

Minsu Park

mins.park@nyu.edu
<https://mins-park.github.io/home/>

RESEARCH INTERESTS

Computational Social Science, Human-centered Data Science, Social Computing

Keywords: Consumption and Production of Creative Work (with special emphasis on cultural products, including music, video, fashion, and food, and scientific research), Taste and Preference, Social Networks, Social Status and Reputation, Social Traces, User Engagement

ACADEMIC APPOINTMENTS

New York University Abu Dhabi, Abu Dhabi, UAE

Fall 2020 – Present Assistant Professor, Social Research and Public Policy

Fall 2022 – Present Affiliated Faculty, Business, Organizations, and Society

New York University, New York, NY, USA

Fall 2020 – Present Affiliated Faculty, Center for Data Science

Northwestern University, Evanston, IL, USA

Fall 2020 – Present Research Affiliate, Kellogg School of Management

Fall 2019 – Summer 2020 Research Fellow, Kellogg School of Management (Mentor: Dashun Wang)

- Center for Science of Science and Innovation (CSSI)
- Northwestern Institute on Complex Systems (NICO)

EDUCATION

2014 – 2019 **PhD Information Science**, Cornell University, Ithaca, NY, USA

- Minor: Sociology and Communication
- Committee: Michael Macy (chair), Mor Naaman, Drew Margolin

2018 **MS Information Science**, Cornell University, Ithaca, USA

2012 **MS Culture Technology**, KAIST, Daejeon, Korea

2010 **BS Mechanical and System Design Engineering**, Hongik University, Seoul, Korea

WORK EXPERIENCE

Summer 2018 **UX Research Intern**, Materials Experience, Google, San Francisco, CA, USA

- Host/Mentor: Michael Gilbert and Elizabeth Churchill

Summer – Fall 2017 **Research Scientist Intern**, Product Insights, Spotify, Somerville, MA, USA

- Host/Mentor: Jennifer Thom and Henriette Cramer

Summer 2016 **UX Research Intern**, Materials Experience, Google, San Francisco, CA, USA

- Host/Mentor: Julia Haines, Michael Gilbert, and Elizabeth Churchill
- Spring 2014 **Research Associate**, Social Computing Group, Qatar Computing Research Institute (QCRI), Doha, Qatar
- Host/Mentor: Ingmar Weber
- 2013 **Researcher**, Department of Biomedical Informatics, Asan Medical Center, Seoul, Korea
- Spring – Fall 2012 **Research Intern**, School of Information, University of Washington, Seattle, WA, USA
- Host/Mentor: Jeffrey Kim
- Other Mentor/Collaborator: David W. McDonald and Ricardo Gomez

PUBLICATIONS († Equal Contribution)

- Peer-reviewed Hazem Ibrahim, Fengyuan Liu, [many authors including **Minsu Park**], Talal Rahwan, and Yasir Zaki. Perception, performance, and detectability of conversational artificial intelligence across 32 university courses. 2023. *Scientific Reports*.
- Minsu Park**†, Chao Yu†, and Michael Macy. Fighting Bias with Bias: How Same-race Endorsements Reduce Racial Discrimination on Airbnb. 2023. *Science Advances*.
- Honorable Mention, Best Article Award, CITAMS (Communication, Information Technologies, and Media Sociology) Section, American Sociological Association
- Harin Lee, Frank Höger, Marc Schöenwiesner, **Minsu Park**, and Nori Jacoby. Cross-cultural Mood Perception in Pop Songs and Its Alignment with Mood Detection Algorithms. The 22nd International Society for Music Information Retrieval Conference (*ISMIR 2021*).
- Best Paper Honorable Mention (Top 3%)
- Monica Lee, Amaç Herdağdelen, **Minsu Park**, and John Levi Martin. Measuring Mohr Social Capital. 2021. *Poetics*.
- Minsu Park**, Jennifer Thom, Sarah Mennicken, Henriette Cramer, and Michael Macy. Global Music Streaming Data Reveals Diurnal and Seasonal Patterns of Affective Preference. 2019. *Nature Human Behaviour*.
- Minsu Park**†, Jaram Park†, Young Min Baek, and Michael Macy. Cultural Values and Cross-cultural Video Consumption on YouTube. 2017. *PLoS ONE*.
- Accepted and presented at the 11th International AAAI Conference on Web and Social Media (*ICWSM 2017*) under the social science and socio-physics track (acceptance rate = 14%)
- Minsu Park**, Mor Naaman, and Jonah Berger. A Data-driven Study of View Duration on YouTube. The 10th International AAAI Conference on Web and Social Media (*ICWSM 2016*) (acceptance rate = 21%).
- Minsu Park**, Ingmar Weber, Mor Naaman, and Sarah Vieweg. Understanding Musical Diversity via Online Social Media. The 9th International AAAI Conference on Web and Social Media (*ICWSM 2015*) (acceptance rate = 18%).
- Minsu Park**, David W. McDonald, and Meeyoung Cha. Perception Differences between the Depressed and Non-depressed Users in Twitter. The 7th International AAAI Conference on Weblogs and Social Media (*ICWSM 2013*) (acceptance rate = 20%).
- Ricardo Gomez, Norah Abokhodair, Ivette Bayo, and **Minsu Park**. Computer Training to Empower Day Laborers: A Heat Map to Address Emotional Barriers and Technical Skills. The 46th IEEE Hawaii International Conference on System Sciences (*HICSS 2013*).

