
JungWon Yoon

School of Information
University of South Florida
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EDUCATION

Ph. D. in Information Science, 2006
University of North Texas, Denton, Texas
Dissertation: *Improving Recall of Browsing Sets in Image Retrieval from a Semiotics Perspective*
Advisor: Brian C. O'Connor, Ph. D.

M.A. in Library and Information Science, 1997
Ewha Womans University, Seoul, Korea
Thesis: *A Bibliographical Study on the Periodicals in the Modern Period of Korea:1889-1945* (in Korean)

B.A. in Library and Information Science, 1995
Ewha Womans University, Seoul, Korea

RESEARCH INTERESTS

Image representation and retrieval, and user behavior with image documents
Visual communication and Visualization
Social informatics and social media
Information behaviors of diverse populations
Consumer health information seeking behaviors

PROFESSIONAL EXPERIENCE

Associate Professor (Aug. 2012 – Present)
School of Information, University of South Florida, Tampa, Florida

Assistant Professor (Aug. 2006 – Aug. 2012)
School of Information, University of South Florida, Tampa, Florida

Student Associate (Aug. 2001 – May 2006)

Texas Center for Digital Knowledge, University of North Texas, Denton, Texas

Research Assistant (Aug. 2001 – May 2006)

Texas Center for Digital Knowledge/School of Library and Information Sciences, University of North Texas, Denton, Texas

Teaching Assistant (May 2004 – May 2006)

School of Library and Information Sciences, University of North Texas, Denton, Texas

Graduate Library Assistant (Oct. 2000 – Aug. 2001)

Science/Technology Library, University of North Texas, Denton, Texas

Webmaster (Dec. 1999 – Sep. 2000)

The Office of University Planning, University of North Texas

Research Associate (Jul. 1997 – Jul. 1999)

Information Support Team, Strategy and Technology R&D Center, DACOM System Technology, Inc. Seoul, Korea

Research/Teaching Assistant (Feb. 1995 – Jun. 1997)

Department of Library and Information Science, Ewha Womans University, Seoul, Korea

Program Assistant (Feb. 1995 – Feb. 1996)

Department of Library and Information Science, Ewha Womans University, Seoul, Korea

Intern (Jul. 1993 – Jun. 1994)

Information Center, SAMSUNG Heavy Industries, Inc., Seoul, Korea

PUBLICATIONS

Refereed Articles

Yoon, J. & Chung, E. (under review). International students' information seeking behaviors throughout the settlement stages.

Chung, E., Yoon, J., & Byun, J. (under review). An identification of the image retrieval domain from the perspective of library and information science with author co-citation and author bibliographic coupling analyses.

Yoon, J. & Chung, E. (accepted). An exploratory analysis of image use in social network communication. *Information Research*,

Chung, E. & Yoon, J. (2015). An exploratory analysis of international students' information needs and uses. *The Canadian Journal of Information and Library Science*, 39(1), 36-59.

Yoon, J. (2014). Health information seeking of foreign-born population in U.S. *Ewha Journal of Social Science*, 30 (2), 25-52.

Yoon, J. & Kim, S. (2014). Internet Use by International Graduate Students in the U.S. Seeking Health Information. *Aslib Journal of Information Management*, 66(2), 117-133.

- Chung, E. & Yoon, J. (2013). An analysis of image use in Twitter message. *Journal of Korea Biblia Society for Library and Information Science*, 24(4), 75-90.
- Kim, S. & Yoon, J. (2012). The use of an online forum for health information by married Korean women in the United States. *Information Research*, 17(2), paper 514. [available at <http://informationr.net/ir/17-2/paper514.html>]
- Yoon, J. & Chung, E. (2011). Understanding image needs in daily life: by analyzing questions in a social Q&A site. *Journal of the American Society for Information Science and Technology*, 62(11), 2201-2213.
- Yoon, J. (2011). Searching images in daily life. *Library and Information Science Research*, 33, 269-275.
- Yoon, J. (2011). A comparative study of methods to explore searchers' affective perceptions of images. *Information Research*, 16(2), paper 475. [available at <http://informationr.net/ir/16-2/paper475.html>]
- Chung, E. & Yoon, J. (2011). Image needs in the context of image use: An exploratory study. *Journal of Information Science*, 37(2), 163-177.
- Yoon, J. & O'Connor, B. (2010). Engineering an image browsing environment: Re-purposing existing denotative descriptors. *Journal of Documentation*, 66(5), 750-774.
- Yoon, J. (2010). Utilizing quantitative users' reactions to represent affective meanings of an image. *Journal of the American Society for Information Science and Technology*, 61(7), 1345-1359.
- Chung, E. & Yoon, J. (2010). Examining categorical transition and query reformulation patterns in image search process. *Journal of the Korean Society for Information Management*, 27(2), 37-60.
- Chung, E. & Yoon, J. (2009). Categorical and specificity differences between user-supplied tags and search query terms for images. *Information Research*, 14(3), paper 408. [available at <http://informationr.net/ir/14-3/paper408.html>]
- Yoon, J. (2009). Towards a user-oriented thesaurus for non-domain-specific image collections. *Information Processing & Management*, 45(4), 452-468.
- Yoon, J. (2008). Searching for an image conveying connotative meanings: An exploratory cross cultural study. *Library and Information Science Research*, 30, 312-318.
- Yoon, J. (2006). An exploration of needs for connotative messages during image search process. *Proceedings of the 69th Annual Meeting of the American Society for Information Science and Technology*.
- Moen, W. E., Hammer, S., Taylor, M., Thomale, J., & Yoon, J. (2005). An extensible approach to interoperability testing: the use of special diagnostic records in the context of Z39.50 and online library catalogues. *Proceedings of the 68th Annual Meeting of the American Society for Information Science and Technology*.
- Yoon, J. (1997). A bibliographical study on the periodicals in the modern period of Korea: 1889-1945. *Research in Bibliography*, 14, 335-362. (in Korean)

