

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 Imputation

ACADEMIC APPOINTMENTS

2019 – **Northwestern University**, Evanston, IL, USA

Research Assistant Professor, Kellogg School of Management

- Center for Science of Science and Innovation
- Northwestern Institute on Complex Systems

Other Appointments

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**, Social Computing Lab, iSchool, University of Washington, Seattle, WA, USA

- Hosted by Jeffrey Kim, David McDonald, and Ricardo Gomez

EDUCATION

2014 – 2019 **Ph.D. Information Science**, Cornell University, Ithaca, NY, USA

Minor: Sociology and Communication

Committee: Michael Macy (chair), Mor Naaman, Drew Margolin

2017 **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

PUBLICATIONS

Journal Articles	<p>Minsu Park, Jennifer Thom, Sarah Mennicken, Henriette Cramer, and Michael Macy. Global Music Streaming Data Reveals Diurnal and Seasonal Patterns of Affective Preference. 2019. <i>Nature Human Behaviour</i> 3. pp. 230–236. https://doi.org/10.1038/s41562-018-0508-z</p> <p>Minsu Park*, Jaram Park*, Young Min Baek, and Michael Macy. Cultural Values and Cross-cultural Video Consumption on YouTube. 2017. <i>PLoS ONE</i> 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 (<i>ICWSM 2017</i>) under the social science and sociophysics track (acceptance rate = 14%; * represents equal contributions)</p>
Conference Proceedings	<p>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 (<i>ICWSM 2016</i>) (short paper; acceptance rate = 21%)</p> <p>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 (<i>ICWSM 2015</i>) (acceptance rate = 18%)</p> <p>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 (<i>ICWSM 2013</i>) (acceptance rate = 20%)</p> <p>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 (<i>HICSS 2013</i>)</p> <p>Minsu Park, Chiyong Cha, and Meeyoung Cha. Depressive Moods of Users Portrayed in Online Social Networks. The workshop on Health Informatics (<i>HI-KDD 2012</i>) at the 18th ACM International Conference on Knowledge Discovery and Data Mining (<i>SIGKDD 2012</i>)</p>
Book Chapters	<p>Meeyoung Cha and Minsu Park. <i>Ch 15, Social Network Analysis of Knowledge-based Services</i>. Knowledge Service Engineering Handbook. 2012. CRC Press, Taylor and Francis Group</p>
Work in Progress	<p>Minsu Park and Jessa Lingel. Reappropriating Infrastructures: A Qualitative Study of Transnational Migrants' Technology Use in Qatar. – Working Paper</p> <p>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 (<i>AOM 2018; Organization and Management Theory division</i>) and the 4th Annual International Conference on Computational Social Science (<i>IC²S² 2018</i>)</p> <p>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</p> <p>Chao Yu, Minsu Park, and Drew Margolin. Seeking Authenticity in the midst of Dirtiness. – Manuscript in preparation</p> <p>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.</p>
Theses	<p>Decoding Cultural Consumption from Digital Traces. Ph.D. Dissertation, Cornell University (2019)</p>

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)

TEACHING

Teaching Assistant	Networks II: Market Design (INFO 4220/CS 4852/ECON 3825) <ul style="list-style-type: none">▪ Instructor: Professor Arpita Ghosh, Cornell University (Spring 2019) MPS Project and MPS Project Practicum (INFO/CS 5900 and 5901) <ul style="list-style-type: none">▪ Instructor: Dr. Jonathan Kent Saxe, Cornell University (Fall 2018) Language and Information (INFO/CS 4300) <ul style="list-style-type: none">▪ Instructor: Professor Cristian Danescu-Niculescu-Mizil, Cornell University (Spring 2018) Introduction to HCI (INFO/COMM 3450) <ul style="list-style-type: none">▪ Instructor: Dr. Gilly Leshed, Cornell University (Fall 2016) Networks II: Market Design (INFO 4220/CS 4852/ECON 3825) <ul style="list-style-type: none">▪ Instructor: Professor Arpita Ghosh, Cornell University (Spring 2016)
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SERVICE

Vice President	Information Science Graduate Student Association (2016 – 2017)
Organizing Committee	Workshop Chair, Social Informatics (2019)
Program Committee	Poster Program Committee, ACM Web Science (2019) Program Committee, AAAI ICWSM (2018 –) Associate Chair for Late Breaking Work, ACM CHI (2018)
External Reviewer	AAAI ICWSM (2016 – 2018) ACM CHI (2014 –) ACM CSCW (2017 –) 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

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 October 7, 2019