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 in Personalization 📅 Summer 2023

- Lead an end-to-end research project on the consumption of new music releases from the perspective of genres with ML methods
- Identified recommendation strategies to improve user experience in new release discovery
- Developed music consumption metrics and devised genre-driven insights to support music creation and emerging artists

TikTok/ByteDance
📍 Virtual

Data Science Intern in Applied ML 📅 Fall 2022

- Created a series of metrics to measure the hierarchical diversity of ads a user sees on TikTok
- Quantified the effect that varying granularity of ad diversity has on user engagement and retention rates

Snap Research
📍 Santa Monica, CA

Research Intern in Computational Social Science 📅 Summer 2022

- Conducted a large-scale observational experiment on communication behavior on social media (published at **CHI 2023**)
- Discovered that Bitmoji sticker usage is homophilous, reciprocal, and contagious on Snapchat using graph analysis and causal inference methods

Research Intern in Computational Social Science 📅 May-Nov 2021

- Examined the link between weather and expressed sentiment on millions of Snapchat stories (published at **ICWSM 2022**)
- Validated the effects of good/bad weather and the change in weather on sentiment with ML models

Google
📍 Mountain View, CA

Software Engineering Intern in Ads 📅 Summer 2019

Bose Corporation
📍 Framingham, MA

Software Engineering Intern 📅 Summer 2017

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 with **280+ citations**
- Top conferences (**ICWSM**, **CSCW**, **CHI**) and journals (HBET, JMIR, Bioinformatics)
- Reviewer: 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 Insitute Distinguished Graduate Student Research Fellowship ($5K)
- 2018 Tufts Tisch Summer Scholars Fellowship

RESEARCH AREAS

Homophily, contagion, and the social network effects of 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 signals (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
- Ad-hoc collaboration of various types of users in MOBA games (CSCW 2021)
- Consumption of new music releases by genre preferences