Seul Lee

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RESEARCH AREAS Critical Internet Studies, Media Studies, Data Science, Social Computing, Digital Humanities, AI Ethics, Information Bias, Mis/disinformation, Information Literacy, Information Credibility Assessment, Information-seeking Behaviors, Information Retrieval, Mixed Methods

EDUCATION

University of California, Los Angeles (UCLA) **Los Angeles, USA**
Ph.D. Candidate. Information Studies *Expected Graduation of December 2024*
Graduate Certificate in Digital Humanities *June 2023*
- Relevant Coursework: Critical Internet Studies, Social Media Studies, Information-Seeking Behavior, Humans & Machines, UX Design, Digital Preservation, Description & Access, Bibliometrics, Materiality of Information, Media & Texts, Advanced Qualitative Research: Grounded Theory

King's College London **London, UK**
M.A. Big Data in Culture and Society | *Graduated with Merit* *December 2017*
- Relevant Coursework: Theorizing Big Data (BD), BD in Practice, Social & Cultural Analytics, Network Literacy, BD and the law, Dark web studies

PUBLICATIONS

- Lee, S. & Gilliland, A. (under review) Methodological Problems Relating to the Collection from School Students of Data on Gender and Gendered Experiences with Online Hate Speech.

- Lee, S. (under review). Dismantling Biases and Errors in ChatGPT: Challenges and the Importance of Digital Literacy Education.

- Lee, S. & Cho, S.H. (in press). The Oral Histories of American Ghosts: Technical and Ethical Issues in Digitizing Oral Histories of Early Immigrant Communities. Archives and Traces of Migration (AToM) Project.

- Lee, S. & Gilliland, A. (2024). Evolving Definitions of Hate Speech: The Impact of a Lack of Standardized Definitions. In: Sserwanga, I., *et al*. Wisdom, Well-Being, Win-Win. iConference 2024. Lecture Notes in Computer Science, vol 14597. Springer, Cham. https://doi.org/10.1007/978-3-031-57860-1_11

- Lee, S. (2024). Navigating Biases Embedded Within the Algorithms and Displays Used by Different Search Engines. In Solodkaya, A., Peterson, A., & Salisbury, M. (Eds.), *#DLFTeach Toolkit Volume 4: Critical Digital Literacy*. https://dlfteach.pubpub.org/pub/sqa3ki79/release/1?readingCollection=277f5fe5

- Lee, S. (2023). Understanding the Intricacies of Academic Search Engines. *Proceedings of the Digital Humanities Congress 2022 Retrieved from https://www.dhi.ac.uk/books/dhc2022/understanding-the-intricacies-of-academic-search-engines/*

- Lee, S. (2023). Book Review: Algorithms of Oppression: How Search Engines Reinforce Racism. *InterActions: UCLA Journal of Education and Information Studies*, 18(1). http://dx.doi.org/10.5070/D418160873

- Lee, S. (2021). Inherent Biases and Complexities of the Use of Historical Digital Archives: Bibliometric Analysis in Digital Archives of Holocaust Victims. *InterActions*: UCLA Journal of Education and Information Studies, 17(1). http://dx.doi.org/10.5070/D417154037

RESEARCH PROJECTS

Principal Investigator (PI) for The Cyber Hate and Antisemitism on Social Media (CHASM) Project **April 2024 – Present**
- Developed and submitted research proposals; actively applied for competitive grants to secure funding
- Awarded a $10K grant from The UCLA Alan D. Leve Center for Jewish Studies and the UCLA Initiative to Study Hate (ISH) for research
- Leading a study on youth perceptions of antisemitism on social media, with a focus on Jewish students' experiences

Graduate Student Researcher (GSR) for The Social Media and the Spread of Hate (SMASH) Project **January 2023 – Present**
- Gathering and analyzing school-level demographic data gathered as part of the Organization for Social Media Safety (OFSMS)'s middle and high school assemblies regarding their use of social media apps and exposure to online hate speech and cyberbullying
- Developing custom reports, infographics, and visualized dashboards, and reporting results orally and in writing
- Synthesizing survey results and research findings, publishing scholarly papers in academic journals, and presenting at conferences

