

# Hiroki Oda

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## Education

**MSc Applied Social Data Science, London School of Economics** 2023 - 2024  
**and Political Science (with Distinction)**

*Modules:* Computer Programming, Social Science Research Design, Managing and Visualising Data, Applied Machine Learning for Social Science, Causal Inference for Observational and Experimental Studies, Social Network Analysis

*Supervisor:* Dr. Milena Tsvetkova

**BA Sociology, The University of Tokyo** 2015 – 2020

*Modules:* Principle of Sociology, Research Methods in Sociology, Quantitative analysis of inequality and social stratification, Sociological Theory, Sociology of science and technology, Dissertation

*Supervisors:* Prof. Sawako Shirahase, Prof. Kazuo Seiyama, Prof. Takeshi Deguchi

## Research Experience

**Field experiments of social influence and contagion with AI-assisted bots** 2024 - Present

A research project of field experiments on Reddit and other online platforms to investigate how AI agents affect human behavior through social influence and contagion with Dr. Milena Tsvetkova.

- Managed both human and clearly labeled bot accounts, utilizing large language models to generate interventions based on random, emotional, or rational strategies via scripting in Python.
- Analysed recipients' behavior and overall success metrics, contributing to novel methods for online experimentation involving AI agents and enhancing understanding of AI's role in human decision-making and social processes.

**Algorithmic Influence on Music Genre Taste in Digital Music Platforms (GitHub Repo)** 2023 - 2024

A dissertation for MSc degree at London School of Economics, Department of Methodology. (10,000 words, marked as **Distinction**)

- Conducted experimental research on the influence of recommendation algorithms on cultural tastes.
- Utilised network analysis to quantify the impact on music genre diversity and atypicality.

**Empirical Analysis of Educational Assortative Mating in Japan** 2019 - 2020

Bachelor's Dissertation Research for BA degree at The University of Tokyo, Department of Sociology. (60,000 words in Japanese, approx. 30,000 words in English, and awarded as **the best thesis of the year**)

- Analyzed mechanism of educational assortative mating in Japan from both quantitative and qualitative perspectives. Developed discussion of assortative mating on dating apps in Japan.
- Employed quantitative analysis to measure changes in mating patterns and quantitative interview method combined with the grounded theory approach to analyze the structure of assortative mating.

## Conference Presentations

### Oral Presentations

- "Social influence and behavioral contagion: A Reddit bot field experiment"** Jul 2025  
11th International Conference on Computational Social Science (IC2S2), Norrköping, Sweden
- "Algorithmically Created Cultural Tastes: How Recommendation Algorithms in Digital Platforms Control Individuals' Music Tastes"** Jan 2025  
CS2 Italy Conference, Trento, Italy

### Poster Presentations

- "Algorithmically Created Cultural Tastes: How Recommendation Algorithms in Digital Platforms Control Individuals' Music Tastes"** Jul 2025  
11th International Conference on Computational Social Science (IC2S2), Norrköping, Sweden
- "Algorithmically Created Cultural Tastes: How Recommendation Algorithms in Digital Platforms Control Individuals' Music Tastes"** Jun 2024  
INSNA (International Network for Social Network Analysis) Sunbelt, Edinburgh, UK

## Professional Experiences

- Senior Data Scientist, EY Japan (Tokyo)** 2025 - Present
- Solve clients' business and management issues implementing causal inference techniques and translating complex analytical findings into strategic business recommendations for senior stakeholders.
  - Develop advanced statistical models, causal inference frameworks and solutions using large-language models for client consulting projects.
- Research Assistant, London School of Economics and Political Science (London)** 2024 - 2025
- Conduct computational social science research on human-machine interaction and social influence mechanisms with Dr Milena Tsvetkova at the HUMANET lab, focusing on experimental design and behavioral analysis in digital environments.
  - Led 10+ month field experiment on Reddit investigating social contagion from artificial agents, developing comprehensive Python-based data pipeline (Reddit API, SQLite, MongoDB) and conducting statistical analysis including sentiment analysis using LIWC and GPT-4o integration for content screening.
- Data Analyst, CADDi Inc. (Tokyo)** 2022 - 2023
- Developed algorithmic solutions and cost estimation models for manufacturing processes in the fabricated metal products industry, combining data analysis with field research to understand supplier operations and pricing mechanisms.
- Business Strategy Consultant, Accenture Japan (Tokyo)** 2020 - 2022

- Provided strategic consulting services for Japanese corporations across pharmaceutical, automotive, and technology sectors, specializing in mid-term strategy planning, new business development, and organizational transformation.

## Additional Training

**Global Education for Innovation and Leadership (GEfIL) Program, The University of Tokyo** 2017 - 2019

*Modules:* Research project on Rohingya refugees in Japan, Global Leader Lecture Series (problem-solving strategies by globally engaged speakers)

**University Exchange Program, Durham University** 2017 - 2018

*Modules:* Sociology of Work and Profession, Social Policy, Research Methods in Action, Economics of Social Policy, Microeconomics

**Summer International Honors Program, Stanford University** 2017

Intensive Studies, International Management

**Summer School, Sciences Po Paris** 2016

Social Sciences Track: Comparative Perspectives on Migration Issues

## Scholarships

**GLP-GEfIL Scholarship for Abroad Experience** June 2017 / Feb 2019

Awarded for the summer program at Stanford and the research project in Cambodia.

**Japan Student Services Organization (JASSO)** July 2017

Awarded for the exchange program at Durham University.

**Alumni Scholarship for Abroad Experience** June 2016

Awarded for Science Po summer school.

## Awards

**Krone Award** March 2020

The University of Tokyo, Department of Sociology

The award for the most distinguished dissertation in a single year.

## Technical Skills

<b>Programming Language</b>	Python, R, SQL
<b>Systems</b>	Git(Hub), MS Azure, AWS, GCP