Minsu Park, Chiyoung Cha, and Meeyoung Cha. Depressive Moods of Users Portrayed in Online Social Networks. The workshop on Health Informatics (*HI-KDD 2012*) at the 18th ACM International Conference on Knowledge Discovery and Data Mining (*SIGKDD 2012*).

Book Chapters Meeyoung Cha and **Minsu Park**. Ch 15, Social Network Analysis of Knowledge-based Services. Knowledge Service Engineering Handbook. 2012. CRC Press, Taylor and Francis Group.

Theses Decoding Cultural Consumption from Digital Traces. PhD Dissertation, Cornell University (2019).
Exploring Healthcare Opportunities in Twitter: On User-generated Health Information and Depressive Moods of Users. MS Thesis, KAIST (2012).
Designing a Transformable and Rotatable Car Seat. BS Thesis, Hongik University (2010).

WORKS IN PROGRESS

Working Papers **Minsu Park** and Jessa Lingel. Reappropriating Infrastructures: A Qualitative Study of Transnational Migrants' Technology Use in Qatar. – Draft Available

Patrick Park, **Minsu Park**, and Michael Macy. Economic Correlates of Diversity and Inequality in Online Social Networks. – Presented at *AOM 2018 (Organization and Management Theory division)*, *IC²S² 2018*, and *ASA 2019*; Draft Available

Harin Lee, Marc Schöenwiesner, **Minsu Park**[†], and Nori Jacoby[†]. Evaluating the Agreement between Music Analysis Algorithms across Time, Culture, and Genre. – Draft Available

Minsu Park, Suman Kalyan Maity, Stefan Wuchty, and Dashun Wang. Interdisciplinary Papers Supported by Disciplinary Grants Garner Deep and Broad Impact. – Under Review

Papers in Preparation Jaehyuk Park[†], **Minsu Park**[†], Fabio Rojas, and Yong-Yeol Ahn. Rap Music as a Social Reflection: Exploring the Relationship Between Social Conditions and Expressions of Violence and Materialism in Rap Lyrics.

Alec McGail, Jiwon Kim, and **Minsu Park**. A Global Analysis of the Within-country Dynamics of Individualism and Its Relationship with Creativity Outcomes.

Chao Yu, **Minsu Park**, and Drew Margolin. Seeking Authenticity in the midst of Dirtiness.

Chao Yu and **Minsu Park**. Does Distance Lend Enchantment?

Harin Lee, Nori Jacoby, Marc Schöenwiesner, and **Minsu Park**. Converging and Diverging Patterns in the Evolution of Popular Songs around the Globe. – Presented at *ICMPC16-ESCOM11*

Rui Pan, Mario D. Molina, and **Minsu Park**. Status differences and team disruption among K-pop bands using Wikipedia edits.

Minsu Park, Pratik Kayal, Nima Dehmamy, and Andreas Wimmer. Deep Neural Networks Uncover Path-Dependence in Cross-National Cultural Diffusion of Popular Videos.

Some other on-going projects are related to (1) global diffusion of cultural interests; (2) social and psychological contexts of music consumption behaviors using sensor and streaming data; (3) cultural

differences on signaling in product reviewing; (4) relationships between individual team member's impact and the team lift; and (5) reputation and aging effects on the success in creative markets.