DH 299 Holocaust Testimonies Topic Modeling and Lexicon-based Sentiment Analysis **September 2022**
- Deploying Natural Language Processing (NLP) models including topic modeling techniques (e.g., BERT, Latent Semantic Analysis (LSA), and Latent Dirichlet Allocation (LDA)) and sentiment analysis techniques with VADER, Text2emotion, and LeXmo to analyze how survivors of the Holocaust came to view the victims/perpetrators of violence during the Holocaust

Understanding Inherent Biases of Data in Data Driven Decision Making using Machine Learning Tools: Naïve Bayes Classification for Historiography of Holocaust Victims through JSTOR **December 2017**
- Implemented TF-IDF analysis on existing scholarly journals about Holocaust victims and perpetrators and created the classifier for future prediction on scholarly journal trends using R and Python (Gensim, scikit-learn) under the supervision of Professors Mark Coté, Tobias Blanke

Social Network and Sentiment Analysis and Visualization for Twitter and Facebook **November 2017**
- Analyzed social network on Twitter and Facebook using VennMaker, R (ggplot2, ggbiplot, tidyverse), Python (Gensim, scikit-learn), and Gephi
- Conducted topic modeling analysis and sentiment analysis using Python and developed online instructions on digital literacy education

Fake News Analysis, User Studies, and Information Credibility Assessment **October 2017**
- Crawled fake news ecosystems and conducted fake news analysis using Gate and Hyphe (https://hyphe.medialab.sciences-po.fr/)
- Conducted cluster analysis to investigate conspiracies and opinion polarization around such topics and visualized this network using Gephi

The European General Data Protection Regulation (GDPR) Content and Impact Analysis **September 2017**
- Conducted topic Modeling with LDA using Python (Gensim, SciPy, BeautifulSoup, NLTK, Pandas, NumPy) and developed a policy brief

aiming to take the discussion forward to find a functional and sustainable solution to the limitations of the current GDPR framework

INVITED TALKS

- Daly, D., Jarrette, K., & Lee, S. (Upcoming). Sketches for Skepticism Workshop. *iConference 2025: Living in an AI-gorithmic world.*

- Lee, S. and Ong, C. (2024). The Social Media and the Spread of Hate (SMASH) Project. *UCLA Information Studies Colloquium 2024.* https://seis.ucla.edu/event/is-colloquia-smash-dec5/

- Lee, S (2024). What Is This Mis/disinformation We Keep Talking About? *INF STD 30 Internet and Society.* Fall 2024.

- Lee, S. (2024). Fairness and Bias in AI Algorithms and Interfaces. *2024 ALISE ACADEMY (Workshop) Annual Conference.* https://ali.memberclicks.net/2024-alise-annual-conference

- Lee, S. (2024). Digital Pedagogy and The Post-Truth Society: Evaluating The Credibility of Information. *10th Annual Digital Pedagogy Institute (DPI) Conference.* https://uwaterloo.ca/digital-pedagogy-institute/

- Lee, S. (2024) Starting with Bias: Building Ethical AI Literacy Education. *The FORCE11 Scholarly Communication Institute (FSCI) 2024 Conference V08 Good Governance for AI.*

- Lee, S. (2024. Untold Stories, Untraveled Paths: Exploring Oral Histories & Micro-Mobility Innovations. *Association for Information Science and Technology (ASIS&T).* https://www.asist.org/meetings-events/webinars/untold-stories-untraveled-paths-exploring-oral-histories-micro-mobility-innovations-sponsored-by-the-us-northeast-chapter/ .

- Lee, S. (2024). Evolving Definitions of Hate Speech: The Impact of a Lack of Standardized Definitions. *iConference 2024: Wisdom, Well - being, Win-win.* https://www.ischools.org/iconference-agenda

- Lee, S. (2024). Infographics: How to Design and Evaluate. *INF STD 10 - Information and Power*. Winter 2024.

