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 Human-Centered Language and Data Intelligence (HUMANE) Lab.

RESEARCH INTEREST
Language Intelligence   **Data Science**   **AI for Social Good**   **Computational Social Science**

My interdisciplinary research lies at the intersection of language intelligence, data science, and social science. I am broadly interested in addressing societal challenges, with recent work focusing on misinformation and social bias, issues that can be propagated by both humans and generative AI. To tackle these challenges, we formulates technical problems through dataset curation, develops language-oriented AI methods aligned with human perspectives, and applies these methods to real-world data. My work has been published in leading venues in NLP, data science, and interdisciplinary research, including ACL, WWW, and ICWSM.

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
2025
- Area Chair at *ACL Rolling Review*
- Session Chair at *ACL*
- Reviewer at *AAAI, CIKM, FEVER, WiNLP, IEEE TPAMI, ACM TIST, EPJ Data Science*

2024
- Reviewer at *ACL Rolling Review, AAAI, WebConf, WSDM, KDD, ICWSM, FEVER, SocialNLP, EPJ Data Science, IEEE/ACM TASLP, ACM TIST, Computational Communication Research*

2023
- Reviewer at *ACL Rolling Review, AAAI, WebConf, KDD, WSDM, Int. J. of Communication*

2022
- Co-tutorial Chair at *FAccT*
- Reviewer at *ACL Rolling Review, AAAI, WebConf, KDD, WSDM, ICWSM, ASONAM, SocialNLP*

2021
- Session Chair at *KDD*
- Reviewer at *ACL, EMNLP AAAI, WebConf, KDD, WSDM, ICWSM, ASONAM, WebSci, SocialNLP, Computational Communication Research*

Until 2021
- Reviewer at *AAAI, WebConf, ICWSM, EPJ Data Science, J. of Advertising, Int. J. of Press/Politics, Palgrave Communications, Online Information Review, Information Processing and Management*
- Student Volunteer at *WWW* 2017

PEER-REVIEWED INTERNATIONAL PUBLICATIONS

*: CO-FIRST
†: CORRESPONDING

1. Dahyun Lee, Jonghyeon Choi, Jiyoung Han, and **Kunwoo Park**†.
Journalism-Guided Agentic In-Context Learning for News Stance Detection.
EMNLP, 2025 (to appear).

2. Yejun Yoon, Jaeyoon Jung, Seunghyun Yoon, and **Kunwoo Park**†.
Team HUMANE at AVeriTeC 2025: HerO 2 for Efficient Fact Verification.
ACL Workshop on the Fact Extraction and VERification (FEVER), 2025.

3. Yejun Yoon, Jaeyoon Jung, Seunghyun Yoon, and **Kunwoo Park**†.
Hypothetical Documents or Knowledge Leakage? Rethinking LLM-based Query Expansion.
ACL (Findings), 2025.

4. Yejun Yoon, Jaeyoon Jung, Seunghyun Yoon, and **Kunwoo Park**†.
HerO at AVeriTeC: The Herd of Open Large Language Models for Verifying Real-World Claims.
EMNLP Workshop on the Fact Extraction and VERification (FEVER), 2024.
- *Featured* in Hankyoreh and many others (in Korean).

5. Yejun Yoon, Seunghyun Yoon, and **Kunwoo Park**†.
Assessing News Thumbnail Representativeness: Counterfactual text can enhance the cross-modal matching ability. *ACL (Findings)*, 2024.
- *Featured* in Chosun Daily, Hankyoreh, and many others (in Korean).

6. 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.

7. Seonyeong Song, Jiyoung Han, and **Kunwoo Park**†.
A Data-Centric Contrastive Embedding Framework for Contextomized Quote Detection.
IEEE Access, 2024. (IF=3.9)

8. 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.
EMNLP (Findings), 2023.
- *Featured* in IT Daily (in Korean).

9. **Kunwoo Park**† and Jungseock Joo.
Perceived masculinity from Facebook photographs of candidates predicts electoral success.
EPJ Data Science. (IF=3.63)

10. Seonyeong Song, Hyeonho Song, **Kunwoo Park**†, Jiyoung Han, and Meeyoung Cha.
Detecting Contextomized Quotes in News Headlines by Contrastive Learning.
EACL (Findings), 2023. (BK IF=2)

11. 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)

12. 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.

13. 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*, 2022.

14. 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)

15. **Kunwoo Park**, Zhufeng Pan, and Jungseock Joo.
Who Blames or Endorses Whom? Entity-to-Entity Directed Sentiment Extraction in News Text.
ACL (Findings), 2021.

16. **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.

17. 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 Math DongA (in Korean).

18. 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)

19. 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, 2020.

20. **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.

21. **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%)

22. 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%)

23. 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.
The AAAI Conference on Artificial Intelligence (AAAI), 2019. (AR=16.2%, BK IF=4)
- *Featured* in YTN, JoongAng Daily, and many others (in Korean).

24. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim.
Positivity Bias in Customer Satisfaction Ratings.
The Web Conference (WWW), 2018. (AR=17%)
- *Featured* in Electronic Times (in Korean).

25. **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%)

26. **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%)
- *Featured* in Math DongA (in Korean).

27. **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%)

28. 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.

29. **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, 2013.

30. **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%)

31. 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 Math DongA (in Korean).

PEER-REVIEWED PUBLICATIONS (IN KOREAN)

1. 이다현, 한지영, **박건우**. 균형 잡힌 뉴스 소비를 위한 한국어 뉴스의 사건 대상 입장 탐지. *PROCEEDINGS OF HCI KOREA*, 2025.

2. **박건우**. 자동화 팩트체킹 연구 동향: 벤치마크 데이터셋 중심으로. *한국정보과학회 정보과학회지*, 2025.

