

HWAJUNG HONG

Assistant Professor | Department of Communication | Seoul National University

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EDUCATION

- May 2015 **Georgia Institute of Technology**, Atlanta, GA
Ph.D. in Human-Centered Computing | School of Interactive Computing
Thesis: *Specializing Social Networking Services to Support the Independence of Adolescents and Adults with Autism*
Advisors: Gregory Abowd & Rosa Arriaga
- May 2010 **Georgia Institute of Technology**, Atlanta, GA
M.S. in Human-Computer Interaction (Specialization: Digital media)
- Feb 2008 **Korea Advanced Institute of Science and Technology (KAIST)**, Daejeon, Korea
B.S. in Industrial Design, *Magna Cum Laude*

RESEARCH INTERESTS

Broadly—Designing, building, evaluating human-centered user interfaces and data visualizations.

Lately—Building interactive technologies to promote mental health and wellness; social media and crowd-powered services towards accessibility and education; data-driven design.

EMPLOYMENT

- Mar 2018 - present **Seoul National University**, Seoul, Korea
Assistant Professor, Department of Communication
- Aug 2015 - Mar 2018 **Ulsan National Institute of Science and Technology (UNIST)**, Ulsan, Korea
Assistant Professor, Design and Human Engineering
Affiliated Assistant professor, Computer Science and Engineering
- Jan 2009 - May 2015 **Georgia Institute of Technology**, Atlanta, GA
PhD Student (Graduate Research Assistant/Graduate Teaching Assistant)
- May 2012 - Aug 2012 **Xerox Palo Alto Research Center (PARC)**, Palo Alto, CA
Research Intern, Augmented Social Cognition Group, Mentor: Ashwin Ram
- May 2011 - Aug 2011 **Microsoft Research**, Redmond, WA
Research Intern, VIBE Group, Mentor: Kori Inkpen
- Jun 2010 - Aug 2010 **LG Electronics, Inc.**, Seoul, Korea
UX consultant, Home Appliance Center
- May 2009 - Aug 2009 **Motorola, Inc.**, Schaumburg, IL
Research Intern, Experience design and prototyping lab, Mentor: Santosh Basapur
- Feb 2008 - Apr 2008 **Continuum**, Seoul, Korea
UX researcher
- Jul 2006 - Jan 2007 **SK Telecom**, Seoul, Korea
Interaction Designer, User Experience Team, Communication Intelligent Division

PUBLICATIONS

Conference Papers (peer reviewed)

