

Jaehong Kim

Expected Graduation: August 2027

✉ luke.4.18@kaist.ac.kr

RESEARCH INTERESTS

I'm passionate about understanding how moral emotions shape behavior in the attention economy.

Measurement. I develop computational frameworks for detecting moral emotions from text and video using transformer and multimodal models. These methods reveal a consistent pattern: moral outrage, expressed through blaming and condemning others, most strongly predicts committed user participation, outperforming other moral and emotional appeals.

Behavioral Effects. I study the downstream consequences of this finding. Does the outrage effect extend to offline political behavior? Does this effect hold when manufactured by malicious actors? Do LLMs expressing moral outrage become more politically persuasive?

PUBLICATIONS (* co-first authors)

J. Kim*, H. Kim*, J. Kim, A. Oh, T. Holz, W. Lee, M. Cha. (2026). Cross-National Information Attacks: A Two-Decade Analysis of Troll Behavior in Korea. *In Proc. of the 35th USENIX Security Symposium (USENIX Security '26)*. [\[Zenodo\]](#)

J. Kim, J. Kwon, L. F. Vecchietti, W. Dong, **J. Kim**, M. Cha. (2026). Machine Behavior in Relational Moral Dilemmas: Moral Rightness, Predicted Human Behavior, and Model Decisions. *In Findings of the Association for Computational Linguistics (ACL 2026)*. [\[GitHub\]](#)

S. Park*, **J. Kim***, H. Kim, H. Bin, S. Moon, W. Lee. (2026). Moral Outrage Shapes Commitments Beyond Attention: Multimodal Moral Emotions on YouTube in Korea and the US. *In Proc. of The Web Conference (WWW 2026)*. [\[GitHub\]](#)

W. Dong*, M. Sundriyal*, S. Park*, **J. Kim***, M. Cha, T. Chakraborty, W. Lee. (2025). Parallel Communities Across the Surface Web and the Dark Web. *In Findings of Empirical Methods in Natural Language Processing (EMNLP 2025)*. *Best Resource Paper Nomination*

J. Kim*, C. Jeong*, S. Park*, M. Cha, W. Lee. (2024). How Do Moral Emotions Shape Political Participation? A Cross-Cultural Analysis of Online Petitions Using Language Models. *In Findings of the Association for Computational Linguistics (ACL 2024)*. [\[GitHub\]](#)

J. Kim, C. Jeong, M. Cha, W. Lee. (2023). KOME (Korean Online Moral Emotion): A Korean Dataset of Fine-Grained Moral Emotions. *Korea Computer Congress 2023 (KCI)*. [\[GitHub\]](#)

J. Jeon, B. Kim, **J. Kim**, R. Kim. (2023). Opening the Blackbox of Computational Social Science Research Process: A Case of Comparative Study of Social Science Academia. *Korean Journal of Sociology (KCI)*

J. Park, Y. Cho, **J. Kim**, H. Choi. (2021). A Commercial District Analysis Service: A Service Reflecting the Current COVID-19's Situation in the Seocho-gu District. *Proceedings of HCI Korea (KCI)*

J. Lee, **J. Kim**, Y. Cho, M. Lee, H. Choi. (2021). Study on Effective Extraction of New Coined Vocabulary from Political Domain Articles and News Comments. *The Journal of the Convergence on Culture Technology (KCI)*

H. Choi, **J. Kim**, J. Lee, M. Lee. (2020). Political Information Filtering on Online News Comment. *The Journal of the Convergence on Culture Technology (KCI)*

INVITED TALKS

NYU Center for Conflict and Cooperation, Seminar

2026.06.19

Reichman University, AI-NLP Seminar	2026.06.08
MPI-SP, Data Science for Humanity Group, Seminar	2026.06.03
MPI-SP & Ruhr University, Workshop on the Societal Impact of AI Systems,	2025.11.25

RESEARCH EXPERIENCE

Max Planck Institute for Security and Privacy (MPI-SP)	Bochum, Germany
<i>Research Intern, Data Science for Humanity (Advisor: Meeyoung Cha)</i>	2025.09 - 2026.02
<i>Research Intern, Data Science for Humanity (Advisor: Meeyoung Cha)</i>	2024.09 - 2024.11
Institute for Basic Science (IBS)	Daejeon, Korea
<i>Research Intern, Data Science Group (Advisor: Meeyoung Cha)</i>	2021.06 - 2021.08

EDUCATION

Korea Advanced Institute of Science and Technology (KAIST)	Daejeon, Korea
<i>Ph.D., Graduate School of Culture Technology, Social Computing Lab (Advisor: Wonjae Lee)</i>	2023.08 - Present
<i>M.S., Graduate School of Culture Technology, Social Computing Lab (Advisor: Wonjae Lee)</i>	2021.08 - 2023.08
Handong Global University	Pohang, Korea
<i>B.S., Communication, Psychology, ICT Convergence (Minor)</i>	2015.03 - 2021.08
Cum Laude	

REVIEWING

CSCW 2025, FinNLP-FNP-LLMFinLegal-2024 Shared Task

HONORS & AWARDS

KAIST Fake News Challenge	Daejeon, Korea
<i>Best Prize (KRW 2,000,000)</i>	2026
Hyundai Motor Chung Mong-Koo Global Scholarship	Seoul, Korea
<i>(KRW 28,000,000)</i>	2025
Adventure Research Program, KAIST	Daejeon, Korea
<i>(KRW 1,000,000)</i>	2024
Young-Han Kim Global Leader Scholarship, KAIST	Daejeon, Korea
<i>(KRW 4,000,000),</i>	2023
National Land and Urban Data Analysis Contest	Seoul, Korea
<i>Encouragement Prize, President's Award of Korea Land and Housing Corporation (LH)</i>	2021
University of Mississippi Honor Roll	Mississippi, U.S.
<i>Chancellor's Honor Roll, the best performer list Fall</i>	2019
<i>Dean's Honor Roll, the second-highest list Spring</i>	
Gwangju Communication Content Contest for Nationwide University Students	Gwangju, Korea
<i>Best Prize</i>	2019

Last Updated: July 17, 2026