

Kunwoo Park

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CURRENT POSITION	School of AI Convergence, Soongsil University, Seoul, South Korea <i>Assistant professor</i> <i>Principal Investigator of the Human-Centered Language and Information Technologies (HUMANE) Lab.</i>	Mar. 2021 - Present
RESEARCH INTEREST	Human-Centered NLP Vision Language Multimodal AI for Social Good	
EDUCATION	KAIST, Daejeon, South Korea <i>Ph.D. in Graduate School of Web Science Technology, School of Computing</i> <ul style="list-style-type: none">◦ 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	Feb. 2018
	KAIST, Daejeon, South Korea <i>M.S. in Division of Web Science and Technology</i> <ul style="list-style-type: none">◦ Advisor: Meeyoung Cha◦ Thesis: Gender swapping and its effects in MMORPGs	Feb. 2014
	Kwangwoon University, Seoul, South Korea <i>B.S. in Computer Science</i>	Feb. 2012
RESEARCH EXPERIENCES	Postdoctoral Researcher at University of California, Los Angeles, USA Advisor: Jungseock Joo	Mar. 2020 – Feb. 2021
	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
	Research Assistant at Qatar Computing Research Institute, Doha, Qatar Advisor: Ingmar Weber	Feb. 2014 – Aug. 2014
ACADEMIC SERVICES	Co-tutorial chair at <i>FAccT</i> (2022), session chair at <i>KDD</i> (2021). Program committee (reviewer) at <i>AAAI</i> (2021-2025), <i>ACL</i> (2021-2024), <i>EACL</i> (2023-2024), <i>EMNLP</i> (2021-2024), <i>KDD</i> (2021-2024), <i>AAACL</i> (2022), <i>WebConf</i> (2021-2025), <i>WSDM</i> (2022-2025) <i>ICWSM</i> (2015-2024), and <i>SocialNLP</i> (2021-2024). Reviewer at <i>Palgrave Communications</i> , <i>Online Information Review</i> , <i>Journal of Advertising</i> , <i>Information Processing and Management</i> , <i>International Journal of Press/Politics</i> , <i>EPJ Data Science</i> , <i>Computational Communication Research</i> , <i>International Journal of Communication</i> .	

* 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.
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.
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%)

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. (BK IF=4, AR=16.2%)
- 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. (BK IF=4, AR=17%)
- 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. (BK IF=4, AR=17%)
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. (BK IF=3, AR=25%)
- 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. (BK IF=3, AR=25%)
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%)
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. (BK IF=4, AR=15%)
- 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.

TEACHING EXPERIENCES	<i>At Soongsil University</i>	
	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 (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)	
HONORS	Engineering Mathematics (2021 Spring)	
	<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&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
REFERENCES	<i>Creative Award, Tour Big Data Analysis Competition, the Korean Culture & Tourism Institute.</i>	
	<i>Smart Award, IBM Smarter Planet Contest, IBM Korea.</i>	
	Oct. 2010	
	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)	