- [c.15] Kwangyoung Lee, James Andrew Self, [Hwajung Hong](#) (2018)
Aesthetic Product Interaction: The Necessity of Consistency between Function & Emotion.
The Design Conference 2018.
- [c.14] Kwangyoung Lee, [Hwajung Hong](#) (2018)
MindNavigator: Exploring the Stress and Self-Interventions for Mental Wellness.
CHI 2018: ACM Conference on Human Factors in Computing Systems. [25% acceptance rate, 10pgs]
- [c.13] Jennifer G. Kim, Karrie Karahalios, [Hwajung Hong](#) (2018)
Understanding Identity Presentation in Medical Crowdfunding.
CHI 2018: ACM Conference on Human Factors in Computing Systems. [25% acceptance rate, 10pgs]
- [c.12] Kwangyoung Lee, [Hwajung Hong](#) (2017)
Designing for Self-Tracking of Emotion and Experience with Tangible Modality.
DIS 2017: ACM Conference on Designing Interactive Systems. [24% acceptance rate, 10pgs]
- [c.11] Jennifer G. Kim, Kristen Vaccaro, Karrie Karahalios, [Hwajung Hong](#) (2017)
“Not by Money Alone”: Social Support Opportunities in Medical Crowdfunding Campaigns.
CSCW 2017: ACM Conference on Computer Supported Cooperative Work. [34% acceptance rate, 10pgs]
- [c.10] Jennifer G. Kim, Ha Kyung Kong, Karrie Karahalios, Wai-Tat Fu, [Hwajung Hong](#) (2016)
The Power of Collective Endorsements: Credibility Factors in Medical Crowdfunding Campaigns.
CHI 2016: ACM Conference on Human Factors in Computing Systems. [23% acceptance rate, 10pgs]
- [c.9] [Hwajung Hong](#), Gregory D.Abowd, Rosa I.Arriaga (2015)
Towards Designing Social Question-and-Answer Systems for Behavioral Support of Individuals with Autism.
Pervasive Health 2015: IEEE International Conference on Pervasive Computing Technologies for Healthcare. [30% acceptance rate, 8pgs]
- [c.8] [Hwajung Hong](#), Eric Gilbert, Gregory D.Abowd, Rosa I.Arriaga (2015)
Towards Designing Social Question-and-Answer Systems for Behavioral Support of Individuals with Autism.
CHI 2015: ACM Conference on Human Factors in Computing Systems. [23% acceptance rate, 10pgs]
- [c.7] [Hwajung Hong](#), Lana Yarosh, Jennifer G.Kim, Gregory D.Abowd, Rosa I.Arriaga (2013)
Investigating the Use of “Circles” in Social Networks to Support the Independence of Individuals with Autism.
CHI 2013: ACM Conference on Human Factors in Computing Systems. [20% acceptance, 10pgs]
- [c.6] [Hwajung Hong](#), Jennifer G. Kim, Gregory D. Abowd, Rosa I. Arriaga (2012)
Designing a Social Network to Support the Independence of Young Adults with Autism.
CSCW 2012: ACM Conference on Computer Supported Cooperative Work.
9% acceptance for top- tier submissions
- [c.5] Fatima Boujarwah, Nazneen, [Hwajung Hong](#), Gregory D.Abowd, Rosa I.Arriaga (2011)
Towards a Framework to Situate Assistive Technology Design in the Context of Culture.
ASSETS 2011: ACM SIGACCESS Conference on Computers and Accessibility. [33% acceptance, 10pgs]
- [c.4] Fatima Boujarwah, [Hwajung Hong](#), Gregory D.Abowd, Rosa I.Arriaga, Jackie Isabelle (2010)
Training Social Problem Solving Skills in Adolescents with High-Functioning Autism.
Pervasive Health 2010: International Conference on Pervasive Computing Technologies for Healthcare. [30% acceptance, 8pgs]

- [c.3] Tanyoung Kim, [Hwajung Hong](#), Brian Magerko (2010)
Design Requirements for Ambient Display that Supports Sustainable Lifestyle.
 DIS 2010: ACM conference on Designing Interactive Systems. [25% acceptance, 10pgs]
- [c.2] Tanyoung Kim, [Hwajung Hong](#), Brian Magerko (2010)
Designing for Persuasion: Toward Ambient Eco-Visualization for Awareness.
 Persuasive 2010: International Conference on Persuasive Technology. [31% acceptance, 10pgs]
- [c.1] Jan Gillesen, [Hwajung Hong](#), Rosa I.Arriaga (2009)
Refl-ex: Towards Designing an Interactive and Intelligent Tool for Social Skill Development of Individuals with HFA/ASD.
 DPPI 2009: International Conference on Designing Pleasurable Products and Interfaces.
- Posters, Demos, and Workshop Papers (peer reviewed)**
- [p.16] Taewan Kim, Young-Woo Park, [Hwajung Hong](#) (2017)
Calm Station: An Interactive Perpetual Desk Object that Reduces Digital Distractions.
 Demonstrations of DIS 2017: ACM Conference on Designing Interactive Systems.
- [p.15] Dasom Choi, Akerim Orken, Han Lee, [Hwajung Hong](#) (2017)
Designing a Crowdsourcing Platform for Generating Subtitles of Accessible Films.
 Poster of HCI KOREA 2017.
- [p.14] [Hwajung Hong](#), Rosa Arriaga, Gregory Abowd.(2014)
Building Social Computing Systems to Address Social Needs of Adolescents with Autism.
 Grace Hopper Conference 2014 Ph.D Forum.
- [p.13] Yang-feng Ji, [Hwajung Hong](#), Rosa Arriaga, Agata Rozga, Gregory Abowd and Jacob Eisenstein (2014)
Mining Themes and Interests in the Asperger's and Autism Community.
 ACL 2014 Workshop on Computational Linguistics and Clinical Psychology.
- [p.12] [Hwajung Hong](#) (2014)
Specializing Social Networking Services for Young Adults with Autism.
 Doctoral Colloquium of CSCW 2014: ACM Conference on Computer Supported Cooperative Work.
- [p.11] [Hwajung Hong](#) (2014)
A Characterization Study of Q&A Behavior on an Online Forum for Autism.
 2014 Atlanta Workshop on Computational Social Science.
- [p.10] [Hwajung Hong](#), and Rosa I. Arriaga (2013)
Harnessing Trusted-Stranger Networks to Ask for Social Advice: Challenges and Opportunities.
 CSCW 2013 Workshop on Social Media Question Asking.
- [p.9] [Hwajung Hong](#) (2013)
Designing a Specialized Q&A System to Support Every Life of Individuals with Autism.
 UKC 2013, New Jersey, NY.
- [p.8] [Hwajung Hong](#), Jennifer G.Kim, Gregory D.Abowd, Rosa I.Arriaga (2013)
SocialMirror: Motivating Young Adults with Autism to Practice Life Skills in a Social World.
 CSCW 2012 Videos.
[The best example of video submissions on the CSCW 2013 Videos CFP website](#)

