

Jaehoon Pyon

Pronoun: He/Him/His

272-788-0079 | pjaehoon@vt.edu

Education:

Virginia Polytechnic Institute and State University, Blacksburg, VA (2024–Present)

- Doctor of Philosophy (Ph.D.) in Computer Science
- Advisor: Prof. Sang Won Lee (Echo Lab)
- Research interests: Human-Computer Interaction, Behavior Change, Human-AI Interaction

Bucknell University, Lewisburg, PA, May 2024

- Bachelor of Art in Computer Science
- Minor: Comparative Humanities & Digital Humanities

Publications and Research:

Journal and Conference Publications

Proceedings of the ACM on Human-Computer Interaction (CSCW) 2026

Watch Me Watch: Reaction Videos as a Social Form of Online Video Engagement

Rodney K. Okyere, Carlos Augusto Bautista Isaza, **Jaehoon Pyon**, Ihudiya Finda Ogbonnaya-Ogburu, Shuo Niu, Sang Won Lee

<https://doi.org/10.1145/3788078>

Designing 2026

Embedding care in circular systems through co-design: Responsible medication return

Yoon Jung Choi, Jiayuan Dong, **Jaehoon Pyon**

<https://doi.org/10.1177/30497671261428010>

Product Lifetimes and the Environment Conference (PLATE) June 2025

Exploring take-back recovery strategies in the Circular Economy: A Multiple Case Study Analysis

Yoon Jung Choi, Jiayuan Dong, **Jaehoon Pyon**

<https://doi.org/10.54337/plate2025-10274>

Under Review

ACM CHI Conference on Human Factors in Computing Systems (CHI) 2027

JENNIE: Joint Expression of Narrative, Nurturing, Inquiry, and Engagement

Jaehoon Pyon, Koeun Choi, Young-Ho Kim, Sang Won Lee

ACM CHI Conference on Human Factors in Computing Systems (CHI) 2027
Between Tool and Temptation: Minimalists' Spectrum of Technology Use
Jaehoon Pyon, Carlos Augusto Bautista Isaza, Yoon Jung Choi, Myounghoon Jeon, Eunjeong Cheon, Sang Won Lee

Teaching and Academic Experience:

Graduate Teaching Assistant, Virginia Tech; Blacksburg, VA 2024-Present

- CS 3724: *Introduction to Human-Computer Interaction* (Fall 2025)
- CS 5244: *Web Application Development* (Spring 2025)

Talks and Presentations:

ICAT Playdate – ToySphere, Virginia Tech 2025
The 2025 CHCI Big Ideas Workshop, Virginia Tech 2025

Research Experience:

Graduate Research Assistant; Echo Lab, Virginia Tech University, Computer Science Dept
(2024-Present)

- Leading the *JENNIE* (TaleMate) project, a multimodal reading companion that uses AI voice actors to read story characters alongside parents and children and asks questions grounded in the conversation, text, and illustrations. Conducted a one-week in-home deployment with 11 families, showing it eased parents' burden, sustained children's engagement and comprehension, and helped parents ask new questions.

Co-Investigator; Virginia Tech University, Computer Science Dept
(November 2024-August 2025)

- Organized and running research exploring technology use behavior of lifestyle minimalist. While the minimalist lifestyle has grown in popularity, the nuanced relationship between minimalism and technology remains underexplored. The project's goal is to understand the lifestyle minimalists' behavior, which may provide an insight into creating a system that promotes sustainable behavior.

Research Assistant; Virginia Tech University, Industrial Engineering Dept
(August 2024-August 2025)

- Joined the *ToySphere* project. The project's goal is to explore a way to encourage children and their caregivers to share toys that are no longer being used. The approach aims to create a digital replica of hibernating toys as an alternative way of storing the toy, and the real toy can join the circular economy before losing its value.

Research Assistant; Virginia Tech University, Industrial Engineering Dept

(September 2024-August 2025)

- Joined the *Pharma* project. The project's goal is to understand motivation and barrier behind pharmaceutical product take-back program. The findings from the project will inform us how to improve current pharmaceutical take-back program.