

# Soon-Gyo Jung

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10531554/publications.pdf>

Version: 2024-02-01

64  
papers

1,129  
citations

567281

15  
h-index

580821

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	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
3	Developing Persona Analytics Towards Persona Science. , 2022, , .		3
4	Use Cases for Design Personas: A Systematic Review and New Frontiers. , 2022, , .		9
5	Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning. Journal of Interactive Marketing, 2022, 57, 517-539.	6.2	10
6	Survey2Persona: Rendering Survey Responses as Personas. , 2022, , .		1
7	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
8	Helping Professionals Select Persona Interview Questions Using Natural Language Processing. Lecture Notes in Computer Science, 2021, , 280-290.	1.3	0
9	Data-Driven Personas. Synthesis Lectures on Human-Centered Informatics, 2021, 14, i-317.	0.5	16
10	A Survey of 15 Years of Data-Driven Persona Development. International Journal of Human-Computer Interaction, 2021, 37, 1685-1708.	4.8	22
11	Persona Analytics: Implementing Mouse-Tracking for an Interactive Persona System. , 2021, , .		3
12	Implementing Eye-Tracking for Persona Analytics. , 2021, , .		4
13	Towards a Measurement Scale of Organizational Readiness for Personas. , 2021, , .		3
14	Instilling Knowledge Claims of Personas from 346 Research Articles. , 2021, , .		3
15	Comparing Persona Analytics and Social Media Analytics for a User-Centric Task Using Eye-Tracking and Think-Aloud. , 2021, , .		1
16	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
17	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
18	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

#	ARTICLE	IF	CITATIONS
19	Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?. <i>Electronic Commerce Research</i> , 2021, 21, 73-100.	5.0	6
20	Suggestions for Online User Studies. <i>Lecture Notes in Computer Science</i> , 2021, , 127-146.	1.3	3
21	Manual and Automatic Methods for User Needs Detection in Requirements Engineering: Key Concepts and Challenges. , 2021, , .		0
22	Online Hate Detection Systems: Challenges and Action Points for Developers, Data Scientists, and Researchers. , 2021, , .		1
23	Next Likely Behavior: Predicting Individual Actions from Aggregate User Behaviors. , 2021, , .		1
24	Does a Smile Matter if the Person Is Not Real?: The Effect of a Smile and Stock Photos on Persona Perceptions. <i>International Journal of Human-Computer Interaction</i> , 2020, 36, 568-590.	4.8	18
25	Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. <i>International Journal of Human-Computer Interaction</i> , 2020, 36, 788-800.	4.8	25
26	Using artificially generated pictures in customer-facing systems: an evaluation study with data-driven personas. <i>Behaviour and Information Technology</i> , 2020, , 1-17.	4.0	7
27	From flat file to interface: Synthesis of personas and analytics for enhanced user understanding. <i>Proceedings of the Association for Information Science and Technology</i> , 2020, 57, e215.	0.6	5
28	Topic-driven toxicity: Exploring the relationship between online toxicity and news topics. <i>PLoS ONE</i> , 2020, 15, e0228723.	2.5	29
29	Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individuals' Perceptions of Personas. <i>International Journal of Human Computer Studies</i> , 2020, 141, 102437.	5.6	31
30	A Template for Data-Driven Personas: Analyzing 31 Quantitatively Oriented Persona Profiles. <i>Lecture Notes in Computer Science</i> , 2020, , 125-144.	1.3	13
31	A Literature Review of Quantitative Persona Creation. , 2020, , .		43
32	Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task. , 2020, , .		26
33	The Effect of Experience on Persona Perceptions. , 2020, , .		6
34	The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces. , 2020, , .		19
35	Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics. <i>Data and Information Management</i> , 2020, 4, 1-17.	1.0	39
36	Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes. <i>Lecture Notes in Computer Science</i> , 2020, , 101-120.	1.3	20

#	ARTICLE	IF	CITATIONS
37	Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas. Lecture Notes in Computer Science, 2020, , 82-100.	1.3	2
38	The Ethics of Data-Driven Personas. , 2020, , .		3
39	Designing Prototype Player Personas from a Game Preference Survey. , 2020, , .		5
40	Four Types of Toxic People: Characterizing Online Usersâ€™ Toxicity over Time. , 2020, , .		6
41	Making Meaningful User Segments from Datasets Using Product Dissemination and Product Impact. Data and Information Management, 2020, 4, 237-249.	1.0	0
42	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
43	Creating Manageable Persona Sets from Large User Populations. , 2019, , .		12
44	The Effect of Smiling Pictures on Perceptions of Personas. , 2019, , .		4
45	Mapping online hate: A scientometric analysis on research trends and hotspots in research on online hate. PLoS ONE, 2019, 14, e0222194.	2.5	37
46	Detecting Demographic Bias in Automatically Generated Personas. , 2019, , .		13
47	Analyzing Hate Speech Toward Players from the MENA in League of Legends. , 2019, , .		6
48	Personas Changing Over Time. , 2019, , .		16
49	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
50	Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda. Human-computer Interaction Series, 2019, , 135-160.	0.6	20
51	Confusion and information triggered by photos in persona profiles. International Journal of Human Computer Studies, 2019, 129, 1-14.	5.6	29
52	Exploring the Relationship Between Game Content and Culture-based Toxicity. , 2019, , .		14
53	Confusion Prediction from Eye-Tracking Data. , 2019, , .		17
54	The Future of Data-driven Personas: A Marriage of Online Analytics Numbers and Human Attributes. , 2019, , .		22

#	ARTICLE	IF	CITATIONS
55	What We Read, What We Search. , 2018, , .		15
56	Persona Perception Scale. , 2018, , .		21
57	â€œœls More Better?â€œ, 2018, , .		40
58	Automatic Persona Generation (APG). , 2018, , .		22
59	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
60	Are personas done? Evaluating their usefulness in the age of digital analytics. Persona Studies, 2018, 4, 47-65.	0.3	68
61	Persona Generation from Aggregated Social Media Data. , 2017, , .		46
62	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
63	Who are your users?. , 2017, , .		15
64	From 2,772 segments to five personas: Summarizing a diverse online audience by generating culturally adapted personas. First Monday, 0, , .	0.6	26