

Kunwoo Park

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| CURRENT POSITION | Department of Communication, University of California, Los Angeles, USA <i>Postdoctoral researcher</i> Advisor: Dr. Jungseock Joo | Mar. 2020 - Present |
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| EDUCATION | KAIST, Daejeon, South Korea | Feb. 2018 |
| | <i>Ph.D. in Graduate School of Web Science Technology, School of Computing</i> | |
| | <ul style="list-style-type: none"> • Advisor: Dr. Meeyoung Cha • Honored thesis: Identification and analysis of key factors driving longevity in online social platforms | |

KAIST, Daejeon, South Korea Feb. 2014
M.S. in Division of Web Science and Technology

- Advisor: Dr. Meeyoung Cha
- Thesis: Gender swapping and its effects in MMORPGs

Kwangwoon University, Seoul, South Korea
B.S. in Computer Science

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| RESEARCH INTEREST | My research interest is in computational social science. In particular, I analyze online misinformation and bias using data science/AI approaches toward the trustworthy and fair online environment, which would drive people to enjoy over a long time. |
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Below are the examples of my previous research, most of which I presented at top-tier CS conferences:

- Tackling online misinformation using machine learning (AAAI '19, FNDM)
- Discovering social biases using machine learning and counterfactual analysis (WWW '18, ICWSM '20)
- Identifying the role of social factors for user longevity (CSCW '16, WWW '17)

PEER-REVIEWED PUBLICATIONS (INTERNATIONAL)

1. BaitWatcher: A Lightweight Web Interface for the Detection of Incongruent News Headlines.
Kunwoo Park, Taegyun Kim, Seunghyun Yoon, Meeyoung Cha, Kyomin Jung.
to appear at Springer Book Chapters on Fake News, Disinformation, and Misinformation in Social Media (FNDM), 2020.
2. “Trust me, I have a Ph.D.”: A Propensity Score Analysis on the Halo Effect of Disclosing One’s Offline Social Status in Online Communities.
Kunwoo Park, Haewoon Kwak, Hyunho Song, Meeyoung Cha.
In proc. of the International AAAI Conference on Web and Social Media (ICWSM), 2020.
3. Learning How Spectator Reactions Affect Popularity on Twitch.
Jeongmin Kim, **Kunwoo Park**, Hyeonho Song, Jaimie Yejean Park, Meeyoung Cha.
In proc. of the IEEE International Conference on Big Data and Smart Computing (BigComp), 2020. (AR=23.7%)
4. Detecting Incongruity Between News Headline and Body Text via a Deep Hierarchical Encoder.
Seunghyun Yoon*, **Kunwoo Park***, Joongbo Shin, Hongjun Lim, Seungpil Won, Meeyoung Cha, Kyomin Jung.
In proc. of the AAAI Conference on Artificial Intelligence (AAAI), 2019. (AR=16%)
 - *The first two authors equally contributed to this work.
 - A short version of this work was presented at IPAM deep learning workshop, 2018.
 - This work was featured at YTN, Channel A, Joong daily, and many others (in Korean).
5. Positivity Bias in Customer Satisfaction Ratings.
Kunwoo Park, Meeyoung Cha, Eunhee Rhim.
In proc. of the Web Conference (WebConf) Companion, 2018.
 - This work was featured at etnews (in Korean).

6. Achievement and Friends: Key Factors of Player Retention Vary Across Player Levels in Online Multi-player Games.
Kunwoo Park, Meeyoung Cha, Haewoon Kwak, Kuan-Ta Chen.
In proc. of the International Conference on World Wide Web (WWW) Companion, 2017.
 - A short version of this work was presented at NetSci 2017.
7. Persistent Sharing of Fitness App Status on Twitter.
Kunwoo Park, Ingmar Weber, Meeyoung Cha, Chul Lee.
In proc. of the ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2016. (AR=25%)
 - A short version of this work was presented at NetSci 2016.
 - This work was featured at Mathematics Donga journal (in Korean).
8. Mining the Minds of Customers from Online Chat Logs.
Kunwoo Park, Jaewoo Kim, Jaram Park, Meeyoung Cha, Jiin Nam, Seunghyun Yoon, Eunhee Rhim.
In proc. of the ACM International Conference on Information and Knowledge Management (CIKM), 2015. (short paper)
9. Humour reactions in crisis: a proximal analysis of Chinese posts on sina weibo in reaction to the salt panic of march 2011.
Gareth Paul Beeston, Manuel Leon Urrutia, Caroline Halcrow, Xianni Xiao, Lu Liu, Jinchuan Wang, Jinho Jay Kim, **Kunwoo Park**.
In proc. of the International Conference on World Wide Web (WWW) Companion, 2014.
10. Voice of the Employees Resonated in Online Bamboo Forests.
Kunwoo Park, Jaram Park, SungKyu Park, Jaewoo Kim, Sejeong Kwon, Jinah Kwak, Meeyoung Cha.
In proc. of the ICWSM Workshop on Social Computing for Workforce 2.0, 2013.
11. Mood and Weather: Feeling the Heat?
Kunwoo Park, Seonggyu Lee, Eunae Kim, Minjee Park, Juyong Park, Meeyoung Cha.
In proc. of the International AAAI Conference on Web and Social Media (ICWSM), 2013. (short paper)
12. Gender Swapping and User Behaviors in Online Social Games.
Jing-Kai Lou*, **Kunwoo Park***, Meeyoung Cha, Juyong Park, Chin-Laung Lei, Kuan-Ta Chen.
In proc. of the International Conference on World Wide Web (WWW), 2013. (AR=15%)
 - *The first two authors equally contributed to this work.
 - A short version of this work was presented at Workshop on Information in Network (WIN), 2013.
 - This work was featured at Mathematics Donga journal (in Korean).

