

Kunwoo Park

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EDUCATION

- KAIST, Daejeon, South Korea
PhD in Graduate School of Web Science Technology, School of Computing Feb. 2018
- Advisor: Meeyoung Cha
 - GPA: 4.02 / 4.3
- KAIST, Daejeon, South Korea
MS in Web Science and Technology Feb. 2014
- Advisor: Meeyoung Cha
 - GPA: 4.0 / 4.3
- Kwangwoon University, Seoul, South Korea
BS in Computer Science Feb. 2012
- GPA: 3.94 / 4.5

RESEARCH INTERESTS

- Social computing and computational social science
- Identifying factors driving longevity in online social platforms
 - Discovering and quantifying human bias on the web and social media
 - Developing machine learning methods for fake news detection

PEER-REVIEWED PUBLICATIONS

1. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim. Positivity Bias in Customer Satisfaction Ratings, In *the Web Conference (WWW) Companion*, 2018. (to appear)
2. **Kunwoo Park**. Identification and analysis of key factors driving longevity in online social platforms. *Ph.D. Dissertation*, 2018.
 - The Outstanding PhD Thesis Award in School of Computing, KAIST
3. **Kunwoo Park** and Meeyoung Cha. Churn Analysis of Max Level Users in Online Games, 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).
4. **Kunwoo Park**, Meeyoung Cha, Haewoon Kwak, and Kuan-Ta Chen. Achievement and Friends: Key Factors of Player Retention Vary Across Player Levels in Online Multiplayer Games. In *the 26th International Conference on World Wide Web (WWW) Companion*, 2017.
 - Short version of this work was presented at NetSci 2017 (poster).
5. **Kunwoo Park**, Ingmar Weber, Meeyoung Cha, Chul Lee. Persistent Sharing of Fitness App Status on Twitter. In *Proceeding the 19th ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2016.
 - Short version of this work was presented at NetSci 2016 (poster).
 - This work was featured at Mathematics Donga journal (in Korean).
6. **Kunwoo Park**, Jaewoo Kim, Jaram Park, Meeyoung Cha, Jiin Nam, Seunghyun Yoon, and Eunhee Rhim. Mining the Minds of Customers from Online Chat Logs. In *the 24th ACM International on Conference on Information and Knowledge Management (CIKM)*, 2015.
7. **Kunwoo Park**, Juyong Park, Meeyoung Cha, and Kuan-Ta Chen. Status and social dynamics in online games. In *the 1st International Conference on Computational Social Science (IC2S2)*, 2015. (poster)
8. Gareth Paul Beeston, Manuel Leon Urrutia, Caroline Halcrow, Xianni Xiao, Lu Liu, Jinchuan Wang, Jinho Jay Kim, and **Kunwoo Park**. Humour reactions in crisis: a proximal analysis of Chinese posts on sina weibo in reaction to the salt panic of march 2011. In *the 23rd International Conference on World Wide Web (WWW) Companion*, 2014.

9. Jing-Kai Lou, **Kunwoo Park**, Kuan-Ta Chen, Juyong Park, and Meeyoung Cha. Social Networks and Hidden Node Information: Gender Swapping. In *the 5th Workshop on Information in Network (WIN)*, 2013. (poster)
10. **Kunwoo Park**, Jaram Park, SungKyu Park, Jaewoo Kim, Sejeong Kwon, Jinah Kwak, and Meeyoung Cha. Voice of the Employees Resonated in Online Bamboo Forests. In *the 7th ICWSM Workshop on Social Computing for Workforce 2.0*, 2013.
11. **Kunwoo Park**, Seonggyu Lee, Eunae Kim, Minjee Park, Juyong Park, and Meeyoung Cha. Mood and Weather: Feeling the Heat? In *the 7th International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2013. (poster)
12. Jing-Kai Lou, **Kunwoo Park**, Meeyoung Cha, Juyong Park, Chin-Laung Lei, and Kuan-Ta Chen. Gender Swapping and User Behaviors in Online Social Games. In *the 22nd International Conference on World Wide Web (WWW)*, 2013.
 - The first two authors equally contributed to this work.
 - This work was featured at Mathematics Donga journal (in Korean).

PROFESSIONAL EXPERIENCES

Research Associate at <i>Qatar Computing Research Institute</i> , Doha, Qatar	Dec. 2016 – Aug. 2017
<ul style="list-style-type: none"> • Mentor: Dr. Haewoon Kwak (haewoon@acm.org) • Project topic: effects of disclosing offline expertise on user behaviors in an online community (to be submitted) 	
Data Analysis & AI Intern at <i>Netmarble Games</i> , Seoul, South Korea	Jul. 2015 – Aug. 2015
<ul style="list-style-type: none"> • Project topic: predicting in-game purchase behaviors in a mobile game 	
Research Assistant at <i>Qatar Computing Research Institute</i> , Doha, Qatar	Feb. 2014 – Aug. 2014
<ul style="list-style-type: none"> • Mentor: Dr. Ingmar Weber (iweber@hbku.edu.qa) • Project topic: analysis of cross-platform information for persistent engagements in health app activities (CSCW '16) 	
Trainee at <i>National Institute for Mathematical Science</i> , Daejeon, South Korea	Sep. 2012 – Dec. 2012

ACADEMIC SERVICES

Program Committee of <i>ICWSM</i>	2015, 2017, 2018
Invited Reviewer of <i>Palgrave Communications</i>	2018
Invited Reviewer of <i>ACM CHI</i>	2018
Student Volunteer at <i>WWW</i>	2017

HONORS AND AWARDS

<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