

# Yunseon Choi

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## EDUCATION

### University of Illinois at Urbana-Champaign

Ph.D. in Library and Information Science

August 2011

- 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. Miles Efron, Dr. Allen Renear and Dr. John Unsworth

### University at Albany, State University of New York

Doctoral Program in Information Studies

Fall 2001 - Spring 2003

### Yonsei University, Seoul, Korea

Master of Arts in Library and Information Science

1999

- Thesis Title: "A Study on the Collaborative Filtering Using Platform for Internet Content Selection (PICS) as a Metadata Infrastructure on the Internet"

### Chung-Ang University, Seoul, Korea

Bachelor of Library Science in Library and Information Science

1995

## PROFESSIONAL EXPERIENCE

*Department of Information and Library Science, School of Education, Southern Connecticut State University (SCSU)*

**Assistant Professor**

Fall 2012-present

*School of Information Science and Learning Technologies, University of Missouri, Columbia, MO*

**Adjunct Faculty**

2011-2012

*University of Kansas Medical Center, Dykes Library, Kansas, KS*

**Volunteer Faculty**

Website Redesign of University of Kansas Medical Center (KUMC) Dykes Library

February 2012- August 2012

*KADO (Korea Agency for Digital Opportunity & Promotion, <http://www.kado.or.kr>, 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

- Responsible for developing an information architecture
- Developed and managed quality-based web directory services

**Librarian, Information Library**

Management of Technical Services

1995-1999

- Responsible for acquisitions, collection development and library management system

- Responsible for cataloging of monographic books and serials using AACR2, MARC formats, Library of Congress Classification

UNION-DB (Union Cataloging Database) Project

Aug. 1998 – Feb. 2000

- Cooperated with the KAIST (Korea Advanced Institute of Science and Technology) Electronic Library
- Involved in the project on enhancing library collaboration for cooperative utilization and effective collection of resources

Digital Library Project

1995-1999

- Implemented the total system for library automation
- Created metadata for description on digital collections including technical reports and serials

## RESEARCH INTERESTS

- Information Architecture
- Metadata
- Content Management Systems
- Social Media Technology
- Children's Information Use and Access
- Health Information Organization

## RESEARCH EXPERIENCE

*Department of Information and Library Science, School of Education, Southern Connecticut State University*

**Principal Investigator**

2014-present

“Identifying the Accuracy of Social Tags by Using Latent Semantic Analysis”, funded by Connecticut State University Research (CSU) Grants

**Undergraduate Program Coordinator**

Fall 2013-present

- Revised course: “Emerging Technologies in Information Services” (for undergraduates)  
Topics covered: Web 2.0 Technologies, Mobile Technology, Content Management System (CMS), and Open Source
- Revised a B.S program in Information Technology and Management (Focus: User, Information, and Technology)

**Department Curriculum Committee (DCC) Member**

Fall 2012-present

- Special Topics Course: “Emerging Issues in Information Organization” (for graduates)  
Topics covered: Semantic Web, Ontologies, Linked Data, Interactive Library OPACs, and Faceted Search

*Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, Champaign, IL*

**Research Assistant**

Curriculum Revision Project

May 2011 – August 2011

- Project performed under Dr. Linda C. Smith
- Work on curriculum revision of Information Organization and Access course

Information Seeking Behaviors: Information Interaction in a Social Media Environment

May 2010 – May 2011

- Research performed under Dr. Miles Efron
- Investigated the motivations of user participation in a Microblogging site

Information Organization and Access

2007- 2009

- Conducted a full-text federated search of text online databases on the field
- Created an annotated bibliography for the articles that are relevant to the field

The FRBR (Functional Requirements for Bibliographic Records) Project

2005

- Research performed under Dr. Allen Renear
- Worked extensively on identifying the formal expressions of bibliographic data

Ontologies in Humanities and Conceptual Modeling

2003

- Research performed under Dr. Allen Renear
- Examined humanities application on ontology-based semantic formalization

An Efficient Tool Supporting the Analysis of Humanities Content in Digital Libraries

2003

- Research performed under Dr. John Unsworth
- Conducted literature review of research on data mining, SOAP (Simple Object Access Protocol ) & distributed computing on the web, and D2K (Data To Knowledge)
- Assisted in writing a research grant proposal for Andrew W. Mellon Foundation Grants

