

MU-JUNG 'MJ' CHO

卓牧融



I study what is actually on the screen — one frame at a time, a quarter-billion of them so far.

where Academia Sinica, Taipei mail mjcho@as.edu.tw scholar A_NOSQsAAAAJ git mjcho

250M+

screenshots processed

100TB+

trace corpus run

20

refereed papers

15

repertoires named

The short version. Screen time is one number standing in for thousands of distinct experiences. I replace it with the sequence itself — what was on the screen, in what order, for whom — so that content, timing and context become measurable instead of assumed. Then I say plainly which part of that the data cannot support.

NOW and lately

Dec 2023 – Assistant Research Fellow
Center for Survey Research, RCHSS, Academia Sinica, Taipei

2020 – 2023 Postdoctoral Research Fellow
Solutions Science Lab, Department of Pediatrics, Stanford University School of Medicine

TRAINED AT three degrees, one dissertation

Aug 2020 Ph.D. in Communication
Stanford University

Jun 2014 M.A. in East Asian Studies
Stanford University

Jun 2009 B.A. in Economics, minor in Political Science
National Taiwan University

Dissertation: *Media Production Behavior on Smartphones: Time, Content, Structure, and Context* — 169 pages, and the Maccoby award the department only gives out when it feels like it.

JOURNAL ARTICLES 14 refereed

- 01 Beyond apps: A method to model full distributions of screen content over time to study media effects.
Chi, Y.*; Cho, M.-J., Molaib, K. M., Sun, X., Robinson, T. N., Ram, N., & Reeves, B. · 2026
Communication Methods and Measures, 1–28.
SSCI · IF 3.7 · top 14.9%
- 02 An open-source platform for multimodal digital trace data collection from smartphones.
Kim, I., Boffa, J., Cho, M.-J., Conroy, D. E., Kline, N., Haber, N., Robinson, T. N., Reeves, B., & Ram, N. · 2026
Nature Health, 1(4), 437–448.
- 03 Risk communication in real time: Examining individuals' smartphone use during the 2021 Texas winter disaster with mobile sensing.
Ng, M., Chi, Y., Cho, M.-J., Eichstaedt, J., Reeves, B., Robinson, T. N., & Ram, N. · 2026
Risk Analysis, 46(4), e70235.
SSCI/SCIE · IF 3.3 · top 19.8%

- 04 Person-specific analyses of smartphone use and mental health: Intensive longitudinal study.
Cerit, M., Lee, A. Y., Hancock, J., Miner, A., Cho, M.-J., Muise, D., Torres, A.-A. G., Haber, N., Ram, N., Robinson, T. N., & Reeves, B. · 2025
JMIR Formative Research, 9(1), e59875.
MEDLINE · PubMed · ESCI

- 05 Online job scams: Unveiling the impact of overconfidence, digital literacy, and algorithmic literacy on user susceptibility to false job advertisements.
Lee, J., & Cho, M.-J.* · 2025
New Media & Society, Online first.
SSCI

- 06 Climate impacts of digital use supply chains.
Shi, L., Brandt, A., Iancu, D., Mach, K. J., Field, C., Cho, M.-J., Ng, M., Chey, K. J., Ram, N., Robinson, T., & Reeves, B. · 2024
Environmental Research: Climate, 3(1), 015009.

- 07 Balancing media selections over time: Emotional valence, informational content, and time intervals of use.
Cho, M.-J.*, Reeves, B., Ram, N., & Robinson, T. N. · 2023
Heliyon, 9(12), e22816.
SCIE · Scopus

- 08 Media production on smartphones: Analysis of the timing, content, and context of message production using real-world smartphone use data.
Cho, M.-J., Reeves, B., Robinson, T. N., & Ram, N. · 2023
Cyberpsychology, Behavior, and Social Networking, 26(5), 371–379.
SSCI · IF 3.9 · top 9.5%

- 09 The good and bad of how theory is used in communication research.
Reeves, B., & Cho, M.-J.* · 2023
The Journal of Information Society, 44, 1–26.

- 10 Connectedness and independence of young adults and parents in the digital world: Observing smartphone interactions at multiple timescales using Screenomics.
Sun, X., Ram, N., Reeves, B., Cho, M.-J., Fitzgerald, A., & Robinson, T. N. · 2022
Journal of Social and Personal Relationships, 40(4), 1126–1150.
SSCI · IF 2.3

- 11 The idiosyncrasies of everyday digital lives: Using the Human Screenome Project to study user behavior on smartphones.
Brinberg, M., Ram, N., Yang, X., Cho, M.-J., Sundar, S. S., Robinson, T. N., & Reeves, B. · 2021
Computers in Human Behavior, 114, 106570.

