SEOYOUNG PARK

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SUMMARY

My research objective is to explain individual behavior and understanding, as well as the structure and elements of communities. I am particularly interested in the evolving structure of science and aim to understand the hidden systems that underlie the production and organization of knowledge. I am currently working on analyzing how generative AIs are impacting the scientific community, with a focus on changes in researchers' citation behavior.

- Research Interest: Computational Social Science, Science of Science, Network Science, and Data Science

EDUCATION

Korea Advanced Institute of Science and Technology, Daejeon, South Korea *Feb. 2024 – Present*
M.S. Student, Graduate School of Culture Technology
Advisor: Prof. Wonjae Lee

Soongsil University, Seoul, South Korea *Mar. 2019 – Feb. 2024*
B.S. in AI Convergence
B.S. in Statistics and Actuarial Science (Double Major)

RESEARCH EXPERIENCE

Social Computing Lab, KAIST, Daejeon, South Korea *Feb. 2024 – Present*
Research Assistant (Advisor: Prof. Wonjae Lee)

Advanced Data Science Lab, Soongsil University, Seoul, South Korea *Jan. 2022 – Feb. 2024*
Research Assistant (Advisor: Prof. Jinhyuk Yun)

PUBLICATION

1. **Park, S.**, Park, S., You, T., Yun, J., Social links vs. language barriers: decoding the global spread of streaming content. *Humanit Soc Sci Commun*, **12**, 76 (2025). `https://doi.org/10.1057/s41599-025-04400-2`

PROJECTS

- AI-based Fake News Detection and Analysis *Mar. 2024 - Mar. 2025*
  - Developed a fake news classifier that reflects moral emotions for proactive filtering
  - Collected training datasets for fake news classification model development
  - Utilized metadata such as headline-body similarity and moral-emotional cues

- Attention-Grabbing Political Music: Election Campaign Songs in South Korea *May. 2024 - Jun. 2024*
  - Collected 64 campaign songs from 2007 to 2022 South Korean presidential elections
  - Extracted musical features (e.g., loudness, pitch, timbre, rhythm, tonality, MFCC)
  - Conducted regression analysis between musical features, online reactions, and view counts

- Predicting Emerging Risk Based on Autonomous Driving Algorithms *Jul. 2023 - Oct. 2023*
  - Proposed a B2B insurance model to assess risks emerging from autonomous driving
  - Simulated social behaviors using a modified CommonRoad framework adapted to Korean context

  - Collected and analyzed high-accident road data to quantify road complexity

- Preference Analysis of OTT (Over-The-Top) Platforms *May. 2023 - Jun. 2023*
  - Clustered content from six major OTT platforms in the U.S.
  - Used NLP techniques to group content based on synopsis similarity

- Korean Literacy Analysis Using General Linear Models *Nov. 2022 - Dec. 2022*
  - Analyzed generational differences in literacy from 2017 and 2020 surveys
  - Applied proportional odds, baseline-category logit, and logistic regression models

- Abusive Language Detection *Jun. 2022 - Nov. 2022*
  - Built a model for detecting abusive Korean words in image-text formats
  - Developed separate sentiment and profanity classifiers based on text data
  - Designed a hybrid model combining Multi-kernel CNN, LSTM, and BiLSTM
  - Employed LIME algorithm to censor abusive language dynamically

AWARDS AND HONORS

- National Scholarship, KAIST *Feb. 2024 – Feb. 2026*
- 1st Prize, AI Convergence Competition, Soongsil University *Nov. 2022*
- 3rd Prize, AI Convergence Competition, Soongsil University *Nov. 2019*
- Academic Excellence Scholarship, Soongsil University *2019 Fall, 2020 Spring, 2022 Spring*

SKILLS

- Languages: Korean (Native), English (Fluent), Japanese (Fluent), Mandarin Chinese (Basic)
- Programming: Python, R, C++, C
- Frameworks & Libraries: TensorFlow, PyTorch