**TEACHING INTERESTS**

- LBSCI 700 The Technology of Information
- LBSCI 701 Fundamentals of Library and Information Science
- LBSCI 703 Introduction to Technical Services
- LBSCI 721 Advanced Technical Services
- LBSCI 729 Introduction to Metadata for Cataloging and Classification of Internet Resources
- LBSCI 756 Managing New Technologies

**TEACHING EXPERIENCE***Department of Information and Library Science, School of Education, Southern Connecticut State University***Instructor**ILS 501: Introduction to Information Science and Technology (Face-to-face)

Fall 2012, Spring 2014

- A core course for students pursuing a master's degree in Information and Library Science
- Topics covered: Internet, Web Searching, Metadata, Social Media, XML, XHTML, Hardware, and Software.

ILS 534: Technology in Libraries (Online)

Fall 2012, Summer 2013, Fall 2013, Spring 2014

- A graduate course for students pursuing a master's degree in Information and Library Science
- Topics covered: Web Analytics, Mobile Technology, Assistive Technology, and Library 2.0 etc.

- ILS 440: Emerging Technologies in Information Services (Information Service Technology) (Online) Spring 2014
- A core course for students pursuing a bachelor's degree in Information and Library Science
  - Topics covered: Web Technologies, Social Media Technology, Mobile Technology, Content Management System (CMS), and Open Source etc.
- ILS 503: Foundations of Librarianship (Online) Fall 2013
- A core course for students pursuing a master's degree in Information and Library Science
  - Topics covered: History and Mission of Libraries, Technologies and Library, Information Organization, Information Policy, and Intellectual Freedom etc.
- ILS 642: Management of Electronic Resources and Service (Online) Fall 2013
- A graduate course for students pursuing a master's degree in Information and Library Science
  - Topics covered: Electronic Resources Collection Development, Licensing Electronic Resources, ERMS etc.
- ILS 535: Resource Sharing and Library Networks (Online) Spring 2013
- A graduate course for students pursuing a master's degree in Information and Library Science
  - Topics covered: Library Networks, Consortia, Resource Sharing, Open Source Software, and Social Networking, Content Management System (CMS)
- ILS 506: Information Analysis and Organization (Face-to-face) Spring 2013
- A core course for students pursuing a master's degree in Information and Library Science
  - Topics covered: Descriptive Cataloging, Authority Headings, MARC, AACR2, FRBR, RDA, Subject Analysis, Library of Congress Classification systems (LCC), Dewey Decimal Classification (DDC), and Metadata
- ILS 421: Organization of the Information Center (Online) Spring 2013
- A core course for students pursuing a bachelor's degree in Information and Library Science
  - Topics covered: Types of Libraries, The Role of Libraries in the Information Age and Emerging Technologies in Library Services

*Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, Champaign, IL*

#### **Assistant Instructor**

LIS 501C/D Information Organization and Access (Face-to-face) Fall 2008

A required course for students pursuing a master's degree in Library and Information Science

- Lectured on the topics of Metadata Schemes and Metadata Interoperability
- Lectured and offered lab sessions on topics of Metadata Creation, Dublin Core Metadata Element, XML

#### **Guest Lecturer**

Spring 2006

LIS 577 Cataloging and Classification

- An advanced course for students pursuing a master's or doctoral degree in Library and Information Science
- Lectured on the topic of the FRBR conceptual model for improving the functionality of cataloging

#### **Instructor**

LIS 390W1A Web Technologies and Techniques (Face-to-face) Fall 2004

- An Information Technology (IT) minor course for undergraduate students

- Co-instructed on topics of Information Architecture, Principles of Web Design and Usability, CSS, and Markup Languages such as SGML, XML, and XHTML
- Designed a syllabus and organized logical aspects of the course

*Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign*

### **Teaching Assistant**

#### LIS 456 Information Storage and Retrieval

Spring 2011

- A course for junior, senior, graduate students
- Topics covered: document representation, document classification, information need specification, designing the system user interaction, and web search
- Skills required: basic Unix, basic HTML, and elementary statistics

