Harshita Chopra

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Research Interests

Machine Learning, User Modeling, AI-assisted Decision Making, Recommender Systems, Personalization, RL

Education

Bachelor of Technology – Information Technology, CGPA: 9.01/10.00 2018 – 2022
GGS Indraprastha University, Delhi, India

Research Experience

Research Associate (Pre-doc) – Adobe Research, India Jul 2022 – present
Data-driven Systems and Insights Group.

- Developed machine learning and optimization models for predictive user segmentation, reach maximization under marketing budget constraint, and simulation of user response in multi-touchpoint journeys. Published 2 full papers and filed 4 patents.

Research Intern – Adobe Research, India Summer 2021
Big Data Intelligence Lab. Mentor: Dr. Atanu R Sinha

- Devised a user modeling approach that accounts for the latent effect of partially observed behavior by leveraging the click-stream logs that are unattributed to specific users on a firm's website. Implemented the idea end-to-end on TF*v2*.
- Among one of the 8 out of 84 interns who were offered full-time position in the research team.

Undergraduate Researcher, Intern – University of California, Irvine Spring 2021
Language and Learning Analytics Lab. Advisor: Prof. Nia Dowell-Nixon

- Introduced a framework to detect and track contextually coherent topics in student discourse over time. Modeled the nature of discourse under a topic as general vs. course-centric. Worked with PhD students; published a poster and a full paper.

Undergraduate Researcher, Intern – IIIT Delhi Fall 2020-21
TavLab. Advisor: Prof. Tavpritesh Sethi

- Demonstrated that new knowledge can be captured by tracking the temporal evolution of association between entities in scientific literature. • Conducted a spatiotemporal analysis of the vaccine infodemic using NLP.

Publications

Conference:

[1] **H Chopra***, A R Sinha*, S Choudhary, R A Rossi, P Indela, V P Parwatala, S Paul, and A Maiti. "Delivery Optimized Discovery in Behavioral User Segmentation under Budget Constraint". In the 32nd ACM International Conference on Information and Knowledge Management. CIKM 2023. (*acceptance rate 24%*)

[2] A R Sinha*, **H Chopra***, A Maiti, A Ganesh, S Kapoor, S Myana, and S Mahapatra. "The Role of Unattributed Behavior Logs in Predictive User Segmentation". In the 32nd ACM International Conference on Information and Knowledge Management. CIKM 2023. (*acceptance rate 24%*)

[3] **H Chopra**, Y Lin, M A Samadi, J G Cavazos, R Yu, S Jaquay, and N Nixon. "Semantic Topic Chains for Modeling Temporality of Themes in Online Student Discussion Forums". In the 16th International Conference on Educational Data Mining. EDM 2023. (*best paper award nominee*)

[4] **H Chopra**, Y Lin, M A Samadi, J G Cavazos, R Yu, S Jaquay, and N Nixon. "Modeling Student Discourse in Online Discussion Forums Using Semantic Similarity Based Topic Chains". Extended Abstract. In the 23rd International Conference on Artificial Intelligence in Education. AIED 2022.

Journal: * *equal contribution*

[1] R Pal, **H Chopra**, R Awasthi, H Bandhey, A Nagori, and T Sethi. "Predicting Emerging Themes in Rapidly Expanding COVID-19 Literature With Unsupervised Word Embeddings and Machine Learning: Evidence- Based Study". Journal of Medical Internet Research. JMIR 2022;24(11) (*impact factor 7.2, ranked Q1 in Medical Informatics*)

[2] **H Chopra***, A Vashishtha*, R Pal, Ashima, A Tyagi, and T Sethi. "Mining Trends of COVID-19 Vaccine Beliefs on Twitter With Lexical Embeddings: Longitudinal Observational Study". JMIR Infodemiology 2023;3:e34315.

