

Kunwoo Park

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**CURRENT POSITION** School of AI Convergence, Soongsil University, Seoul, South Korea Mar. 2021 - Present  
Assistant professor  
Principal Investigator of the Human-Centered Language and Information Technologies (HUMANE) Lab.

**RESEARCH INTEREST** Human-Centered NLP Multimodal AI for Social Good

**EDUCATION** KAIST, Daejeon, South Korea Feb. 2018  
Ph.D. in Graduate School of Web Science Technology, School of Computing  
◦ Honored thesis: Identification and analysis of key factors driving longevity in online social platforms  
◦ Committee: Meeyoung Cha (advisor), Sung-hyon Myaeng, Sue Moon, Juyong Park, Dongman Lee

KAIST, Daejeon, South Korea Feb. 2014  
M.S. in Division of Web Science and Technology  
◦ Advisor: Meeyoung Cha  
◦ Thesis: Gender swapping and its effects in MMORPGs

Kwangwoon University, Seoul, South Korea Feb. 2012  
B.S. in Computer Science

**RESEARCH EXPERIENCES** Postdoctoral Researcher at University of California, Los Angeles, USA Mar. 2020 – Feb. 2021  
Advisor: Jungseock Joo

Postdoctoral Researcher at Qatar Computing Research Institute, Doha, Qatar Dec. 2018 – Jan. 2020  
Advisor: Sanjay Chawla

Postdoctoral Researcher at KAIST, Daejeon, South Korea Mar. 2018 – Oct. 2018  
Advisor: Meeyoung Cha

Research Associate at Qatar Computing Research Institute, Doha, Qatar Dec. 2016 – Aug. 2017  
Advisor: Haewoon Kwak

Research Assistant at Qatar Computing Research Institute, Doha, Qatar Feb. 2014 – Aug. 2014  
Advisor: Ingmar Weber

**ACADEMIC SERVICES** Co-tutorial chair at FAccT (2022), session chair at KDD (2021).

Program committee (reviewer) at AAAI (2021-2025), ACL (2021-2024), NAACL (2024), EACL (2023-2024), EMNLP (2021-2024), KDD (2021-2024), AACL (2022), WebConf (2021-2025), WSDM (2022-2025), ICWSM (2015-2024), SocialNLP (2021-2024), WiNLP (2024), and FEVER (2024).

Reviewer at Palgrave Communications, Online Information Review, Journal of Advertising, Information Processing and Management, International Journal of Press/Politics, EPJ Data Science, Computational Communication Research, International Journal of Communication, IEEE/ACM Transactions on Audio/Speech/Language Processing, and IEEE Access.

\* indicates an equal contribution.

