

Minsu Park

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<http://minsu-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 Inference

ACADEMIC APPOINTMENTS

NYU Abu Dhabi, Abu Dhabi, UAE

Fall 2020 – Assistant Professor, Social Research and Public Policy

Northwestern University, Evanston, IL, USA

2019 – Research Fellow, Kellogg School of Management

- 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

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*) (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 (*IC²S² 2018*)

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

Minsu Park. Globalization vs. Glocalization: An Empirical Analysis on the Diffusion of Cultural Interests across the World. – 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; (4) impact of stereotypes on

sharing economy activities; (5) relationships between individual team member's impact and the team lift; (6) emergence of interdisciplinarity in science; and (7) an ecological approach to social capital

- 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
 - 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, NYU (April 2019)
 - Division of Social Science, NYU 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)

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 –)

Program Committee, ACM Web Science (2019 –)

External Reviewer

ACM CHI (2014 –)

ACM CSCW (2017 –)

AAAI ICWSM (2016 – 2018)

ACM UbiComp (2014)

Journal of Communication (2019 –)

Journal of Medical Internet Research (2014 – 2016)

Journal of Multimedia Tools and Applications (2016)

Medicine 2.0 (2012 – 2014)

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 3rd and 4th years of undergraduate)