

Dr. Sandra Servia-Rodríguez

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RESEARCH EXPERIENCE

- **Research Associate** at the Computer Laboratory, University of Cambridge. November 2015 – ongoing.
- **Graduate Research Assistant** at the Department of Telematics Engineering in the University of Vigo. September 2011 – August 2015.
- **Research Intern** at the Social Computing Group, HP Labs (Palo Alto, California) under the supervision of Dr. Bernardo A. Huberman. April 2014 – August 2014.
- **Visiting Student Researcher** at the Computer Laboratory, University of Cambridge under the supervision of Prof. Cecilia Mascolo. May 2013 – September 2013.
- **Research Assistant** (*Ministry of Education* Fellowship holder) at the Department of Telematics Engineering in the University of Vigo. November 2010 – July 2011.
- **Research Assistant** (*FEUGA* Fellowship holder) at the Department of Signal Theory and Communications in the University of Vigo. June-November 2010.

EDUCATION

- **Ph.D. in Telematics Engineering.** University of Vigo. 2012 - 2015.
“*Social Data Mining Strategies for User modelling with Personalisation purposes*”
- **M.Sc. in Telematics Engineering.** University of Vigo. 2011 - 2012.
- **Telecommunication Engineering Degree** (5-years degree), specializing in Telematics. University of Vigo. 2009 - 2011.
- **B.Sc. in Telecommunication Engineering** (3-years degree), specializing in Telecommunication Systems. University of Vigo. 2006 - 2009.

RESEARCH INTERESTS

Data Mining, Information Retrieval, Natural Language Processing, Time Series Analysis, Social Computing, Personal Knowledge Management

PUBLICATIONS

- The evolution of your success lies at the centre of your co-authorship network. **Servia-Rodríguez, S.**, Noulas, A., Mascolo, C., Fernández-Vilas, A. & Díaz-Redondo, R.P. *PLoS ONE*, 10:e0114302, 03 2015. Journal indexed in ‘Journal Citation Reports’ (Thomson Reuters), Impact Factor (2013): 3,534 (Position 8/55 in ‘Multidisciplinary Sciences, Q1).
- Deciding what to display: maximizing the information value of social media. **Servia-Rodríguez, S.**, Huberman, B. A. & Asur S. (2015). *In Workshop on Modeling and Mining Temporal Interactions (M2TI) at ICWSM’15*. Oxford (UK)

- Are tweets biased by audience? An analysis from the view of topic diversity. **Servia-Rodríguez, S.**, Díaz-Redondo, R.P. & Fernández-Vilas, A. (2015). In *International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction (SBP15)*. Washington D.C. (USA)
- A tie strength based model to socially-enhance applications and its enabling implementation: mySocialSphere. **Servia-Rodríguez, S.**, Díaz-Redondo, R.P., Fernández-Vilas, A., Blanco-Fernández, Y. & Pazos-Arias, J.J. (2014). *Expert Systems With Applications*, 41(5), 2582-2594. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2013): 1,965 (Position 11/79 in 'Operations research & Management Science, Q1).
- IPTV Parental control: a collaborative model for the Social Web. Fernández-Vilas, A., Díaz-Redondo, R. P., **Servia-Rodríguez, S.** (2014). *Information Systems Frontiers*, 1-16. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2013): 0,761 (Position 54/102 in 'Computer Science – Theory & methods', Q3).
- Is There a Crowd? Experiences in Using Density-Based Clustering and Outlier Detection. Ben Khalifa, M., Díaz-Redondo, R.P., Fernández-Vilas, A., López Serrano, R. & **Servia-Rodríguez, S.** (2014). In *2nd International Conference on Mining Intelligence and Knowledge Exploration (MIKE)*. Cork (Ireland).
- Inferring Contexts from Facebook Interactions: a Social Publicity Scenario. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). *IEEE Transactions on Multimedia*, 15(6), 1296-1303. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2013): 1,776 (Position 15/105 in 'Computer Science – Software Engineering, Q1).
- Comparing tag clustering algorithms for mining Twitter users' interests. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). In *ASE/IEEE International Conference on Social Computing (socialCom)*. Washington D.C. (USA).
- Mining Facebook Activity to Discover Social Ties: Towards a Social-Sensitive Ecosystem. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). *Cloud Computing and Services Science. Communications in Computer and Information Science*, 367, 71-85, Springer.
- Inferring Ties for Social-aware Ambient Intelligence: the Facebook Case. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2012). In *3rd International Symposium on Ambient Intelligence (ISAmI)*. Salamanca (Spain).
- Semantics-Driven Recommendation of Coupons Through Digital TV: Exploiting Synergies with Social Networks. Martín-Vicente, M. I., Gil-Solla, A., Ramos-Cabrera, M., Blanco-Fernández, Y. & **Servia-Rodríguez, S.** (2012). In *International Conference on Consumer Electronics (ICCE)*. Las Vegas (USA): IEEE.
- A Virtualization Layer for Mobile Consumer Devices to Support Demanding Communication Services in Vehicular Ad-hoc Networks. Bravo-Torres, J. F., López-Nores, M., Blanco-Fernández, Y., **Servia-Rodríguez, S.** & García-Duque, J. (2012). In *International Conference on Consumer Electronics (ICCE) --- Special Merit Award for Outstanding Paper*. Las Vegas, USA: IEEE.
- Using Facebook activity to infer social ties. **Servia-Rodríguez, S.**, Díaz-Redondo, R. P., Fernández-Vilas, A. & Pazos-Arias, J. J. (2012). In *2nd International Conference on Cloud Computing and Services Science (CLOSER)*. Porto (Portugal).
- A Social P2P Approach for Personal Knowledge Management in the Cloud. Díaz-Redondo, R. P., Fernández-Vilas, A., **Servia-Rodríguez, S.** & Pazos-Arias, J. J. (2012). In *1st International Workshop on Socially Intelligent Computing (SINCOM 2012)*. Rome (Italy).
- The evolution of your success lies in the centre of your co-authorship network. **Servia-Rodríguez, S.**, Noulas, A., Mascolo, C., Fernández-Vilas, A. & Díaz-Redondo, R.P. (2014). In *Quantifying Success (2.0) –co-located with ECCS'14*. Lucca (Italy). (Contributed talk)