PEER-REVIEWED  
INTERNATIONAL  
PUBLICATIONS

1. Yejun Yoon, Seunghyun Yoon, and **Kunwoo Park**. Assessing News Thumbnail Representativeness: Counterfactual text can enhance the cross-modal matching ability, *Annual Meetings for Association for Computational Linguistics (ACL)*, 2024. (BK IF=4)  
- Featured in 조선일보, 한겨레 등 다수 (in Korean).
2. Fan Huang, Haewoon Kwak, **Kunwoo Park**, and Jisun An. ChatGPT Rates Natural Language Explanation Quality Like Humans: But on Which Scales? *The Joint International Conference on Computational Linguistics, Language Resources and Evaluation (LREC-COLING)*, 2024. (BK IF=2)
3. Seonyeong Song, Jiyoung Han, and **Kunwoo Park**. A Data-Centric Contrastive Embedding Framework for Contextomized Quote Detection. *IEEE Access*, 2024. (IF=3.9)
4. Chaewon Park, Soohwan Kim, Kyubyong Park, and **Kunwoo Park**. K-HATERS: A Hate Speech Detection Corpus in Korean with Target-Specific and Fine-Grained Ratings. *The 2023 Conference on Empirical Methods in Natural Language Processing (EMNLP)*, 2023. (BK IF=3)  
- Featured in IT Daily (in Korean).
5. **Kunwoo Park** and Jungseock Joo. Perceived masculinity from Facebook photographs of candidates predicts electoral success. *EPJ Data Science*. (IF=3.63)
6. Seonyeong Song, Hyeonho Song, **Kunwoo Park\***, Jiyoung Han\*, and Meeyoung Cha. Detecting Contextomized Quotes in News Headlines by Contrastive Learning. *The 17th Conference of the European Chapter of the Association for Computational Linguistics (EACL)*, 2023. (BK IF=2)
7. Yingdan Lu, Jack Schaefer, **Kunwoo Park**, Jungseock Joo, and Jennifer Pan. How Information Flows from the World to China. *The International Journal of Press/Politics*, 2022. (IF=4.495)
8. Haewoon Kwak, Jisun An, and **Kunwoo Park**. Who is Missing? Characterizing Participation of Different Demographic Groups in a Korean Nationwide Daily Conversation Corpus. *The International AAAI Conference on Web and Social Media (ICWSM)*, 2022. (정보과학회 우수)
9. Hyewon Choi, Yejun Yoon, Seunghyun Yoon, and **Kunwoo Park**. How does fake news use a thumbnail? CLIP-based Multimodal Detection on the Unrepresentative News Image. *ACL workshop on Combating Online Hostile Posts in Regional Languages during Emergency Situation (ACL-W)*, 2022.
10. Hyeonho Song, **Kunwoo Park\***, and Meeyoung Cha\*. Finding epic moments in live content through deep learning on collective decisions. *EPJ Data Science*, 2021. (IF=4.333)
11. **Kunwoo Park**, Zhufeng Pan, and Jungseock Joo. Who Blames or Endorses Whom? Entity-to-Entity Directed Sentiment Extraction in News Text. *Annual Meetings of the Association for Computational Linguistics (ACL)*, 2021. (BK IF=4)
12. **Kunwoo Park**, Haewoon Kwak, Jisun An, and Sanjay Chawla. How-to Present News on Social Media: A Causal Analysis of Editing News Headlines for Boosting User Engagement. *The International AAAI Conference on Web and Social Media (ICWSM)*, 2021. (정보과학회 우수)
13. Seunghyun Yoon\*, **Kunwoo Park\***, Minwoo Lee, Taegyun Kim, Meeyoung Cha, and Kyomin Jung. Learning to Detect Incongruence in News Headline and Body Text via a Graph Neural Network. *IEEE Access*, 2021. (IF=3.745)  
- Featured in KBS and 수학동아 (in Korean).
14. Yu-i Ha\*, **Kunwoo Park\***, Su Jung Kim, Jungseock Joo, and Meeyoung Cha. Automatically Detecting Image-Text Mismatch on Instagram with Deep Learning. *Journal of Advertising*, 2021. (IF=6.302)
15. Danni Chen, **Kunwoo Park**, and Jungseock Joo. Understanding Gender Stereotypes and Electoral Success from Visual Self-presentations of Politicians in Social Media. *The ACM Multimedia Workshop on Media Analytics for Societal Trends (MM-W)*, 2020.
16. **Kunwoo Park**, Taegyun Kim, Seunghyun Yoon, Meeyoung Cha, and Kyomin Jung. BaitWatcher: A Lightweight Web Interface for the Detection of Incongruent News Headlines. *Disinformation, Misinformation, and Fake News in Social Media: Emerging Research Challenges and Opportunities (Book chapter)*, Springer, 2020.
17. **Kunwoo Park**, Haewoon Kwak, Hyeonho Song, and Meeyoung Cha. "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. *The International AAAI Conference on Web and Social Media (ICWSM)*, 2020. (AR=20%, 정보과학회 우수)

