Kunwoo Park

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CURRENT POSITION

University of California, Los Angeles, USA — Mar. 2020 - Present
Postdoctoral researcher
Advisor: Dr. Jungseock Joo

RESEARCH INTEREST

Data Science   **Deep Learning**   **Natural Language Processing**   **Computational Social Science**

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.

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

ACADEMIC SERVICES

Technical Program Committee (Reviewer) of *WWW* (2021), *AAAI* (2021), *ICWSM* (2015, 2017-2021), *WebSci* (2019-2021), *SocInfo* (2020).

Editorial Board of *Frontiers in Big Data* (2020-present).

External Reviewer of *Palgrave Communications*, *Online Information Review*, *Journal of Advertising*, *International Journal of Press/Politics*, *EPJ Data Science*, *IEEE Access*.

Student Volunteer at *WWW* 2017.

RESEARCH EXPERIENCES

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

Data Analysis & AI Intern at Netmarble Games, Seoul, South Korea — Jul. 2015 – Aug. 2015

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

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

* 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).

Manuscripts under review

1. Finding Epic Moments in Long-Tail Live Content through Learning on Collective Decisions.
2. Visual Leadership: Inferring Personal Traits and Gender Cues from Photographs in 2018 U.S. Elections.
3. Who Blames or Endorses Whom? Extracting Directed Sentiment between Political Entities in News Articles.

PEER-REVIEWED PUBLICATIONS (DOMESTIC)

1. Hyeonho Song, **Kunwoo Park** and Meeyoung Cha. An Embedding Method of Emotes for the Detection of Popular Clips on Twitch.tv. *In Journal of KIISE*, 2020.
2. **Kunwoo Park** and Meeyoung Cha. Churn Analysis of Max Level Users in Online Games. *In Journal of KIISE*, 2017.
   Featured at YTN, ThisIsGame, and many more (in Korean).

TEACHING EXPERIENCES

1. Understanding Gender Stereotyped Self-presentations of Politicians, Guest Lecture at Comm 188C. University of California, Los Angeles, May 2020.
2. Hands-on Experiences on Attention-based RNN, Lecture at IBS Deep Learning Summer School. Institute of Basic Science, June 2019.
3. Detecting Misleading Headlines in Online News, Lecture at QCAI Deep Engineering Week. Qatar Computing Research Institute, May 2019.
4. Guest Lecture at CS 564.
   KAIST, June 2018.
5. Teaching Assistant at WST 891.
   KAIST, September to December 2012.

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, 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
Student Travel Grant Award, the ICWSM, AAAI	Jul. 2013
Smart Award, IBM Smarter Planet Contest, IBM Korea	Oct. 2010

REFERENCES

Dr. Meeyoung Cha (Associate professor at KAIST / meeyoungcha@kaist.ac.kr)

Dr. Jungseock Joo (Assistant professor at University of California, Los Angeles / jjoo@comm.ucla.edu)

Dr. Haewoon Kwak (Associate professor at Singapore Management University / haewoon@acm.org)