Minsu Park

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http://minsu-park.github.io/home

RESEARCH INTERESTS

Computational Social Science, Social Computing, Human-centered Data Science
Keywords: Cultural Consumption (with special emphasis on music, video, and food), Cultural Tastes, Social Networks, User Engagement, Localized Social Context, Socioeconomic Status Inference

ACADEMIC APPOINTMENTS

Fall 2020 – **NYU Abu Dhabi**, Abu Dhabi, UAE
Assistant Professor, Social Research and Public Policy

2019 – 2020 **Northwestern University**, Evanston, IL, USA
Research Fellow, Kellogg School of Management
▪ Center for Science of Science and Innovation
▪ Northwestern Institute on Complex Systems

EDUCATION

2014 – 2019 **Ph.D. Information Science**, Cornell University, Ithaca, NY, USA
Minor: Sociology and Communication
Committee: Michael Macy (chair), Mor Naaman, Drew Margolin

2018 **M.S. Information Science**, Cornell University, Ithaca, USA

2012 **M.S. Culture Technology**, KAIST, Daejeon, Korea

2010 **B.S. Mechanical and System Design Engineering**, Hongik University, Seoul, Korea

WORK EXPERIENCE

Summer 2018 **UX Research Intern,** Materials Experience, Google, San Francisco, CA, USA
▪ Hosted by Michael Gilbert and Elizabeth Churchill

Summer 2017 **Data Science Research Intern,** Product Insights, Spotify, Somerville, MA, USA
▪ Hosted by Jennifer Thom and Henriette Cramer

Summer 2016 **UX Research Intern,** Materials Experience, Google, San Francisco, CA, USA
▪ Hosted by Julia Haines, Michael Gilbert, and Elizabeth Churchill

Spring 2014 **Research Associate,** Social Computing Group, Qatar Computing Research Institute, Doha, Qatar
▪ Hosted by Ingmar Weber

2013 **Researcher,** Department of Biomedical Informatics, Asan Medical Center, Seoul, Korea

2012 **Research Intern,** School of Information, University of Washington, Seattle, WA, USA
▪ Hosted by Jeffrey Kim, David McDonald, and Ricardo Gomez

PUBLICATIONS

Peer-reviewed   **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* 3. pp. 230–236. https://doi.org/10.1038/s41562-018-0508-z

Minsu Park*, Jaram Park*, Young Min Baek, and Michael Macy. Cultural Values and Cross-cultural Video Consumption on YouTube. 2017. *PLoS ONE* 12(5): e0177865. https://doi.org/10.1371/journal.pone.0177865 – Accepted and presented at the 11th International AAAI Conference on Web and Social Media (*ICWSM 2017*) under the social science and sociophysics track (acceptance rate = 14%; * represents equal contributions)

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*) (short paper; 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

Work in Progress   **Minsu Park** and Jessa Lingel. Reappropriating Infrastructures: A Qualitative Study of Transnational Migrants' Technology Use in Qatar. – Working Paper

Patrick Park, **Minsu Park**, and Michael Macy. Economic Correlates of Diversity and Inequality in Online Social Networks. – Working Paper; Presented at the 78th Annual Meeting of the Academy of Management (*AOM 2018; Organization and Management Theory division*) and the 4th Annual International Conference on Computational Social Science (*IC^{2}S^2 2018*)

Minsu Park, Kenta Takatsu, and Michael Macy. Globalization vs. Glocalization: An Empirical Analysis on the Diffusion of Popular Contents across 72 Countries on YouTube. – Manuscript in preparation

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

Some other on-going projects are related to (1) socioeconomic and demographic homophily on online social media; (2) social and psychological contexts of music consumption behavior captured by sensor data; (3) cultural differences on product reviewing activities; and (4) impact of stereotypes on sharing economy activities.

Theses   Decoding Cultural Consumption from Digital Traces. Ph.D. Dissertation, Cornell University (2019)

Exploring Healthcare Opportunities in Twitter: On User-generated Health Information and Depressive Moods of Users. M.S. Thesis, KAIST (2012)

Designing a Transformable and Rotatable Car Seat. B.S. Thesis, Hongik University (2010)

SELECTED TALKS & PRESENTATIONS

Invited Seminar   Decoding Cultural Consumption Using Digital Traces
- Sociology, Yonsei University (January 2020)
- School of Computing, KAIST (January 2020)
- Physics, Sungkyunkwan University (January 2020)
- Kellogg School of Management, Northwestern University (July 2019)
- Microsoft Research NYC (May 2019)
- Tandon School of Engineering, NYU (April 2019)
- Social Research and Public Policy, NYU Abu Dhabi (April 2019)
- Communications and New Media, National University of Singapore (April 2019)
- 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
- Library and Information Science, Yonsei University(March 2013)
- School of Information, University of Washington (March 2012)

Guest Lecture   Examples and Challenges of Socio-demographic Attribute Inference on Social Media
- Digital Propaganda and Public Opinion (NM4239), 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 (GCT572), 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

Teaching Assistant   Social Dynamics and Network Analytics (MORS-457-0)*
- Instructor: Professor Dashun Wang, Northwestern University (Fall 2019)

Networks II: Market Design (INFO 4220/CS 4852/ECON 3825)
- Instructor: Professor Arpita Ghosh, Cornell University (Spring 2019)

MPS Project and MPS Project Practicum (INFO/CS 5900 and 5901)*
- Instructor: Dr. Jonathan Kent Saxe, Cornell University (Fall 2018)

Language and Information (INFO/CS 4300)
▪ Instructor: Professor Cristian Danescu-Niculescu-Mizil, Cornell University (Spring 2018)

Introduction to HCI (INFO/COMM 3450)
▪ Instructor: Dr. Gilly Leshed, Cornell University (Fall 2016)

Networks II: Market Design (INFO 4220/CS 4852/ECON 3825)
▪ Instructor: Professor Arpita Ghosh, Cornell University (Spring 2016)

SERVICE

Organizing Committee	Workshop Chair, Social Informatics (2019)
	Associate Chair for Late Breaking Work, ACM CHI (2018)
Program Committee	Program Committee, AAAI ICWSM (2018 –)
	Program Committee, ACM Web Science (2019 –)
External Reviewer	AAAI ICWSM (2016 – 2018)
	ACM CSCW (2017 –)
	ACM CHI (2014 –)
	ACM UbiComp (2014)
	Medicine 2.0 (2012 – 2014)
	Journal of Communication (2019 –)
	Journal of Medical Internet Research (2014 – 2016)
	Journal of Multimedia Tools and Applications (2016)
Student Volunteer	iConference 2016, Philadelphia, PA, USA
Vice President	Information Science Graduate Student Association (2016 – 2017)

SCHOLARSHIPS, GRANTS, & AWARDS

2018	Best Reviewer Award, AAAI ICWSM 2018
2016	The Best of the arXiv (week ending April 23, 2016), MIT Technology Review (for **Understanding Musical Diversity via Online Social Media**)
2015	Special Recognition on ACM CHI 2015 Full Paper/Note Review
2011	Graduate Research Outstanding Award, GSCT, KAIST
2010	Graduate Academic Outstanding Award, GSCT, KAIST
2010 – 2011	Culture Technology National Scholarship (full tuition and stipend supports for entire years for M.S. 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 (merit-based full scholarships for all semesters through 3rd and 4th years of undergraduate)

updated on January 24, 2019