18. Jeongmin Kim, **Kunwoo Park**, Hyeonho Song, Jaimie Yejean Park, and Meeyoung Cha. Learning How Spectator Reactions Affect Popularity on Twitch. *IEEE International Conference on Big Data and Smart Computing (BigComp)*, 2020. (AR=23.7%)
19. **Kunwoo Park**\*, Seunghyun Yoon\*, Joongbo Shin, Hongjun Lim, Seungpil Won, Meeyoung Cha, and Kyomin Jung. Detecting Incongruity Between News Headline and Body Text via a Deep Hierarchical Encoder. *The AAAI Conference on Artificial Intelligence (AAAI)*, 2019. (AR=16.2%, BK IF=4)  
- Featured in YTN, Channel A, Joong daily, and many others (in Korean).
20. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim. Positivity Bias in Customer Satisfaction Ratings. *The Web Conference (WWW)*, 2018. (AR=17%, BK IF=4)  
- Featured in 전자신문 (in Korean).
21. **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. *The International Conference on World Wide Web (WWW)*, 2017. (AR=17%, BK IF=4)
22. **Kunwoo Park**, Ingmar Weber, Meeyoung Cha, and Chul Lee. Persistent Sharing of Fitness App Status on Twitter. *The ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2016. (AR=25%, BK IF=3)  
- Featured in 수학동아 (in Korean).
23. **Kunwoo Park**, Jaewoo Kim, Jaram Park, Meeyoung Cha, Jiin Nam, Seunghyun Yoon, and Eunhee Rhim. Mining the Minds of Customers from Online Chat Logs. *The ACM International Conference on Information and Knowledge Management (CIKM)*, 2015. (AR=25%, BK IF=3)
24. 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. *The International Conference on World Wide Web (WWW)*, 2014.
25. **Kunwoo Park**, Jaram Park, SungKyu Park, Jaewoo Kim, Sejeong Kwon, Jinah Kwak, and Meeyoung Cha. Voice of the Employees Resonated in Online Bamboo Forests. *The International AAAI Conference on Web and Social Media Workshop on Social Computing for Workforce 2.0 (ICWSM-W)*, 2013.
26. **Kunwoo Park**, Seonggyu Lee, Eunae Kim, Minjee Park, Juyong Park, and Meeyoung Cha. Mood and Weather: Feeling the Heat? *The International AAAI Conference on Web and Social Media (ICWSM)*, 2013. (AR=21%, 정보과학회 우수)
27. 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. *The International Conference on World Wide Web (WWW)*, 2013. (AR=15%, BK IF=4)  
- Featured in 수학동아 (in Korean).

**PEER-REVIEWED  
PUBLICATIONS  
(IN KOREAN)**

1. 정현우, **박건우**. 대규모 언어 모델의 소수 검증 능력 심층 평가: ChatGPT와 PaLM 2를 중심으로. *정보과학회논문지*, 2024.
2. 정현우, **박건우**. 대규모 언어 모델의 소수 검증 능력 심층 평가. *KSC*, 2023.
3. 송선영, 안제준, **박건우**. 자동화 팩트체크를 위한 대조학습 방법. *정보과학회논문지*, 2023.
4. 윤예준, 정현우, 윤승현, **박건우**. 뉴스 이미지 대표성 파악을 위한 다국어 CLIP 기반 대조학습 프레임 워크: 국·영문 교차 언어 실험. *KCC*, 2023.
5. 안제준, **박건우**. 초거대 언어 모델 요약문을 활용한 경량 요약 방법. *KSC*, 2022.
6. **박건우**. 자연어처리 모델의 예측 편향, 어디에서 왔을까?. *정보과학회지*, 2022.
7. 윤예준, **박건우**, 윤승현. 기사 내용과 관련 없는 대표 이미지를 사용하는 뉴스 기사 탐지: 다국어 CLIP을 활용하여. *KCC*, 2022.
8. 송선영, **박건우**, 한지영, 차미영. 텍스트 분류 모델의 예측 편향 감소 방법론: 한국어 뉴스 인용구 감성 분석 사례를 중심으로. *KCC*, 2022.
9. 박채원, **박건우**. 텍스트 분류를 위한 질문 형태의 데이터 증강 기법. *KCC*, 2022.
10. 송현호, **박건우**, 차미영. 인기 클립 탐지를 위한 트위터 이모트 임베딩 방법. *정보과학회논문지*, 2020.
11. **박건우**, 차미영. 온라인 게임 내 최고 레벨 유저의 이탈 분석. *정보과학회논문지*, 2017.  
- YTN, 디스이즈게임 등 다수 언론 보도.

