

Eunmi (Ellie) Jeong

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Education

University of Wisconsin-Madison

Madison, WI, US

PHD CANDIDATE IN INFORMATION SCIENCE

2021 - 2026 (expected)

- Advisor: Dr. Corey B. Jackson
- Research area: Human-Computer Interaction, Human-AI Collaboration, Human-AI Teaming, Computer-Supported Cooperative Work
- Dissertation Title: Aligning Technology with Human Values: Three-Level Framework Case Studies (Committee: Corey B. Jackson (Chair), Rick Wash, Gary Hsieh, Adam Rule)

Syracuse University

Syracuse, NY, US

MS IN INFORMATION MANAGEMENT

2019 - 2021

- Certificate of Advanced Study (C.A.S) in Data Science
- GPA: 4.0/4.0

Sungkyunkwan University

Seoul, South Korea

BACHELOR OF BUSINESS ADMINISTRATION, BA IN ENGLISH

2006 - 2011

- GPA: 4.08/4.5

Publications

PEER-REVIEWED CONFERENCE

Eunmi (Ellie) Jeong, Corey Jackson, Srijan Pandey, and Kaiping Chen. Seeing Like a Community: Public Perceptions of Data Use in Government. *In Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems (CHI 26)*

Eunmi (Ellie) Jeong, Corey Jackson, Liz Dowthwaite, Cliff Johnson, and Laura Trouille. How Personal Value Orientations Influence Behaviors in Digital Citizen Science. *In Proceedings of the 27th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW 24)*

Jian Tang, **Eunmi (Ellie) Jeong**, and Ping Zhang. Goal Structuration for Gamification Design in Learning (GSGDL): A Theory-driven Framework. *Proceedings of Pacific Asia Conference on Information Systems (PACIS 24)*

Eunmi (Ellie) Jeong, Corey Jackson, Liz Dowthwaite, Tallal Ahmad, and Laura Trouill. Assessing the Value Orientations of Contributors to Virtual Citizen Science Projects. *In Proceedings of International Conference on Communities and Technologies (C&T 23)*

Jian Tang, Ping Zhang, and **Eunmi (Ellie) Jeong**. Contextualizing Gamification Design: Using Extended Achievement Goal Theory to Understand College Learner Differences. *Proceedings of the Hawaii International Conference on System Sciences (HICSS 23)*

Ping Zhang, Jian Tang, and **Eunmi (Ellie) Jeong**. ACADEMIC AND SOCIAL ACHIEVEMENT GOAL STRUCTURES IN COLLEGE EDUCATION. *International Technology, Education and Development Conference (INTED 22)*

Ping Zhang, Jian Tang, and **Eunmi (Ellie) Jeong**. A Meta-review of Gamification Research. *iConference (iConf 21)*

UNDER REVIEW

Corey Jackson, **Eunmi (Ellie) Jeong**, Nia Davis, Chris Chen, Shanna Hsieh, and Kaiping Chen. The Infrastructure of Voice: How Nonprofits Broker Citizen Participation Through Socio-Technical Practices. *Under review at the Public Performance & Management Review*

Jian Tang, **Eunmi (Ellie) Jeong**, and Ping Zhang. Gamification Research in Education: A Meta-Review. *Under review at the Interactive Learning Environments*

WORKS IN PROGRESS

Eunmi (Ellie) Jeong, Corey Jackson, and Jiayi Zhang. Investigating User Perspectives on Workplace Learning Supported by GenAI: Experiences and Perceptions of Software Engineers.

Eunmi (Ellie) Jeong, Zachary Schultz, and Rick Wash. Contextualizing Security Framework for AI Coding Assistants in Software Development.

Srijan Pandey, **Eunmi (Ellie) Jeong**, Kaiping Chen & Corey Jackson. “Our Stories Become Just Numbers On A Form”: Data Misalignment and Epistemic Frictions in Civic Engagement.

Research Experiences

Project Assistant

UW - Madison

AMPLIFYING VOICES OF UNDERREPRESENTED COMMUNITIES

2024.06 - 2025.08

- Surveyed 754 community members and coordinated interviews with 8 nonprofit professionals and 5 local government officials to investigate their advocacy practices and use of data/technology.
- Analyzed survey responses and interview transcripts using Excel and R markdown. Wrote up manuscripts examining nonprofits’ data-driven advocacy practices, community members’ digital divide trajectories, and misalignments in data and technology use across the three stakeholder groups.

Project Assistant

UW - Madison

INVESTIGATING VALUES AND BEHAVIORS OF CITIZEN SCIENTISTS

2022.06 - 2023.05

- Analyzed large-scale online citizen science participant survey data (N = 7,453) and system log files.
- Conducted ANOVA and Tukey’s Test to examine the association between citizen scientists’ demographic features and their value orientations using R markdown.
- Conducted correlation analysis, mixed-effects regression analysis, and Structural Equation Modeling (SEM) to investigate the relationships between citizen scientists’ value orientations and their motivations, needs, and behaviors using R markdown.

