

Kunwoo Park

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CURRENT POSITION	Qatar Computing Research Institute, Doha, Qatar <i>Post-doctoral researcher</i>	Dec. 2018 - Present
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">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)	Feb. 2018
	KAIST, Daejeon, South Korea <i>M.S. in Division of Web Science and Technology</i> <ul style="list-style-type: none">Dissertation topic: Gender swapping and its effects in MMORPGs	Feb. 2014
	Kwangwoon University, Seoul, South Korea <i>B.S. in Computer Science</i>	Feb. 2012
RESEARCH INTEREST	<p>My research interest lies in applying data-driven approaches to user behaviors and online content of various online social systems (e.g., discussion communities, online news platforms). The dynamics of users and content in such platforms require to understand the causal relationship from digitally logged users behaviors through the lens of social science theories, but also model complex content patterns using recent deep learning approaches. I have worked on emerging social problems using both weapons of data science.</p> <p>Below are the examples of the previous research. Recent research interest is mostly on online news.</p> <ul style="list-style-type: none">Detecting online clickbaits (AAAI' 19, ongoing)Discovering biases in online ratings (WWW' 18, ongoing)Identifying factors driving user engagement (CSCW' 16, WWW' 17)	
PEER-REVIEWED PUBLICATIONS	<ol style="list-style-type: none">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 <i>the AAAI Conference on Artificial Intelligence (AAAI)</i>, 2019. (AR=16%)<ul style="list-style-type: none">The first two authors equally contributed to this work.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).Kunwoo Park, Meeyoung Cha, and Eunhee Rhim. "Positivity Bias in Customer Satisfaction Ratings" In <i>the 27th Web Conference (WWW) Companion</i>, 2018.<ul style="list-style-type: none">This work was featured at etnews (in Korean).Kunwoo Park and Meeyoung Cha. "Churn Analysis of Max Level Users in Online Games" In <i>Journal of Korean Institute of Information Scientists and Engineers</i>, 2017.<ul style="list-style-type: none">This work was featured at Korean broadcasting and daily such as YTN, ThisIsGame, Daily CnC, Yonhap News, Digital Times, Energy Economics, and Go Korea (in Korean).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 <i>the 26th International Conference on World Wide Web (WWW) Companion</i>, 2017.<ul style="list-style-type: none">Short version of this work was presented at NetSci 2017 (poster).Kunwoo Park, Ingmar Weber, Meeyoung Cha, Chul Lee. "Persistent Sharing of Fitness App Status on Twitter" In <i>the 19th ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)</i>, 2016. (AR=25%)<ul style="list-style-type: none">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. (AR=15%)
 - 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
	<ul style="list-style-type: none"> • Mentor: 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
	<ul style="list-style-type: none"> • 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
ACADEMIC SERVICES	<ul style="list-style-type: none"> • Predicting in-game purchase behaviors in a mobile game 	
	Research Assistant at Qatar Computing Research Institute, Doha, Qatar	Feb. 2014 – Aug. 2014
	<ul style="list-style-type: none"> • 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
SKILLS	<p>I have served as a Program Committee of ICWSM (2015, 2017-2019) and WebSci (2019) and reviewed papers submitted to prestigious journals such as <i>Palgrave Communications</i> and <i>Online Information Review</i>.</p> <p>Fluency in Quantitative Methods: data analysis, machine (deep) learning, social network analysis</p> <p>Excellence in Programming Languages: Python, Java, R, SQL</p>	
SELECTED HONORS	<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, the Institute for Information & communications Technology Promotion.	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