

# Minsu Park

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

## RESEARCH INTERESTS

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

Keywords: Consumption and Production of Creative Work (with special emphasis on scientific works as well as cultural products including music, video, fashion, and food), Taste and Preference, Social Networks, User Engagement, Localized Social Context, Socioeconomic Status (and inferencing it from observational data)

## ACADEMIC APPOINTMENTS

**New York University Abu Dhabi**, Abu Dhabi, UAE

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

**New York University**, New York, NY, USA

Fall 2020 – Present Affiliate Faculty, Center for Data Science

**Northwestern University**, Evanston, IL, USA

Fall 2020 – Present Research Affiliate, Kellogg School of Management

2019 – 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 **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 **Research Scientist 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 (QCRI), 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 W. McDonald, and Ricardo Gomez

## PUBLICATIONS (\* Equal Contribution)

- 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 11<sup>th</sup> 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 10<sup>th</sup> 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 9<sup>th</sup> 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 7<sup>th</sup> 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 46<sup>th</sup> 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 18<sup>th</sup> 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. 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)

## WORK IN PROGRESS

- Under Review Monica Lee, Amaç Herdağdelen, **Minsu Park**, and John Levi Martin. Measuring Mohr Social Capital. – *Poetics*, Conditionally Accepted

**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 the 78<sup>th</sup> Annual Meeting of the Academy of Management (*AOM 2018; Organization and Management Theory division*), the 4<sup>th</sup> Annual International Conference on Computational Social Science (*IC<sup>2</sup>S<sup>2</sup> 2018*), and the 114<sup>th</sup> Annual Meeting of the American Sociological Association (*ASA 2019*); Draft Available

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

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; (4) impact of stereotypes on sharing economy activities; (5) the diffusion process of cultural interests; (6) relationships between individual team member's impact and the team lift; and (7) emergence of interdisciplinarity in science

## SELECTED TALKS & PRESENTATIONS

### Invited Seminar

Decoding Cultural Consumption Using Digital Traces

- 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 2020

Textual Analysis for the Social Sciences (SOCSC-UH 2213)

- Spring 2020

**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 2019)
- Instructor: Professor Arpita Ghosh (Spring 2016)

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)

## **SERVICE**

**Organizing Committee**      Workshop Chair, Social Informatics (2019)  
 Associate Chair for Late Breaking Work, ACM CHI (2018)

**Program Committee**      Program Committee, AAAI ICWSM (2018 – Present)  
 Program Committee, ACM Web Science (2019 – Present)  
 Program Committee, The Web Conference (formerly WWW) (2020 – Present)

**External Reviewer**      ACM CHI (2014 – Present)  
 ACM CSCW (2017 – Present)  
 AAAI ICWSM (2016 – 2018)  
 ACM UbiComp (2014)  
 Medicine 2.0 (2012 – 2014)  
 Journal of Medical Internet Research (2014 – Present)  
 Journal of Communication (2019 – Present)  
 PLoS ONE (2020 – Present)  
 Humanities and Social Sciences Communications (2020 – Present)

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  
2015 – 2017 ICWSM Student Grant Award  
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  
2013 ICWSM Student Grant Award  
2011 Outstanding Graduate Research Award, GSCT, KAIST  
2010 Outstanding Graduate Academic Award, GSCT, KAIST  
2010 – 2011 Culture Technology National Scholarship (full tuition and stipend supports for entire years for the 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 scholarships for all semesters through 3<sup>rd</sup> and 4<sup>th</sup> years of undergraduate)

*updated on April 1, 2021*