- [p.7] [Hwajung Hong](#), Jennifer G.Kim, Gregory D.Abowd, Rosa I.Arriaga (2012)
A Specialized Social Network Service for Young Adults with Autism.
 IMFAR 2012: International Meeting for Autism Research.
- [p.6] Fatima Boujarwah, Nazneen, [Hwajung Hong](#), Gregory D.Abowd, Rosa I.Arriaga (2011)
Cross-Cultural Comparisons of Social Expectations of Individuals with Autism and Other Intellectual Disabilities.
 SCCR 2011: The 40th Annual Meeting of the Society for Cross-Cultural Research.
- [p.5] [Hwajung Hong](#), Hee Young Jeong, Gregory D.Abowd, Rosa I.Arriaga (2010)
TriggerHunter: Designing an Educational Game for families with Asthmatic children.
 CHI 2010 Workshop on Interactive Systems in Healthcare (WISH).
- [p.4] Fatima Boujarwah, Nazneen, [Hwajung Hong](#), Gregory D.Abowd, Rosa I.Arriaga (2009)
Interactive Visualization of Ecosystem Change for Public Education.
 IEEE InfoVis 2009.
- [p.3] Tanyoung Kim, [Hwajung Hong](#), Brian Magerko (2009)
Coralog: Use-Aware Visualization Connecting Human Micro-Activities to Environmental Change.
 CHI 2009 Extended Abstracts.
- [p.2] Mark O. Riedl, Rosa Arriaga, Fatima Boujarwah, [Hwajung Hong](#), Jackie Isbell, and L. Juane Heflin (2009)
Graphical social scenarios: Toward intervention and authoring for adolescents with high functioning autism.
 Proceedings of the AAAI Fall Symposium on Virtual Healthcare Interaction
- [p.1] Mark O. Riedl, Rosa Arriaga, Fatima Boujarwah, [Hwajung Hong](#), Jackie Isbell, and L. Juane Heflin. (2009)
Toward Assisted Authoring of Social Skill Scenarios for Young Adults with High Functioning Autism.
 Proceedings of the IJCAI 2009 Workshop on Assisted Cognition.
[Distinguished Contribution Award](#)

PATENTS

Bath Toy for Baby

Korea Patent No. 10-2017-0039310

A system for detecting, recording, tracking physical developmental milestones of children.

Korea Patent No. 10-2008-0018678

A board game device for visually impaired users.

