

Yunhee Shim

Ph.D. Candidate (ABD) | Department of Library and Information Science, Rutgers University
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RESEARCH INTEREST

My research examines the sociotechnical dimensions of platform governance, focusing on how digital platforms govern visibility, harmful content, and user data, and how users, including content creators, evaluate and respond to these decisions. I study content moderation, algorithmic visibility, and emerging AI data practices using mixed methods, including survey experiments, interviews, and digital trace data collection and web crawling.

EDUCATION

Rutgers University | New Brunswick, NJ, United States

Sep 2021– Jan 2027 (Exp)

- Ph.D. Candidate (ABD), Library and Information Science
- Dissertation: Exploring content creators' adoption of moderation strategies to address online harms
- Dissertation Committee: Shagun Jhaver (Chair), Vivek K. Singh, Katherine Ognyanova, and Donghee Yvette Wohn

Ewha Womans University | Seoul, Korea

Aug 2019

- M.A., Library and Information Science
- Thesis: Developing Research Data Management Service at Seoul National University Library

Ewha Womans University | Seoul, Korea

Aug 2013

- B.A., Psychology & Library and Information Science

PUBLICATIONS

Peer-Reviewed Journal Articles

- [1] **Yunhee Shim** and Shagun Jhaver. 2026. "Pin of Shame": Examining Content Creators' Adoption of Pinning Inappropriate Comments as a Moderation Strategy. <https://arXiv:2505.14844>. Accepted for publication in Proceedings of the ACM on Human-Computer Interaction (PACM HCI), GROUP.
- [2] **Yunhee Shim** and Shagun Jhaver. 2026. Incorporating Procedural Fairness in Flag Submission on Social Media Platforms. ACM Transactions on Social Computing 10, 14 (2026), 1–27. <https://doi.org/10.1145/3797820>
- [3] **Yunhee Shim** and Shagun Jhaver. 2025. Understanding the governance challenges of public libraries subscribing to digital content distributors. The Library Quarterly, 96(1), 100-121. <https://doi.org/10.1086/738388>
- [4] **Yunhee Shim**, and Jihyun Kim 2019. A Study on the Development of Research Data Management Service in a Domestic University Library: Focused on the Analysis on the Needs of Researchers Affiliated in Seoul National University. Journal of the Korean Society for Information Management, 36(3), 61-80. <https://doi.org/10.3743/KOSIM.2019.36.3.061>

Conference Presentation

- [1] **Yunhee Shim**, Brendan Mahoney, Mehidi. S. Zaman, and Suchita Bhandari. 2026. How Artificial Intelligence (AI) Training Policies Leveraging User-Generated Content Shape Perceptions of Data Ownership, Surveillance, and User Behavior. Accepted for presentation at AoIR 2026: The Association of Internet Researchers Annual Conference, Mexico City, Mexico.

Under Review & Work in Progress

- [1] **Yunhee Shim**. 2026. Examining Online Platforms' Bounded Visibility Control Authority: Through User Practices of Contents Pinning. *Work in progress*
- [2] **Yunhee Shim** and Shagun Jhaver. 2026. Reply, delete, or ignore? examining how content creators perceive and select comment moderation strategies. <https://arxiv.org/abs/2608.04951> *Under review at ACM CSCW*

Other Publications

- [1] **Yunhee Shim**. 2025. Review of The Politics of Platform Regulation: How Governments Shape Online Content Moderation by Robert Gorwa. *International Journal of Communication* 19 (2025), 1–10. Book review. <https://ijoc.org/index.php/ijoc/article/view/25933/5100>
- [2] **Yunhee Shim**, K. Lee, M. Chung, and J. Kim. 2017. Civic Engagement Program Case Study for Seoul Metropolitan Archives. Seoul Metropolitan Archives. Institutional report. <https://archives.seoul.go.kr/upload/contents/2020/0226/083145963.pdf>

RESEARCH FUNDING

Incorporating Procedural Fairness in Flagging Mechanisms on Social Media Sites

2023 - 2024

| NSF funded project (#2329394), PI: Shagun Jhaver, PhD

- Researcher. Responsible for conducting research on the development of users' fairness perceptions regarding the flagging process.

Survey on the Needs for Research Data Management Services

2018

- Primary Researcher. Responsible for designing a survey questionnaire, analyzing data, and publishing an in-house report.

Civic Engagement Program Case Study Project for Seoul Metropolitan Archives

2017

| Seoul Metropolitan Archives funded project, PI: Jihyun Kim, PhD

- Primary Researcher. Responsible for investigating civic engagement services from overseas information institutions (libraries, archives, museums).

TEACHING

Lecturer | Rutgers University

Fall 2025 - Fall 2026

- 189:220 Data in Context
- Independently taught a hybrid undergraduate course for ITI majors (20 students per section).
- Developed interactive in-class activities on algorithmic fairness and generative AI.