**PEER-REVIEWED
PUBLICATIONS
(DOMESTIC)**

1. Highlight Prediction on Online Streaming Video.
Hyunho Song, Jeongmin Kim, **Kunwoo Park**, Meeyoung Cha
In Proc. of the KIISE Conference, 2019.
2. A Deep Learning System that Detects Consistency of News Articles.
Taegyun Kim, **Kunwoo Park**, Meeyoung Cha
In Proc. of the KIISE Conference, 2018.
3. Classification of Hateful Comments in a Korean News Portal.
Seungche Kang, Jaeheon Kim, **Kunwoo Park**, Meeyoung Cha
In Proc. of the KIISE Conference, 2018.
4. Causal Effects of Offline Reputation Information on User Longevity in Online Social Platforms.
Kunwoo Park, Haewoon Kwak, Hyunho Song, Meeyoung Cha.
In Proc. of the KIISE Conference, 2017.
5. Churn Analysis of Max Level Users in Online Games.
Kunwoo Park, Meeyoung Cha.
In Journal of Korean Institute of Information Scientists and Engineers, 2017.
 - This work was featured at Korean broadcasting and daily such as YTN, ThisIsGame, Daily CnC, Yonhap News, Digital Times, Energy Economics, and Go Korea (in Korean).
6. Mining Activity-oriented Social Opinion of a Place : Using Word Embedding.
Jaewoo Kim, **Kunwoo Park**, Meeyoung Cha.
In Proc. of the KIISE Conference, 2016.

7. Early Detection of Counseling Satisfaction using Recurrent Neural Network.
Kunwoo Park, Meeyoung Cha, Eunhee Rhim.
In Proc. of the KIISE Conference, 2016.
8. Implementation of a Tendency-judging System for Mobile Social Network Services by Using the Module that Analyzes Emotional Words.
Kunwoo Park, Sunyeol Lim, Taeyang Lee, Jeonghoon Kim, Woongchul Choi.
In Proc. of the KIISE Conference, 2011.

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| RESEARCH EXPERIENCE | Postdoctoral Researcher at <i>Qatar Computing Research Institute</i> , Doha, Qatar Advisor: Dr. Sanjay Chawla | Dec. 2018 – Jan. 2020 |
| | Postdoctoral Researcher at <i>KAIST</i> , Daejeon, South Korea Advisor: Dr. Meeyoung Cha | Mar. 2018 – Oct. 2018 |
| | Research Associate at <i>Qatar Computing Research Institute</i> , Doha, Qatar Advisor: Dr. Haewoon Kwak | Dec. 2016 – Aug. 2017 |
| | Data Analysis & AI Intern at <i>Netmarble Games</i> , Seoul, South Korea | Jul. 2015 – Aug. 2015 |
| | Research Assistant at <i>Qatar Computing Research Institute</i> , Doha, Qatar Advisor: Dr. Ingmar Weber | Feb. 2014 – Aug. 2014 |
| | Trainee at <i>National Institute for Mathematical Science</i> , Daejeon, South Korea | Sep. 2012 – Dec. 2012 |
| ACADEMIC SERVICES | I have served as a Program Committee of international conferences (<i>ICWSM</i> , <i>WebSci</i> , <i>SocInfo</i>), and I also reviewed papers submitted to interdisciplinary and social science journals such as <i>Palgrave Communications</i> , <i>Online Information Review</i> , and <i>Journal of Advertising</i> . | |
| HONORS | <i>The Outstanding PhD Thesis Award</i> , School of Computing, KAIST | Feb. 2018 |
| | <i>Special Prize</i> (the 1st place among college teams), R&D Competition at Artificial Intelligence, the Institute for Information & communications Technology Promotion | Dec. 2017 |
| | <i>NAVER PhD Fellowship Award</i> , NAVER Corp | Jul. 2016 |
| | <i>Creative Award</i> , Tour Big Data Analysis Competition, the Korean Culture & Tourism Institute | Jul. 2014 |
| | <i>Student Travel Grant Award</i> , the ICWSM, AAAI | Jul. 2013 |
| | <i>Smart Award</i> , IBM Smarter Planet Contest, IBM Korea | Oct. 2010 |
| SKILLS | Fluency in Quantitative Methods: regression analysis, machine learning on text, propensity score analysis Excellence in Programming Languages: Python, R, SQL | |