- Lee, S. (2023). Preserving Hidden Narratives: Challenges in Processing Oral History Materials. *INF STD 211 - Artifacts and Cultures - Documents, Collections, and Cultures: An Introduction to Library and Information Science*. Fall 2023.

- Gilliland, A. and Lee, S. (2023). Using the Archive of the National Debt Redemption Movement in Education: Potential and Considerations. *Paying Our Debts to Memory: Preserving the Archives of the National Debt Redemption Movement, the Korean National Debt Redemption Movement Archive (ANDRM) Conference 2023*. https://www.andrmconference.org/

- Gilliland, A. and Lee, S. (2023). Questions of Age, Questions of Evidence: Contemplating the Complexities of Archival Metadata for Historical Korean and Korean American Materials. *The 21st International Conference on Dublin Core and Metadata Applications, DCMI 2023*.

- Lee, S. (2023). A Journey from Many to One through the Early Korean American Community Archive. *UCLA Library International Council*.

- Lee, S. (2023). Digital Literacy and Data Science Tutorials for Beginners. *UCLA Digital Humanities Project Showcase*. Spring 2023.

- Lee, S. (2023). Addressing Inherent Biases in Information Retrieval Systems of Digital Archives. *Digital Humanities Congress 2022*. https://www.dhi.ac.uk/dhc/2022/

EXPERIENCE

UCLA Education & Information Studies — **Los Angeles, USA**
Teaching Assistant/Special Reader — *January 2021 – Present*
- Undergraduate Courses: **IS 30 Internet and Society (Dr. Noopur Raval); IS 10 Information and Power (Dr. Tonia Sutherland)**
- Graduate Courses: **IS 211 Artifacts and Cultures (Dr. Jonathan Furner); IS 270 Systems and Infrastructures (Dr. Miriam Posner); IS 431 Archives, Recordkeeping and Memory (Dr. Anne Gilliland)**
- Providing individual tutoring and hands-on tutorials to students across disciplines and met with students to clarify and review class materials
- Assisting professors in planning and preparation for lesson outlines, curricula, classroom activities, and assignments, and grading assignments

UCLA Charles E Young Research Library — **Los Angeles, USA**
Senior Library Assistant — *January 2020 – Present*
- Creating and maintaining the tutorial website, *Data Science Tutorials for Beginners: A Digital Humanities Project for History* Scholars: https://khistory.mobirisesite.com/ using R, Tableau, p5js, and Cytoscape (received IS Digital Resource Development student awards)
- Developed video tutorials and provided onsite workshops for college students and librarians
- Digitizing and updating metadata for oral history collections (incl. Ahn collection) and developing recording macros and strategies
- Analyzing digitized and transcribed text and geographic data, and visualizing findings to enhance accessibility and understanding

Korea Electric Power Corporation — **Ulsan, South Korea**
Operations Intern — *March 2014 – August 2014*
- Maintained databases and recording and tracking systems and initiated driving tests using New Distribution Information Systems

Publicitas/Publisher's Internationalé — **Sydney, Australia**
Digital Marketing Intern — *August 2013 – December 2013*
- Conducted research on new online media opportunities including mobile and social media channels and made web statistic reports
- Conducted data-driven projects analyzing key customers and project performance with A/B testing and communicated insights to clients

Delta Air Lines — **Sydney, Australia**
Digital Marketing Intern — *February 2013 – July 2013*
- Worked with clients to identify their requirements and to find business opportunities and key customers using online survey and social media

TECHNICAL SKILLS	Python (Gensim, NumPy, Pandas, Scrapy, SciPy, Scikit-learn, BeautifulSoup), R, RStudio, Gephi, Cytoscape, QGIS, Tableau, Visme, Canva, Excel, Google Colab, SPSS, HTML/CSS, LaTeX, QGIS, SQL (Snowflake), Git, WordPress, p5.js
LANGUAGE SKILLS	Korean (Native), English (Fluent), Chinese (Intermediate), French (Elementary)