PARTICIPATION IN PROJECTS

- **INRISCO: INcident monitoRing In Smart COmmunities. (2015)**
 - Financial backer: Spanish Ministry of Economy and Competitiveness
 - Project manager: Dr. Rebeca P. Díaz Redondo (UVigo)
 - Partners: UPC, UC3M, UVigo and Gradient
- **EMRISCO: Emergence response in Smart communities. (2014)**
 - Financial backer: Spanish Ministry of Economy and Competitiveness
 - Project manager: Dr. Rebeca P. Díaz Redondo (UVigo)
 - Partners: UPC, UC3M, UVigo and Gradient
- **CLOUDIA: Social ecosystem for the ubiquitous and personalized provision of services in the Cloud. (2010-2013)**
 - Financial backer: Spanish Ministry of Science and Innovation
 - Project manager: Dr. Ana Fernández Vilas (UVigo)
- **GreenIT for the benefit of civil society. (2012-2015) (EACEA Project)**
 - Financial backer: Education, Audiovisual and Culture Executive Agency.
 - Project coordinator: Dr. Rebeca P. Díaz Redondo (UVigo)
- **SITAR: *Sistema integral de atención de reclamaciones* (2014) (Industrial Project)**
 - Financial backer: Unión Fenosa Distribución
 - Project coordinator: Dr. Rebeca P. Díaz Redondo (UVigo)

SKILLS

- **Programming languages**
 - Main: Java.
 - Experienced: R, mySQL.
 - Used in the past: C, C++, Matlab, JavaScript, HTML, CSS, Tcl, Pascal.
 - Interests and Curiosity: Ruby, Python.

HONORS AND AWARDS

- **FPI Research Fellowship** granted by the Spanish Ministry of Science and Innovation, at the Department of Telematics Engineering in the University of Vigo and associated to the project *CLOUDIA*. September 2011 – August 2015.
- **Fellowship to Collaborate** at the Department of Telematics Engineering in the University of Vigo granted by the Spanish Ministry of Education. November 2010 – July 2011.
- **Special graduation award** granted by the University of Vigo for obtaining the best student marks in B.Sc. Telecommunication Engineering (3-years degree). 2009.

TEACHING

- **Degree on Engineering of Telecommunication Technologies:**
 - **Computer Architecture** (2013-2014). The aim of this course was to provide students with an understanding of basic computer operation by studying the lower abstraction levels (over the electronic level).

- **Programming II** (2013-2014, 2014-2015). The general aim of this subject was to provide the students with the theoretical foundations and the practical competitions that allow them to analyze, design, develop and debug computer applications following the paradigm of oriented objects programming (OOP).
- **Supervision** of 2 Bachelor's and 2 Master's **thesis** (2013-2015)

COURSES

- Self-regulated learning: strategies and resources. University of Vigo. 15/01/2015 - 29/01/2015 (20 hours)
- **Big Data & HADOOP**. University of Vigo. 07/02/2014 - 22/02/2014 (30 hours)
- **Statistics with R for researchers**. University of Vigo. 01/05/2013 – 31/05/2013. Online course.

OTHER ACTIVITIES

- **Member of the committee for the evaluation of Degrees, Masters and Doctoral programs** in the Universities of Galicia (**USC**, **UDC** and **UVIGO**) and in the **Néstor Cáceres Velásquez Andina University** (UANCV) and **University of San Martín de Porres** in Peru. Agency for Quality Assurance in the Galician Universities (**ACSUG**). 2011 - ongoing.
- **Workshops and ICT-related activities monitor in the Summer Scientific Camps**, addressed to secondary school pupils and organized by the Spanish Ministry of Education in collaboration with *Campus do Mar* and *Gradiant*. Vigo, July 2011.