

## RESEARCH INTERESTS

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Human-AI Interaction, Computational Social Science, AI Agent Simulation, Intergroup Conflict, Data Journalism

## EDUCATION

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<b>Seoul National University</b> M.A. in Communication (hci+d Lab, Advisors: Joonhwan Lee, Hajin Lim)	2023 - 2025 Seoul, South Korea
<b>Seoul National University (Summa Cum Laude)</b> B.A. in Communication B.A. in Information Science & Cultures	2018 - 2023 Seoul, South Korea

## PUBLICATIONS

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### Peer-reviewed Conference Papers

- [C6] **Asymmetric Dynamics of Partisan Warriors in YouTube Comments**  
Keyeun Lee, Sang Jung Kim. 2026.  
In Proceedings of the International AAAI Conference on Web and Social Media (ICWSM 2026). (to appear)
- [C5] **“Make It Simple, But Keep It Real”: Understanding User Needs and Trade-offs in LLM-Mediated News Text Adaptation**  
Chaerin Song, Keyeun Lee, Hajin Lim. 2026.  
In Extended Abstracts of the CHI Conference on Human Factors in Computing Systems (CHI EA 2026). (to appear)
- [C4] **DeepAware: Using Experiential Deepfake Simulations to Enhance Cybersecurity Awareness in Older Adults**  
Hana Oh, Eunbi Lee, Seungju Shin, Keyeun Lee, Miran Pyun, Hajin Lim. 2026.  
In Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI 2026). (to appear)
- [C3] **Adaptive-VP: A Framework for LLM-Based Virtual Patients that Adapts to Trainees’ Dialogue to Facilitate Nurse Communication Training**  
Keyeun Lee, Seolhee Lee, Esther Hehsun Kim, Yena Ko, Jinsu Eun, Dahee Kim, Hyewon Cho, Haiyi Zhu, Robert E. Kraut, Eunyong E. Suh, Eun-mee Kim, and Hajin Lim. 2025. In Findings of the Association for Computational Linguistics: ACL 2025, pages 2319–2352.  
Links: [Paper](#), [Github](#)
- [C2] **SPeCtrum: A Grounded Framework for Multidimensional Identity Representation in LLM-Based Agent**  
Keyeun Lee, Seo Hyeong Kim, Seolhee Lee, Jinsu Eun, Yena Ko, Hayeon Jeon, Esther Hehsun Kim, Seonghye Cho, Soeun Yang, Eun-mee Kim, and Hajin Lim. 2025. Proceedings of the 2025 Conference of the Nations of the Americas Chapter of the Association for Computational Linguistics: Human Language Technologies (Volume 1: Long Papers), pages 6971–6991.  
Links: [Paper](#), [Github](#)

- [C1] **Letters from Future Self: Augmenting the Letter-Exchange Exercise with LLM-based Agents to Enhance Young Adults' Career Exploration**  
Hayeon Jeon, Suhwoo Yoon, **Keyeun Lee**, Seo Hyeong Kim, Esther Hehsun Kim, Seonghye Cho, Yena Ko, Soeun Yang, Laura Dabbish, John Zimmerman, Eun-mee Kim, and Hajin Lim. 2025. In Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems (CHI '25). Article 100, 1–21. (Best Paper Award - Top 1% of submissions)  
Link: [Paper](#)

#### Peer-reviewed Journal Papers

- [J2] **Ideology and Policy Preferences in Synthetic Data: The Potential of LLMs for Public Opinion Analysis**  
**Keyeun Lee**, Jaehyuk Park, Suh-hee Choi, and Changkeun Lee. 2025. Media and Communication, 13:9677.  
Link: [Paper](#)
- [J1] **Analysis of Offensive Language Use by South Korea's Two Major Political Parties: Using Party Press Releases from 2007 to 2023**  
Jong Hee Park\*, **Keyeun Lee**\*. 2024. Korean Political Science Review. 58(2). 73-104  
Link: [Paper](#)

#### Conference Presentation

- [P1] **Breaking or Building Bridges? Echo Chambers on YouTube through Cross-Comments**  
Sang Jung Kim, **Keyeun Lee**, Jason Greenfield. 2025. Paper accepted for the American Political Science Association Annual Meeting (APSA).