Teaching Assistant & Course Guest Lecture | Rutgers University

Fall 2022 - Spring 2025

- 189:220 Data in Context
Served as TA for a hybrid undergraduate course (~250 students) and delivered one guest lectures on Privacy and Surveillance (week 11).
- 189:103 Introduction to IT and Informatics.
Served as TA for a large-enrollment undergraduate course (~250 students) and delivered two guest lectures on Human Computer Interaction & Online Problems (week 10 & 11).
- 547:230 Human Computer Interaction.
Graded exams, led exam review sessions, and provided structured feedback on student group projects.

AWARDS, GRANTS, AND FELLOWSHIPS

Awards

Selected Participant, Summer Institutes in Computational Social Science (SICSS)	Summer 2026
LIS Instructional Support Award, Rutgers University	Spring 2025

Scholarships and Fellowships

Paul Kantor Award, Rutgers University \$2,295	Aug 2026
Pamela Richards Memorial Scholarship Award, Rutgers University \$7,540	Aug 2026
Post-proposal Dissertation Award, Rutgers University \$2,000	Aug 2025
Betty Jane and Jack Hubert Endowed Scholarship, Rutgers University \$1,700	Jun 2025
SC&I Fellowship, Rutgers University	Fall 2021 - Spring 2022
Ku Ja-young Scholarship (LIS major), Ewha Womans University ~\$4,000	Fall 2015
Korea Foundation (KF) Global Internship KF, South Korea	2014 - 2015

RESEARCH PRESENTATION AND TALKS

Guest Lecture University of Minnesota	Jun 2026
“Invisible Care, Visible Data: Gender, Race, and Discrimination in Digital Systems.” - Guest Lecture for GWSS 3203W: Blood, Bodies, and Science (Undergraduate Course).	
Panel Presentation Graduate Research Symposium, Rutgers University	May 2026
Graduate Research Symposium Session 4: Discipline and Adventure.	
Invited Talk Responsible AI Seminar, Carnegie Mellon University	Apr 2026
“Data Optimism and the Internalization of Consent Ideologies in Generative AI Training.”	
Dissertation Presentation, Finalist 3MT Competition, Rutgers School of Graduate Studies	Feb 2026
“Exploring Content Creators’ Comment Moderation Strategy.”	
Research Presentation Research Café, Rutgers School of Graduate Studies	Jun 2025
“Incorporating Procedural Fairness in Flag Submissions on Social Media Platforms.”	
Poster Presentation Human-Computer Interaction Consortium	Mar 2025
“Pin of Shame”: Examining Content Creators’ Adoption of Pinning Inappropriate Comments as a Moderation Strategy.	

ACADEMIC SERVICE

Academic Journal Article Reviewer	Fall 2025 -
CSCW, CHI (ACM)	
Social Media and Society	
AoIR	
Theoretical Criminology (Topic: Online Platform Harms)	
iSchools Women’s Coalition	Summer 2025 -
Conference Coordinator ACM Web Science Conference 2025, Rutgers University	May 2025
Treasurer Rutgers Korean Graduate Student Association, Rutgers University	Spring 2023 - Spring 2024

PROFESSIONAL EXPERIENCE

- Rutgers-Korea Partnership Coordinator** | Rutgers Global, Rutgers University July 2025 – July 2026
- Coordinated and designed academic seminar and exchange programs between Korean universities and Rutgers, overseeing program structure, speaker coordination, and event execution.
- Summer Part-time Researcher** | School of Communication and Information, Rutgers University June 2025 - Aug 2025
- Conducted case studies for designing courses in the information studies curriculum.
- Liaison Librarian** | Research Support Team, Seoul National University Library, Seoul, South Korea Mar 2016 - Aug 2021
- Provided library lecture sessions and assisted with research in the field of social sciences.
- Part-time Sales Assistant** | IDC Asia Cooperation, Seoul, South Korea Nov 2015 - Feb 2016
- Designed weekly newsletters and edited DB/journal promotional catalogs.
- Intern Librarian** | Korean Studies in Asia Library, University of Michigan Oct 2014 - Aug 2015
- Funded by KF (Korea Foundation, affiliated institution of the Ministry of Foreign Affairs, Republic of Korea). Responsible for acquisition and cataloging of Korean materials.
- Student Assistant Librarian** | FRIC Center, Ewha Womans University Library, Seoul, South Korea Sep 2013 - Jan 2014
- Supported DDS operations, acquisition, cataloging, and user reference services for academic periodicals.
- Intern Librarian** | National Assembly Library of Korea, Seoul, South Korea Jul 2010
- Completed full-time training in Korean resources and the operation of microfilm and microfiche access and storage.

Last updated: September 2026