. November 1-4, 2014, Seattle, WA.

Choi, Yunseon (2013). Social Indexing: A Solution to the Challenges of Current Information Organization. *Emerald Library and Information Science Book Series: New Directions in Information Organization*. Emerald Group Publishing Limited.

Choi, Yunseon (2012). A Practical Application of FRBR for Organizing Information in Digital Environments. *Knowledge Organization,* 39 (2012) No.4.

Choi, Yunseon (2010). Social Networking for Organizing the Web: Inter-Indexer Consistency of Social Tagging. *Proceedings of the International Conference of Knowledge Management*. October 22-23, in Pittsburgh, PA.

Choi, Yunseon (2010). Implications of Social Tagging for Digital Libraries: Benefiting from User Collaboration in the Creation of Digital Knowledge. *Journal of the Korean Society for Information Management. June, 27(2).*

Choi, Yunseon (2010). Traditional versus Emerging Knowledge Organization Systems: Consistency of Subject Indexing of the Web by Indexers and Taggers. *Proceedings of the Annual Meeting of the American Society for Information Science*. October 22-27, 2010, in Pittsburgh, PA.

Choi, Yunseon (2010). Enhancing Access to the Web: Vocabulary Analysis on Users' Tags and Professionals' Index Terms. *Proceedings of iConference* 2010, February 3-6, in Champaign, IL.

Choi, Yunseon (2009). Bringing a More Accurate User's Perspective into Web Navigation: Facet Analysis of Folksonomy Tags. *Proceedings of iConference* 2009, February 8-11, 2009 at the University of North Carolina-Chapel Hill, in Chapel Hill, NC.

Choi, Yunseon (2008). Making Faceted Classification More Acceptable on the Web: A Comparison of Faceted Classification and Ontologies. *Proceedings of the Annual Meeting of the American Society for Information Science*. October 24-29, 2008, in Columbus, OH.

Choi, Yunseon and Renear, Allen H. (2006). Enhancing Expressiveness of Conceptual Modeling for Bibliographic Relationships: A Reflection on the FRBR Entity-Relationship Model. *Journal of the Korean Society for Information Management*. *December,* 23(3).

Renear, Allen H. and **Choi, Yunseon** (2006). Modeling Our Understanding, Understanding Our Models: The Case of Inheritance in FRBR. *Proceedings of the Annual Meeting of the American Society for Information Science.* November 3-8, 2006, in Austin, TX.

Renear, Allen H., **Choi, Yunseon**, Lee, Jin Ha, and Sara Schmidt (2006). Axiomatizing FRBR: An Exercise in the Forma Ontology of Cultural Objects. *Proceedings of the Association for Computers and the Humanities, and the Association for Literary and Linguistic Computing (ACH/ALLC) Conference.* July 5- 9, 2006, in Paris, Sorbonne.

Renear, Allen H. and **Choi, Yunseon** (2005). Trouble Ahead: Propositional Attitudes and Metadata. *Proceedings of the Annual Meeting of the American Society for Information Science.* October 28 - November 2, 2005, Charlotte, NC.

Renear, Allen H., Lee, Jin Ha, **Choi, Yunseon**, & Xiang, Xin (2005). Exhibition: A Problem for Conceptual Modeling in the Humanities. *Proceedings of the Association for Computers and the Humanities, and the Association for Literary and Linguistic Computing (ACH/ALLC) Conference.* June 15-19, 2005, in Victoria, BC, Canada.

Han, Sangwan, Kim, Jihoon and **Choi, Yunseon** (1999). Study on the Development and Application for Digital Library. *The National Assembly Library Review*, 36(2): 3-24.

Choi, Yunseon (1999). A Study on Collaborative Filtering Using Platform for Internet Content Selection (PICS) as a Metadata Infrastructure on the Internet. *Proceedings of the 6th Conference of Korean Society for Information Management*: 245-250, Seoul, Korea.

OTHER PUBLICATIONS / CONFERENCE ABSTRACTS

Choi, Yunseon (2019). Providing vital resources for librarians in selecting and building children's collection: Identifying key factors from socially generated content. *Georgia Libraries Conference* October 9-11, 2019 in Macon, GA.

Choi, Yunseon & Ren, Xiaoai (2019). Health resources for youth: Improving health information access using LibGuides. *Georgia Libraries Conference,* October 9-11, 2019 in Macon, GA.

Choi, Yunseon (2019). Users' hidden needs: An investigation of information sharing behaviors on online participatory platforms. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference,* September 24-26, 2019 in Knoxville, TN.

Choi, Yunseon & Drouillard, Collette. (2019). Building a culture-rich environment in the organization and selection of books: an analysis of GoodReads reader reviews on multicultural books for children. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference,* September 24-26, 2019 in Knoxville, TN.

Choi, Yunseon, Yang, Changwoo, & Kim, Youngseek (2019). To share or not to share? A comparative analysis of data sharing factors by different academic positions. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference,* September 24-26, 2019, in Knoxville, TN

Choi, Yunseon (2018). Vocabulary Integration Reexamined. *International Journal of Librarianship*, 3 (2).

Choi, Yunseon (2017). Social Data Mining: Analyzing Opinions and Sentiment of Online Book Reviews. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, Atlanta, GA, 2017.

Choi, Yunseon (2017). Improving Youth's Health Information Access and Health Literacy: The Impact of Information Literacy Skills on Health Literacy. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, Atlanta, GA, 2017.

Choi, Yunseon (2015). Extracting Quality from Quantity: Investigating Social Tags in Health Information Organization. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference 2015*, January 27-30, in Chicago, IL.