Patents:

[1] A R Sinha, R A Rossi, S Choudhary, **H Chopra**, P Indela, V P Parwatala, S Paul, S Mahapatra, A Maiti. "Delivery Aware Audience Segmentation". [Filed] US Patent Application No.: 18/451,590

[2] A Maiti, A R Sinha, **H Chopra**, S Kapoor, A Ganesh, S Myana, S Mahapatra. "Generating Segments of Users Based on Unobserved Behaviors". [Filed] US Patent Application No.: 17/660,544

[3] A R Sinha, A Maiti, A Ganesh, **H Chopra**, S Myana, S Kapoor, S Mahapatra. "Systems and Methods for Content Customization". [Filed] US Patent Application No.: 17/813,622

Other Experience

Machine Learning Engineer – Omdena Inc. Apr – Dec 2020

- Collaborated with AI practitioners across the globe to deliver four impactful AI4Good solutions.
- Led and managed ML tasks within large cross-functional teams, working closely with organizations such as the United Nations Development Program (UNDP), the World Resources Institute (WRI), and ENGIE Factory Asia-Pacific, on projects involving predictive analyses of the digital divide, modeling economic well-being using multi-band satellite imagery and AI-assisted assessment of rooftops for solar panel installment.

UI/UX Intern – National Informatics Centre, New Delhi Winter 2019

- Selected among top ten students from the country for the Digital India Internship.
- Redesigned the interface of 'Vahan Citizen Services' – an official eTransport web portal of India, to improve end-user experience. This work was deployed nationwide under rights reserved by Govt of India.

Selected Projects

Delivery Aware Discovery of Behavior-based User Segments – Adobe Research [CIKM '23]

- Developed a **joint stochastic optimization** model for effective discovery of user segments based on browsing behavior and matching them with media channels that maximize reach, under a given **budget constraint**.

User Modeling with Unattributed Behavior Logs – Adobe Research [CIKM '23]

- Implemented an **actor-critic training** algorithm to find segments of users which are predictive of a target KPI, by encoding users' session-wise clickstream logs using a **hierarchical attention network**.
- Introduced the use of unattributed clickstream logs by proposing a new loss function that additionally incorporates the effect of partially observed browsing behavior on a firm's website, using **principles of boosting**.

Modeling Student Discourse via Semantic Topic Chains – UC Irvine [AIED '22, EDM '23]

- Designed a framework to **detect topics** in student discourse over time intervals and connected the semantically similar topics to create chains, using **word mover's distance** for finding dissimilarity between topic words.
- Modeled the nature of discourse under a topic as general or course-centric, and analyzed the evolving **course-centricity** of detected topic chains.

Detection of Emerging Themes in Scientific Literature – IIIT Delhi [JMIR '22]

- Detected and predicted disease-centric themes in COVID-19 literature using **temporal link prediction** and word embeddings to track the **evolving semantic similarity** among entities. Demo: EvidenceFlow

Activities & Achievements

- GHC 2021 Scholar – Won the student scholarship to attend the 2021 Grace Hopper Celebration.
- Department Rank 1 in the final semester of undergraduate degree – Scored GPA 10/10.
- Vice Chairperson – IEEE Women in Engineering (2020-21), Student Branch Executive Committee of MSIT.
- Invited Talk (virtual) at the IE Business School, Madrid – Presented a case study on Collaborative AI projects and Ethics in the Information Age. 2020.
- Invited Speaker on a Panel of Experts from NASA and Harvard University – "Building Artificial Intelligence through Collaborative Innovation", a virtual event hosted by Omdena with over 1000 registrations. 2020.
- Scored a cumulative average of 93.8% in the All India Senior School Certificate Examination 2018, with Mathematics(95.0) and Computer Science(97.0).

Technical Skills

- Programming languages: Python, SQL, C/C++, Bash, Vim
- Packages & Frameworks: TensorFlow, Keras, PyTorch, scikit-learn, SciPy, Git, PySpark, LaTeX

Volunteer Experience

- **Data Science Researcher** – PathCheck Foundation, MIT
  Contributed to the ideation of innovative strategies to mitigate the spread of COVID-19 using effective and affordable measures, in a submission for The Trinity Challenge 2021, titled "Privacy-preserving Crowdsourcing for Citizen Engagement in Pandemics" – awarded as one of the '*Highly Commended Solutions*'. 2021
- **Data Analyst** – Red Dot Foundation | Safecity
  Developed dashboards based on inferential statistics on past 8 years of crowd-sourced harassment reports. 2020
- **Education Support Volunteer** – Project Sunshine, New Delhi
  Taught Mathematics, Science and Python, and provided academic guidance to underprivileged students. 2019