Korea Patent No. 20-2000-0028967

TEACHING

Seoul National University (Instructor)

Undergraduate level

- 2114.409: Creative Research Practice Spring 2018 (23 students)

UNIST (Instructor)

Undergraduate level

- IID231: Design Knowledge and Skills (Intro to Information Visualization) Fall 2017 (38 students)
- [Nominated for a University's Outstanding Teaching Award \(2017\)](#) Fall 2016 (28 students)
- [Departmental Best Teacher Award \(2016\)](#) Spring 2016 (26 students)

- IID420: Special Topics: Human-Computer Interaction Design Studio Fall 2015 (6 students)

Graduate level

- CDE511: Integrated Design Project *with James A. Self and Chajoong Kim* Spring 2017 (12 students)
- CDE707: Human-Centered Design Fall 2016 (16 students)
Fall 2017 (18 students)
- CDE708: Contextual Design (Qualitative Research Method) Spring 2017 (10 students)
Spring 2016 (8 students)

Georgia Institute of Technology (Teaching Assistant)

- CS6455: User Interface Design and Evaluation Spring 2014
- CS6750: Human-Computer Interaction Fall 2012
Nominated for a 2012 CETL/BP Outstanding Teaching Assistant Award

AWARDS & HONORS

- 2017 **The 9th Design Contest for the Other 90%**, Korean Ministry of Science and ICT.
- 2017 **Core 77 Design Awards 2017**, Open Design Category, Student Runner-up.
- 2010-2015 **The Samsung Scholarship**, \$50,000/year, for 5 years awarded for tuition and stipend for Ph.D. studies.
- 2014 **2014 Georgia Tech GVU Foley Scholars Finalist**, Award for innovating people-centered research (one of 24).
- 2014 **Grace Hopper Celebration of Women in Computing Scholarship**, \$550 travel grant for attending GHC 2014.
- 2014 **The George Health Systems Fellowship**, \$3000 award for commitment to the Healthcare Industry and Academic Achievements.
- 2011 **The Korean Computer Scientists and Engineers' Association Scholarship**, \$1000 award for academic excellence to Korean students in computer science and engineering.
- 2011 **Google PhD Lightning Talks Award**, Research equipment awarded by Google.
- 2004-2007 **KAIST Dept. of Industrial Design Merit Award Winner**, Highest honors with scholarship.
- 2003-2007 **Government Fellowship for Science and Engineering**, \$12000 merit scholarship, Korea Ministry of Science and Technology.
- 2007 **Index Award: Design to improve life**, Finalist, the patronage of HRH the crown prince of Denmark, supported by Danish Ministry of Economic and Business Affairs.
- 2007 **Future Mobile Device Design Competition**, 1st prize, KAIST Institute for Information Technology Convergence.
- 2006 **Korean Society of Design Science Undergraduate Design Research Seminar Honorable Mention Award.**

GRANTS

- 2018-2020 Korea Health Industry Development Institute. Life-Care services: *Development and Validation of ICT based cognitive, emotional, and social skill enhancing program in Autism children.*
PI.
- 2018-2020 National Research Foundation. Next-Generation Information Computing Development: *Developing fundamental techniques and design guidelines of persuasive interaction in a positive computing platform.*
PI.

- 2017-2019 National Research Foundation. Basic Science and Engineering: *Toward Designing Human-Centered Mental Health Platforms*.
PI.
- 2017-2018 UNIST Innovation Research Award: *Collaborative Augmented Reality Lab*
Co-PI.
- 2016-2017 National Research Foundation. Technology, Social Science, and Art Collaboration Initiative: *Designing feedback interfaces to improve social competency of college students*.
Co-I
- 2016-2018 UNIST Interdisciplinary Research Grant: *uGlasses: Socially-acceptable augmented glasses*
Co-PI