SELECTED INVITED TALKS & PRESENTATIONS

Invited Seminar

Impact of Social Traces on User Behaviors

- Tech Talk Series, NAVER (July 2023)
- Applied Data Science Lab, KDI School of Public Policy and Management (July 2023)
- Data Science Group, Institute for Basic Science – Korea (July 2023)

Interdisciplinary Papers Supported by Disciplinary Grants Garner Deep and Broad Impact

- Summer Institute of Computational Social Science – Korea (July 2023)
- Computational Sociology x Culture Working Groups, Department of Sociology, UCLA (June 2023)
- Danish Institute for Advanced Study (DIAS), University of Southern Denmark (May 2023)

Decoding Cultural Consumption Using Digital Traces

- Summer Institute of Computational Social Science – Shanghai (July 2023)
- School of AI Convergence, Soongsil University (June 2022)
- Information Science and Culture, Seoul National University (June 2022)
- Department of Artificial Intelligence Convergence, Kangwon National University (May 2022)
- Psychology Program, New York University Abu Dhabi (March 2021)
- Department of Sociology, Yonsei University (January 2020)
- School of Computing, KAIST (January 2020)
- Department of Physics, Sungkyunkwan University (January 2020)
- Kellogg School of Management, Northwestern University (July 2019)
- Microsoft Research NYC (May 2019)
- Tandon School of Engineering, New York University (April 2019)
- Division of Social Science, New York University Abu Dhabi (April 2019)
- Department of Communications and New Media, National University of Singapore (April 2019)
- Department of Sociology, Cornell University (March 2018)

Understanding Diversity of Musical Tastes via Online Social Media

- School of Informatics, Computing, and Engineering, Indiana University Bloomington (May 2015)
- Mathematical Institute, University of Oxford (May 2015)

Perception Differences between the Depressed and Non-depressed Users in Twitter

- Imaging Media Research Center, Korea Institute of Science and Technology (KIST) (June 2013)

Trends and Challenges of Sentiment Analysis

- Department of Library and Information Science, Yonsei University (March 2013)
- School of Information, University of Washington (March 2012)

Guest Lecture

Decoding Cultural Consumption Using Digital Traces

- Musicology Colloquium (MUSICOL 490-0), Bienen School of Music, Northwestern University (February 2020)

Examples and Challenges of Socio-demographic Attribute Inference on Social Media

- Digital Propaganda and Public Opinion (NM 4239), Department of Communications and New Media, National University of Singapore (April 2019)

Exploring Healthcare Opportunities in Online Social Media

- University of Washington–KAIST Joint Workshop, KAIST (August 2013)

- Computer-mediated Communication (GCT 572), Graduate School of Culture Technology, KAIST (May 2013)

- Tutorial Data Mining in Online Social Networks
- National Information Society Agency (NIA) (June 2013)
 - Webometrics Institute, Yeungnam University (July 2011)

TEACHING (* MBA/MPA/MPS Courses)

- Instructor **New York University Abu Dhabi**
- Human-Centered Data Science (CDAD-UH 1044Q)
- Spring & Fall 2021; Spring & Fall 2022
- Textual Analysis for the Social Sciences (SOCSC-UH 2213)
- Spring 2021; Spring 2022
- Executive Education Programs
- Data Science – Abu Dhabi Executive Office (Spring 2023)

- Teaching Assistant **Kellogg School of Management, Northwestern University**
- Social Dynamics and Network Analytics (MORS 457-0)*
- Instructor: Professor Dashun Wang (Fall 2019)
 - Instructor: Professor Hyejin Youn (Spring 2020)
- Information Science, Cornell University**
- Networks II: Market Design (INFO 4220/CS 4852/ECON 3825)
- Instructor: Professor Arpita Ghosh (Spring 2016, Spring 2019)
- MPS Project and MPS Project Practicum (INFO/CS 5900 and 5901)*
- Instructor: Dr. Jonathan Kent Saxe (Fall 2018)
- Language and Information (INFO/CS 4300)
- Instructor: Professor Cristian Danescu-Niculescu-Mizil (Spring 2018)
- Introduction to HCI (INFO/COMM 3450)
- Instructor: Dr. Gilly Leshed (Fall 2016)

ADVISING & MENTORING (Mentees who worked with me for more than 6 months)

Graduate Students & Postdoctoral Researchers

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| Fall 2022 – Present | Pratik Kayal, Artificial Intelligence, University of Amsterdam (External Research Associate) |
| Spring 2022 – Present | Rui Pan, Computational Social Science, University of Chicago (External Research Associate; Next – PhD student in Management and Organizations at Kellogg School of Management at Northwestern University) |
| Fall 2020 – Present | Harin Lee, Max Planck Institute for Human Cognitive and Brain Sciences (External PhD Student) |
| Fall 2020 – Fall 2021 | Wei Quan, Information Science, Drexel University (External Research Associate; Next – Assistant Professor of Data Science at BNU-HKBU United International College) |