## INVITED TALKS

1. 온라인 사회 문제 해결: AI에 의한, AI를 위한.  
카카오 공공선 포럼, Seongnam, June 2024.
2. AI융합 분야 교수 임용 후기 및 취업 전망.  
Kwangwoon University, Seoul, November 2023.
3. AI for Journalism: Task-Adaptive Contrastive Learning for Understanding News Snippet Representativeness. KAIST, online, October 2023.
4. Task-Adaptive Contrastive Learning for Assessing News Snippet Representativeness.  
UNIST, online, October 2023.
5. By the AI, for the AI: Tackling misinformation and social bias.  
Korea Computer Congress, Jeju, June 2023.
6. AI for Journalism and media studies.  
Guest lecture, Sungkyunkwan University, Seoul, May 2022.
7. Data-Centric Contrastive Learning for Representativeness of News Snippets.  
Institute of Basic Science, Daejeon, April 2022.
8. My research trajectory and a few tips based on reflection.  
Guest lecture at CS564, KAIST, online, April 2022.
9. KAIST AI+X Forum: Meet the data scientists.  
KAIST, Daejeon, December 2021.
10. NLP-based efforts for tackling misinformation in online news media.  
Kyung Hee University, online, November 2021.
11. 뉴스 진위성 탐지 연구 동향 소개.  
Saltlux, Seoul, May 2021.
12. Detecting Incongruent News Headlines by Domain-Specific Neural Architectures.  
Institute of Basic Science, online, April 2021.
13. How to be successful in social media? A causal analysis of 8 media's news sharing practices on Twitter.  
C+J Symposium, online, February 2021.
14. Understanding Gender Stereotyped Self-presentations of Politicians.  
Guest lecture at Comm188C, UCLA, online, May 2020.
15. Hands-on Experiences on Attention-based RNN.  
IBS Deep Learning Summer School, Institute of Basic Science, Daejeon, June 2019.
16. Detecting Misleading Headlines in Online News.  
QCAI Deep Engineering Week, Qatar Computing Research Institute, Doha, May 2019.

## TEACHING EXPERIENCES

*At Soongsil University*

|   |                          |
|---|--------------------------|
| Introduction to Artificial Intelligence                               | 2024 Fall                |
| Natural Language Processing   | 2024 Fall, 2023 Fall     |
| Data Science  | 2024 Spring, 2023 Spring |
| Deep Learning and Natural Language Processing (for graduate students) | 2024 Spring, 2022 Fall   |
| AI-based Thinking and Problem Solving Skills                          | 2022 Spring, 2021 Spring |
| C Programming and Exercises   | 2021 Fall                |
| Discrete Mathematics  | 2022 Fall, 2021 Fall     |
| Engineering Mathematics   | 2021 Spring              |

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|---------------|---|-----------|
| <b>HONORS</b> | <i>2nd place, AVeriTeC shared task, FEVER workshop (co-located with EMNLP 2024).</i>  | Aug. 2024 |
|               | <i>Outstanding Paper Award, Korea Software Congress.</i>  | Dec. 2023 |
|               | <i>Best Paper Award, Korean Artificial Intelligence Association.</i>  | Jul. 2023 |
|               | <i>Outstanding Presentation Award, Korea Computer Congress.</i>   | Jun. 2022 |
|               | <i>Best PC Award, ICWSM.</i>  | Jun. 2021 |
|               | <i>Best PC Award, The Web Conference.</i>   | Apr. 2021 |
|               | <i>The Outstanding PhD Thesis Award, School of Computing, KAIST.</i>  | Feb. 2018 |
|               | <i>Special Prize (the 1st place among college teams), R&amp;D Competition at Artificial Intelligence, Ministry of Science and ICT, Republic of Korea.</i> | Dec. 2017 |
|               | <i>NAVER PhD Fellowship Award, NAVER Corp.</i>  | Jul. 2016 |
|               | <i>Creative Award, Tour Big Data Analysis Competition, the Korean Culture &amp; Tourism Institute.</i>  | Jul. 2014 |
|               | <i>Smart Award, IBM Smarter Planet Contest, IBM Korea.</i>  | Oct. 2010 |

|                   |  |
|-------------------|--|
| <b>REFERENCES</b> | Dr. Meeyoung Cha (Scientific Director/Professor at MPI-SP/KAIST, mia.cha@mpi-sp.org) |
|                   | Dr. Jungseock Joo (Associate professor at UCLA, jjoo@comm.ucla.edu)                  |
|                   | Dr. Haewoon Kwak (Associate professor at Indiana University, haewoon@acm.org)        |