

# Sejin Paik

sejin@bu.edu • [www.sejinpaik.com](http://www.sejinpaik.com)

Ph.D. student in Communication

## RESEARCH SPECIALIZATION

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- Digital journalism ecology: content, consumers, and creators
- Human-computer interaction
- Impact of emerging technology on society and individuals
- Mixed methods: computational analyses, surveys, usability testing, and qualitative interviews

## EDUCATION

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- Ph.D. student, College of Communication, Boston University 2019-present  
**Program:** Emerging Media Studies  
**Advisor:** [Dr. Lei Guo](#)
- M.A., Department of Communication, Stanford University 2016-2017  
**Program:** Computational Journalism  
**Advisor:** [Dan Nguyen](#) & [James T. Hamilton](#)  
**Thesis:** “A Second Chance at Life: Arts Program for Male Juveniles”
- B.A., Department of Political Science, Emory University 2011-2015  
**Major:** International Studies, **Minor:** East Asian Studies  
**Advisor:** [Dr. Holli A. Semetko](#)

## FELLOWSHIPS & RESEARCH INITIATIVES

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- Tow-Knight News Innovation Fellow, Columbia University 2020-present
- Received a research grant for a single-authored research project on: “Journalism ethics in the age of algorithms: local news distribution and digital editorial design”
  - Research will be published in Fall 2021 and will be available on the Columbia Journalism Review and Tow Center’s Publications.
- Artificial Intelligence & Emerging Media (AIEM) Research Fellow, Boston University 2019-present
- Collaborate with communication and computer science faculty to develop AI models that can help identify biases and unexpected patterns in text and multimedia news through computer vision and NLP analysis
  - Currently: working on news image emotion analysis using crowdsourcing data
  - Created [OpenFraming AI](#), a multilingual framing analysis tool for computational social scientists
  - [Developed a COVID-19 international news framing tracker](#) using computational statistical analyses
  - Currently leading a news text + image study on U.S. gun violence & climate change data
  - Award: 1 million dollar NSF grant on [BIGDATA: IA: Multiplatform, Multilingual, and Multimodal Tools for Analyzing Public Communication in over 100 Languages](#)

Graduate Research Assistant, Boston University

2019-present

Faculty supervisor: Dr. James Katz, Feld Professor of Emerging Media Studies

- Conduct interview- and large-scale, survey-based research on biometrics and wearable technologies and their implications on issues of privacy
- Work with a team of 3-4 other research students and faculty members
- Write papers for conferences and journal submissions

Faculty supervisor: Dr. Lei Guo, Assistant Professor, Emerging Media Studies

- Perform manual and computer-assisted content analyses for text and image related to topics around political communication and civic-engagement
- Run statistical analyses in R
- Write literature reviews and collaborate with researchers from other universities

## EMPLOYMENT HISTORY

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UX and applied researcher, NSF accelerator grant project

Winter 2021 (start date)

- My advisor (Dr. Lei Guo) and other external scholars received an [NSF convergence accelerator grant](#) in Oct. 2021 to prototype a system for local newsrooms using computational social science methodologies and user experience research. I will be hired through the NSF grant stipend, and will start conducting field studies and foundational research in Winter 2021.
- Project goal:
  - By leveraging computational techniques like natural language processing and network analysis, the project aims to **develop a journalist-in-the-loop system** able to **track the life cycle of local journalistic content** to observe its uses and misuses across time and across digital platforms.
  - The proposed system will identify through reaction-intention analyses and topic drift those stages when journalism's intended effects evolve into positive or negative unintended outcomes. Unintended, negative communication effects of news include the triggering of uncivil, polarizing discourse, audience misinterpretation, the production of misinformation, and the perpetuation of false narratives (e.g., conspiracy theories).

Founder, Info Nomz, Boston, MA

2021-present

- Info Nomz is a media wellness tracker that helps quantify one's media intake and provides healthy nudges around digital information consumption habits
- Awarded technical and UX support starting summer 2021 through [BU's Spark X-Innovation Lab](#)
- Currently working on user journeys, wireframing, and streamlining data collection tasks

User Experience Researcher, Artificial Intelligence and Emerging Media Lab, Boston, MA

2019-present

- Designed the [Openframing AI](#) website (visual + content)
- Led UX research for the tool by conducting usability testings, log analyses and semi-formal interviews
- Regularly update engineering and CS team members on bugs
- Co-first author on the demo track paper that will be presented at the 2021 Conference on Empirical Methods in Natural Language Processing

