Soon-Gyo Jung

List of Publications by Year
in descending order

567281

580821

64 papers	1,129 citations	15 h-index	25 g-index
73 all docs	73 docs citations	73 times ranked	333 citing authors

#	Article	IF	Citations
1	Creating and detecting fake reviews of online products. Journal of Retailing and Consumer Services, 2022, 64, 102771.	9.4	90
2	Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data. Social Network Analysis and Mining, 2018, 8, 1.	2.8	88
3	Are personas done? Evaluating their usefulness in the age of digital analytics. Persona Studies, 2018, 4, 47-65.	0.3	68
4	Machine learning approach to auto-tagging online content for content marketing efficiency: A comparative analysis between methods and content type. Journal of Business Research, 2019, 101, 203-217.	10.2	59
5	Persona Generation from Aggregated Social Media Data. , 2017, , .		46
6	A Literature Review of Quantitative Persona Creation. , 2020, , .		43
7	â€œIs More Better?â€ , 2018, , .		40
8	Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics. Data and Information Management, 2020, 4, 1-17.	1.0	39
9	Mapping online hate: A scientometric analysis on research trends and hotspots in research on online hate. PLoS ONE, 2019, 14, e0222194.	2.5	37
10	Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individualsâ€™ Perceptions of Personas. International Journal of Human Computer Studies, 2020, 141, 102437.	5.6	31
11	Confusion and information triggered by photos in persona profiles. International Journal of Human Computer Studies, 2019, 129, 1-14.	5.6	29
12	Topic-driven toxicity: Exploring the relationship between online toxicity and news topics. PLoS ONE, 2020, 15, e0228723.	2.5	29
13	Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task. , 2020, , .		26
14	From 2,772 segments to five personas: Summarizing a diverse online audience by generating culturally adapted personas. First Monday, 0, , .	0.6	26
15	Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. International Journal of Human-Computer Interaction, 2020, 36, 788-800.	4.8	25
16	Automatic Persona Generation (APG). , 2018, , .		22
17	A Survey of 15 Years of Data-Driven Persona Development. International Journal of Human-Computer Interaction, 2021, 37, 1685-1708.	4.8	22
18	The Future of Data-driven Personas: A Marriage of Online Analytics Numbers and Human Attributes. , 2019, , .		22

#	Article	IF	Citations
19	Persona Perception Scale. , 2018, , .		21
20	Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda. Human-computer Interaction Series, 2019, , 135-160.	0.6	20
21	Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes. Lecture Notes in Computer Science, 2020, , 101-120.	1.3	20
22	The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces. , 2020, , .		19
23	Does a Smile Matter if the Person Is Not Real?: The Effect of a Smile and Stock Photos on Persona Perceptions. International Journal of Human-Computer Interaction, 2020, 36, 568-590.	4.8	18
24	Confusion Prediction from Eye-Tracking Data. , 2019, , .		17
25	Personas Changing Over Time. , 2019, , .		16
26	Data-Driven Personas. Synthesis Lectures on Human-Centered Informatics, 2021, 14, i-317.	0.5	16
27	Who are your users?. , 2017, , .		15
28	What We Read, What We Search. , 2018, , .		15
29	Viewed by too many or viewed too little: Using information dissemination for audience segmentation. Proceedings of the Association for Information Science and Technology, 2017, 54, 189-196.	0.6	14
30	How Does Personification Impact Ad Performance and Empathy? An Experiment with Online Advertising. International Journal of Human-Computer Interaction, 2021, 37, 141-155.	4.8	14
31	Exploring the Relationship Between Game Content and Culture-based Toxicity. , 2019, , .		14
32	Detecting Demographic Bias in Automatically Generated Personas. , 2019, , .		13
33	A Template for Data-Driven Personas: Analyzing 31 Quantitatively Oriented Persona Profiles. Lecture Notes in Computer Science, 2020, , 125-144.	1.3	13
34	Creating Manageable Persona Sets from Large User Populations. , 2019, , .		12
35	Capturing the change in topical interests of personas over time. Proceedings of the Association for Information Science and Technology, 2019, 56, 127-136.	0.6	11
36	The ability of personas: An empirical evaluation of altering incorrect preconceptions about users. International Journal of Human Computer Studies, 2021, 153, 102645.	5.6	10

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37	Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning. Journal of Interactive Marketing, 2022, 57, 517-539.	6.2	10
38	Use Cases for Design Personas: A Systematic Review and New Frontiers. , 2022, , .		9
39	Using artificially generated pictures in customer-facing systems: an evaluation study with data-driven personas. Behaviour and Information Technology, 2020, , 1-17.	4.0	7
40	Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends. Technological Forecasting and Social Change, 2022, 177, 121556.	11.6	7
41	Analyzing Hate Speech Toward Players from the MENA in League of Legends. , 2019, , .		6
42	Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?. Electronic Commerce Research, 2021, 21, 73-100.	5.0	6
43	The Effect of Experience on Persona Perceptions. , 2020, , .		6
44	Four Types of Toxic People: Characterizing Online Users' Toxicity over Time. , 2020, , .		6
45	From flat file to interface: Synthesis of personas and analytics for enhanced user understanding. Proceedings of the Association for Information Science and Technology, 2020, 57, e215.	0.6	5
46	Too few, too many, just right: Creating the necessary number of segments for large online customer populations. Electronic Commerce Research and Applications, 2021, 49, 101083.	5.0	5
47	Persona analytics: Analyzing the stability of online segments and content interests over time using non-negative matrix factorization. Expert Systems With Applications, 2021, 185, 115611.	7.6	5
48	Designing Prototype Player Personas from a Game Preference Survey. , 2020, , .		5
49	The Effect of Smiling Pictures on Perceptions of Personas. , 2019, , .		4
50	Implementing Eye-Tracking for Persona Analytics. , 2021, , .		4
51	Persona Analytics: Implementing Mouse-Tracking for an Interactive Persona System. , 2021, , .		3
52	Towards a Measurement Scale of Organizational Readiness for Personas. , 2021, , .		3
53	Instilling Knowledge Claims of Personas from 346 Research Articles. , 2021, , .		3
54	The Ethics of Data-Driven Personas. , 2020, , .		3

#	Article	IF	Citations
55	Suggestions for Online User Studies. Lecture Notes in Computer Science, 2021, , 127-146.	1.3	3
56	Developing Persona Analytics Towards Persona Science. , 2022, , .		3
57	Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas. Lecture Notes in Computer Science, 2020, , 82-100.	1.3	2
58	Comparing Persona Analytics and Social Media Analytics for a User-Centric Task Using Eye-Tracking and Think-Aloud. , 2021, , .		1
59	Online Hate Detection Systems: Challenges and Action Points for Developers, Data Scientists, and Researchers. , 2021, , .		1
60	Next Likely Behavior: Predicting Individual Actions from Aggregate User Behaviors. , 2021, , .		1
61	Survey2Persona: Rendering Survey Responses as Personas. , 2022, , .		1
62	Helping Professionals Select Persona Interview Questions Using Natural Language Processing. Lecture Notes in Computer Science, 2021, , 280-290.	1.3	0
63	Making Meaningful User Segments from Datasets Using Product Dissemination and Product Impact. Data and Information Management, 2020, 4, 237-249.	1.0	0
64	Manual and Automatic Methods for User Needs Detection in Requirements Engineering: Key Concepts and Challenges. , 2021, , .		0