#### Thesis

- [T1] **Do LLM Agents Conform and Hedge Like Humans?: The Role of Persona Backstories in Agent Debates across Power, Sex, and Culture**  
Keyeun Lee (Committee: Joonhwan Lee, Eun-mee Kim, Bongwon Suh)

#### Under Review

- [U1] **DeepBrief: Supporting Reflective Learning through AI-Guided Debriefing in Virtual Patient Simulations**  
**Keyeun Lee**, Hyewon Cho, Jinsu Eun, Minhwa Koo, Esther Hehsun Kim, Dahee Kim, Miyoung Yoo, Eunyong Suh, Eun-mee Kim, Hajin Lim.

## RESEARCH EXPERIENCE

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### HCI Researcher

Artificial Intelligence Institute, SNU

09/2025 - Present

- Designed and developed a Korean AI agent framework to simulate political polarization dynamics in South Korea

### Graduate Student Researcher

hci+d lab, SNU (Advised by *Prof. Joonhwan Lee* and *Prof. Hajin Lim*)

2023 - 2025

- Developed a grounded framework enabling scalable implementation of realistic individual personas in LLMs (SNU X CMU HCAI Research Project)
- Designed and developed a Communication Training System for nurses featuring LLM-driven Virtual Patient interactions (SNU X CMU HCAI Research Project)

<p><b>Undergraduate Research Intern</b> Climate Lab, SNU (Advised by <i>Prof. Sujong Jeong</i>)</p> <ul style="list-style-type: none"> <li>Analyzed data visualization and interactive storytelling methods for climate change communication</li> </ul>	<p>07/2021 – 06/2022</p>
<p><b>Global Leaders Program Participant</b> Dept of Political Science and International Relations, SNU (Advised by <i>Prof. Jong Hee Park</i>)</p> <ul style="list-style-type: none"> <li>Conducted data analysis of <i>Squid Game</i> using BERTopic for Google movie review classification</li> </ul>	<p>12/2021 – 02/2022</p>
<p><b>Undergraduate Research Grant Recipient</b> Dept. of Communication, SNU (Advised by <i>Prof. Chul-joo Lee</i>)</p> <ul style="list-style-type: none"> <li>Led \$5,000-funded research project analyzing 740k tweets and 4k news articles to examine inter-media agenda setting dynamics in coverage of South Korea's Nth Room digital sex crime case</li> </ul>	<p>2020</p>

## WORK EXPERIENCE

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<p><b>Data Storyteller</b> Independent Data Journalism &amp; Data Visualization Specialist</p> <ul style="list-style-type: none"> <li>Developed a data story explaining the importance of dataset diagnostics for AI training through planning, storytelling, and web development (<i>Client: Pebblous</i>)</li> <li>Designed and developed an interactive news article raising awareness about assisted dying, including web development and storytelling (<i>Client: Seoul Shinmun, <a href="#">Link</a></i>)</li> <li>Created a Supply Chain Dominance Explorer visualization dashboard for analyzing Economic Security Index data (<i>Client: Institute for Future Strategy, Seoul National University, <a href="#">Link</a></i>)</li> <li>Built an interactive exploration tool enabling users to compare educational academy statistics across neighborhoods (<i>Client: Kyunghyang Shinmun, <a href="#">Link</a></i>)</li> <li>Conceptualized and executed data-driven journalism analyzing sexual violence within churches, including story planning and statistical analysis (<i>Client: Newsnjoy</i>)</li> <li>Designed and developed an interactive 2022 opinion poll aggregator website for real-time election insights (<i>Client: Seoul Broadcasting System</i>)</li> </ul>	<p>2022 – Present</p>
<p><b>Data Journalist Intern</b> SBS (Seoul Broadcasting System)</p> <ul style="list-style-type: none"> <li>Analyzed datasets using R for multiple investigative journalism projects, including abandoned pets, urban renewal programs, and child sex offender sentencing patterns</li> <li>Authored weekly articles covering data journalism trends and visualization awards</li> </ul>	<p>06/2020 – 12/2020</p>