Choi, Yunseon (2014). Designing a User-Centric Faceted Browsing Interface for Non-Professional Users (K-12 Children): An Analysis of User Tags in Social Networking Sites. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference 2014,* January 21-24, 2014, in Philadelphia, PA.

Choi, Yunseon (2012). Soothing the Growing Pains of Searching for Medical Information: Developing a Folksonomic Thesaurus. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference* 2012, January 17-20, in Dallas, TX.

Renear, Allen, Dubin, David, Wicket, Karen, Sacchi, Simone, Urban, Richard, & **Choi, Yunseon** (2012). Taking modeling seriously. *Knowledge Organization and Data Modeling in the Humanities*. 47.

Joo, Soohyung and **Choi, Yunseon** (2011). Dimensions and Types of Consumer Vocabulary in Health Information Organization. *Proceedings of North American Symposium on Knowledge Organization (NASKO) 2011*. June 16-17, in Toronto, Ontario, Canada.

Choi, Yunseon (2011). Analyzing Social Tagging as Reflection of User Needs in Digital Information Organization: Indexing Consistency and Quality. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*. January 4-7, in San Diego, CA.

Choi, Yunseon (2010). Verifying the Efficacy and Benefit of Collaborative Indexing of the Web. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, January 12-15, 2010, in Boston, MA.

Choi, Yunseon (2010). Verifying the Efficacy and Benefit of Collaborative Indexing of the Web. *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, January 12-15, 2010, in Boston, MA.

Renear, Allen H., **Choi, Yunseon**, Furner, Jonathan, Lagoze, Carl, & McDonough, Jerome (2006). Abstraction Problems in FRBR. ASIST SIG/CR panel Theoretical Topics in FRBR, *Proceedings of the Annual Meeting of the American Society for Information Science.* November 3-8, 2006, in Austin, TX.

Choi, Yunseon (2006). Discussion of inheritance relations in Functional Requirements for Bibliographic Records model." Research presentation at the Metadata Roundtable Meeting, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, 2006, in Champaign, IL.

Choi, Yunseon (2005). Expressiveness of the CRM (Conceptual Reference Model) in Encoding Domain Knowledge." *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*2005, in Boston, MA

Renear, Allen H. and **Choi, Yunseon** (2005). Some conceptual modeling problems in FRBR. *Proceedings of the International Conference of Knowledge Management*. October 27-28, in Charlotte, NC.

RESEARCH/WORK EXPERIENCE

VALDOSTA STATE UNIVERSITY

Principal Investigator (PI)   January 2019 – June 2019

Sentiment Analysis for Social Media funded by VSU Faculty Research Seed Grants (FRSG), Valdosta State University

SOUTHERN CONNECTICUT STATE UNIVERSITY

Principal Investigator (PI)   April 2014 – May 2015

Identifying the Accuracy of Social Tags by Using Latent Semantic Analysis (LSA) funded by Connecticut State University Research Grants

OTHER SCHOLARLY ACTIVITY

Conference Committee Member/Award/Conference Proposal Reviewer
- iConference   2018, 2019
- ALISE/ProQuest Methodology Paper Competition Committee   2015, 2017
- ALISE Research Grant Competition Committee   2013, 2014

Journal Reviewer
- The Electronic Library   2019
- International Journal of Librarianship   2018
- Journal of the Association for Information Science and Technology (JASIS&T)   2012, 2014, 2015
- Journal of Information Science (JIS)   2014-2015
- Journal of the Korean Society for Information Management   2010

DEPARTMENT AND UNIVERSITY COMMITTEE SERVICES

Valdosta State University
<u>University level</u>
Academic Committee **(College Representative)**   2019-present
Student Affair Faculty Senate Committee **(College Representative)**   2018-present
Georgia Knowledge Repository (GKR) Coordinating Committee **(University Representative)**
                                                                          2018-present
Faculty Marshal, Fall 2019 Graduate Commencement Ceremony   2019
Faculty Marshal, Fall 2018 Undergraduate Commencement Ceremony   2018

<u>College level</u>
COEHS Scholarship and Honors Committee **(Department Representative)**   2018-present
Host & Attendee, COEHS Pre-Game Tailgate for Alumni and Students (November 10, 2018)

<u>Department level</u>
Scholarship and Awards Committee **(Chair)**   2018-present
Admissions and Recruiting Committee   2018-present
Curriculum Committee   2018-present
ALA Accreditation Committee   2019-present
Faculty Search Committee   2019

Southern Connecticut State University
<u>University level</u>

Undergraduate Curriculum Forum **(Department Representative)**	2012-2015
Notifications Management Committee for Undergraduates **(Department Representative)**	
	2014- 2015
New Programs and Innovations Committee for Undergraduates **(Department Representative)**	
	2012-2014
Undergraduate Majors Expo **(Department Representative)**	2012, 2013
Undergraduate Admissions Open house **(Department Representative)**	2012, 2013
Faculty Liaison to the University Library	2013, 2014

<u>College level</u>

School of Education (SOC) Curriculum Committee **(Department Representative)**	2012-2015
School of Education Unit Assessment Board (UAB) **(Department Representative)**	2012

<u>Department level</u>

Department Curriculum Committee (DCC)	2012-2014
Department Graduate Admissions Committee (DGAC)	2012-2015
Department Scholarship Committee	2012-2015
Ad Hoc Committee for Hiring, Assigning, and Managing Student Workers	2013, 2014

MEMBERSHIP IN PROFESSIONAL SOCIETY

Association for Information Science and Technology (ASIS&T)
Association for Library and Information Science Education (ALISE)