

# Hiroki Oda

*Department of Methodology, London School of Economics and Political Science*  
h.oda@lse.ac.uk | <https://github.com/hirokiodd>

## Education

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

## **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"**

Jun 2024

INSNA (International Network for Social Network Analysis) Sunbelt, Edinburgh, UK

## **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 at [the HUMANET lab](#)

#### **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

**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

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