**Biographical Sketch**

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**󠇛 Introduction**

*Junghye Fran Choi is currently an adjunct professor at the Cyber University of Korea in South Korea, and a Gameful Language Learning eXperience (LLX) Designer. Choi is a Massive Open Online Course (MOOC) instructor regarding gamification in teaching and learning at Udemy in the USA, a founder of Choi’s English Literacy School and Library, and a director at Neuronetism, AI language R & D Center in South Korea. Choi’s research has embraced gamification in English language education, professional development, digital game-based learning, game literacy, MOOC, and neurolinguistics.*

**󠇛 Academic degrees**

*\*B.A. Daejin University, Mass Media & Communication, S. Korea*

*University of Missouri St. Louis, Communication, USA* <International Students’ Communication using Online Messengers>

\**M.A. Cyber Hankuk University of Foreign Studies, Graduate School of TESOL, Teaching English to Speakers of Other Languages (TESOL), S. Korea.* <Gamification in Smart Learning to Enhance Speaking Skills for EFL Young Learners>

*\*Ed.D. Candidate, Walden University, Reading & Literacy Leadership, Department of Education, USA.* <Exploring Teachers’ Experiences using Phonics Instruction in Korean Elementary School Classrooms>

**󠇛 Academic Activities**

\*2018~present Director of Seoul Chapter, The Society for Teaching English through Media

\*2018~present Director, Neuronetism, AI Language R&D Center

\*2017~present Massive Open Online Course (MOOC) Udemy (USA) instructor, “*Gamification in Teaching & Learning*” & “*Gamification in Teaching & Learning: Practical Course*”

\*2016~2020 Chairperson, Serious Games Division, Korea Academic Society of Games

\*2016~2020 Chief organizer of Monthly Open Seminar, Serious Games, Gamification, VR/AR/MR, Korea Academic Society of Games

\*2017~2019 Academic conference organizer, Korea Academic Society of Games

\*2017~2020 Vice chairperson, Game for Change Division, Game Culture Forum, Korea Creative Content Agency (Ministry of Culture, Sports, and Tourism-affiliated organization)

\*2019 Lecturer, English Education Professional Development for public school teachers, Seoul Secondary English Teaching Association

\*2018 Workshop Speaker, World Intellectual Property Organization (WIPO)

\*2017~2018 Lecturer, Game Literacy Professional Development for Public School teachers, Korea Creative Content Agency

**󠇛 White Papers**

\* **Game User Convergence Research**, Korea Creative Content Agency (KOCCA, an affiliated agency of Ministry of Culture, Sports, and Tourism of South Korea), KOCCA Research Report, No. 17-45, 2017-2018. *A neurocognitive study on the digital game-based learning of English phoneme distinction by EFL children in Korea.*

\* **Effect Analysis of Serious Games & Acceleration of Developing Serious Games Research**, Korea Creative Content Agency (KOCCA) Research Report, No. 17-53, 2017-2018

**󠇛 Books**

\* 2020 Game Culture Forum (2021). *'Game is game – Game X Positive function’*, **Korea Creative Content Agency (KOCCA).** ISBN : 9788965145813, co-author.

\* Korea Game Society (eds.) (2018). *Game, Dream the Infinite Evolution!: Beyond Gamification, Serious Games, & VR/AR*,**Choi, J.** *‘Gamification in MOOC Design’*, ISBN: 9791156005513, Hongrung Science Publishing Company, chief editor & co-author.

**󠇛 Journal articles**

\***Choi, J.** (2020). English Learning Curation in Ontact Era: Review of the Software for Learning eXperience (LX) Design in Pandemic. *The Society for Teaching English through Media (STEM), 147-149*

\* Lee, S., **Choi, J**., Park, J., & Sung, M. (2019). An ERP Study on the Digital Game-based Learning of English Phoneme Discrimination by EFL Children in Korea, *Multimedia-Assisted Language Learning*, 22(2) 50-68.

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\* Yoon, B., **Choi, J.,** Lee, S., Park, J., & Kim, M. (2017). Game Technology Standardization Trend- Measures to Develop Evaluation Factors for Functional Game Standardization, Telecommunications Technology Association, 174, 28-33.

\* **Choi, J.** (2016). Gamification in Smart Learning Design to Enhance Speaking Skills for EFL Young Learners. *Journal of Korea Academic Society of Games*, 16(3), 7-16.

**󠇛 Conference proceedings**

**\*Choi, J.** (2021) *The Psychological Effects of a VR Game on Elementary & Secondary School Students’ Immersive Learning: Focusing on ‘ForumVR: The Artists of Oz’ Game*. Technology, Colleges & Community (TCC) Hawaii Online Conference, Hawaii, USA.

\***Choi, J.** (2021) *Gamified Blended Learning Design*. Korea Association of Teachers of English, Special Interest Group (SIG) conference, Seoul, Korea.

\***Choi, J.** (2020) *The Psychological Effects of a VR Game on Elementary School Students’ Immersive Learning: Focusing on ‘ForumVR: The Artists of Oz’ Game*. *Korea Academic Society of Games Spring Conference*, Seoul, Korea.