- 12 Screenomics: A framework to capture and analyze personal life experiences and the ways that technology shapes them.
Reeves, B., Ram, N., Robinson, T. N., Cummings, J. J., Giles, C. L., Pan, J., Chiatti, A., Cho, M.-J., Roehrick, K., Yang, X., Gagneja, A., Brinberg, M., Muise, D., Lu, Y., Luo, M., Fitzgerald, A., & Yeykelis, L. · 2021
Human-Computer Interaction, 36(2), 150–201.
SCIE · IF 4.4

- 13 Screenomics: A new approach for observing and studying individuals' digital lives.
Ram, N., Yang, X., Cho, M.-J., Brinberg, M., Muirhead, F., Reeves, B., & Robinson, T. N. · 2020
Journal of Adolescent Research, 35(1), 16–50.
SSCI · IF 2.4

- 14 The accuracy of measurements with probability and nonprobability survey samples: Replication and extension.
MacInnis, B., Krosnick, J. A., Ho, A. S., & Cho, M.-J. · 2018
Public Opinion Quarterly, 82(4), 707–744.
SSCI · IF 2.8

CONFERENCE PROCEEDINGS 6 archival · the hard ones

Full papers at reviewed CS / HCI venues — CHI, HICSS, ACM SAC, K-CAP, SAE. Separated out on purpose: these clear a higher bar than the social-science conference circuit below.

- 01 Inspiration contagion effects: Elevated thoughts and transcendent emotions.
Chang, C., & Cho, M.-J.* · 2026
Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS), 2639–2648. Maui, HI.
[HICSS full paper](#)

- 02 Does longer phone use always feel worse? Examining how intention and duration shape evaluations of time use.
Hsu, J.-W., Lin, C.-T., Chen, U.-D., Kuo, J.-C., Tsai, Y.-H., Liu, J.-C., Lin, Y.-H., Chen, C.-Y., Pour Afshari, R., Lu, Y., Cho, M.-J., Bayer, J., & Chang, Y.-J. · 2026
Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems, 1–17. New York: ACM.
[CHI full paper](#)

- 03 Media Content Atlas: A pipeline to explore and investigate multidimensional media space using multimodal LLMs.
Cerit, M., Zelikman, E., Cho, M.-J., Robinson, T. N., Reeves, B., Ram, N., & Haber, N. · 2025
Extended Abstracts of the CHI Conference on Human Factors in Computing Systems, 1–13. New York: ACM.
[CHI Extended Abstract](#)

- 04 Text extraction and retrieval from smartphone screenshots: Building a repository for life in media.
Chiatti, A., Cho, M.-J., Gagneja, A., Yang, X., Brinberg, M., Roehrick, K., Choudhury, S. R., Ram, N., Reeves, B., & Giles, C. L. · 2018
Proceedings of the 33rd Annual ACM Symposium on Applied Computing (SAC), 948–955. New York: ACM.
[ACM SAC full paper](#)

- 05 Text extraction from smartphone screenshots to archive in situ media behavior.
Chiatti, A., Yang, X., Brinberg, M., Cho, M.-J., Gagneja, A., Ram, N., Reeves, B., & Giles, C. L. · 2017
Proceedings of the Knowledge Capture Conference (K-CAP), Article 40, 1–4. New York: ACM.
[ACM K-CAP full paper](#)

- 06 From trolley to autonomous vehicle: Perceptions of responsibility and moral norms in traffic accidents with self-driving cars.
Li, J., Zhao, X., Cho, M.-J., Ju, W., & Malle, B. F. · 2016
SAE Technical Papers, 2016-01-0164.
[SAE World Congress](#)

PREPRINT

- 01 Daily affect fluctuations in phone screen content predict anxiety and depressive symptoms.
Kelly, C. A., Chi, Y., Haber, N., Reeves, B., Cho, M.-J., Robinson, T. N., Ram, N., & Eichstaedt, J. C. · 2026
[arXiv](#), Preprint.

TALKS & PAPERS PRESENTED selected · 11 of them

- 01 Beyond apps: Modeling full distributions of all screen content over time to understand adolescents' smartphone use and mental health.
Chi, Y., Cho, M., Molaib, K., Sun, X., Robinson, T., Ram, N., & Reeves, B. · 2025
75th Annual Conference of the International Communication Association, Denver, CO, Jun 12–16.