#### LIS 501 Information Organization and Access

Fall 2010

- A required course for students pursuing a master's degree in Library and Information Science
- Topics covered: information needs/information seeking behavior, digital collections management, search and discovery, indexing consistency/impact of vocabulary on access

#### LIS 590 Document Modeling (Online course)

Spring 2007

- An advanced course for students pursuing a master's or doctoral degree in Library and Information Science
- Topics covered: SGML/XML, XML DTD, DTD development, modeling problems, XML and relational databases, XML semantics

#### LIS 590 Information Modeling (Online; Face-to-face)

Summer 2005, Fall 2005 Fall 2006

- An advanced course for students pursuing a master's or doctoral degree in Library and Information Science
- Topics covered: relational design, conceptual modeling, markup systems, ontologies
- Worked on developing and organizing a new curriculum for the department

#### LIS 590 Topics in Knowledge Representation

Spring 2006

- An advanced course for students pursuing a master's or doctoral degree in Library and Information Science
- Topics covered: XML, TEI, XML semantics and meta-properties, expressiveness requirements for document description languages

#### LIS 507 Cataloging and Classification I / LIS 577 Cataloging and Classification II (Online courses)

Spring 2005

- An advanced course for students pursuing a master's or doctoral degree in Library and Information Science
- Topics covered: descriptive cataloging, MARC format, AACR2, authority control, Dewey Decimal Classification, Library of Congress Classification

*Doctoral Program in Department of Information Studies, University at Albany, State University of New York, Albany, NY*

### **Teaching Assistant**

#### ISP100 Internet and Information Access

Fall 2002, Spring 2003

- A required course for undergraduates majoring in Information Science
- Topics covered: the fundamental of information science, information theory, the history of internet

## INFORMATION ARCHITECTURE DESIGN EXPERIENCE

*Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, Champaign, IL*

### Graduate Research Assistant

2004 - 2008

#### Conference websites developed:

- “The International Society for Knowledge Organization – Chapter for Canada and United States”, held at Syracuse University, June 18-19, 2009
- “Library History Seminar XI: Libraries in Times of War, Revolution & Social Change”, held at the University of Illinois at Urbana Champaign, October 27-30, 2005
- “European Modernism and the Information Society”, held at the University of Illinois at Urbana Champaign, May 6-8, 2005

#### Course websites developed:

- LIS 507 Cataloging and Classification I (Spring 2005)
- LIS 577 Cataloging and Classification II (Spring 2005)

*Doctoral Program in Department of Information Studies, University at Albany, State University of New York, Albany, NY*

### Graduate Assistant

2001

#### An academic program website developed:

- Information Science Doctoral Program, University at Albany, State University of New York

## PUBLICATIONS

**Choi, Yunseon** (in preparation). Intuitive Web Design using Web Analytics: Discovering User Information Needs in a Medical Library Website.

**Choi, Yunseon** (in preparation). Supporting Health Information Seeking and Organization: Building a Consumer Health Ontology

Joo, Soohyung and **Choi, Yunseon** (in preparation). Content Analysis of Social Tags in the Domain of Consumer Health Information

**Choi, Yunseon** (forthcoming). A Complete Assessment of Tagging Quality: A Consolidated Methodology. *Journal of the American Society for Information Science and Technology (JASIST)*( Journal of the Association for Information Science and Technology)

**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. In *Proceedings of the Association for Library and Information Science Education (ALISE) Conference 2014* (Work-In-Progress Poster), January 21-24, in Philadelphia, PA.

