

Hiroki Oda

Department of Methodology, London School of Economics and Political Science

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Education

MSc Applied Social Data Science, London School of Economics and Political Science

2023 - 2024

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

1. 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.

2. 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.

3. 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.

4. Student Retention in Secondary Education in Cambodia

2018 - 2019

Field research project for the Global Education for Innovation and Leadership (GEFIL) Program analyzed educational sociological questions about student retention in the secondary educational scheme through qualitative interviews.

Presentations

Oral Presentations

"Algorithmically Created Cultural Tastes: How Recommendation Algorithms in Digital Platforms Control Individuals' Music Tastes"

Jan 2025

CS2 Italy Conference

Poster Presentations

"Algorithmically Created Cultural Tastes: How Recommendation Algorithms in Digital Platforms Control Individuals' Music Tastes"

Jun 2024

INSNA (International Network for Social Network Analysis) Sunbelt

Professional Experiences

Research Assistant, London School of Economics and Political Science

2024 - Present

- Working on field experimental research on human-machine interaction with Dr Milena Tsvetkova

Data Analyst and Software Developer, CADDi Inc. (Tokyo)

2022 - 2023

- Served as a leader in the Cost Algorithm Team
- Improved product cost discrepancy analysis, resulting in a 50% increase in cost estimation accuracy
- Designed and implemented a pioneering cost calculation logic in Python.

Business Strategy Consultant, Accenture Japan (Tokyo)

2020 - 2022

- Played a pivotal role in strategic planning for clients in Japan's manufacturing and electronics sectors.
- Developed business and operating models that led to a 30% cost reduction and a 10% profit increase for clients.
- Led big data analysis tasks (over 1M columns), substantially improving client operations and profitability.

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

Japan Student Services Organization (JASSO) July 2017

Awarded for the exchange program at Durham University.

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

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

Alumni Scholarship for Abroad Experience June 2016

Awarded for Science Po summer school.

Awards

Krone Award

The University of Tokyo, Department of Sociology

March 2020

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

Technical Skills

Programming Language	Python, R, SQL
Systems	Git(Hub), Google Cloud Platform