

Soyoung Oh

INCOMING PHD STUDENT IN COMPUTER AND COMMUNICATION SCIENCES

EPFL, Lausanne, Switzerland

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Interests

HUMAN-CENTERED COMPUTING · COMPUTATIONAL SOCIAL SCIENCE · NATURAL LANGUAGE PROCESSING · COGNITIVE SCIENCE

My research broadly lies in the areas of human-centered computing. Specifically, I would like to advance the explainability of artificial intelligence based on the understanding of humans. That is, I want to augment human knowledge with neural models to present glass-box models where their impacts on society can be managed. At the same time, I would like to pursue my research on making sense of the data as well as auditing social issues by diverse methodologies. By doing so, I would like to present responsible AI.

Education

École polytechnique fédérale de Lausanne (EPFL)

Lausanne, Switzerland

PHD IN COMPUTER AND COMMUNICATION SCIENCES (EDIC)

Sep. 2022 -

- Advisor: Antoine Bosselut (Expected)

Sungkyunkwan University (SKKU)

Seoul, South Korea

M.S. IN APPLIED ARTIFICIAL INTELLIGENCE

Aug. 2020 - Feb. 2022

- Advisor: Eunil Park
- Master's Thesis: Understanding Difficulties of Content Filterings and Humans' Cognitive Bias in Algorithmic Recommendations

Sungkyunkwan University

Seoul, South Korea

B.A. IN PSYCHOLOGY

Mar. 2016 - Aug. 2020

B.S. IN ENGINEERING, INTERDISCIPLINARY PROGRAM OF CONVERGENT SOFTWARE - SAMSUNG CONVERGENCE

SOFTWARE COURSE

Research Experience

Research Intern

Georgia Institute of Technology

(Remote)

Jul. 2021 - Present

CLAWS LAB

- Advisor: Srijan Kumar
- Engaging in survey paper on countering misinformation
- Devising natural language processing method to debunk misinformation

Research Assistant

SKKU

DATA EXPERIENCE LAB

Jul. 2019 - Oct. 2020

- Advisor: Eunil Park
- Explored user experience of augmented reality and virtual reality products (Funded by NRF of Korea)
- Developed a Deep Learning Model for Predicting Service Reuse (Funded by the NRF of Korea)

Publication

j: journal · c: conference · Equal Contribution¹ · Corresponding Author*

- c1** Sangeun Lee¹, **Soyoung Oh**¹, Minji Kim, & Eunil Park (2022).
Measuring Embedded Human-like Bias in Face Recognition Models. AAAI 2022 Workshop on Artificial Intelligence with Biased or Scarce Data (AIBSD 2022). [PDF]
- c2** **Soyoung Oh**¹, Jisu Kim¹, Seungpeel Lee¹, & Eunil Park (2021).
Jujeop: Korean Puns for K-pop Stars on Social Media. In Proceedings of the Ninth International Workshop on Natural Language Processing for Social Media 2021, NAACL HLT'21 Workshop. [PDF]
- j1** **Soyoung Oh**, Honggeun Ji, Jina Kim, & Eunil Park (2022).
Deep learning model based on expectation confirmation theory to predict customer satisfaction in hospitality service. Information Technology & Tourism. [HTML]
- j2** Honggeun Ji, **Soyoung Oh**, Jina Kim, & Eunil Park (2022).
Integrating Deep Learning and Machine Translation for Understanding Unrefined Languages. CMC-Computers, Materials & Continua, 70(1), 669–678. [HTML]

- j3 Jina Kim, Honggeun Ji, **Soyoung Oh**, Syjung Hwang, Eunil Park, & del Pobil, A. P. (2021). A deep hybrid learning model for customer repurchase behavior. Journal of Retailing and Consumer Services (SSCI, JCR 2019 IF=4.219, Q2 in Business). [\[HTML\]](#)
- j4 Jina Kim, Yeonju Jang, Kunwoo Bae, **Soyoung Oh**, Namjeong Jeong, Eunil Park, & del Pobil, A. P. (2021). Between comments and repeat visit: capturing repeat visitors with a hybrid approach. Data Technologies and Applications. [\[HTML\]](#)
- j5 **Soyoung Oh**, Jina Kim, Honggeun Ji, Eunil Park, Jinyoung Han, Minsam Ko, & Moonyoung Lee (2020). Cross-cultural Comparison of Interactive Streaming Services: Evidence from Twitch. Telematics and Informatics, ISSN: 0736-5853 (SSCI, JCR 2019 IF=4.139, Q1 in Information Science & Library Science). [\[HTML\]](#)
- j6 Jina Kim, Soyeon Shin, Kunwoo Bae, **Soyoung Oh**, Eunil Park, & del Pobil, A. P. (2020). Can AI be a content creator? Effects of content creators and information delivery methods on the psychology of content consumers. Telematics and Informatics, ISSN: 0736-5853 (SSCI, JCR 2019 IF=4.139, Q1 in Information Science & Library Science). [\[HTML\]](#)

WORK IN PROGRESS

- j7 DemoHash: Hashtag Recommendation based on User Demographic Information
Dahye Jeong¹, **Soyoung Oh**¹, & Eunil Park
Status: Revision @ Expert Systems With Applications
- c3 Are you aware of what you are watching? Role of machine heuristic in online content recommendations
Soyoung Oh, & Eunil Park
Status: Submitted @ CySoc 22

Teaching Experience

Teaching Assistant

AAI3020, DEPT. OF APPLIED ARTIFICIAL INTELLIGENCE AT UNDERGRADUATE COURSE

SKKU
Fall semester, 2020

- Led research project with undergraduate students and successfully submitted paper to conference [c1]

Instruction Assistant

IoT MAKER BOOTH @ E2FESTA2018

KINTEX, South Korea
Sept. 2018

- Assisted making IoT lamp with Arduino

Work Experience

Silikal Korea Construction Chemicals Co., Ltd.

INTERN

Seoul, South Korea
May 2018 - Jul. 2018

- Done internship program with logistics, sales, and accounting.

Silikal GmbH

INTERN

Mainhausen, Germany
Feb. 2018 - Apr. 2018

- Done internship program at sales & sales support in Export, Import division.

Honors & Awards

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|------|---|-------------|
| 2022 | EDIC Fellowship , A one-year PhD fellowship | EPFL |
| 2021 | Attendance Scholarship , ICWSM-2021 Grant Program | ICWSM |
| 2020 | Bachelor's Degree Linked Master Program Scholarship , Full tuition of last semester of undergraduate | SKKU |
| 2019 | Travel Scholarship , Language Exchange student @ Okayama University | Campus Asia |
| 2019 | Academic Excellence Scholarship , 70% of tuition from Dept. of Social Science (GPA:4.4/4.5) | SKKU |

Academic Services

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| 2022 | Reviewer , Reviewed papers @ <i>alt.chi</i> track | CHI |
| 2021 | Student Volunteer , NAACL HLT'21 Virtual Conference | NAACL |

Skills

Programming	Python, SPSS, LaTeX, JAVA, C
Machine Learning	Tensorflow, Keras, Pytorch
Front-end	HTML, CSS, Node.js
User Research	Interviewing, Conducting surveys, Experimental Design
Languages	Korean, English, Japanese