ASHWIN RAJADESINGAN **Mobile: (480)-435-2567**
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EDUCATION:

PhD (Information), University of Michigan – Ann Arbor, MI;	Fall 2017 – Present	GPA: 4.0/4.0
MS (Computer Science), Arizona State University – Tempe, AZ;	Graduated: Fall 2014	GPA: 4.0/4.0
B. Tech (Computer Science and Eng.), Vellore Institute of Technology – India;	Graduated: Spring 2012	GPA: 8.91/10.0

RESEARCH INTERESTS: Computational social science, social identity in social media, social network analysis, data mining

SKILL SET: Generalized linear multilevel models, causal inference, topic modeling, data mining techniques such as support vector machines (SVMs), decision trees, random forests, clustering **Languages**: Python, R, Stan

RELEVANT PROJECTS AND EXPERIENCE:

PhD student, University of Michigan (Advisors: Dr. Ceren Budak and Dr. Paul Resnick) **Sept 2017 – Present**

1. Understanding caste attitudes by analyzing data from online matrimonial sites
   - Quantified differences in caste attitudes between generations and between Indian residents and diaspora using 408K user profiles and their preferences from a major Indian matrimonial site.
   - Findings: Younger generation are more open to intercaste marriage. Individuals open to intercaste marriage are more individualistic in the qualities they desire, rather than favoring family-related qualities. The diaspora are significantly more open, and their openness increases with urban density.
   - Paper under review ICWSM - Smart, Responsible, and Upper Caste Only: Measuring Caste Attitudes through Large-Scale Analysis of Matrimonial Profiles
2. Examining how newcomers conform to civility norms in online political communities.
   - Quantified the relative importance of pre-entry and post-entry norm conforming processes using comment data from 100+ Reddit communities.
   - Findings: Newcomers learn civility norms *before* posting in a community, however this learning is not transformative. Users do not transfer their learnings from one community to another.

Senior Data Scientist, Doximity **Sept 2014 – Aug 2017**

1. Building and owning news recommendation system that personalizes homefeed and weekly newsletter for all Doximity users.
   - Developed multiple supervised/unsupervised models which perform functions including: clustering similar articles, identifying medical relevance and medical specialty relevance, recommending articles based on user topic interest from past article reads and collaborative filtering

Graduate Research Assistant, ASU (Advisor: Dr. Huan Liu) **Spring 2013 – Sept 2014**

1. Detecting Sarcasm on Twitter using Behavioral Modeling Approach (Master's Thesis)
   - Devised a supervised learning framework to identify sarcastic tweets by analyzing and exploiting user's inferred behavior traits through past tweets (83% accuracy). Inspired by social science research, features are modeled incorporating temporal, social and linguistic aspects of sarcasm.
2. TweetTracker – Tool to monitor/analyze emerging Humanitarian Assistance/Disaster Relief events through Twitter.

Research Intern, PreCog Lab, IIIT – Delhi, India (Advisor: Dr. Ponnurangam Kumaraguru) **Spring 2012**

1. PhishAri – Chrome plug-in to detect phishing tweets on Twitter (Undergrad Thesis)
   - Devised technique to detect phishing tweets using text mining, network analysis and supervised classifiers (92% accuracy).

PUBLICATIONS:

1. "Detecting Sarcasm on Twitter: A Behavioral Modeling Approach" - WSDM'15, Shanghai, China
2. "Identifying Users with Opposing Opinions in Twitter Debates" - SBP'14, Washington, DC
3. "PhishAri: Automatic Realtime Phishing Detection on Twitter" - eCrime'12, Puerto Rico
4. "Comment Spam Identification in Blogs using Comment-Blog Post Relationships and Content Analysis" - CICLing'12

AWARDS AND HONORS:

1. 2014 ASU President's Award for Innovation for developing technologies to "Empower Humanitarian Assistance and Disaster Relief with Social Media and Data Analytics" (Team Member: TweetTracker).
2. Best Paper Award at 7th APWG eCrime Researchers Summit (eCRS) 2012, Puerto Rico.
3. Graduate Research Assistantship 2013-14; IEEE eCrime Fighter Scholarship to attend eCrime'12; Travel - SBP'12.