

Shu-Jung Han

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

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RESEARCH INTERESTS

My research focuses on understanding user decision-making and sensemaking with AI-powered tools and AI content. I investigate the social factors that affect AI adoption and collaborative patterns. Through mixed-methods research, I aim to enhance AI-mediated communication and human-AI collaboration while sustaining human connections.

Keywords: Human-Computer Interaction, Human-AI Interaction, User Experience, AI-Mediated Communication

EDUCATION

Cornell University

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

Research field: HCI-Behavioral Science

Advisor: Prof. Susan R. Fussell

Ithaca, NY

Aug. 2022 - May. 2027 (Exp)

National Chengchi University (NCCU)

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

Concentration: Human-Computer Interaction and User Experience

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

GPA: 4.0 / 4.0

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: 3.98 / 4.0 (Ranked 2nd)

Hsinchu, Taiwan

Aug. 2014 - Jun. 2018

WORK EXPERIENCE

104 Corporation

UX Research Intern

Taipei, Taiwan

Jul. 2020 - Aug. 2020

- Executed an exploratory research study on high school students' career planning decisions, identifying user needs, journey, and market gaps in career planning services for Taiwan's largest job-matching platform (6M+ active users).
- Conducted 10+ in-depth interviews and synthesized qualitative insights into user personas and journey maps that guided design decisions and business strategies.
- 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

Journalism Intern

Taipei, Taiwan

Jul. 2017 - Aug. 2017

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

PUBLICATIONS

1. **Han, S. J., & Fussell, S. R. (2025).** Understanding User Perceptions and the Role of AI Image Generators in Image Creation Workflows. In *Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems*. DOI: [10.1145/3706598.3713227](https://doi.org/10.1145/3706598.3713227)
2. Kamino, W., Wen-Yi, A. W., Agarwal, D., Hamilton, S., Kang, E. J., Kim, J., ..., **Han, S. J.**, ... & Jung, M. F. (2025). Million Eyes on the “Robot Umps”: The Case for Studying Sports in HRI Through Baseball. In *2025 20th ACM/IEEE International Conference on Human-Robot Interaction (HRI)*. DOI: [10.1109/HRI61500.2025.10974258](https://doi.org/10.1109/HRI61500.2025.10974258)
3. **Han, S. J., & Chen, Y. (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*.
4. **Han, S. J., Chien, S. Y., & Chen, Y. (2021).** The Effects of AI-Based Agent’s Social Roles and Performance on Trust in Human-Agent Interaction. In *Proceedings of 7th Annual Conference of Taiwan Association of Computer-Human Interaction (TAICHI)*. DOI: [10.6814/NCCU202201055](https://doi.org/10.6814/NCCU202201055)

RESEARCH EXPERIENCE

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

Ithaca, NY

Graduate Research Assistant

Aug. 2022 - Present

Understanding User Perceptions of AI Image Generators (AIGs) [CHI 2025]

- Conducted competitive analysis of 15+ AIGs by evaluating UI affordances and usability, plus 26 in-depth interviews and think-aloud tasks to scrutinize users’ decision-making processes and behavioral patterns.
- Identified 4 integration use cases and a generalized usage pattern with 3 key decision-making processes.

Understanding the sensemaking of AI-generated images and their impact on trust in AI-mediated communication

- Researching viewer sensemaking and cognitive processes of AI-generated images on social media.
- Have led a research team comprising 9 IS undergrads, 2 HCI master’s, and 4 CS master’s RAs across academic years.

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

User Research & Design Methods: In-depth interview, experimental design, surveys, statistical analysis, observation, contextual inquiry, eye-tracking, usability, diary study, user journey, persona, competitive analysis, design workshop

Research Tools and Analytics: Atlas.ti, SPSS, Figma, Adobe Series (Ps, Ai, Pr, Lr, Xd), Python, JavaScript, HTML/CSS

GRANTS & AWARDS

- **Awardee, Cornell University Conference Grant (2025)**
- **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)**

TEACHING EXPERIENCE

Graduate Teaching Assistant @Cornell University

- Interactive Web Application Design and Development (Spring 2025 with Prof. Kyle Harms)
- 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 collaborating 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 5-day OpenHCI Human-Computer Interaction Workshop for 150+ undergrad and grad students from interdisciplinary fields, such as CS, EE, Design, COMM, PSY, etc.

Student Volunteer at TAICHI Annual Conference, 2018 & 2021