**Choi, Yunseon** (2013). Social Indexing: A Solution to the Challenges of Current Information Organization. In *Emerald Library and Information Science Book Series: New Directions in Information Organization*. Jung-ran Park and Lynne C. Howarth (Eds.), 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** (2012). Soothing the Growing Pains of Searching for Medical Information: Developing a Folksonomic Thesaurus. In *Proceedings of the Association for Library and Information Science Education (ALISE) Conference 2012* (Work-In-Progress Poster), January 17-20, in Dallas, TX.
- Joo, Soohyung and **Choi, Yunseon** (2011). Dimensions and Types of Consumer Vocabulary in Health Information Organization. Poster accepted for presentation at *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. In *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. In *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, January 12-15, 2010, in Boston, MA
- Choi, Yunseon** (2010). Implications of Social Tagging for Digital Libraries: Benefiting from User Collaboration in the Creation of Digital Knowledge. In *Journal of the Korean Society for Information Management*. June, 27(2)
- Choi, Yunseon** (2010). Social Networking for Organizing the Web: Inter-Indexer Consistency of Social Tagging. In *Proceedings of the International Conference of Knowledge Management*. October 22-23, in Pittsburgh, PA
- Choi, Yunseon** (2010). Traditional versus Emerging Knowledge Organization Systems: Consistency of Subject Indexing of the Web by Indexers and Taggers. In *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. In *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. In *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. In *Proceedings of the Annual Meeting of the American Society for Information Science*. October 24-29, 2008, in Columbus, OH
- Renear, Allen H. and **Choi, Yunseon** (2006). Modeling Our Understanding, Understanding Our Models: The Case of Inheritance in FRBR. In *Proceedings of the Annual Meeting of the American Society for Information Science*. November 3-8, 2006, in Austin, TX
- Choi, Yunseon** and Renear, Allen H. (2006). Enhancing Expressiveness of Conceptual Modeling for Bibliographic Relationships: A Reflection on the FRBR Entity-Relationship Model. In *Journal of the Korean Society for Information Management*. December, 23(3)
- Renear, Allen H., **Choi, Yunseon**, Lee, Jin Ha, and Sara Schmidt (2006). Axiomatizing FRBR: An Exercise in the Formal Ontology of Cultural Objects. In *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

- Choi, Yunseon** (2005). Expressiveness of the CRM (Conceptual Reference Model) in Encoding Domain Knowledge. In *Proceedings of the Association for Library and Information Science Education (ALISE) Conference*, in Boston, MA, 2005.
- Renear, Allen H. and **Choi, Yunseon** (2005). Trouble Ahead: Propositional Attitudes and Metadata. In *Proceedings of the Annual Meeting of the American Society for Information Science*. October 28 - November 2, 2005, Charlotte, NC
- Renear, Allen H. and **Choi, Yunseon** (2005). Some conceptual modeling problems in FRBR. In *Proceedings of the International Conference of Knowledge Management*. October 27-28, in Charlotte, NC
- Renear, Allen H., Lee, Jin Ha, **Choi, Yunseon**, and Xiang, Xin (2005). Exhibition: A Problem for Conceptual Modeling in the Humanities. In *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. In *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. In *Proceedings of the 6<sup>th</sup> Conference of Korean Society for Information Management*: 245-250, Seoul, Korea

## PRESENTATIONS

- “Designing a User-Centric Faceted Browsing Interface for Non-Professional Users (K-12 Children): An Analysis of User Tags in Social Networking Sites. Poster presentation will be at the ALISE Annual Conference. January 21-24, 2014, in Philadelphia, PA
- “Social Tags for Enhancing User Access to Health Information: Building a Consumer Health Ontology.” Poster presentation at the ALISE Annual Conference. January 17-20, 2012, in Dallas, TX
- “Analyzing Social Tagging as Reflection of User Needs in Digital Information Organization: Indexing Consistency and Quality.” Poster presentation at the ALISE Annual Conference. January 4-7, 2011, in San Diego, CA (**Honorable Mention**)
- “Traditional versus Emerging Knowledge Organization Systems: Consistency of Subject Indexing of the Web by Indexers and Taggers.” Poster presentation at the 73rd Annual Meeting of the American Society for Information Science & Technology (ASIS&T), October 22-27, 2010, in Pittsburgh, PA
- “Social Networking for Organizing the Web: Inter-Indexer Consistency of Social Tagging.” Paper presentation at the International Conference of Knowledge Management. October 22-23, 2010, in Pittsburgh, PA
- “Verifying the Efficacy and Benefit of Social Tagging: Analysis of Indexing Consistency and Quality.” The Graduate School of Library and Information Science, Poster presentation at Research Showcase, 2010. University of Illinois at Urbana-Champaign, in Champaign, IL