- Product & Content Strategist, Google, Alphabet Inc., Cambridge, MA 2017-2018
- Launched the new Google News app in May 2018 for 127 countries, working closely with the engineering and design team to develop new product features such as “Full coverage” and “For you”
  - Innovated on AI-driven features that provided relevant news contexts for the Google News Asia and North America users
  - Managed external news publisher partnerships for the Google Play Newsstand app and social media channels
  - Led social media branding and content strategy for the Google News launch events
- Multimedia, Data Reporter, Stanford University, Palo Alto, CA 2016-2017
- News beat: criminal justice, law enforcement, non-profit organizations, art communities in the Bay area
  - Published multimedia and data-driven news stories on the Peninsula Press and SFGate
  - Sample work:
    - [Immersive theater: through a political lens](#)
    - [STEAM Fest 2.0 adds the letter A for arts in STEM](#)
    - [Police, social workers team up for psychiatric emergencies in San Mateo County](#)
- Investigative Journalism Intern, WSB-TV Channel 2 News, Atlanta, GA Jan-June 2016
- Notable stories I worked on: the Atlanta Public School cheating scandal, “Inside the Bluff”: a look into Atlanta’s biggest heroin neighborhood, exclusive interview with Delta Airlines President, and an investigative piece on police gun shooting from the perspective of an Atlanta civil rights activist
- Media Marketing and Social Media Assistant, Korean Broadcasting System, Seoul, South Korea 2015-2016
- Conducted market research into India and Russia’s telecommunication systems
  - Assisted broadcast production and management for the Asia Song Festival, held in Busan, South Korea
  - Managed Asia-Pacific Broadcasting Union Song Festival social media accounts
- International Relations Intern, Korean Broadcasting System, Seoul, South Korea May-Aug 2011
- Conducted English-Korean translations for foreign journalists, filmmakers, and broadcasters
  - Media research into broadcast and documentary film industries in Southeast Asia

#### CONFERENCE PAPER

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- Paik, S.,** Akavoor, V. P., Bhatia, V., Guo, L., Jalal, M., Smith, A., Tofu D. A., Halim E.E., Sun, Y., Betke, M., Isharwar, P., Wijaya, D. T. (2021, November). OpenFraming: Open-sourced Tool for Computational Framing Analysis of Multilingual Data. *The 2021 Conference on Empirical Methods in Natural Language Processing*. Hybrid: Online & Punta Cana, Dominican Republic. 7th – 11th November 2021.
- Paik, S. & Wu, J.** (2021, May). Towards algorithmic diversity: Uncovering the diet of news aggregator users. The 71st International Communication Association (ICA) Annual Conference. Virtual.
- Paik, S.,** Fang, J.Z., Gao, Y., Hong, Z., Liu, W., Luo, L., Ruan, F., Xu, C., Yang, X., & Prena, K. (2021, May). COVID-19 Twitter Semantic Analysis and Protection Motivation Theory: Understanding People’s Intentions to Follow Stay-At-Home Orders. The 71st ICA. Virtual.
- Paik, S.,** Mays, K.K., & Katz, J.E. (2020, October). Invasive yet inevitable? Privacy normalization trends in emerging technology. The Association of Internet Researchers (AOIR), Virtual.

Trifiro, B. M., **Paik, S.**, Fang, Z., Rochefort, A., & Zhang, L. (2020, August). Politics and politeness: Analysis of incivility on Twitter during the 2020 Democratic presidential primary. Presented to the Association for Education in Journalism and Mass Communication (AEJMC), Virtual.

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**ACADEMIC PAPER - PUBLISHED**

Trifiro, B. M., **Paik, S.**, Fang, Z., & Zhang, L. (2021). Politics and Politeness: Analysis of Incivility on Twitter During the 2020 Democratic Presidential Primary. *Social Media + Society*, 7(3), 205630512110369. <https://doi.org/10.1177/20563051211036939>

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**ACADEMIC PAPER - UNDER REVIEW / IN-PREPARATION**

Proposing an open-sourced tool for computational framing analysis of multilingual data. **Revise and Resubmit**

**Paik, S.**, Mays, K.K., & Katz, J.E. (under review). Invasive yet inevitable? Privacy normalization trends in emerging technology. Paper presented at the Association of Internet Researchers (AOIR), Virtual.

Vu, H., **Paik, S.**, Nguyen, N., Guo, L. (under review). Cross-platform, cross-political spectrum news framing of climate change.

Mays, K.K., **Paik, S.**, Trifiro, B., M., Katz, J.E. (under review). Coping during COVID-19: How attitudinal, efficacy, and personality differences drive adherence to preventive measures.

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**TEACHING EXPERIENCE**

Teaching Fellow, Boston University Fall 2021

- Shadowed Dr. Traci Hong (Associate Professor, Media Science) in Communication Research Methods (CM321) course for undergraduate juniors and seniors

Graduate Student Instructor, Boston University Fall 2019, Spring 2020

- Course: Introduction to the World of Communication (COM101)
- Led class section of 25 undergraduate students; developed lesson plans, graded papers & projects, and held office hours

English Writing and Speaking Tutor, Stanford University 2016-2017

- Under the Office of the Vice Provost for Graduate Education (VPGE)
- Led 1:1 tutoring for foreign-language speaking graduate students at Stanford University

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**SKILL SETS**

**Languages**

- English: Native proficiency
- Korean: Native proficiency

**Computer software**

- Statistical analysis: R, SPSS, Python
- Supervised and unsupervised machine learning: R and Python (intermediate)

- Video editing: Final Cut Pro, Avid Newscutter, Adobe Premier
- Design: Figma

#### REFERENCE

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**Dr. Lei Guo (Ph.D. advisor)**

Associate professor

Emerging Media Studies, College of Communication, Boston University

[guolei@bu.edu](mailto:guolei@bu.edu)

**Dr. Jim Cummings**

Assistant professor

Emerging Media Studies, College of Communication, Boston University

[cummingj@bu.edu](mailto:cummingj@bu.edu)

**Dr. James Katz**

Director

Emerging Media Studies, College of Communication, Boston University

[katz2020@bu.edu](mailto:katz2020@bu.edu)