

# Sandra Servia-Rodríguez, PhD

EECS - QMUL  
Mile End Rd  
E1 4NS London, UK

(+44) (0)7543 621744  
[sandraservia@gmail.com](mailto:sandraservia@gmail.com)  
<https://www.linkedin.com/in/sservia>

## RESEARCH EXPERIENCE

- **Research Associate** in the in the School of Electronic Engineering and Computer Science (EECS) of the **Queen Mary University of London (UK)**, under the supervision of Dr. Hamed Haddadi. November 2016 – ongoing.
- **Visiting Research Associate** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof. Cecilia Mascolo. September 2016 – October 2016.
- **Research Engineer** in the Manageability and Security Research Group, **HP Labs (Bristol, UK)**. March 2016 – August 2016.
- **Research Associate** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof. Cecilia Mascolo. November 2015 – February 2016 (short-term contract).
- **Graduate Research Assistant** at the Department of Telematics Engineering of the **University of Vigo (Spain)**, under the supervision of Dr. Ana Fernández-Vilas and Dr. Rebeca P. Díaz-Redondo. September 2011 – August 2015.
- **Research Intern** in the Social Computing Group, **HP Labs (Palo Alto, California, USA)**, under the supervision of Dr. Bernardo A. Huberman. April 2014 – August 2014.
- **Visiting Student Researcher** in the Networks and Operative Systems Group of the **University of Cambridge (UK)**, under the supervision of Prof. Cecilia Mascolo. May 2013 – September 2013.
- **Research Assistant** (*Ministry of Education Fellowship holder*) at the Department of Telematics Engineering of the **University of Vigo (Spain)**, under the supervision of Dr. Ana Fernández-Vilas and Dr. Rebeca P. Díaz-Redondo. November 2010 – July 2011.
- **Research Assistant** (*FEUGA Fellowship holder*) at the Department of Signal Theory and Communications of the **University of Vigo (Spain)**, under the supervision of Prof. Marcos Arias. June-November 2010.

## EDUCATION

- **Ph.D. in Telematics Engineering**. University of Vigo (Spain). 2012 - 2015. (Summa Cum Laude)  
Thesis title: “*Social Data Mining Strategies for User modelling with Personalisation Purposes*”
- **M.Sc. in Telematics Engineering**. University of Vigo (Spain). 2011 - 2012. (top 5% of class)  
Thesis title: “*Inferring Ties for Social-aware Ambient Intelligence: the Facebook Case*”
- **Telecommunication Engineering Degree** (5-years degree), specialisation in Telematics. University of Vigo (Spain). 2009 - 2011. (top 5% of class)  
Thesis title: “*Application to recommend YouTube videos to Facebook users*”
- **B.Sc. in Telecommunication Engineering** (3-years degree), specialisation in Telecommunication Systems. University of Vigo (Spain). 2006 - 2009. (1<sup>st</sup> of class)  
Thesis title: “*Near-field to far-field transformation algorithm*”

## RESEARCH INTERESTS

Data Mining, Ubiquitous Computing, Mobile Sensing, Social Computing, eHealth, privacy-preserving analytics

## PUBLICATIONS

- Mobile sensing at the service of mental wellbeing: a large-scale longitudinal study. **Servia-Rodríguez, S.**, Rachuri, K., Mascolo, C., Rentfrow, J., Lathia, N. & Sandstrom, G. In *the 26th World Wide Web Conference (WWW2017)*. Perth (Australia)

- 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).
- 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)
- 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 *3<sup>rd</sup> 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-Cabrer, 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).

## PARTICIPATION IN RESEARCH PROJECTS

- **Databox: Privacy-Aware Infrastructure for Managing Personal Data (2016-2019)**
  - Financial backer: Engineering and Physical Sciences Research Council (EPSRC)
  - Project manager: Dr. Hamed Haddadi (Queen Mary University of London)
  - Partners: University of Cambridge, Queen Mary University of London and University of Nottingham

- **Emotion Sense Project. (2015-2016)**
  - Financial backer: Engineering and Physical Sciences Research Council (EPSRC) through the EPSRC Projects *CambridgeSens* and *UBHAVE*
  - Project manager (*UBHAVE*): Prof. Cecilia Mascolo (University of Cambridge)
  - Partners (*UBHAVE*): University of Cambridge, University of Southampton, UCL, University of St. Andrews, University of Oxford
- **INRISCO and EMRISCO: Incident monitoring and EMergence Response In Smart Communities. (2014-2015)**
  - Financial backer: Spanish Ministry of Economy and Competitiveness
  - Project manager: Dr. Rebeca P. Díaz Redondo (UVigo)
  - Partners: UPC, UC3M, UVigo and Gradiant
- **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)

## PARTICIPATION IN EACEA AND INDUSTRIAL PROJECTS

- **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)

## TEACHING AND MENTORING

- **Undergraduate courses** taught at the degree on Engineering of Telecommunication Technologies. **University of Vigo:**
  - **Computer Architecture** (academic year 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** (academic years 2013/2014 and 2014/2015). This module covered the theoretical foundations and the practical competitions that allowed students 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 theses. University of Vigo.** (2013-2015)
  - *XestGando: Design and implementation of an Android application to manage animals in cattle ranches.* **Master thesis.**
  - *DBpedia-based application to extract the semantic relatedness between two terms.* **Master thesis.**
  - *Tie strength-based application to create and update personalized lists on Facebook.* **Bachelor thesis.**
  - *Application to infer contexts from Twitter publications.* **Bachelor thesis.**

## TECHNICAL SKILLS

- Data mining (machine learning, statistics, NLP...).
- Analysis of different types of data (spatiotemporal, time-series, information networks, graph-structured, data streams, text...) from different domains (social media, mobile sensing, computer security and logs...).
- Design and development of software applications to mainly conduct user studies.
- Integration of applications with social media sites' APIs (Facebook, Twitter, YouTube...)
- Programming languages, such as Java, R, MySQL, Python, C, C++, Matlab, JavaScript, HTML, CSS, XML, Matlab, GIT, Tcl, Pascal, Ruby, Advanced Unix Scripting.

## 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. Telematics Engineering (3-years degree). 2009.

## COURSES AND TRAINING

- **Self-regulated learning:** strategies and resources. University of Vigo. 15/01/2015 - 29/01/2015 (20 hours)
- **International GRADschool.** Fundación Barrié. 14/10/2014-17/10/2014 (30 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 ROLES

- **Member of the committee for the evaluation of Degrees, Masters and Doctoral programmes** 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.
- **Coordinator of the research seminar** organised as part of the Ph.D. programme in Information and Communication Technology (ICT). **University of Vigo.** 2014-2015.
- **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.