

## Kunwoo Park

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<b>CURRENT POSITION</b>	University of California, Los Angeles, USA <i>Postdoctoral researcher</i> Advisor: Dr. Jungseock Joo	Mar. 2020 - Present
<b>RESEARCH INTEREST</b>	<b>Data Science    Deep Learning    Natural Language Processing    Computational Social Science</b>  I am interested in tackling emerging social issues through analyzing online data and providing data-driven solutions for mitigating the problems. Recent interest focuses on detecting misinformation and social bias in online media platforms, and understanding its effects on future audience behaviors.	
<b>EDUCATION</b>	KAIST, Daejeon, South Korea <i>Ph.D. in Graduate School of Web Science Technology, School of Computing</i> <ul style="list-style-type: none"><li>◦ Honored thesis: Identification and analysis of key factors driving longevity in online social platforms</li><li>◦ Committee: Meeyoung Cha (advisor), Sung-hyon Myaeng, Sue Moon, Juyong Park, Dongman Lee</li></ul>	Feb. 2018
	KAIST, Daejeon, South Korea <i>M.S. in Division of Web Science and Technology</i> <ul style="list-style-type: none"><li>◦ Advisor: Meeyoung Cha</li><li>◦ Thesis: Gender swapping and its effects in MMORPGs</li></ul>	Feb. 2014
	Kwangwoon University, Seoul, South Korea <i>B.S. in Computer Science</i>	Feb. 2012
<b>ACADEMIC SERVICES</b>	Technical Program Committee (Reviewer) of <i>WWW</i> (2021), <i>AAAI</i> (2021), <i>ICWSM</i> (2015, 2017-2021), <i>WebSci</i> (2019-2021), <i>SocInfo</i> (2020).  Editorial Board of <i>Frontiers in Big Data</i> (2020-present).  External Reviewer of <i>Palgrave Communications</i> , <i>Online Information Review</i> , <i>Journal of Advertising</i> , <i>International Journal of Press/Politics</i> , <i>EPJ Data Science</i> , <i>IEEE Access</i> .  Student Volunteer at <i>WWW</i> 2017.	
<b>RESEARCH EXPERIENCES</b>	Postdoctoral Researcher at Qatar Computing Research Institute, Doha, Qatar Advisor: Sanjay Chawla	Dec. 2018 – Jan. 2020
	Postdoctoral Researcher at KAIST, Daejeon, South Korea Advisor: Meeyoung Cha	Mar. 2018 – Oct. 2018
	Research Associate at Qatar Computing Research Institute, Doha, Qatar Advisor: Haewoon Kwak	Dec. 2016 – Aug. 2017
	Data Analysis & AI Intern at Netmarble Games, Seoul, South Korea	Jul. 2015 – Aug. 2015
	Research Assistant at Qatar Computing Research Institute, Doha, Qatar Advisor: Ingmar Weber	Feb. 2014 – Aug. 2014
	Trainee at National Institute for Mathematical Science, Daejeon, South Korea	Sep. 2012 – Dec. 2012