3. 송선영, 윤예준, **박건우**. 맥락 품질을 고려한 검색 증강 생성: 한국어 기반 자동화 팩트체킹을 중심으로. *Korean DataBase Conference(KDBC) 논문집*, 2024.

4. 정현우, **박건우**. 대규모 언어 모델의 소수 검증 능력 심층 평가: ChatGPT와 PaLM 2를 중심으로. *정보과학회논문지*, 2024.

5. 정현우, **박건우**. 대규모 언어 모델의 소수 검증 능력 심층 평가. *KSC*, 2023.

6. 송선영, 안제준, **박건우**. 자동화 팩트체킹을 위한 대조학습 방법. *정보과학회논문지*, 2023.

7. 윤예준, 정현우, 윤승현, **박건우**. 뉴스 이미지 대표성 파악을 위한 다국어 CLIP 기반 대조학습 프레임워크: 국·영문 교차 언어 실험. *KCC*, 2023.

8. 안제준, **박건우**. 초거대 언어 모델 요약문을 활용한 경량 요약 방법. *KSC*, 2022.

9. **박건우**. 자연어처리 모델의 예측 편향, 어디에서 왔을까?. *정보과학회지*, 2022.

10. 윤예준, **박건우**, 윤승현. 기사 내용과 관련 없는 대표 이미지를 사용하는 뉴스 기사 탐지:다국어 CLIP을 활용하여. *KCC*, 2022.

11. 송선영, **박건우**, 한지영, 차미영. 텍스트 분류 모델의 예측 편향 감소 방법론:한국어 뉴스 인용구 감성 분석 사례를 중심으로. *KCC*, 2022.

12. 박채원, **박건우**. 텍스트 분류를 위한 질문 형태의 데이터 증강 기법. *KCC*, 2022.

13. 송현호, **박건우**, 차미영. 인기 클립 탐지를 위한 트위치 이모트 임베딩 방법. *정보과학회논문지*, 2020.

14. **박건우**, 차미영. 온라인 게임 내 최고 레벨 유저의 이탈 분석. *정보과학회논문지*, 2017.
    - YTN, 디스이즈게임 등 다수 언론 보도.

<table>
<tr><td>INVITED TALKS</td><td>

1. Large Language Models for Social Good: What Do These Technologies Miss? University of Florida, August 2025.

2. Large Language Models for Social Good: Tackling Misinformation and Bias. KDI School, June 2025.

3. 온라인 사회 문제 해결: AI에 의한, AI를 위한. 카카오 공공선 포럼, Seongnam, June 2024.

4. Guest lecture, Kwangwoon University, November 2023.

5. AI for Journalism: Task-Adaptive Contrastive Learning for Understanding News Snippet Representativeness. KAIST (online), October 2023.

6. Task-Adaptive Contrastive Learning for Assessing News Snippet Representativeness. UNIST (개 online), October 2023.

7. By the AI, for the AI: Tackling misinformation and social bias. Korea Computer Congress, June 2023.

8. AI for Journalism and media studies. Guest lecture, Sungkyunkwan University, May 2022.

9. Data-Centric Contrastive Learning for Representativeness of News Snippets. Institute of Basic Science, April 2022.

10. Guest lecture at CS564, KAIST (online), April 2022.

11. KAIST AI+X Forum: Meet the data scientists. KAIST, December 2021.

12. NLP-based efforts for tackling misinformation in online news media. Kyung Hee University (online), November 2021.

13. 뉴스 진위성 탐지 연구 동향 소개. Saltlux, May 2021.

14. Detecting Incongruent News Headlines by Domain-Specific Neural Architectures. Institute of Basic Science (online), April 2021.

15. 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.

16. Guest lecture at Comm188C, UCLA (online), May 2020.

17. Hands-on Experiences on Attention-based RNN. IBS Deep Learning Summer School, Institute of Basic Science, June 2019.

18. Detecting Misleading Headlines in Online News. QCAI Deep Engineering Week, Qatar Computing Research Institute, May 2019.

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TEACHING EXPERIENCES

At Soongsil University

Introduction to Artificial Intelligence	2025 Fall, 2024 Fall
Natural Language Processing	2025 Fall, 2024 Fall, 2023 Fall
Data Science	2025 Spring, 2024 Spring, 2023 Spring
Deep Learning and Natural Language Processing	2025 Spring, 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

HONORS		
	2nd place, AVeriTeC shared task, FEVER workshop (co-located with ACL 2025).	Jul. 2025
	2nd place, AVeriTeC shared task, FEVER workshop (co-located with EMNLP 2024).	Nov. 2024
	Outstanding Paper Award, Korea Software Congress.	Dec. 2023
	Best Paper Award, Korean Artificial Intelligence Association.	Jul. 2023
	Outstanding Presentation Award, Korea Computer Congress.	Jun. 2022
	Best PC Award, ICWSM.	Jun. 2021
	Best PC Award, The Web Conference.	Apr. 2021
	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, Ministry of Science and ICT, Republic of Korea.	Dec. 2017
	NAVER PhD Fellowship Award, NAVER Corp.	Jul. 2016
	Creative Award, Tour Big Data Analysis Competition, the Korean Culture & Tourism Institute.	Jul. 2014
	Smart Award, IBM Smarter Planet Contest, IBM Korea.	Oct. 2010

REFERENCES   Dr. Meeyoung Cha (Scientific Director/Professor at MPI-SP/KAIST, mia.cha@mpi-sp.org)

Dr. Jungseock Joo (Principal Engineer/Associate Professor at NVIDIA/UCLA, jjoo@comm.ucla.edu)

Dr. Haewoon Kwak (Associate Professor at Indiana University, haewoon@acm.org)