

Minsu Park

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RESEARCH INTERESTS

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

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 + Fall 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
 ▪ Collaborated with David W. McDonald and Ricardo Gomez

PUBLICATIONS († Equal Contribution)

- Peer-reviewed Harin Lee, Frank Höger, Marc Schoenwiesner, **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*), Forthcoming
- Monica Lee, Amaç Herdağdelen, **Minsu Park**, and John Levi Martin. Measuring Mohr Social Capital. 2021. *Poetics*, Forthcoming
- 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 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**, Chiyong 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. 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)

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

Minsu Park[†], Chao Yu[†], and Michael Macy. Fighting Bias with Bias: How Same-race Endorsements Reduce Racial Discrimination on Airbnb. – Draft Available

Minsu Park, Suman Kalyan Maity, Stefan Wuchty, and Dashun Wang. Interdisciplinary Papers Supported by Disciplinary Grants Garner Increased Impact. – Draft Available

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 Schoenwiesner, and **Minsu Park**. Converging and diverging patterns in the evolution of popular songs around the globe. – Presented at ICMPC16-ESCOM11

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; (5) reputation and aging effects on the success in creative markets; and (6) established patterns of socio-demographic homophily on online social media.

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)

	<ul style="list-style-type: none"> ▪ School of Information, University of Washington (March 2012)
Guest Lecture	<p>Decoding Cultural Consumption Using Digital Traces</p> <ul style="list-style-type: none"> ▪ Musicology Colloquium (MUSICOL 490-0), Bienen School of Music, Northwestern University (February 2020) <p>Examples and Challenges of Socio-demographic Attribute Inference on Social Media</p> <ul style="list-style-type: none"> ▪ Digital Propaganda and Public Opinion (NM 4239), Department of Communications and New Media, National University of Singapore (April 2019) <p>Exploring Healthcare Opportunities in Online Social Media</p> <ul style="list-style-type: none"> ▪ University of Washington–KAIST Joint Workshop, KAIST (August 2013) ▪ Computer-mediated Communication (GCT 572), Graduate School of Culture Technology, KAIST (May 2013)
Tutorial	<p>Data Mining in Online Social Networks</p> <ul style="list-style-type: none"> ▪ National Information Society Agency (NIA) (June 2013) ▪ Webometrics Institute, Yeungnam University (July 2011)

TEACHING (* MBA/MPA/MPS Courses)

Instructor	<p>New York University Abu Dhabi</p> <p>Human-Centered Data Science (CDAD-UH 1044Q)</p> <ul style="list-style-type: none"> ▪ Spring & Fall 2021 <p>Textual Analysis for the Social Sciences (SOCSC-UH 2213)</p> <ul style="list-style-type: none"> ▪ Spring 2021
Teaching Assistant	<p>Kellogg School of Management, Northwestern University</p> <p>Social Dynamics and Network Analytics (MORS 457-0)*</p> <ul style="list-style-type: none"> ▪ Instructor: Professor Dashun Wang (Fall 2019) ▪ Instructor: Professor Hyejin Youn (Spring 2020) <p>Information Science, Cornell University</p> <p>Networks II: Market Design (INFO 4220/CS 4852/ECON 3825)</p> <ul style="list-style-type: none"> ▪ Instructor: Professor Arpita Ghosh (Spring 2016, Spring 2019) <p>MPS Project and MPS Project Practicum (INFO/CS 5900 and 5901)*</p> <ul style="list-style-type: none"> ▪ Instructor: Dr. Jonathan Kent Saxe (Fall 2018) <p>Language and Information (INFO/CS 4300)</p> <ul style="list-style-type: none"> ▪ Instructor: Professor Cristian Danescu-Niculescu-Mizil (Spring 2018) <p>Introduction to HCI (INFO/COMM 3450)</p> <ul style="list-style-type: none"> ▪ Instructor: Dr. Gilly Leshed (Fall 2016)

ADVISING & MENTORING

	<p>Graduate Students & Postdoctoral Researchers</p>
2020 – Present	<p>Harin Lee, Max Planck Institute for Human Cognitive and Brain Sciences (External PhD Mentor)</p> <p>Wei Quan, Information Science, Drexel University (Research Associate – Supervisor)</p>
	<p>Undergraduate & Postbaccalaureate Students</p>
2021 – Present	<p>Jiwon Kim, Computer Science, NYU Abu Dhabi (Capstone Advisor)</p>
2020 – Present	<p>Pratik Kayal, Computer Science, IIT Gandhinagar (Research Assistant – Supervisor)</p>

PROFESSIONAL ACTIVITIES & SERVICES

Program Committee	AAAI ICWSM (2018 – Present) ACM Web Science (2019 – Present) The Web Conference (formerly WWW) (2020 – Present)
Organizing Committee	Workshop Chair, Social Informatics (2019) Associate Chair for Late Breaking Work, ACM CHI (2018)
External Reviewer	Journals: American Sociological Review, Journal of Communication, Humanities and Social Sciences – Communications, Communications Physics, Journal of Medical Internet Research, PLoS ONE, Journal of Multimedia Tools and Applications Conferences: ACM CHI (2014 – Present), ACM CSCW (2017 – Present), AAAI ICWSM (2016 – 2018), ACM UbiComp (2014), 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 3 rd and 4 th years of undergraduate)