

# Shu-Jung Han

PhD student at Cornell InfoSci | Mixed-Method UX & HCI Researcher

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## RESEARCH INTERESTS

My research focuses on understanding the social-psychological impact of AI-mediated communication and human-AI interaction. I aim to uncover the complexities of human engagement with AI in social contexts and foster meaningful and ethical human-AI collaboration.

**Keywords:** AI-Mediated Communication, Human-AI Interaction, User Experience, Computer-Supported Cooperative Work

## EDUCATION

### Cornell University

Ph.D. Student in Information Science (Minor: Communication)

Research field: Human-Computer Interaction

Advisor: Prof. Susan R. Fussell

GPA: 4.16 / 4.30

Ithaca, NY

Aug. 2022 - Aug. 2027 (Exp)

### National Chengchi University (NCCU)

M.S. in Digital Content and Technologies, College of Communication

Concentration: Human-Computer Interaction

Advisors: Prof. Yihsiu Chen and Prof. Shih-Yi Chien

GPA: 4.24 / 4.30

Taipei, Taiwan

Aug. 2018 - Jun. 2022

### National Chiao Tung University (NCTU) (now National Yang Ming Chiao Tung University)

B.A. in Communication and Technology

Advisor: Prof. Chih-Hui Lai

Nominated by the College for membership in The Phi Tau Phi Scholastic Honor Society upon graduation

GPA: 4.02 / 4.30

Hsinchu, Taiwan

Aug. 2014 - Jun. 2018

## PUBLICATIONS

1. **Shu-Jung Han** and Susan R. Fussell. 2025. Understanding User Perceptions and the Role of AI Image Generators in Image Creation Workflows. In CHI Conference on Human Factors in Computing Systems (CHI 2025)
2. **Shu-Jung Han** and Yihsiu Chen. 2021. Social Roles and Trust in Human-Agent Interaction: Is It All about Performance? In National Chengchi University, Seoul National University, and University of Tokyo Joint Symposium.
3. **Shu-Jung Han**, Shih-Yi Chien, and Yihsiu Chen. 2021. The Effects of AI-Based Agent's Social Roles and Performance on Trust in Human-Agent Interaction. Proceedings of 7<sup>th</sup> Annual Conference of Taiwan Association of Computer-Human Interaction (TAICHI 2021).

## GRANTS & AWARDS

- **Awardee, Cornell University Media Studies Grant (2024 - 2025)**

Continuously received grants from Cornell Media Studies Initiative to support interdisciplinary graduate students in conducting research on human-AI interaction and generative AI.

- **Awardee, Cornell University Media Studies Grant (2023 - 2024)**

- **Honorary Member, The Phi Tau Phi Scholastic Honor Society of the Republic of China (Taiwan) (2018)**

- **Awardee, Departmental Academic Achievement Award at National Chiao Tung University (2017)**

## WORK EXPERIENCE

### 104 Corporation

Taipei, Taiwan

UX Research Intern

Jul. 2020 - Aug. 2020

- Executed exploratory research on high school students' career planning processes to identify potential user needs and market opportunities for job-matching services at 104, Taiwan's largest online job-matching platform.
- Conducted 10+ in-depth interviews and analyzed qualitative data to develop user journey maps, uncovering key journey stages and pain points.
- Collaborated with UX researchers, product design teams, and internal stakeholders to transform research insights into applicable design solutions and integrated AI techniques into human resources applications.

### CommonWealth Education Media and Publishing

Taipei, Taiwan

Journalism Intern

Jul. 2017 - Aug. 2017

- Wrote part of the cover story and character story for two CommonWealth Education magazine monthly issues, one of the most influential, credible, and large-scale media in Taiwan.
- Conducted interviews, organized interview highlights, and wrote two educational articles on CommonWealth Education online media.
- Edited short videos to introduce magazines' cover stories for marketing purposes.

## RESEARCH EXPERIENCE

### CommCollabTech Lab at Cornell University, Led by Prof. Susan R. Fussell

Ithaca, NY

Graduate Research Assistant

Aug. 2022 - Present

- Have led a research team comprising 7 IS undergrad, 2 HCI master's, and 3 CS master's RAs across academic years.
- Investigated end users' perceptions of AI image generators (AIGs) and their roles in image creation workflows as well as AI-mediated communication. Organized competitive analysis of 15+ AIGs to evaluate UI affordances, interaction flows, and usability. Conducted 26 in-depth interviews and think-aloud tasks to scrutinize users' decision-making processes and behavioral patterns when using AIGs. [[Accepted to CHI 2025](#)]
- Research cognitive and emotional processes viewers experience when interpreting AI-generated images on social media.

