

Jaimie Yejean Park

Postdoctoral Researcher at School of Computing, KAIST,
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Education

- 2012–2017 **Ph.D. in Grad School of Web Science Technology, School of Computing, KAIST**
Research Interest: Social Media Analysis, Human Factors in Computing, Online Advertising
PhD Thesis: Identification and assessment of user-generated ads on social network services
Advisor: Sue Moon
- 2011–2012 **M.S. in Grad School of Web Science Technology, School of Computing, KAIST**
Master's Thesis: Understanding social network service as a daily deal marketing platform
Advisor: Chin-Wan Chung
- 2005–2010 **B.S. in Computer Science, School of Computing, KAIST (Minor: Management Science)**

Publications

- 2017 **An Analysis of Sponsored Content on Twitter**
Jaimie Park, Mahmoudreza Babaei, Przemyslaw Grabowicz, Krishna Gummadi, Sue Moon
International Conference on Computational Social Science (IC2S2)
- 2016 **Power of Earned Advertising on SNS: A Case Study of Friend Tagging on Facebook**
Jaimie Park, Yunkyu Sohn, Sue Moon
International Conference on Weblogs and Social Media (ICWSM) 2016 (acceptance ratio = 17%)
- 2015 **A Large-Scale Study of User Image Search Behavior on the Web**
Jaimie Park, Neil O'Hare, Rossano Schifanella, Alejandro Jaimes, Chin-Wan Chung
SIGCHI Conference on Human Factors in Computing Systems (CHI) 2015
- 2014 **Exploring the User-Generated Content (UGC) Uploading Behavior on YouTube**
Jaimie Park, Jiyeon Jang, Alejandro Jaimes, Chin-Wan Chung, Sung-Hyon Myaeng
International World Wide Web Conference – Web Science Track (WWW Companion Volume) 2014
- 2013 **Ads by Whom? Ads about What? Exploring User Influence and Contents in Social Advertising**
Jaimie Park, Kyoung-Won Lee, Sang Yeon Kim, Chin-Wan Chung
ACM Conference on Online Social Networks (COSN) 2013 (acceptance ratio = 15.9%)
- 2012 **When Daily Deals Meet Twitter: Understanding Twitter as a Daily Deal Marketing Platform**
Jaimie Park, Chin-Wan Chung
ACM Web Science Conference (WebSci) 2012
- 2012 **QUBE: a Quick algorithm for Updating BETweenness centrality**
Min-joong Lee, Jungmin Lee, Jaimie Park, Ryan Choi, Chin-Wan Chung
International World Wide Web Conference (WWW) 2012
- 2011 **Understanding Music Sharing Behavior on Social Network Services**
Dongwon Lee, Jaimie Park, Junha Kim, Jaejeung Kim, Junghoon Moon
Online Information Review (OIR), Volume 35, Issue 5

Research Internship Experience

Fall, Winter 2016	Max Planck Institute for Software Systems Topic: Measuring user engagement with sponsored ads (advisor: Krishna Gummadi)
Fall, Winter 2013	Yahoo! Labs Barcelona Topic: Analyzing image search behavior of users on search engine (advisor: Alejandro Jaimes)
Summer 2010	Management Information Systems Laboratory, Dept. of Management Science, KAIST Topic: Testing for Website usability based on eye tracking methods (advisor: Junghoon Moon)
Summer 2009	ETRI (Electronics and Telecommunications Research Institute) Topic: Optimizing database schema for a cloud-based storage system (advisor: Young-Kyun Kim)

Professional Service

2018	ACM Intl. Conference on Information and Knowledge Mgmt. (CIKM'18)	<i>Program Committee</i>
2018	Intl. Conference on Computational Social Science (IC2S2'18)	<i>Program Committee</i>
2016, 2017, 2018	Intl. Conference on Social Informatics (SocInfo'16,'17,'18)	<i>Program Committee</i>
2015	ACM Computing Surveys (CSUR)	<i>Reviewer</i>
Summer 2015	Big data-driven customer retention predictive modeling project (DIGIECO)	<i>Research Assistant</i>
2014	Intl. Conference on Weblogs and Social Media (ICWSM'14)	<i>Subreviewer</i>
2013, 2014	Intl. World Wide Web Conference (WWW '13,'14)	<i>Student Volunteer</i>
Winter 2013	The 21st ACM Intl. Conference on Multimedia (ACM MM'13)	<i>Student Volunteer</i>
Spring 2011	Intl. Web Science and Technology Symposium	<i>Symposium Assistant</i>

Teaching Assistant Experience

Spring 2013	KAIST CS204: Discrete Mathematics
Fall 2012	KAIST WST500: Introduction to Web Science and Technology
2008, 2010	KAIST CS101: Introduction to Programming (JAVA, Python)

Patents, Scholarships, Awards

2016	Research Fellowship Fund at Max Planck Institute for Software Systems (MPI-SWS, Germany)
2015	International Patent (Registered): Method for Updating Betweenness Centrality of Graph <i>Min-joong Lee, Jung-min Lee, <u>Jamie Park</u>, Ryan H. Choi, Chin-Wan Chung</i> Application No.: US 9075734 B2 Date of Application: July 7, 2015
2015	Outstanding Team Award for Citizen Engagement via Web Project (Tsinghua University, China)
2014	Creativity Award for Big Data Analysis for Korean's Tourism Industry (MCST, Korea)
2013	Research Fellowship Fund at Yahoo! Labs Barcelona (Barcelona Media, Spain)
2005-Present	National Scholarship Fund (Science and Engineering)

Skills and Attributes

Programming	Java, Python, R, SQL, HTML, C, C++, Objective-C
Language	Bilingual - native speaker in Korean and English (dual citizenship in Korea and US)