Book Chapters

Yoon, J. (2014). Image retrieval: An overview of practice and research. In *Encyclopedia of Information Science and Technology*, IGI Global.

Yoon, J. (2010). Indexing. In M. J. Norton (ed.), *Introductory concepts in Information Science (ASIS&T Monograph Series) (2nd ed., pp.67-85)*, Medford: Information Today Inc.

Presentations

Butym, V. & Yoon, J., (2015). Diversity & Inclusion. Poster. *REFORMA National Conference V*. San Diego, CA, Apr. 1-4, 2015.

Yoon, J. (2015). Role of information in social inclusion for international students. *ALA midwinter meeting*. Chicago, IL. Jan. 30-Feb. 1, 2015. Invited talk.

Yoon, J. (2014). Research trends of LIS in the US and Korea. *Korea Biblia Society for Library and Information Science Annual Conference*. Milwaukee, WI. July 1 – 3, 2014. Invited talk.

Yoon, J. & Chung, E. (2013). How images are conversed on Twitter? Short Paper/Poster. *2013 American Society for Information Science & Technology 76th Annual Meeting*.

Huang H., Andrews J., Yoon J., Cannon P., Pearce F., Cho M., Chung, E. (2013). Twitter activity following the Supreme Court Gene Patent Decision. The fifth Consumer Genetics Conference, Boston, MA.

Chung, E. & Yoon, J. (2012). Analysis of multimedia needs and searching features: An exploratory study. Short Paper/Poster. *2012 American Society for Information Science & Technology 75th Annual Meeting*.

Austin, D., Vicki, G., McCook, K., Dunkley, C., & Yoon, J. (2012). Living diversity initiatives: a historical and future look at one library school program's commitment to community and culture. 2012 Joint Conference of Librarians of Color.

Chung, E. & Yoon, J. (2010). An exploratory analysis on unsuccessful image searches. Short Paper/Poster. *2010 American Society for Information Science & Technology 73rd Annual Meeting*.

Yoon, J. & Chung, E. (2009). Image query reformulation over different search stages. Short Paper/Poster. *2009 American Society for Information Science & Technology 72nd Annual Meeting*.

Yoon, J. (2009). Effectiveness of query expansion using Flickr Related Tags. International Conference on Dublin Core and Metadata Application. Oct. 2009, Seoul, Korea.

Chung, E. & Yoon, J. (2008). A categorical comparison between user-supplied tags and web search queries for images. Short Paper/Poster. *2008 American Society for Information Science & Technology 71st Annual Meeting*. Oct. 27, 2008, Columbus, OH.

Hastings, S., Neal, D., Rorissa, A., Yoon, J., & Lyer, H. (2007). Social computing, folksonomies, and image tagging: Reports from the research front. Panel presentation. *2007 American Society for Information Science & Technology 70th Annual Meeting*. Oct. 23, 2007, Milwaukee, Wisconsin.

Yoon, J. (2007). Finding images expressing emotional, affective, abstract, and symbolic meanings. Short Paper/Poster. *2007 American Society for Information Science & Technology 70th Annual Meeting*. Oct. 22, 2007, Milwaukee, Wisconsin.

Yoon, J. (2007). Utilization of the semantic differential to enhance connotative accessibility in image retrieval. Poster Presentation. *2007 Association for Library and Information Science Education Annual Conference*, Jan. 15, Seattle, Washington.

