Lia Chen Bozarth
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EDUCATION

PhD.	Information School, University of Michigan	Sep 2016- Current
B.S.	Computer Science, University of Washington	Sep 2009- Dec 2012

PUBLICATIONS

- Lia Bozarth, Ceren Budak, "Market Forces: Quantifying the Role of Top Credible Ad Servers in the Fake News Ecosystem", forthcoming, ICWSM (2021)
- Lia Bozarth, Ceren Budak, “Beyond the Eye-Catchers: a Large-Scale Study of Social Movement Organizations' Involvement in Online Protests”. New Media & Society (2020)
- Lia Bozarth, Anmol Panda, Joyojeet Pal, “From Greetings to Corruption: Politicians, Political Parties, and Tweeting in India”, ICTD (2020).
- Lia Bozarth, Aparajita Saraf, and Ceren Budak, “Higher Ground? How Groundtruth Labeling Impacts Our Understanding of the Spread of Fake News During the 2016 Election”, ICWSM(2020).
- Lia Bozarth and Ceren Budak "Toward a Systematic Evaluation Framework of Fake News Classifiers", ICWSM(2020).
- Lia Bozarth & Joyojeet Pal, “*Twitter Discourse as a Lens into Politicians' Interest in Technology and Development*”, in proceedings, ICTDX (2018).
- Lia Bozarth & Ceren Budak, “*Is Slacktivism Underrated? Measuring the Value of Slacktivists for Online Social Movements*”, in proceedings, ICWSM (2017).

AWARDS & IN PRESS:

- Lia Bozarth, Ceren Budak, "Profit for You and Me: Exploring Ad Servers on Fake News Sites", Best poster for the category "Most Likely to Make a Societal Impact", MIDAS Symposium (2019)
- Joyojeet Pal & Lia Bozarth, “*How Modi lost his mojo and Rahul roared to life on Twitter*”, Quartz (2018).
- Joyojeet Pal & Lia Bozarth, “*Is Tweeting in Indian Languages Helping Politicians Widen Their Reach?*”, Economic and Political Weekly (2018).

ACADEMIC SERVICE:

- Graduate Student Instructor (GSI) at the University of Michigan
- Coordinator for Computational Social Science Methods (CSSM) Reading Group
- Student Representative in Rackham Graduate Student Government

RESEARCH UTILITIES

- Programming Languages: Python, R, Java, Javascript, PHP, and MySQL.
- Methods(techniques): network analysis, natural language processing, data mining, database management, data visualization, machine learning, web services, and Mechanical Turk crowdsourcing.
- Theories: network diffusion, media effects, political mass communication, information dissemination, power law, social capital, tie strength, collective action, social media activism.

RESEARCH HISTORY

Research Intern Microsoft Research, India May - Aug 2018

- Collected the tweets of top 4K most influential Indian Twitter accounts, 1.9K of which are Indian politicians from both national and regional levels.
- Built a pipeline on top of an ElasticSearch database to continuously aggregate and store new tweets.
- Supervised web-based front-end data visualizations of Indian politicians' tweets
- Conducted research centered on politicians' social media strategies using nlp, machine learning, and network analysis. Results are published in both the academia and the press.

Research Assistant University of Michigan, Ann Arbor Sep 2016 - Current

- Built nested supervised learning models and identified more than 50 thousand social movement organizations (SMO) participating in 2 distinct movements on Twitter. Applied network analysis and nlp method to assess the functions and influence of SMOs in online protests.
- Conducted topic modeling, sentiment analysis, tweet classification, propensity score matching, network analysis, and visualization on dataset to assess slacktivist contribution to online activism with respect to a wide scope of dimensions. Captured novel results within the field of social media activism and drafted a full paper within the first four months as a research assistant while taking the required coursework. The paper was accepted as a short paper in ICWSM 2017.

Visiting Researcher University of Wasresumeresumehington, Seattle Aug 2015 - Jan 2016

- Developed code to crawl top United States and Chinese websites in diverse categories, assessed and recorded each webpage's complexity score using method from existing literature.
- Designed draft experiments analyzing the effect of the webpage complexity on work efficiency of native Chinese speakers and of native English speakers.
- Presented and defended proposals in meetings, finalized research methods, implemented experiments to the production code repository.

WORK HISTORY

Software Engineer Google Inc., Social Infrastructure Jun 2014 - Feb 2016

- Developed and integrated the Revert API in the new social graph backend service.
- Re-architectured existing extended-circle Access Control List (ACL) code path.
- Implemented a new MapReduce to backfill missing SocialEntities in SuperGlue using FlumeJava.

Software Engineer Amazon Inc., External Payments Feb 2013 – Jun 2014

- Developed Instant Payment Notification (IPN) Integration Tool in SellerCentral.
- Coordinated the implementation of the Advanced Payment Main Integration Tool.
- One of the key engineers in building the External Payments Batch Processing Service.

Software Engineer Intern Expedia Inc., Orders Jun 2012 – Sep 2012

- Remodeled Order Management Service's (OMS) data search platform.