

Jaeseong Choe

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in sorrychoe • sorrychoe

Research Interests

Computational Social Science
Computational Discourse Analysis
Political Communication
Media Representation

Education

Handong Global University

Pohang, Korea

Feb 2019 – Feb 2026

- B.A. in Media & Communication(Major GPA: 3.91/4.50)
- B.S. in Data Science(Major GPA: 3.55/4.50)
- Overall GPA: 3.45/4.50

Publication

Joo, J. & **Choe, J.** (2026). Media Coverage of Mental Illness and the Reproduction of Social Stigma: An Analysis of Coverage of Bipolar Disorder, Depression and Schizophrenia in Major Korean Newspapers.
Korean Journal of Journalism & Communication[KCI], 70(3), 271-312.

Joo, J., **Choe, J.** & Kim, J. (2026). Softened neo-nationalist public sphere and affective reception of 'Gukppong' content: An analysis of YouTube Shorts comments using sBERT embeddings and K-means clustering.
The Journal of the Korea Contents Association[KCI], 26(3), 421-434.

Conference Participation

Joo, J., **Choe, J.**, & Kim, J (2025). *Softened Neo-Nationalist Public Sphere and Affective Reception of 'Gukppong' Content: An Analysis of YouTube Shorts Comments Using sBERT Embeddings and K-means Clustering*
Accepted for presentation at the Autumn Conference of the Korean Society for Journalism and Information Studies.

Joo, J. & **Choe, J.** (2025). *A Study on Publicness Discourse in the Debate Over Korean Public Broadcasting: Focusing on an Analysis of News Editorials Using Structural Topic Modeling (STM)*
Accepted for presentation at the Autumn Conference of the Korean Society for Broadcasting.

Joo, J. & **Choe, J.** (2025). *Representation Patterns of Mental Illness in Korean Media: Focusing on the Cases of Bipolar Disorder, Depression, and Schizophrenia*
Accepted for presentation at the Spring Conference of the Korean Society for Journalism & Communication Studies.

Research Methods

Topic Modeling: LDA, BTM, DTM, CTM, STM and BERTopic.

Text Embedding & Clustering: Sentence-BERT, UMAP, PCA, t-SNE, K-Means, and HDBSCAN.

Statistical Analysis: Regression, Correlation and Statistical Test Methods

Time Series Modeling: SARIMAX, Exponential smoothing, Prophet, GARCH and Granger causality.

Skills

Programming: Python, R, Julia, JavaScript

Data Engineering: SQL, BigQuery, Databricks, Airflow, PySpark, Github Actions

Data Visualization: Tableau, Looker Studio, Redash, Shiny, Plotly, Streamlit

Development: Git, Docker, Linux, Bash, AWS

Documentation: Quarto, Markdown, LaTeX, HTML, CSS

Professional Experience

Ascent AI

Seoul, Korea

Marketing Data Analyst, Full-Time

Apr 2026 – Jul 2026

- Developed key metrics and indicators for GEO (Generative Engine Optimization) performance analysis.
- Conducted data analysis to derive actionable insights and strategic action items for GEO.
- Researched and analyzed the statistical correlation between SEO and GEO performance.
- Built data infrastructure and analytical frameworks to support scalable GEO data analysis.

NOL-Universe

Seongnam, Korea

Marketing Manager, Contract

Jul 2025 – Apr 2026

- Developed marketing KPI dashboards, defining vertical-specific KPIs and writing optimized queries(Databricks).
- Built automated pipelines for dashboard data loading using Databricks.
- Conducted Marketing performance analysis and reporting using SQL & Python.
- Managed operations of the "Cancel-Free" business project.

Handong Global University

Pohang, Korea

Research Assistant, Part-Time

Dec 2024 – Jun 2025

- Conducted studies on dropout risk factors among students on academic probation.
- Analyzed advising records to classify student types regarding major selection and academic planning.
- Designed and implemented survey-based research on competencies in project-based learning.

Day1Company

Seoul, Korea

Project Manager, Contract

Jun 2023 – Feb 2024

- Built a market analysis dashboard for HRD-Net government-funded education system.
- Planned and operated the AI Engineer Bootcamp
- curriculum design in Python, Statistics, ML/DL, and project-based learning in CV/NLP/RS.

Makinarocks

Seoul, Korea

QA Engineer, Internship

Feb 2023 – Jun 2023

- Developed automated UI test programs using Python, Pytest, and Selenium.
- Designed and executed experiments for analyzing performance degradation factors and load testing.
- Planned PRD-based test cases and function-specific test scenarios in collaboration with developers.

Day1Company

Seoul, Korea

Facilitator, Freelancer

Feb 2023 – Jun 2023

- Tableau Data Visualization Online Bootcamp Facilitator.

Day1Company

Seoul, Korea

Learning Manager, Contract

Jun 2022 – Jan 2023

- Managed Data Analytics Bootcamp: ensured education quality, analyzed student VOC data, and provided troubleshooting.
- Mentored student projects in data preprocessing, visualization, and machine learning.