Undergraduate & Postbaccalaureate Students

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| Fall 2020 – Spring 2021 | Rui Pan, Economics, Peking University (External Research Assistant; Next – MS student in Computational Social Science at the University of Chicago) |
| Fall 2020 – Summer 2022 | Pratik Kayal, Computer Science, IIT Gandhinagar (External Research Assistant; Next – MS student in Artificial Intelligence at the University of Amsterdam) |

Senior Thesis Advising at NYU Abu Dhabi

Fall 2023 – Present	Jennifer Zheng, Computer Science
Fall 2023 – Present	Yeonie Heo, Computer Science
Fall 2023 – Present	Safal Shrestha, Computer Science
Fall 2022 – Spring 2023	Federico Jannelli, Economics
Spring 2022 – Spring 2023	Gopika Krishnan, Computer Science
Fall 2021 – Spring 2022	Hwangbo Soohyun, Social Research and Public Policy (Capstone Award)
Spring – Fall 2021	Jiwon Kim, Computer Science
Fall 2020 – Spring 2021	Iman Zambasri, Social Research and Public Policy

PROFESSIONAL ACTIVITIES & SERVICES

Organizing Committee	Workshop Chair, AAAI ICWSM (2023) Workshop Chair, Social Informatics (2019) Associate Chair for Late Breaking Work, ACM CHI (2018)
Program Committee	AAAI ICWSM (2018 – Present) ACM Web Science (2019 – Present) The Web Conference (formerly WWW; 2020 – Present)
External Reviewer	Journals: American Sociological Review, Communications Physics, Humanities and Social Sciences Communications, Journal of Communication, Journal of Medical Internet Research, Journal of Multimedia Tools and Applications, PLoS ONE, Proceedings of the National Academy of Sciences (PNAS), Scientific Reports Conferences: ACM CHI (2014 – Present), ACM CSCW (2017 – Present), AAAI ICWSM (2016 – 2018; now program committee), ACM UbiComp (2014)
Student Volunteer	iConference 2016, Philadelphia, PA, USA
Vice President	Information Science Graduate Student Association (2016 – 2017)
Service at NYUAD	Member of the public policy curriculum design working group (Fall 2022 – Spring 2023); Member of the visiting professor search committee for Business, Organization, and Society program (Spring 2022)

AWARDS & HONORS

2023	Honorable Mention, Best Article Award, CITAMS (Communication, Information Technologies, and Media Sociology) Section, American Sociological Association (for Fighting Bias with Bias: How Same-race Endorsements Reduce Racial Discrimination on Airbnb) NYUAD Computational Social Science Mini Grant (Amount: 10,000 USD)
2022	NYUAD Social Science Division Award for a 3-Year Postdoctoral Researcher Line (AY 2023-2026) NYUAD Computational Social Science Mini Grant (Amount: 10,000 USD)
2021	Honorable Mention, Best Paper Award, ISMIR 2021 Google Cloud Academic Research Grant (Amount: 5,000 USD)
2018	Best Reviewer Award, AAAI ICWSM 2018
2017	ICWSM Student Grant Award (Amount: 300 USD)

- 2016 The Best of the arXiv (week ending April 23, 2016), MIT Technology Review (for **Understanding Musical Diversity via Online Social Media**)
ICWSM Student Grant Award (Amount: 350 USD)
- 2015 Special Recognition on ACM CHI 2015 Full Paper/Note Review
ICWSM Student Grant Award (Amount: 400 USD)
- 2013 ICWSM Student Grant Award (Amount: 450 USD)
- 2011 Outstanding Graduate Research Award, Graduate School of Culture Technology, KAIST
- 2010 Outstanding Graduate Academic Award, Graduate School of Culture Technology, KAIST
- 2010 – 2011 Culture Technology National Scholarship (full tuition and stipend supports for entire years for the MS degree), Ministry of Culture, Sports, and Tourism, Korea
- 2009 Best Thesis Award, Mechanical and System Design Engineering, Hongik University
- 2008 – 2009 Hongik Scholarship, Hongik University (the highest merit-based scholarship for all semesters through 3rd and 4th years of undergraduate)