- 02 Stanford Screenomics: An open-source platform for unobtrusive multimodal digital trace data collection from Android smartphones.
Kim, I., Boffa, J., Cho, M., Conroy, D., Haber, N., Robinson, T., Reeves, B., & Ram, N. · 2024
APHA 2024 Annual Meeting and Expo, Minneapolis, MN, Oct 27–30.

- 03 Deception in the global online marketplace: How humans and computers detect algorithmically targeted online job scams.
Lee, J.*, & Cho, M. · 2024
74th Annual ICA Conference, Gold Coast, Australia, Jun 20–24.

- 04 Characterizing “bottom-up” engagement with climate communication with mobile sensing.
Ng, M., Cho, M., Eichstaedt, J., Reeves, B., Robinson, T., & Ram, N. · 2023
73rd Annual ICA Conference, Toronto, ON, May 25–29.

- 05 Fragmentation of smartphone use and mental health: Changes in depressive symptoms, anxiety and turbulence over one year.
Lee, A., Cerit, M., Hancock, J., Miner, A., Cho, M., Muise, D., Garron, A., Ram, N., Robinson, T., & Reeves, B. · 2023
73rd Annual ICA Conference, Toronto, ON, May 25–29.
- 06 Pulling closer or pushing away? Ambivalence in the dynamics between young adults and parents in the digital context.
Sun, X., Reeves, B., Ram, N., Cho, M., Fitzgerald, A., & Robinson, T. N. · 2020
National Council on Family Relations Annual Conference, virtual, Nov 4–13.

Plus ICA 2020 / 2019 (x3) and the Chinese Communication Society, 2019 — full list in the formal cut.

INVITED and one poster season

- Dec 2022 **Screenomics essay: Digital trace profiling and its applications in health research.**
Department of Healthcare Administration, Asia Eastern University of Science and Technology
- May 2022 **Screenomics essay: Profiling digital lives on the smartphone.**
Center for Survey Research, Academia Sinica
- Apr 2020 **Media sequencing: Balancing content selections over time on smartphones.**
Institute for Research in the Social Sciences, Stanford University
- Apr 2023 **Screenomics 2.0: A computational assay for digital screens.**
14th Annual Pediatrics Research Retreat, Stanford University
- Oct 2022 **Screenomics 2.0: Processing intensive longitudinal records of everyday smartphone use at scale.**
National AI Advisory Committee (NAIAC) reception, Stanford HAI

MONEY FOUND

- 2019 – 2020 **Magic Grant, Brown Institute for Media Innovation — US\$100,000**
Co-PI. Screenomics Interactive Dashboard.
- 2018 **Summer Research Grant — US\$3,500**
Center for East Asian Studies, Stanford University
- 2016 **Summer Research Grant — US\$5,000**
Center for East Asian Studies, Stanford University

NICE OF THEM

- 2021 **Nathan Maccoby Dissertation Award**
Department of Communication, Stanford University — awarded only in years with a truly outstanding dissertation
- 2019 – 2020 **The March Fong Eu Fellowship**
Stanford University
- 2019 **Dissertation Fellowship**
Institute for Research in the Social Sciences, Stanford University
- 2018 – 2019 **The May Chandler Goodan Fellowship**
Stanford University
- 2017 **Computational Social Science Fellowship**
Institute for Research in the Social Sciences, Stanford University

1. three earlier Stanford fellowships.

TAUGHT as TA, Stanford

TOOLING

Languages

Python (pandas, NumPy, scikit-learn, statsmodels, SciPy) · R (dplyr, tidyr, purrr, caret) · C, C++ · JavaScript (React, Node.js, Express.js)

Data & warehousing

SQL · MongoDB · Spark · Hive · Hadoop

Cloud

GCP (Compute Engine, GCS, BigQuery, Vertex AI, App Engine) · AWS (EC2, S3)

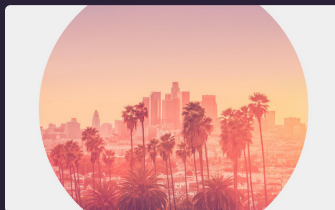
Deep learning

PyTorch · TensorFlow · Keras · ONNX

Visualization & reporting

ggplot2 · matplotlib, seaborn, OpenCV, Pillow · Shiny · LaTeX · Quarto · Typst

OFF THE RECORD



Ink-wash mountains under neon; synthwave sleeves. The decks look like this too. Dress code at conferences: shirt coat, polo, baseball cap — no exceptions.

**Informational insecurity is *not one thing* — and only one facet
does the eroding.**