

# Julie Jiang

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I am a computational social scientist who leverages and develops ML techniques to study empirical human behavior on online platforms at a large scale. My background includes both academic and industry experiences.

## INDUSTRY EXPERIENCE

### Spotify Research

📍 Virtual

*Research Intern, Human in AI, Personalization* 📅 Summer 2023

- Understanding of the consumption of new music releases from the perspective of genres

### TikTok/ByteDance

📍 Virtual

*Data Science Intern, Applied ML* 📅 Fall 2022

- Impact of the hierarchical diversity of ads on user engagement and retention on Tiktok

### Snap Research

📍 Santa Monica, CA

*Research Intern, Computational Social Science* 📅 Summer 2022

- The homophilous, reciprocal, and contagious use of Bitmojis on Snapchat (**CHI 2023**)

*Research Intern, Computational Social Science*

📅 May–Nov 2021

- Weather and impacts expressed sentiment on Snapchat stories (**ICWSM 2022**)

### Google

📍 Mountain View, CA

*Software Engineering Intern, Adwords API* 📅 Summer 2019

### Bose Corporation

📍 Framingham, MA

*Software Engineering Intern* 📅 Summer 2017

## RESEARCH EXPERIENCE

### USC Information Sciences Institute (ISI) 📍 Marina del Rey, CA

*Research Assistant* 📅 2019–2023

- DARPA INCAS-UPSCALE: Universal population segmentation and characterization algorithms for online environments
- DARPA TAILOR-Bespoke: Learning bespoke interventions for performance optimizations in heterogeneous users

## RESEARCH AREAS

### *Homophily, contagion, and other social network effects on behavior*

- Gender pronouns on Twitter (ICWSM 2023)
- Bitmoji stickers on Snapchat (CHI 2023)
- Generosity in online games (CSCW 2022)
- Socially-motivated toxic behavior

### *Situating human behavior in context*

- Weather's influence on sentiment (ICWSM 2022)
- Geolocation of social media posts (WebSci 2023)

### *Tracking social media information diffusion*

- Retweet-BERT: User modeling framework using language and network features (ICWSM 2023)
- Political polarization (HBET 2020, JMIRx Med 2021)

### *Characterizing user types and communities*

- Ad-hoc collaboration of various types of users in MOBA games (CSCW 2021)
- Consumption of new music releases from the perspective of music genre preferences

## EDUCATION

### University of Southern California

*PhD Candidate in CS*

📍 Los Angeles, CA

📅 2019–2024 (Expected)

### Tufts University

*BS in CS & Math, magna cum laude*

📍 Medford, MA

📅 2015–2019

## RESEARCH OUTPUT

Please see my [Google Scholar](#) for a full list of publications

- Published **13 first-authored** papers (15 total publications) with **280+ citations**
- Top conferences (ICWSM, CSCW, CHI) and journals (HBET, JMIR, Bioinformatics)
- Reviewer for TheWebConf, CHI, CSCW, ICWSM, WebSci, etc.

## SKILLS

Python, SQL, deep learning, NLP, statistical methods, network analysis

## AWARDS & HONORS

- 2022 Snap Research Fellowship (\$10K)
- 2021 USC nominations for the Google and Microsoft PhD Fellowships
- 2019 USC Information Sciences Institute Distinguished Graduate Student Research Fellowship (\$5K)
- 2018 Tufts Tisch Summer Scholars