ASHWIN RAJADESINGAN

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EDUCATION

University of Michigan Ann Arbor, MI   *Fall 2017 - Present*
PhD Student in Information   GPA: 4/10
Specialization: Computational Social Science, Social Computing
Advisors: Ceren Budak and Paul Resnick

Arizona State University Tempe, AZ   *Fall 2014*
MS in Computer Science   GPA: 4/10
Specialization: Data Mining, Machine Learning
Thesis: *Sarcasm Detection on Twitter: A Behavioral Modeling Approach*
Advisor: Huan Liu

Vellore Institute of Technology Vellore, India   *Spring 2012*
Bachelors in Computer Science and Engineering   GPA: 8.91/10
Thesis: *PhishAri: Automatic Realtime Phishing Detection on Twitter*
Advisor: Ponnurangam Kumaraguru

AWARDS AND HONORS

2019, ICWSM Best Paper Award
2014, ASU President's Award for Innovation (Team Member: TweetTracker)
2012, APWG eCRS Best Paper Award
2012, IEEE eCrime Fighter Scholarship

RESEARCH EXPERIENCE

Microsoft Research, Bangalore   Summer 2019
PhD Intern, Advisor: Joyojeet Pal

- Identified the centrality of leaders of different parties using both text and image shared in social media by the candidates contesting in the 2019 general elections in India.

- Preliminary results show that candidates and grassroots workers of traditionally leader-based parties such as the Shiv Sena campaigned more using the party's name rather than the leader's name.

University of Michigan, Ann Arbor MI   Fall 2017 - Present
Doctoral Student/Graduate Research Assistant

1. Caste in social media

   - Identified factors that influence openness to intercaste marriage using data from online matrimonial sites.

2. Norm maintenance in online communities

   - Quantified the relative strength of norm conforming processes in maintaining toxicity norms in online political communities.

Arizona State University, Tempe AZ   Spring 2013 - Fall 2014
Graduate Research Assistant, Data Mining Machine Learning Lab

1. Detecting Sarcasm on Twitter using Behavioral Modeling Approach (Master's Thesis)

- Inspired by social science research, devised a supervised learning framework to identify sarcastic tweets by modeling temporal, social and linguistic aspects of sarcasm.

2. TweetTracker - Tool to analyze emerging humanitarian assistance/disaster events through Twitter.

- Designed distributed MongoDB shards (and schema) optimized to enable fast storage/retrieval of hundreds of millions of tweets

Indraprastha Institute of Information Technology, Delhi · Spring 2012
Undergraduate Research Intern, PreCog Lab

- Built a chrome extention PhishAri to detect phishing tweets on Twitter (Undergrad Thesis)

- Devised technique to detect phishing tweets using text mining, network analysis and supervised classifiers (92% accuracy).

INDUSTRY EXPERIENCE

Doximity, San Francisco · September 2014 - June 2017
Senior Data Scientist

1. Built news recommendation system

- 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.

2. Improved search relevance

- Built query intent models and A/B testing to identify relevant attributes that should be boosted in ElasticSearch models.

PUBLICATIONS

1. **Rajadesingan, Ashwin**, Ramaswami Mahalingam, and David Jurgens. *"Smart, responsible, and upper caste only: measuring caste attitudes through large-scale analysis of matrimonial profiles."* Proceedings of the International AAAI Conference on Web and Social Media. ICWSM, 2019.

2. **Rajadesingan, Ashwin**, Reza Zafarani, and Huan Liu. *"Sarcasm detection on twitter: A behavioral modeling approach."* Proceedings of the Eighth ACM International Conference on Web Search and Data Mining. WSDM, 2015.

3. **Rajadesingan, Ashwin**, and Huan Liu. *"Identifying users with opposing opinions in Twitter debates."* International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction. SBP, 2014.

4. Aggarwal, Anupama, **Ashwin Rajadesingan**, and Ponnurangam Kumaraguru. *"PhishAri: Automatic realtime phishing detection on twitter."* IEEE APWG eCrime Researchers Summit, 2012.

5. **Rajadesingan, Ashwin**, and Anand Mahendran. *"Comment spam classification in blogs through comment analysis and comment-blog post relationships."* International Conference on Intelligent Text Processing and Computational Linguistics. CICLing, 2012.

SERVICE AND OTHER ACTIVITIES

2019, Contributor - "Being Brown: South Asian Narratives of Brownness in South East Michigan" - an art exhibit showcased at the Hatcher Graduate Library, University of Michigan.

2017, Community Partner Consultant - A2 DataDive