Kunwoo Park

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EDUCATION

KAIST, Daejeon, South Korea
PhD in Graduate School of Web Science Technology, School of Computing   Feb. 2018
- Dissertation topic: Identification and analysis of key factors driving longevity in online social platforms (honored the Outstanding PhD Dissertation Award in School of Computing, KAIST)

KAIST, Daejeon, South Korea
MS in Division of Web Science and Technology   Feb. 2014
- Dissertation topic: Gender swapping and its effects in MMORPGs

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

RESEARCH INTEREST

I am interested in applying data science approaches to web-scale dataset (e.g., digitally logged user behaviors, online chat logs, news article) to revolutionize online systems and tackle real-world problems. Research topics of interest include, but are not limited to:
- Detecting online misinformation using deep learning approaches
- Discovering social biases on the web environment
- Identifying factors driving long-term user engagement

PEER-REVIEWED PUBLICATIONS

1. 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 *the AAAI Conference on Artificial Intelligence (AAAI)*, 2019.
   - 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).

2. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim. "Positivity Bias in Customer Satisfaction Ratings" In *the 27th Web Conference (WWW) Companion*, 2018.
   - This work was featured at etnews (in Korean).

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 Enconomics, 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 *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. **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.

10. **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)

11. 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.
    - 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).

RESEARCH EXPERIENCE	**Postdoctoral Researcher** at *KAIST*, Daejeon, South Korea	Mar. 2018 – Oct. 2018

RESEARCH EXPERIENCE

Postdoctoral Researcher at *KAIST*, Daejeon, South Korea   Mar. 2018 – Oct. 2018
- Supervisor: Prof. Meeyoung Cha
- Topic: Detecting incongruent news articles using hierarchical deep networks

Research Associate at *Qatar Computing Research Institute*, Doha, Qatar   Dec. 2016 – Aug. 2017
- Mentor: Dr. Haewoon Kwak
- Topic: Halo effects by exposing expertise on achieving community feedback

Data Analysis & AI Intern at *Netmarble Games*, Seoul, South Korea   Jul. 2015 – Aug. 2015
- Predicting in-game purchase behaviors in a mobile game

Research Assistant at *Qatar Computing Research Institute*, Doha, Qatar   Feb. 2014 – Aug. 2014
- Mentor: Dr. Ingmar Weber
- Analyzing cross-platform information for persistent sharing of health app status on Twitter

Trainee at *National Institute for Mathematical Science*, Daejeon, South Korea   Sep. 2012 – Dec. 2012

ACADEMIC SERVICES

Program Committee of *ICWSM*   2015, 2017, 2018

Invited Reviewer of *Palgrave Communications*, *Online Information Review*   2018

Invited Reviewer of *ACM CHI*   2018

Student Volunteer at *WWW*   2017

SKILLS

Fluency in Quantitative Methods: statistics, machine (deep) learning, social network analysis

Excellence in Programming Languages: Python, Java, R, SQL

Familiarity with Big data framework: Apache Pig on Hadoop

SELECTED HONORS

The Outstanding PhD Thesis Award, School of Computing, KAIST.   Feb. 2018

Special Prize (the 1st place among college teams), R&D Competition at Artificial Intelligence, the Institute for Information & communications Technology Promotion.   Dec. 2017

NAVER PhD Fellowship Award, NAVER Corp.   Jul. 2016