\*Kang, Jo, Ahn, **Choi**, Lee. (2020) *The effect of difference in morphological knowledge of Hanja prefix derivatives on word recognition: An ERP study*, Korean Society for Cognitive Biological Psychology, Seoul, Korea.

\***Choi, J.** (2020) *Psychological Effects of Gamification on Korean Young Learners: Focusing on ‘Classcard: Quiz Battle’ Game for English Vocabulary Learning*. Korea Academic Society of Games Spring Conference, Seoul, Korea.

\***Choi, J.** (2020) *The Effectiveness of Digital Game-based Learning for Enhancing Phonemic Discrimination of Korean EFL Children: Focusing on Neurocognitive and Psychological Effects.* Technology, Colleges & Community (TCC) Hawaii Online Conference, Hawaii, USA.

\***Choi, J.** & Bang, S.(2020) *The Psychological Effectiveness of Gamified English Speaking Class Applied to Adventure Based Counseling Activities for Enhancing Presentation Skills of Korean Secondary Underachievers.* IAFOR, Hawaii, USA.

\***Choi, J.** & Park, J. (2019). *The Neurocognitive and Psychological Effectiveness of Digital Game-based Learning for Enhancing Phonemic Discrimination of Korean EFL Young Learners*. ATEM, Kyoto, Japan.

\*Ahn, Y. **Choi, J.**, & Lee, S. (2019). *Korean Children’s Acquisition of English phonemes: Focused on L1 Influence*. The 2019 Applied Linguistics Association of Korea (ALAK) International Conference & the 6th East Asia AILA Symposium: “Convergences n Applied Linguistics”, Seoul, S. Korea.

\***Choi. J.** (2019). *The Effectiveness of Gamified Reading Program for Korean Elementary Students.* Joint International Conference, Seoul, S. Korea.

\***Choi, J.** (2019). *Gamified English Learning eXperience (LX) Design*, International Conference Workshop lecturer, TEEM 2019 Joint International Conference (STEM, ETAK, Seoul SETA), Gongjoo, Korea, 2019

\***Choi, J.** (2019). *Gamified English Learning eXperience (LX) Design,* The Korea Association of Teachers of English (KATE), 2019 KATE Special Interest Group Conference, Gwangjoo, Korea.

\***Choi, J.** (2019). *Design and Application of Gamification in English Education: Focusing on a Tablet PC-based Phoneme Learning Serious Game,* The Korea Association of Teachers of English (KATE), 2019 KATE Special Interest Group Conference, Gwangjoo, Korea, 2018

\***Choi, J.,** Park, J., & Lee, S. (2019) *A neurocognitive Study on the Digital Game-based Learning of English Phoneme Distinction by EFL Children in Korea,* Hawaii International Conference on Education, 17th Annual Conference, Hawaii, USA.

\***Choi, J.,** Park, J., & Lee, S. (2019) *Development of a Serious Game for an English Class and its Psychological Effects: Focusing on the 6th Graders in a Korean Elementary School*, Hawaii International Conference on Arts & Humanities, 17th Annual Conference, Hawaii, USA.

\***Choi, J.** (2018) *Gamification in Teaching English, International Conference Workshop,* TEEM 2018 Joint International Conference (STEM, KASEE, Seoul SETA), Seoul, Korea.

\***Choi, J.** &Park, J. (2018) *Serious Game Development for Learning English”, International Conference Workshop*, TEEM 2018 Joint International Conference (STEM, KASEE, Seoul SETA), Seoul, Korea.

\***Choi, J.,** Park, J., & Kim, B. (2018) *Serious Game Development for English Phoneme Awareness*, Korea Academic Society of Games Spring Conference, Seoul, Korea.

\***Choi, J.** (2017) *Gamified MOOC Design: Udemy, ‘Gamification in Teaching & Learning’*, MMSEE Joint International Conference (KAMALL, STEM, KASEE), Seoul, Korea.

\***Choi, J. (**2017) *Gamification in Smart Learning Design: MOOC Platform”, focus on Udemy*, Korea Academic Society of Games Spring Conference, Seoul, S. Korea.

\***Choi, J.,** Yun, T., Kim, M., Lee, S., & Park, J. (2017). *The HISG Method for Effectiveness Measurement of Serious Game*.Korea Academic Society of Games Spring Conference, Seoul, S. Korea.

\***Choi, J.** (2016) *The Effectiveness of Gamification in Smart Learning to Enhance EFL Young Learners’ Spoken English: Focus on Corpus based Utterance Analysis*, Korea Academic Society of Games Autumn Conference, Pusan, S. Korea.

\***Choi, J.** (2015) *The Effects of Gamification in Smart Learning to Enhance Speaking Skills for EFL Young Learners*, Shanghai University, SHU2015TESOL International Conference, Shanghai, China.

\***Choi, J.** (2014) *The Study of Blended Learning Strategies and Satisfaction Adapted to Gamification for EFL Elementary Students*, Korea Text Linguistic Conference, Jeju, S. Korea.

\***Choi, J.** (2014) *Social Learning Using Kakao Talk for EFL Young Learners’ Speaking and Listening Skills*, Linguistic Conference, Seoul, K. Korea.