Research Assistant

Syracuse University

CONTEXTUALIZING GAMIFICATION DESIGN USING ACHIEVEMENT GOAL THEORY

2020.06 - 2021.05

- Analyzed open-ended survey responses using NVivo to identify different learner types and suggested gamification design implications for supporting each learner type.
- Assessed a collection of gamification literature reviews systematically through a meta-review using Ryan and Excel to explore a landscape view of gamification research.

Teaching Experiences

Teaching Assistant

UW - Madison

LIS 202: INFORMATION DIVIDES IN A MULTICULTURAL SOCIETY

2025.09 - Current

- Led discussion sections for a course exploring issues relating to information inequality and digital divides in relation to information technologies in the United States.
- Facilitated classroom debates, presentations, small-group discussions, and writing workshops.

Instructor

UW - Madison

PSYCH 755: TOOLS FOR LARGE-SCALE BEHAVIORAL DATA SCIENCE

2024.06 - 2024.08

- Taught psychology graduate students to conduct large-scale behavioral data-science projects independently and collaboratively using contemporary software tools and environments.
- Delivered lectures on data collection, analysis, documentation, and publication of large-scale behavioral datasets.
- Designed and managed course curriculum, including quizzes, weekly assignments, and group final projects.
- Led hands-on labs using tools, such as Jupyter/R Notebooks, LaTeX/Overleaf, SQL, CoLab, and GitHub.

Teaching Assistant

UW - Madison

LIS 201: THE INFORMATION SOCIETY

2021.09 - 2024.05

- Led discussion sections for a Communication-B (writing and speaking intensive) course, examining social, legal, and historical contexts of information technologies and their implications.
- Designed and managed course curriculum.
- Facilitated classroom debates, presentations, small-group discussions, and writing workshops.

Professional Experiences

Faculty Assistant

Syracuse, NY, US

SYRACUSE UNIVERSITY (SUPERVISING FACULTY: DR. MURALI VENKATESH)

2020.08 - 2021.05

- Created a survey about the learning experiences of students and alumni of the iSchool to improve students' learning experiences with Qualtrics and analyzed response data using Excel.
- Contributed to developing a program design proposal for a new Certificate of Advanced Study (C.A.S) program in cooperation with faculty members.
- Conducted a literature review on use cases of Robotic Process Automation (RPA) in industry.

TruWeather Solutions

Syracuse, NY, US

PROJECT MANAGER (INTERN)

2020.06 - 2020.08

- Analyzed market and sales data for weather solutions serving drones, air taxis, and UAV operations (e.g., market size, competitive landscape, feature sets, and pricing) to diversify the product and customer portfolio, utilizing Excel and PowerPoint.

Hyundai Corporation Holdings

Seoul, South Korea

OVERSEAS SALES MANAGER

2011.03 - 2019.07

- Led a “SAP User Interface improvement project” with one manager and two engineers at an in-house IT team, enhancing the efficiency and usability of the SAP system.
- Formulated a data-driven marketing strategy using Excel, PowerPoint, and SAP, increasing sales for 15 global clients by 20% on average.
- Developed 5 new overseas clients in a year on average for target markets by researching multiple channels and market data resources (GFK, Freedonia, Euromonitor, and Google). Worked with global clients closely via phone calls, emails, and face-to-face meetings.
- Led an overseas sales unit of 6 members and monitored unit sales performance on a weekly and monthly basis using SAP, Excel, and PowerPoint.
- Spearheaded global tradeshow participation (Spoga-Gafa, HKEF) in cooperation with 6 overseas partner companies. Orchestrated booth design selection, display item sourcing, logistics, and guest invitation.

Awards & Honors

2019 - 2021 Graduate Program Excellence Scholarship, Syracuse University

2006-2008 Academic Excellence Scholarship, Sungkyunkwan University

Leadership

2023 - 2024 UW-Madison iSchool Ph.D. Student Representative , UW - Madison, Madison, WI, US

2020 - 2021 Vice Chair of Korean Student Association (KSA), Syracuse University, Syracuse, NY, US

2020 - 2021 Vice President of SU iSchool Graduate Organization (iSGO), Syracuse University, Syracuse, NY, US

2016 - 2017 Representative CA (Change Agent) of Brand Business Division , Hyundai Corporation Holdings, Seoul, South Korea

Academic Services

PEER REVIEW

Reviewer ACM CHI conference on Human Factors in Computing Systems, 2024, 2025

Reviewer ACM Conference on Computer-Supported Cooperative Work and Social Computing, 2023, 2024, 2025

Reviewer iConference, 2023, 2024, 2025

SERVICES

Student Volunteer ACM Conference on Computer-Supported Cooperative Work and Social Computing, 2022, 2025

Skills

Research Skills	Survey, interview, quantitative data analysis (statistical modeling, large-scale data analysis), qualitative data analysis (thematic analysis, content analysis), participatory design, data visualization, prototype design and fabrication, meta-review,
Data Tools	R (R markdown, Shiny R), SPSS, Python, SQL, NVivo, Tableau, Google Analytics, Power BI,
Software	Qualtrics, Google Surveys, Figma, Excel, PowerPoint, Word, Project, Access,
Language	English, Korean, Japanese, and Chinese,