INVITED TALKS & MEDIA

- 2018 빅데이터 기반 가상인체 및 건강증진 서비스 개발
[ETNews \(전자신문\)](#)
- 2018 **Design Research Practices in iSchool**
Seoul National University. April 2018.
- 2017 **Data-Driven Design for Human-Centered Mental Healthcare**
KAIST HCI Seminar series. November 2017.
- 2017 **High-Performance Computing for Data-Driven Design**
KISTI-UNIST Supercomputing Camp for High School Students, UNIST. August 2017.
- 2017 **Data-Driven Design for Human-Centered Mental Healthcare**
Rutgers University, School of Communication and Information Ph.D Colloquium series. October 2017.
- 2017 **Data-Driven Design for Human-Centered Mental Healthcare**
Pennsylvania State University, IST Human-Centered Design Seminar Series. February 2017.
- 2017 **Data-Driven Design for Human-Centered Mental Healthcare**
University of Toronto, Joint seminar of Depart of Computer Science and Dept. of Medicine. February 2017.
- 2016 **Writing a paper for communication**
Korean Society of Design Science, April 2016.
- 2016 **Understanding, Designing and Deploying Novel Human-Centered Experiences**
Rutgers University, School of Communication and Information Seminar Series. September 2015.
- 2015 **Understanding, Designing and Deploying Novel Human-Centered Experiences**
AT&T Labs, February 2015.
- 2015 **Designing Socially-augmented Assistive Technology**
KAIST, Dept. of Knowledge Service Engineering, April 2015.
- 2015 **Designing Socially-augmented Assistive Technology**
Stevens Institute of Technology, Dept. of Computer Science, January 2015.
- 2015 **Designing Socially-augmented Assistive Technology**
Indiana-Purdue University, School of Human-Centered Computing, January 2015.
- 2014 **Designing Socially-augmented Assistive Technology**
New Jersey Institute of Technology, School of Information, October 2014.

- 2014 **Interactive Crowd Support for Individuals with Autism**
Samsung Scholarship Academic Camp Talk Series (SSOT), June 2014.
- 2013 **Implications for Designing a Social Networking service for Young Adults with Autism**
KAIST Department of Knowledge Service Engineering Seminar, Daejeon, Korea, June 2013.
- 2013 **Investigating the Use of Circles in SNSs to Support Independence of Individuals with Autism**
Georgia Tech GVU Brownbag Seminar series, April 2013.
- 2012 **Motivating People with Chronic Disease to Establish Healthy Eating Habits through Social Media**
PARC ISL Seminar series, August 2012.
- 2011 **KinectSnip: Taking and sharing snapshot pictures with gestural interaction in video conferencing**
Microsoft Kinect for Windows SDK 24hr code camp. July 2011.
<https://channel9.msdn.com/Events/KinectSDK/BetaLaunch/C9Lo06>
- 2010 **Engaging in Data through Visualization**
User Experience Design Group at Yahoo, Sunnyvale, CA. February 2010.
- 2008 **학생 아이디어에 교수 16 명이 움직였다. KAIST 개발, 접히고 구겨지는 '손수건 단말기'**
중앙일보 (http://article.joins.com/news/article/article.asp?total_id=3009192)

ACADEMIC SERVICES

Departmental Committees

SNU Communication Department Undergraduate Committee Chair
UNIST DHE Undergraduate Curriculum Committee Chair

Program Committees

ACM Designing Interactive Technology (DIS) 2018 Provocations and Works-in-Progress
ACM Creativity & Cognition (C&C) 2017 Pictorial

Reviewer

ACM Human Factors in Computing Systems (CHI). 2009-2018
ACM Designing Interactive Systems (DIS). 2016-2018
ACM Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT). 2017-2018
ACM Pervasive and Ubiquitous Computing (Ubicomp). 2014-2016
ACM Computer Supported Cooperative Work and Social Computing (CSCW). 2013-2018
Pervasive Computing Technologies for Healthcare (Pervasive Health) 2011-2017

Organizer

Ubicomp 2018 Diversity Co-Chair, 2018
UNIST HCI Group Seminar Series Organizer, 2017
UNIST Design and Human Engineering Seminar Series Organizer, 2015