“Enhancing Access to the Web: Vocabulary Analysis on Users’ Tags and Professionals’ Index Terms.” Poster presentation at iConference, 2010, February 3-6, 2010 at the University of Illinois at Urbana-Champaign, in Champaign, IL

“Verifying the Efficacy and Benefit of Collaborative Indexing of the Web.” Poster presentation at the Library and Information Science Education (ALISE) Conference, January 12-15, 2010, in Boston, MA

“Bringing a More Accurate User’s Perspective into Web Navigation: Facet Analysis of Folksonomy Tags.” Poster presentation at iConference 2009, February 8-11, 2009 at the University of North Carolina-Chapel Hill, in Chapel Hill, NC

“Making Faceted Classification More Acceptable on the Web: A Comparison of Faceted Classification and Ontologies.” Poster presentation at the Annual Meeting of the American Society for Information Science, 2008, in Columbus, OH

“Modeling Our Understanding, Understanding Our Models: The Case of Inheritance in FRBR” Paper presentation at the American Society of Information Science and Technology Annual Meeting, 2006, in Austin, TX

“Abstraction Problems in FRBR”. Panel presentation in ASIST SIG/CR panel Theoretical Topics in FRBR.” at the American Society of Information Science and Technology Annual Meeting, 2006, in Austin, TX

“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

“Trouble Ahead: Propositional Attitudes and Metadata.” Poster presentation at the American Society of Information Science and Technology Annual Meeting, 2005, in Charlotte, NC

“Some Conceptual Modeling Problems in FRBR.” Poster presentation at the International Conference for Knowledge Management 2005, in Charlotte, NC

“Expressiveness of the CRM (Conceptual Reference Model) in Encoding Domain Knowledge.” Poster presentation at the Association for Library and Information Science Education (ALISE) Annual Conference, 2005, in Boston, MA

“Project Announcement: Conceptual Modeling for XML document.” Poster presentation at Extreme Markup Language, 2004, in Montreal, Quebec, Canada

“A Study on Collaborative Filtering Using Platform for Internet Content Selection (PICS) as a Metadata Infrastructure on the Internet”, 1999, Thesis presentation at the 6<sup>th</sup> Conference of Korean Society for Information Management, in Seoul, Korea

## GRANTS / HONORS / AWARDS / FELLOWSHIPS

### *Connecticut State Universities Research Competition*

**Connecticut State University (CSU) Research Grants** 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 Assistantship** 2003-2010

**Graduate College Dissertation Completion Fellowship** 2009 Summer, 2009 Fall, 2010 Spring

**Invited to Phi Kappa Phi** For Top 10% of Graduate Students 2004-2010

**Conference Travel Award** 2005-2010

### *University at Albany, State University of New York*

**Graduate/Teaching Assistantship** 2001-2003

### *Chung-Ang University*

**Highest Honor Award** 1991-1994

**University Scholarship for Academic Excellence** 1991-1994

## DEPARTMENT AND UNIVERSITY COMMITTEE MEMBERSHIP

School of Education (SOC) Curriculum Committee (**Department Representative**) 2012-present

School of Education Unit Assessment Board (UAB) (**Department Representative**) 2012

Undergraduate Curriculum Forum (UCF) (**Department Representative**) 2012-present

New Programs and Innovations Committee (NPIC) (**Department Representative**) 2012-present

Department Curriculum Committee (DCC) 2012-present

Department Graduate Admissions Committee (DGAC) 2012-present

Department Scholarship Committee 2012

Ad Hoc Committee for Hiring, Assigning, and Managing Student Workers 2013

Faculty Liaison to the University Library 2013

## ACADEMIC SERVICES AND ACTIVITIES

### **Journal Reviewer**

- Journal of the American Society for Information Science and Technology (Journal of the Association for Information Science and Technology) 2012, 2014
- Journal of the Korean Society for Information Management 2010

### **Conference Committee Member**

- ALISE Research Grant Competition Committee 2012-2014

### **Program Coordinator**

- B.S Program on Information Management and Services, SCSU 2013-present
- Ph.D. Program in the Department of Information Studies, University at Albany 2001-2002

## **MEMBERSHIP IN PROFESSIONAL SOCIETIES**

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Association for Library and Information Science Education (ALISE)

American Society of Information Science and Technology (ASIST)