### Intelligent Interface Lab at National Chengchi University, Led by Prof. Yihsiu Chen

Taipei, Taiwan

Graduate Research Assistant

Aug. 2018 - Jun. 2022

#### AI-Based Agent's Social Roles and Performance on Trust in Human-Agent Interaction

- Investigated the effect of social roles on trust in human-agent interaction (AI-based agent), driven by the tendency of humans to perceive AI agents as social entities in collaborative tasks.
- Designed lab experiments and developed a full-stack website to stimulate scenarios for behavioral data collection.
- Conducted in-person lab experiments with 100+ participants, followed by surveys and semi-structured interviews to examine trust dynamics, and analyzed data using SPSS with a series of ANOVA tests.

#### Social Identity and Groups in Human-AI Collaboration

- Assisted Prof. Yihsiu Chen, Prof. Chien-Wen (Tina) Yuan, and Prof. Gary Hsieh in an interdisciplinary research project investigating the effects of ingroup and outgroup dynamics on human-AI collaboration.
- Designed, organized, and managed an experimental platform supporting the human-AI collaboration study used by 700+ participants in online and lab settings.
- Worked with engineering graduate RAs to develop the experiment system, conducted experiments, and analyzed the quantitative data using a series of ANOVA and ANCOVA tests.

### **Built-In Advertising on Mobile User Experience: An Industry-Academia Joint Project with FIH Mobile Ltd.**

- Proposed a UX research project to understand the effects of built-in advertising on mobile user experience.
- Conducted eye-tracking experiments, interviews, surveys, and qualitative and quantitative data analysis to investigate users' behaviors and attitudes toward advertisements with varying placements and design goals.
- Collaborated with the FIH Mobile design team and delivered findings on balancing advertising effectiveness and UX.

### **AI Lab at National Chengchi University, Led by Prof. Shih-Yi Chien**

Taipei, Taiwan

Graduate Research Assistant

Sep. 2020 - Jan. 2021

### **Humanoid Robot and Healthcare in Human-Robot Interaction**

- Led a research team consisting of engineering graduate RAs to conduct exploratory research on applications of humanoid robots (e.g., Pepper) in healthcare settings.
- Proposed research plan, conducted contextual inquiry, and collaborated with long-term care nursing homes to integrate humanoid robots into elderly healthcare services.

## **SKILLS**

### **Research Methods**

Semi-structured interview, experimental design, observation, surveys, statistical analysis, contextual inquiry, eye-tracking, usability, diary study, user journey, persona, storyboarding

### **Technical Skills**

Software: Atlas.ti, SPSS, Adobe Series (Ps, Ai, Pr, Lr, Xd), Figma, Microsoft Office Series

Programming: Python, HTML/CSS, Javascript

## **TEACHING EXPERIENCE**

### **Graduate Teaching Assistant @Cornell University**

- Language and Technology (Fall 2024 with Prof. Susan R. Fussell)
- Human-Computer Interaction Design (Spring 2024 with Prof. Qian Yang)
- Human-Computer Interaction Design (Fall 2023 with Prof. Gilly Leshed)  
Mentored six groups of undergrad and master's students by providing weekly guidance. Two of these groups won the Best Design and Most Creative Design awards among 50 groups.
- Computer-Mediated Communication (Spring 2023 with Prof. Susan R. Fussell)
- Designing Technology for Social Impact (Fall 2022 with Prof. Chris Csíkszentmihályi)

### **Graduate Teaching Assistant @National Chengchi University**

- Experimental Design and Data Analysis (Fall 2021 with Prof. Yihsiu Chen)
- User Experience Design (Spring 2021 with Prof. Shih-Yi Chien)
- Human-Computer Interaction Design (Fall 2018 with Prof. Yihsiu Chen)

## **SERVICE**

### **Paper Reviewer**

ACM CHI Conference on Human Factors in Computing Systems (CHI)

### **Co-Organizer, 2025**

Organized a CSCW online mini-session with four invited CSCW panelists in collaboration with the Taiwanese Association of Computer Human Interaction (TAICHI) and the American Institute in Taiwan.

### **IS Phd Admission Student Reviewer, 2023 & 2025**

**Treasurer, 2023 - 2024**

Served as a Treasurer in the Information Science Graduate Student Association (ISGSA) at Cornell University

**General Co-Chair, 2019**

Organized and led the five-day 10th OpenHCI Human-Computer Interaction Workshop, attended by over one hundred undergrad and grad students from interdisciplinary fields, such as CS, EE, Design, COMM, PSY, etc.