

Curriculum Vitae

Yunhwa Koh
yunhwakoh@gmail.com

Education

2016 – to date Yonsei University

PhD. Candidate. Sociology

Focused on Sociology of Music, Digitization, Popular Music, Classical Music, Empirical research

2002 – 2004 (2013) Seoul National University

M.A. Musicology

Focused on Sociology of Music, Digitization, Empirical Study of the Listening Behavior

Dissertation: "The Changes in the Listening Method of Classical Music in the Age of Digitization" (2013)

1998 – 2002 Seoul National University

B.A. College of Music, Composition and Music Theory

Courses included: Music Analysis and Modern Music Theory, Ethnomusicology, Aesthetics of Music, Movie music theory

Thesis: "A Study on the Movie Music Theory - Focusing on <Composing for the Films> by T. Adorno and H. Eisler"(2001)

Teaching

'Introduction to Music Industry' at Korean Soongsil Cyber University (Undergraduate, Major class)

'Appreciation and understanding of Western music', Hanshin Univ. (Undergraduate, Liberal Arts Class)

'Guide to Popular Music', Hanshin Univ. (Undergraduate, Liberal Arts Class)

'Text Seminar on Humanities (Music)', Korean Police University (Undergraduate, Liberal Arts class)

'Arts Management: Seminar', KyungHee University (Graduate, Major Class)

Professional Work Experiences

2016. 12- to date

- *As an Academic Board at The Korean Association for the Study of Popular Music(KASPM) <http://kaspm.net>*

2015 Marketing Research Lab at Seoul National University, Researcher

- *As a researcher, conducted the research of ‘Musical Attributes and its Impact on the Eating Behavior’*
- *As an Executive Operator of International Conference, “Internet of Things(IoT) 2015 in Seoul, Korea”*

2012 - 2013 Pristones, General Manager, COO

- *As a team leader, made a Startup Wikipedia service ‘Rocket Punch’ (<http://rocketpun.ch>) : provide the information about the Korean startups*
- *Conducted the music analysis for the recommendation by big data system*

2005 – 2012 NEOWIZ Internet, Bugs Music, Music Service Contents Manager

- *Successfully worked as a music contents provider of online music websites: Jukeon(Jukeon.com: not available on now) and Bugs music(<http://www.bugs.co.kr>)*
- *As a professional music contents producer, planed and conducted new services like ‘Hifi sound for Classical music’, ‘Bugs Press for music webzine’, ‘Hidden Artists’, ‘Denker’s Classical music floor corner’ etc.*

April 2004 – Sep. 2004, CJ Internet, Music DB Provider

- *Conducted the musical data analysis and provided the musical data for online music DB*
- *Music online websites monitoring and reporting, collecting the data for music DB*

Research Interests

- *Research Topics: Digitization in Music, Popular Music, Classical Music, Music behavior in Digital age, Sociology of Music, Music Consumer’s Behavior, Social function of music, etc.*
- *Research Methodologies and tools: Empirical (Survey data) Analysis, SPSS, R etc.*

Conference & Presentations

- *Jul 2017, Inter-Asia Cultural Studies Society(IACS) International Conference < Worlding: Asia Beyond/After Globalization> at Sungkonghoe University
Panel title: ‘Behind the scenes of nation-branding: Asian pop’s lesser known corners: New Different Faces Behind ‘Global Music Korea’*
- *June 2017, The Korean Association for the Study of Popular Music(KASPM) the 21th Conference at Sungkunkwan University, Seoul, Korea
Present title: “The Patterns and Social Meanings of Busking Performance: Focusing on the Noise Controversy”*
- *December 2016, Hong Kong Sociological Association, 18th Annual Conference ‘Coming of Age: Sociology through the Generations’
Present title: “Social Meaning of Changes in Musical Behavior in the Digital Age”*

- *October 2016, Conference for Intercultural Exchange: Korean Society, Culture and Beyond, Vienna University, Austria*
Present title: "Busking, Is it ART or Noise?: focusing on the Korean case"
- *June, July 2016, International Musicological Society(IMS) Conference in Stavanger, Norway*
Present title: "Changes of the classical music listening in Digital age"
Link: <https://www.eventogkonferanse.com>
- *April 2016, Class of 'Korea Contemporary Lied Music' at Seoul National University*
Present title: "Digital age and music: Music sociological approach"
- *Dec 2015, The Korean Association for the Study of Popular Music(KASPM) the 18th Conference at Yonsei University, Seoul, Korea*
Present title: "Changes of music listening behavior and online music"
- *Sep 2015, East Asian Music Research Symposium by 'Ewha Women's University Institute of Music', 'Musicology Society of Korea' & 'IAML-South Korea,' at Ewha Women's University, Seoul, Korea Presenter*
- *May 2015, Auto ID Lab. CJK Conference in Tokyo*
Present title: "e-Government Portal for Integrated Agri-food Information based on Big data & IoT"
- *August 2014, ICMPC 13 – APSCOM5, Technical Assistant, Yonsei University, Seoul, Korea*
- *May 2014, Class of 'Methodological Approaches to music' at Seoul National University, Seoul, Korea*
Present title: "How to write a paper and process of dissertation"
- *May 2013, Class of 'Understanding of Contemporary Music' at Seoul National University*
Present title: "History of Audio Systems and Digital Music"

Publications

- *"A Differences in Classical Music Listening Method According to the Education Status: Focusing on Digitization" with Jung-Hoon Moon & Suk-Won Yi, Korean Journal of Research in Music Education, 2015, Vol. 44, No. 2, pp. 1~24. (KCI)*
- *"e-Government portal for providing integrated agrifood information based on Big Data Analysis" with Euijoo Yeol, Sunggoo Yoo, Yunhwa Koh, Junghoon Moon, Journal of Agricultural Informatics (ISSN 2061-862X) 2015 Vol. 6, No. 4:108-114*

Awards & Fellowships

- *1st semester/2nd semester 2000-2002, Seoul National Univ. Development Fund Scholarship*
- *1st semester/2nd semester 2000-2001, Work-Study Scholarship*
- *1st semester 2002, Lecture & Research scholarship*
- *2nd semester 2002, Superior Academic Performance*
- *1st semester 2003, Merit-based scholarship (full amount)*
- *2nd semester 2003, 'Kwanjeong' Educational Foundation Scholarship (Recommended by Seoul National Univ.)*
- *2003, Plaque of Appreciation Award, Seoul National Univ. Hospital of the Children*

Other Experience to Note

- *2002 – 2003, Seoul National University Press, as a Journalist
Feature Article: "T. Adorno and modern music, what is the meaning of 'ART' in this age? - Commemorating the 100th Birth of T. Adorno."*
- *2001 – 2003, Seoul National University Children's Hospital, as a Volunteer Teacher (Music and English) for paediatric cancer patients.*
- *January 2001, Exchange Student Program 'Work and Travel' by YMCA, Wisconsin, USA*
- *November 1993, LTCL: Performance Diploma, Trinity College of Music, London, UK*