

SEONGMIN PARK

CURRICULUM VITAE

CONTACT INFORMATION

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Seongmin Park | PhD Candidate
Digital storytelling & Cognition Laboratory,
Neuroesthetics Team
Graduate School of Culture Technology (GSCT)
Korea Advanced Institute of
Science and Technology (KAIST)

■ EDUCATION

Doctorate of Philosophy, Culture Technology; Expected June 2011

Korea Advanced Institute of Science and Technology (KAIST)

Dissertation: Neuroesthetics study to understand appreciation for aesthetic experience in contemporary paintings

Advisor: Jaeseung Jeong

Master of engineering, Culture Technology; July 2007, Summa Cum Laude

Korea Advanced Institute of Science and Technology (KAIST)

Dissertation: Neuroimaging study for the effect of information about paintings on aesthetic preference for contemporary paintings

Advisor: Jaeseung Jeong

Bachelor of Science; July, 2005, Summa Cum Laude

Dept. of Media, College of Information Technology,
Ajou University, Suwon, Republic of Korea

■ RESEARCH INTERESTS

Affective Neuroscience, Neuroesthetics; Understanding neural mechanisms involving appreciation of artworks (Preference, Hedonic Reward-Expectation and Empathy)

Social Neuroscience; Understanding neural mechanisms involving social interaction and influence of mass media (Behavioral game theory, Cooperation and Free-riding)

Functional neuroimaging data analysis including fMRI and EEG

■ RELATED EXPERIENCE

Research

Pre-Doctoral Fellow/Ph.D. Research,

Graduate school of Culture Technology (GSCT), KAIST, Sep. 2007 - present, *KAIST Institute Grant, \$30,000/year*

- Characterization of cognitive model of Identified based on previous studies
- Design eye-tracking and fMRI experiments to examine changes in perception and evaluation in appreciation

Research Fellow, GSCT, KAIST, Dec. 2007 – Dec. 2008

Samrackhoi (Seoul Metropolitan Office of Educator) Grant, \$17,000/year

- Design and conduct EEG and behavior experiments to examine changes in cooperation and free-riding decision in public goods game.

- Analyzed EEG data; using EEGLAB, LORETA

Master thesis Research, GSCT, KAIST, Sep. 2005 – Jul. 2007,
KAIST Institute Grant, \$30,000/year

- Stimuli (paintings, information) selection based on art history and questionnaire
- Design and conduct fMRI and behavior experiments to examine changes in aesthetic preference under influence of 5 kinds of painting information.
- Analyzed behavior data

Research Assistant, GSCT, KAIST, Sep. 2006 – Dec. 2006,
Laneige(Amore pacific corp.) Grant \$10,000

- Review previous researches about perception and emotion for consultation about produce artwork eliciting audiences' cognitive and affective change

Teaching

Teaching Assistant,

1. GSCT, KAIST, Mar. 2006 – Dec. 2006; Mar. 2008 – Jul. 2008
2. School of humanities and social science, KAIST, Mar. 2007 – Jul. 2007
 - Advised graduate(1) and undergraduate(2) students during office hours
 - Graded quizzes and assignments

■ PUBLICATION

Journals

- Seongmin Park, Kyoungsik Yun, Jaeseung Jeong, "The effect of painting information for aesthetic preference in contemporary arts" (Manuscript in preparation)
- Seongmin Park, Soyoung Jeong, Jaeseung Jeong, "The Influence of investigative program on social interaction in public goods game" (Manuscript in preparation)
- Park, Seongmin, SeungHo Ryu, "The Study about influence of immersiveness on PPL advertising in on-line game", *Journal of Korea Game Society*, vol.6, no.3, 2006

International Conference

- Seongmin Park, Kyoungsik Yun, Jaeseung Jeong, "Painting;s information increases aesthetic preference for contemporary paintings", *Cognitive Neuroscience Society*, San Francisco, CA, USA, Apr. 12th - 15th, 2008, Poster Presentation
- Seongmin Park, Kyoungsik Yun, Jaeseung Jeong, "Neural correlates of aesthetic cognition", *Society For Neuroeconomics*, Hull, MA, USA, Sep. 27th - 30th, 2007, Poster Presentation

Domestic Conference

- Jonghak Kim, Seongmin Park, Jiyouon Sin, Soyoung Choi, "Study on Collective writing system in USA", *Korea Digitalstorytelling Conference*, May, 2006
- Park, Seongmin, SeungHo Ryu, "The Study about influence of immersiveness on PPL advertising in on-line game", *Journal of Korea Game Society*, Dec., 2005

■ TRAINING COURSES

- Basic course of Neuroanatomy, Korean academy of medical sciences, Dec.2nd -3th, 2006
- Advanced course of Neuroanatomy of the Cerebral Cortex, Korean academy of medical sciences, Oct. 25th, 2008
- Workshop for Practical MEG/EEG Analysis with SPM, College of Medicine, Seoul National University (SNU), Nov. 5th – 6th, 2008
- LORETA workshop, College of Medicine, Seoul National University (SNU), Nov. 8th, 2008

■ EXTRA-CURRICULAR ACTIVITY

- Book reviewer in Web portal service, NHN (naver.com), *Jul. 2008 - Present*
- Bronze Award, Future Web-service Idea Competiotn, KAIST Institute for sementic web research center, *Dec. 2008*
- Bronze Award, Future TV Idea Competiotn, KAIST Institute for information Technology convergence (KIITC), *Dec. 2007*

■ REFERENCES**Jaeseung Jeong, Ph.D.**

Associate Professor, Department of Bio and Brain Engineering, KAIST

Joint Professor, GSCT, KAIST

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