

Tereza Blažková

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Education

MSc in Social Data Science

Copenhagen, Denmark

University of Copenhagen

August 2021 - April 2024

- A program that concentrates on integrating data science techniques with social sciences while also examining the societal impacts of digital technology and algorithms
- Member of the program's Study Board, co-founded the program's Student Subject Council through which I organised several social and professional events, including the first Regional Social Data Science Student Conference
- **Thesis:** Using Machine Learning to Predict University Dropout: A Study on Accuracy and Fairness, **Grade: 12/12**
- **Selected areas:** Machine Learning, Natural Language Processing, Network Analysis, Fair and Transparent ML models, Netnography, Health Economics

Sociology with Economics

Prague, Czechia

Charles University

October 2018 - June 2021

- A program focused on the core concepts in sociological and economic theories and their intersections, especially with a great focus on valuation and cost-benefit analysis
- **Graduated with honours, awarded with the Scholarship for excellent academic results**
- **Selected areas:** Research design, survey design, statistics, data analysis, finance, valuation, cost-benefit analysis, micro¯o economics

Research Experience

PhD Student

Copenhagen, Denmark

University of Copenhagen, Center for Social Data Science

October 2024 - September 2027

- **Technical Skills:** Data Analysis in Python, Predictive modelling, Machine Learning, Transformer models
- **Soft Skills:** Communication, Collaboration, Problem-solving, Presenting, Teaching

Research Assistant

Copenhagen, Denmark

University of Copenhagen, Center for Social Data Science

April 2024 - present

- Conducting research on education, examining academic performance, university dropout, and labour market outcomes. Describing how the educational paths and their predictability differ among various demographic groups, including whether vulnerable students and students with disabilities encounter distinct challenges in education and the transition to the labour market.

Guest Researcher

Copenhagen, DK / Sevilla, ES

A guest researcher at Danmark Statistik (March 2024 - present)

A visiting scholar at the University of Seville as part of a NeEDS (Network of European Data Scientists) EU project (June 2024)

Student Research Assistant

Copenhagen, Denmark

Copenhagen Business School, Sustainability Centre

March 2022 - April 2024

- Worked on research about discussions on sustainable topics. My work consisted of designing research, data collection, data analysis, data visualisation and writing a scientific article
- **Technical Skills:** Tweets analysis using Python, NumPy, Matplotlib, Pandas, Seaborn, Gephi
- **Soft Skills:** Communication, Research presentation skills, Academic writing, Time management, Teamwork

Student Research Assistant

Copenhagen, Denmark

University of Copenhagen, Center for Social Data Science

August 2023 - April 2024

- Predicting university dropout utilising data from the University of Copenhagen and Danish national registries
- Designing several surveys, assisting with data analysis in Python
- **Skills:** Predictive modelling in Python, Data preprocessing, Machine Learning, Survey Design

Teaching experience

Graduate Teaching Assistant in Data Governance course

University of Copenhagen, Center for Social Data Science

January 2023 - March 2023

- Led weekly exercise classes in a graduate course, which focused on research in legal, political, and ethical aspects of data governance
- Guided 16 students in their projects, moderated discussions and delivered constructive feedback
- **Skills:** Orientation in GDPR, Presentation skills, Time management, Leadership, Providing feedback

Publications and Invited talks

JOURNAL ARTICLES

Greenwashing debates on Twitter: Stakeholders and critical topics
Tereza Blazkova, Esben Rahbek Gjerdrum Pedersen, Kirsti Reitan Andersen, Francesco Rosati
Journal of Cleaner Production (Oct. 2023) p. 139260. 2023

UNDER REVIEW

Sentiments and Sustainability: Stakeholder Perceptions of Sustainable Fashion on Social Media
Tereza Blazkova, Esben Rahbek Gjerdrum Pedersen, Kirsti Reitan Andersen
International Journal of Fashion Marketing and Management (2024). 2024

INVITED TALKS

CBS Sustainability Centre Seminar: Corporate Sustainability between Aspirational Talk and Greenwashing
2023, Copenhagen Business School, <https://www.cbs.dk/en/research/departments-and-centres/departments-of-management-society-and-communication/cbs-sustainability-centre/events/cbs-sustainability-centre-seminar-corporate-sustainability-between-aspirational-talk-and>
Predicting University Dropout: A Study on Accuracy and Fairness
June 11, 2024, European Centre for Algorithmic Transparency, Sevilla, Spain

Skills

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|--------------------------|---|
| Programming | Python (Pandas, NumPy, Seaborn, Matplotlib, Sklearn, PyTorch, TensorFlow, NLTK, spaCy, AIF360 etc.), R (ggplot2, Tidyverse), SPSS |
| Other Hard Skills | Twitter API, Network analysis, Natural Language Processing, Machine Learning, LaTeX, Microsoft Office |
| Soft Skills | Communication, Responsibility, Strong team spirit, Problem-solving, Critical thinking, Independency |

Interests

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|--------------------------|---|
| Academic interest | Algorithmic decision-making, Algorithmic Fairness, Algorithms in the public sphere, Education, Digital Health, Digital Exclusions, Responsible AI, Predictive Analytics, Social inequalities, Social media analysis, Sustainability |
| Other interest | Cycling, bouldering, reading and listening to podcasts, specialty coffee |

Languages

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|----------------|---|
| Czech | Native |
| English | C1/C2 - Professional proficiency |
| Danish | B1 - Intermediate proficiency |
| German | A2/B1 - Basic to Intermediate proficiency |
| Slovak | Listening and reading proficiency |