## TEACHING EXPERIENCE

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<p><b>Teaching Assistant, Data Journalism</b> <i>Course: M1312.000800, SNU</i></p> <ul style="list-style-type: none"> <li>Assisted undergraduate students with Python programming for data journalism</li> </ul>	<p>Spring 2025</p>
<p><b>Teaching Assistant, Creative Research (Human-centered AI)</b> <i>Course: 2114.409 001, SNU</i></p> <ul style="list-style-type: none"> <li>Mentored undergraduate students on Python-based data analysis techniques</li> </ul>	<p>Spring 2023, Spring 2024</p>
<p><b>Teaching Assistant, Data Visualization</b> <i>Course: 2114.411 001, SNU</i></p> <ul style="list-style-type: none"> <li>Guided undergraduate students in conducting data visualization projects using R</li> </ul>	<p>Spring 2021</p>

- Trained journalists in R programming for data analysis and visualization

## OUTREACH & INVITED TALKS

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<b>Podcast Host</b> DataHolic	2023-2025
<ul style="list-style-type: none"><li>• Host weekly discussions on data visualization and AI research</li></ul>	
<b>Invited Talk</b> UIUC SALT Lab Seminar	2025
<ul style="list-style-type: none"><li>• Introduced the SPEctrum framework for modeling human identity in LLM agents and presented research on Future Self AI clones for letter-exchange activities</li></ul>	
<b>Research Presentation</b> <AI-Human Communication> NCCU-SNU-UTokyo Joint Symposium	2024
<ul style="list-style-type: none"><li>• Presented research for modeling human identity in LLM agents</li></ul>	
<b>Mentoring Program</b> DONG-A ILBO K-Digital Training (KDT) Program	2024
<ul style="list-style-type: none"><li>• Mentored participants in interactive news content creation using generative AI</li></ul>	
<b>Guest Lecture</b> DONG-A ILBO	2023
<ul style="list-style-type: none"><li>• Delivered a guest lecture on data storytelling and journalism methods</li></ul>	
<b>Guest Lecture</b> KAIST Dept. of Industrial Design	2021
<ul style="list-style-type: none"><li>• Presented on infographics creation and data journalism career paths</li></ul>	

## SCHOLARSHIPS

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SNU Lecture & Research Scholarship	2023, 2025
BrainKorea21 Scholarship	2023, 2024
SNU Work-Study Scholarship	2021

## SELECTED PRESS

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<b>An AI That Knows You Better Than Yourself: More Effective for Youth Career Counseling, Study Finds</b> <a href="https://www.joongang.co.kr/article/25331159">https://www.joongang.co.kr/article/25331159</a>	2025 JoongAng News
<b>Mockery Becomes Routine in National Assembly: SNU Research Shows Threefold Rise in Aggressive Party Statements</b> <a href="https://www.kmib.co.kr/article/view.asp?arcid=0020529772&amp;code=61111511">https://www.kmib.co.kr/article/view.asp?arcid=0020529772&amp;code=61111511</a>	2024 Kukmin News
<b>A Quantitative Look at Korea's 'Insult-Driven' Parliament: Seoul National University Study Finds Verbal Aggression Tripled</b> <a href="https://www.yna.co.kr/view/AKR20240913161900001">https://www.yna.co.kr/view/AKR20240913161900001</a>	2024 Yonhap News

## SERVICE

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Reviewer: ACM CHI, ICWSM

2025

## SKILL

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- **Programming:** Python, R, HTML/CSS/JavaScript, SvelteKit, D3.js
- **Design & Data Viz Tools:** Figma, Adobe Illustrator, Flourish, DataWrapper
- **Language:** Korean(native), English(fluent)

## REFERENCES

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**Joonhwan Lee, Ph.D.**

Professor, Department of Communication, Seoul National University, South Korea

[joonhwan@snu.ac.kr](mailto:joonhwan@snu.ac.kr)

**Hajin Lim, Ph.D.**

Assistant Professor, Department of Communication, Seoul National University, South Korea

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**Jong Hee Park, Ph.D.**

Professor, Department of Political Science and International Relations, Seoul National University, South Korea

[jongheepark@snu.ac.kr](mailto:jongheepark@snu.ac.kr)