Yoon, J. (2006). An exploration of needs for connotative messages during image search process. Refereed Paper Presentation. *2006 American Society for Information Science & Technology 69th Annual Meeting*, November 8, 2006, Austin, TX.

Yoon, J. (2006). Improving recall of browsing sets in image retrieval: from a semiotics perspective. Poster Presentation. *2006 Association for Library and Information Science Education Annual Conference*, January, 17, 2006, TX.

Moen, W. E. & Yoon, J. (2005). An alternative approach to interoperability testing: the use of special diagnostic records in the context of Z39.50 and online library catalog. Refereed Paper Presentation. *2005 American Society for Information Science & Technology 68th Annual Meeting*, November 1, 2005, Charlotte, NC.

Yoon, J. (2005). A thesaurus based model for improving recall of browsing sets in image retrieval: from a pictorial semiotics perspective. Poster Presentation. *2005 Association for Library and Information Science Education Annual Conference*, January 12, 2005. Boston, MA.

Cleveland, A., Oosterwijk, H., Ponnam, B., Anusury, R., Yoon, J., Philbrick, J., Welsh, N., & Zhang, P. (2002). Developing an indexing method for digital medical images in a DICOM database. Poster Presentation. *Proceedings of the Radiological Society of North America 88th Scientific Assembly and Annual Meeting*, Dec. 2002, Chicago, IL., 763.

Moen, W., Palmer, C., Kim, E., Homles, H., Yoon, J., & Herington, R. (2001). Accessing interoperability in the networked information retrieval environment. Poster Presentation. *2001 American Society for Information Science & Technology 64th Annual Meeting*, Nov. 2-8, 2001, Washington D.C.

Technical Reports

Yoon, J. (2009). Utilizing quantitative users' reactions to represent connotative meanings of an image (Final report). University of South Florida.

Starcher, C., Yoon, J., & Moen, W. (2002). Z39.50 interoperability testbed: establishing benchmarks for test searches. Prepared for Z39.50 Interoperability Testbed (project)

Yoon, J. & Moen, W. (2002). Procedures for analyzing search results from z-interop testbed participant's z-client. Prepared for Z39.50 Interoperability Testbed (project)

Yoon, J. & Moen, W. (2002). SQL data analysis procedures to create aggregate and candidate record groups on sample of decomposed MARC records: Phase 1 testing. Prepared for Z39.50 Interoperability Testbed (project)

PROJECT ACTIVITIES

Funded

ALA Annual Diversity Research Grant

- Period: Sep. 2013 – Aug. 2014
- Agency: American Library Association
- Title: Role of Information in Social Inclusion for International Students
- Funding: \$2,500
- Role: PI

CAS Matching International Travel Grant

- Period: Fall 2009
- Agency: College of Art & Sciences, University of South Florida
- Title: “Effectiveness of query expansion using Flickr Related Tags”. International Conference on Dublin Core and Metadata Application. Oct. 2009, Seoul, Korea
- Funding: \$650

USF New Researcher Grant

- Period: May 2008 – April 2009
- Agency: University of South Florida
- Title: Utilizing Quantitative Users’ Reactions to Represent Connotative Meanings of an Image
- Funding: \$5,950
- Role: PI

COURSES TAUGHT

School of Information, University of South Florida, Tampa, Florida

LIS 6711 Organization of Knowledge I

LIS 6726 Indexing & Abstracting

LIS 6316 Visualization of Knowledge

LIS 6271 Research Methods in Library and Information Science

LIS 5937 Search Engine Society and Digital Natives (Special Topics)

LIS 5937 Digital Libraries (Special Topics)

Teaching Assistant. School of Library and Information Sciences, University of North Texas, Denton, Texas

SLIS 5200 Introduction to Information Organization

SLIS 5223 Metadata and Networked Information Organization and Retrieval

ORGANIZATIONAL SERVICE

School of Information, University of South Florida

2015/2016

Chair. Committee on Accreditation – Faculty Standard
Member. Steering Committee on Accreditation
Member. Admissions, Standards, and Honors Committee

2014/2015

Chair. Faculty Affairs Committee
Chair. Search Committee: Associate Professor in LIS.
Chair. Search Committee: Instructor
Chair. Committee on Accreditation – Faculty Standard
Member. Tenure & Promotion Committee

2013/2014

Chair. Faculty Affairs Committee
Chair. Search Committee: Assistant Professor for Cyber Intelligence.

