

# Jared Lorince

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## EDUCATION

**Joint Ph.D. in Cognitive Science and Cognitive Psychology** 2010 - 2016 (expected)  
Indiana University, Bloomington  
**B.A. with high honors in Cognitive Science** 2005-2009  
University of California, Berkeley

## PROFESSIONAL EXPERIENCE

**Data scientist, StumbleUpon.com** 2015 – Present  
Lead developer of a framework in Apache Spark combining topic modeling and rating prediction for learning of user interest profiles and content recommendation on the SU Web discovery platform. Collaborating with personalization and engineering teams to develop models and integrate Spark with existing technologies and workflow.

**Graduate student researcher, IU Adaptive Behavior and Cognition Lab** 2010 – Present  
Developing models of online music listening and tagging behavior for characterization and prediction of listening patterns and understanding of user motivation. Built Web scrapers for collection of data and developed novel analytic approaches in Python, Graphlab Create, and Spark using cloud-based computational resources (thesis work).

**Data science intern, StumbleUpon.com** Summer 2015  
Researched and prototyped methods for identification of canonical user interest profiles. Utilized various tools for management and processing of data (Python, Hadoop/Hive, Graphlab, etc.). Surveyed literature on state-of-the-art methods in personalization and recommendation.

**Associate instructor, Indiana University** 2014 – 2015  
Led two laboratory sections for course on research methods in psychology. Developed syllabus, presented course material, and provided students with detailed feedback on academic writing. Teaching assistant for introductory cognitive psychology course.

**Graduate student researcher, IARPA SIRIUS Program** 2011 – 2015  
Contributed to development of an Intelligence Advanced Research Projects Activity (IARPA) funded serious video game that teaches players to mitigate negative decision making biases. Part of a multi-university team in collaboration with Applied Research Associates. Consulted on psychologically-backed gameplay modules and performed statistical analysis of heterogeneous player data.

**Research scientist student, Yahoo! Labs User Intent Analysis Group** 2011 – 2012  
Developed a social Web search interface inspired by path-following in ecological contexts and performed evaluation in a user study.

## TECHNICAL SKILLS

**Statistical analysis, machine learning, and visualization:** Proficient with Python scientific analysis stack (Pandas, Scikit-learn, Scipy, Numpy, Matplotlib, etc.), Graphlab Create, and Apache Spark

**Web data mining and databases:** Web crawler development; experience with various database systems (MySQL, Hadoop/Hive, Redis)

**Experimental design:** Experience developing and testing hypotheses in various contexts, including data analytics questions using big data tools, in-lab psychological studies, and online research using Amazon Mechanical Turk

**Additional skills:** Multi-agent model design; topic modeling; report writing (latex); basic web design tools (HTML, CSS, Javascript); other data analysis tools (R, Unix, Bash scripting, Scala)

## AWARDS & HONORS

Graduate Research Fellow, Templeton Foundation "What drives human cognitive evolution?" grant (2016)  
Accepted to Summer Institute on Bounded Rationality, Max Planck Institute for Human Development (2012)  
Graduate Research Fellow, IARPA SIRIUS grant, Indiana University (2011)  
Yahoo! Labs Faculty Research and Engagement Program grant recipient (2011)  
National Science Foundation IGERT Fellowship, Indiana University (2010)  
Cognitive Science departmental citation winner (top student in department), UC Berkeley (2009)  
High distinction in general scholarship, UC Berkeley (2009)

## RELEVANT COURSEWORK

Web Data Mining, Large Scale Social Phenomena, Bayesian Data Analysis, Choice Behavior, Multi-agent Modeling of Social Behavior, Information Networks, Advanced Statistics in Psychology, Theory and Practice in Game Design, Math and Logic in Cognitive Science, Programming for Cognitive Science, Models in Cognitive Science

## PROFESSIONAL SERVICE

**Journal reviewer:** ACM Transactions on Computer-Human Interaction; Topics in Cognitive Science (TopiCS); Behavioral Research Methods

**Program Committee Member:** International Conference on Computational Social Science (2015,2016); Computational Social Science Workshop at ECCS 2014; ACM Web Science Conference (2014); Computational Approaches to Social Modeling Workshop at WebSci 2014.

## SELECTED PUBLICATIONS

**Lorince, J.** & Todd, P. M. (in press). Music Tagging and Listening: Testing the Memory Cue Hypothesis in a Collaborative Tagging System. In Jones, M. N. (Ed.), *Big Data in Cognitive Science: From Methods to Insights* (pp. xxx-xxx). New York, NY: Psychology Press (Taylor & Francis).

**Lorince, J.**, Zorowitz, S., Murdock, J., & Todd, P. M. (2015). The Wisdom of the Few? "Supertaggers" in Collaborative Tagging Systems. *The Journal of Web Science*, 1(1), pp. 16-32.

**Lorince, J.**, Joseph, K., & Todd, P. M. (2015). Analysis of music tagging and listening patterns: Do tags really function as retrieval aids? In *Proceedings of the 8th Annual Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2015)* (pp. 141-152). Springer International Publishing.

**Lorince, J.**, Zorowitz, S., Murdock, J., & Todd, P. M. (2014). "Supertagger" behavior in building folksonomies. In *Proceedings of the 6th Annual ACM Web Science Conference (WebSci 2014)* (pp. 129-138). ACM.

**Lorince, J.**, Donato, D., & Todd, P. M. (2014). Path Following in Social Web Search. In *Proceedings of the 7th Annual Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2014)* (pp. 119-127). Springer International Publishing.

**Lorince, J.**, & Todd, P. M. (2013). Can simple social copying heuristics explain tag popularity in a collaborative tagging system? In *Proceedings of the 5th Annual ACM Web Science Conference (WebSci 2013)* (pp. 215-224). ACM.

Veinott, E. S., Leonard, J., Papautsky, E. L., Perelman, B., Stankovic, A., **Lorince, J.**, et al. (2013). The effect of camera perspective and session duration on training decision making in a serious video game. In *Proceedings of the 2013 IEEE Games Innovation Conference (IGIC)* (pp. 256-262). IEEE.

Mullinix, G., Gray, O., Colado, J., Veinott, E., Leonard, J., Papautsky, E. L., ... , **Lorince, J.**, et al. (2013). Heuristica: Designing a serious game for improving decision making. In *Proceedings of the 2013 IEEE Games Innovation Conference (IGIC)* (pp. 250-255). IEEE.