**PEER-REVIEWED PUBLICATIONS (INTERNATIONAL)** \* indicates an equal contribution.

1. **Kunwoo Park**, Haewoon Kwak, Jisun An, and Sanjay Chawla. Understanding the Effects of Editing News Headlines by Media Accounts on Social Media Engagement through Computational Frameworks. *To appear at the International AAAI Conference on Web and Social Media (ICWSM)*, 2021.
2. 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. *Accepted at IEEE Access*, 2021. (IF=3.745)
3. Yu-i Ha\*, **Kunwoo Park\***, Su Jung Kim, Jungseock Joo, and Meeyoung Cha. Automatically Detecting Image-Text Mismatch on Instagram with Deep Learning. In *Journal of Advertising*, 2021. (IF=6.302)
4. Danni Chen, **Kunwoo Park**, and Jungseock Joo. Understanding Gender Stereotypes and Electoral Success from Visual Self-presentations of Politicians in Social Media. In *proc. of the ACM Multimedia Workshop on Media Analytics for Societal Trends*, 2020.
5. **Kunwoo Park**, Taegyun Kim, Seunghyun Yoon, Meeyoung Cha, and Kyomin Jung. BaitWatcher: A Lightweight Web Interface for the Detection of Incongruent News Headlines. In *Fake News, Disinformation, and Misinformation in Social Media (FNDM)*, Springer, 2020.
6. **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. In *proc. of the International AAAI Conference on Web and Social Media (ICWSM)*, 2020. (AR=20%)
7. Jeongmin Kim, **Kunwoo Park**, Hyeonho Song, Jaimie Yejean Park, and Meeyoung Cha. Learning How Spectator Reactions Affect Popularity on Twitch. In *proc. of the IEEE International Conference on Big Data and Smart Computing (BigComp)*, 2020. (Oral presentation, AR=23.7%)
8. Seunghyun Yoon\*, **Kunwoo Park\***, Joongbo Shin, Hongjun Lim, Seungpil Won, Meeyoung Cha, and Kyomin Jung. Detecting Incongruity Between News Headline and Body Text via a Deep Hierarchical Encoder. In *proc. of the AAAI Conference on Artificial Intelligence (AAAI)*, 2019. (AR=16.2%)  
*Featured in YTN, Channel A, Joong daily, and many others (in Korean).*
9. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim. Positivity Bias in Customer Satisfaction Ratings. In *proc. of the Web Conference (WWW) Companion*, 2018.  
*Featured in etnews (in Korean).*
10. **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 *proc. of the International Conference on World Wide Web (WWW) Companion*, 2017. (AR=17%)
11. **Kunwoo Park**, Ingmar Weber, Meeyoung Cha, and Chul Lee. Persistent Sharing of Fitness App Status on Twitter. In *proc. of the ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2016. (AR=25%)  
*Featured in Mathematics Donga journal (in Korean).*
12. **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 *proc. of the ACM International Conference on Information and Knowledge Management (CIKM)*, 2015. (short paper, AR=25%)
13. 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 *proc. of the International Conference on World Wide Web (WWW)*, 2014.
14. **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 *proc. of the ICWSM Workshop on Social Computing for Workforce 2.0*, 2013.
15. **Kunwoo Park**, Seonggyu Lee, Eunae Kim, Minjee Park, Juyong Park, and Meeyoung Cha. Mood and Weather: Feeling the Heat? In *proc. of the International AAAI Conference on Web and Social Media (ICWSM)*, 2013. (short paper, AR=21%)
16. 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 *proc. of the International Conference on World Wide Web (WWW)*, 2013. (AR=15%)  
*Featured in Mathematics Donga journal (in Korean).*

<b>PEER-REVIEWED PUBLICATIONS (DOMESTIC)</b>	<ol style="list-style-type: none"> <li>1. Hyeonho Song, <b>Kunwoo Park</b> and Meeyoung Cha. An Embedding Method of Emotes for the Detection of Popular Clips on Twitch.tv. <i>In Journal of KIISE</i>, 2020.</li> <li>2. <b>Kunwoo Park</b> and Meeyoung Cha. Churn Analysis of Max Level Users in Online Games. <i>In Journal of KIISE</i>, 2017. <i>Featured at YTN, ThisIsGame, and many more (in Korean).</i></li> </ol>												
<b>TEACHING EXPERIENCES</b>	<ol style="list-style-type: none"> <li>1. Understanding Gender Stereotyped Self-presentations of Politicians, Guest Lecture at Comm 188C. University of California, Los Angeles, May 2020.</li> <li>2. Hands-on Experiences on Attention-based RNN, Lecture at IBS Deep Learning Summer School. Institute of Basic Science, June 2019.</li> <li>3. Detecting Misleading Headlines in Online News, Lecture at QCAI Deep Engineering Week. Qatar Computing Research Institute, May 2019.</li> <li>4. Guest Lecture at CS 564. KAIST, June 2018.</li> <li>5. Teaching Assistant at WST 891. KAIST, September to December 2012.</li> </ol>												
<b>HONORS</b>	<table> <tr> <td><i>The Outstanding PhD Thesis Award</i>, School of Computing, KAIST</td> <td>Feb. 2018</td> </tr> <tr> <td><i>Special Prize</i> (the 1st place among college teams), R&amp;D Competition at Artificial Intelligence, Ministry of Science and ICT, Republic of Korea</td> <td>Dec. 2017</td> </tr> <tr> <td><i>NAVER PhD Fellowship Award</i>, NAVER Corp</td> <td>Jul. 2016</td> </tr> <tr> <td><i>Creative Award</i>, Tour Big Data Analysis Competition, the Korean Culture &amp; Tourism Institute</td> <td>Jul. 2014</td> </tr> <tr> <td><i>Student Travel Grant Award</i>, the ICWSM, AAAI</td> <td>Jul. 2013</td> </tr> <tr> <td><i>Smart Award</i>, IBM Smarter Planet Contest, IBM Korea</td> <td>Oct. 2010</td> </tr> </table>	<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, Ministry of Science and ICT, Republic of Korea	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
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<b>REFERENCES</b>	<p>Dr. Meeyoung Cha (Associate professor at KAIST / meeyoungcha@kaist.ac.kr)</p> <p>Dr. Jungseock Joo (Assistant professor at University of California, Los Angeles / jjoo@comm.ucla.edu)</p> <p>Dr. Haewoon Kwak (Associate professor at Singapore Management University / haewoon@acm.org)</p>												