2012/2013

Chair. Search Committee: Instructor position for SI undergraduate program
Member. Faculty Affairs Committee
Member. Tenure & Promotion Committee

2011/2012

Chair. Search Committee: Assistant Professor for Visual Communication
Chair. Search Committee: Instructor position for SI undergraduate program
Co-Chair. Curriculum Committee
Member. Student Affairs Committee

2010/2011

Chair. Curriculum Committee
Member. Search Committee: Two Instructors and one Visiting Assistant Professor for BSIT

2009/2010

Chair. Curriculum Committee
Chair. Scholarship subcommittee. Student Affairs Committee
Member. Search Committee: Two Assistant Professor for Health and Archiving positions

2008/2009

Co-chair. Curriculum Committee
Member. Information Science Track Committee, Curriculum Committee
Member. Committee on Accreditation – Faculty Standard
Member. Committee on Accreditation – Student Standard

2007/2008

Member. Personnel Committee

Member. Comprehensive Examination Committee, Student Affairs Committee
Member. Information Science Track Committee, Curriculum Committee
Member. Committee on Accreditation – Faculty Standard
Member. Committee on Accreditation – Student Standard

2006/2007

Member. Personnel Committee
Member. Comprehensive Examination Committee, Student Affairs Committee

University of South Florida

Alternate. USF CAS Diversity Committee (2015/2016)
Reviewer. USF Pilot Research and Faculty Travel Grants (Spring 2015)
Member. USF CAS Library Committee (Fall 2010 – Spring 2012)
Reviewer. USF Internal Awards Program. USF Research Council at USF (Spring 2010; Spring 2012)
Faculty Advisor. Kendo Sport Clubs at USF (Fall 2008 – Fall 2009)

PROFESSIONAL ACTIVITIES AND SERVICE

Member. Florida Library Association (FLA) Executive Board (2014 – present)

International committee member. Korean Biblia Society for Library and Information Science (2013 – present)

Member. Special Interest Group – Visualization, Image and Sound (SIG-VIS). American Society for Information Science and Technology (2005 – present)

Member. Bohdan S. Wynar Research Paper Award Committee. Association for Library and Information Science Education (2010 – 2011)

Secretary. Special Interest Group – Visualization, Image and Sound (SIG-VIS). American Society for Information Science and Technology (2007 – 2011)

Member. Special Interest Group – New Faculty. Association for Library and Information Science Education (2010 – 2011)

Doctoral poster session judge. *2007 Association for Library and Information Science Education Annual Conference*, Jan. 15 - 18, Seattle, Washington.

Editorial Board. *Publication*. (2015 – present)

Reviewer. *Journal of the American Society for Information Science & Technology*.

Reviewer. *Journal of Information Science*.

Reviewer. *Applied Clinical Informatics*.

Reviewer. *Encyclopedia of Information Science and Technology* (3rd ed.). IGI-Global

Reviewer. *Proceedings of Annual Meeting of the American Society for Information Science and Technology* (2007; 2009).

Reviewer. *Informing Science + IT Education Conference Proceedings (2008)*.

PROFESSIONAL MEMBERSHIP

American Society for Information Science & Technology
Association for Library & Information Science Education
American Library Association
Florida Library Association
Korean-American Scientists and Engineers Association
Korean Biblia Society for Library and Information Science

HONORS AND AWARDS

CAS Matching International Travel Grant. Fall 2009
College of Arts & Sciences, University of South Florida

Beta Phi Mu Honor Society, 2006

Interdisciplinary Information Science Ph. D. Program Student Travel Funds
Texas Center for Digital Knowledge, University of North Texas, Spring 2006

The Mark Rorvig Endowed Graduate Fellowship
School of Library and Information Sciences, University of North Texas, Spring 2006

Interdisciplinary Information Science Ph. D. Program Student Travel Funds
Texas Center for Digital Knowledge, University of North Texas, Fall 2005

Dr. and Mrs. Phil Turner Scholarship
School of Library and Information Sciences, University of North Texas, Fall 2005

Graduate Student Travel Grants
School of Graduate Studies, University of North Texas, Fall 2004

Interdisciplinary Information Science Ph. D. Program Student Travel Funds
Texas Center for Digital Knowledge, University of North Texas, Fall 2004

Texas Center for Digital Knowledge Scholarship
Texas Center for Digital Knowledge, University of North Texas, Fall 2003

Toulouse School of Graduate Studies Doctoral Fellowship
School of Graduate studies, University of North Texas, Sep. 2001 – Aug.2002

Graduate School Dissertation/Thesis Fellowship

Graduate school, Ewha Womans University, Seoul, Korea, Mar. 1996 – Feb. 1997.

Graduate Student Scholarship

Department of Library and Information Science, Ewha Womans University, Seoul, Korea, Mar. 1995 – Feb. 1996.

Dean's list and Full Tuition Scholarship

Ewha Womans University, Seoul, Korea, Mar. 1993 – Feb. 1995

Scholarship for Academic Achievement

Ewha Womans University, Seoul Korea, Mar. 1991 – Feb. 1993