

Minsu Park

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EDUCATION

PhD Information Science, Cornell University, Ithaca, NY, USA (August 2014 – present)

Relevant Coursework:

[Information Science] Behavior and Information Technology; Computational Methods for Information Science Research; Information Ethnographies: Information, Technology, and Society; Networks, Crowds, and Markets: Foundations for Formal Analysis and Design

[Communications] Mediated Interpersonal Communication; Research Methods for Social Networks and Social Media

[Sociology] Social Dynamics and Computational Methods; Social Network Theory

MS Culture Technology, Graduate School of Culture Technology (GSCT), Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea (2012)

BS Mechanical and System Design Engineering, Hongik University, Seoul, Korea (2010)

RESEARCH INTERESTS

- Fields: Computational Social Science, Social Computing, Community Informatics
- Methods: Qualitative and Quantitative (and often mixed) Approaches

Some Keywords Related to On-going Research: (1) Cultural Tastes, Socioeconomic Status Inference, Social Networks, User Engagement, Content Consumption (Music and Video); (2) Marginality, Vulnerability, Localized Social Context

PUBLICATIONS

Journal Articles

- **Minsu Park***, Jaram Park*, Young Min Baek, and Michael Macy. *Cultural Values and Cross-cultural Video Consumption on YouTube*. PLoS ONE 12(5): 0177865. <https://doi.org/10.1371/journal.pone.0177865>. – Accepted and presented at 11th International AAAI Conference on Web and Social Media (ICWSM 2017) (acceptance rate = 14%)

Conference Proceedings

- **Minsu Park**, Mor Naaman, and Jonah Berger. *A Data-driven Study of View Duration on YouTube*. 10th International AAAI Conference on Web and Social Media (ICWSM 2016) (short paper; acceptance rate = 21%)
- **Minsu Park**, Ingmar Weber, Mor Naaman, and Sarah Vieweg. *Understanding Musical Diversity via Online Social Media*. 9th International AAAI Conference on Web and Social Media (ICWSM 2015) (acceptance rate = 18%)
- **Minsu Park**, David W. McDonald, and Meeyoung Cha. *Perception Differences between the Depressed and Non-depressed Users in Twitter*. 7th International AAAI Conference on Weblogs and Social Media (ICWSM 2013) (acceptance rate = 20%)
- Ricardo Gomez, Norah Abokhodair, Ivette Bayo, and **Minsu Park**. *Computer Training to Empower Day Laborers: A Heat Map to Address Emotional Barriers and Technical Skills*. 46th IEEE Hawaii International Conference on System Sciences (HICSS 2013)
- **Minsu Park**, Chiyoung Cha, and Meeyoung Cha. *Depressive Moods of Users Portrayed in Online Social Networks*. 18th ACM International Conference on Knowledge Discovery and Data Mining (SIGKDD 2012) workshop on Health Informatics (HI-KDD 2012)

Book Chapters

- Meeyoung Cha and Minsu Park. *Ch 15, Social Network Analysis of Knowledge-based Services*. Knowledge Service Engineering Handbook. CRC Press, Taylor and Francis Group (2012)

Conference Abstracts

- Minsu Park, Chiyoung Cha, and Meeyoung Cha. *Depressive Moods of Users Portrayed in Online Social Networks*. 5th Medicine 2.0 (Medicine 2.0 2012) – Full oral presentation
- Minsu Park, Chiyoung Cha, and Meeyoung Cha. *Depressive Moods of Users Captured in Twitter, an Online Social Network*. 1st Global Congress for Qualitative Health Research (GCQHR 2011) – Full oral presentation

Workshop Position Papers

- Minsu Park, Mor Naaman, and Tara F. Bishop. *Collaborative Doctor-Patient Tools for Analyzing Patient Logs*. Moving Beyond e-Health and the Quantified Self Workshop on 18th ACM International Conference on Computer Supported Cooperative Work (CSCW 2015)
- Minsu Park. *Depressive Moods of Users Captured in Twitter, an Online Social Network*. Health Informatics Workshop on 15th ACM International Conference on Computer Supported Cooperative Work (CSCW 2012)

Theses

- *Exploring Healthcare Opportunities in Twitter: On User-generated Health Information and Depressive Moods of Users*. MS Thesis, KAIST (2012)
- *Designing a Transformable and Rotatable Car Seat*. BS Thesis, Hongik University (2010)

Work in Progress

- Minsu Park, Jessa Lingel, and Mor Naaman. *Reappropriating Infrastructures: A Qualitative Study of Transnational Migrants' Technology Use in Qatar*. – Under review
- Patrick Park, Minsu Park, and Michael Macy. *Economic and Network Inequalities: Evidence from Twitter*. – Manuscript under preparation
- Some other on-going projects are related to (1) socioeconomic and demographic homophily on online social media; (2) contexts of music consumption behavior captured by sensor data; (3) structures of inequality of cross-cultural popular video consumption; and (3) diurnal moods captured by consumption of cultural products.

WORK EXPERIENCE

Data Science Research Intern, Product Insights, Spotify, Somerville, MA, USA (May 2017 – August 2017)

- Worked with Jenn Thom (host); Henriette Cramer
- Conducted a large-scale time series analysis on repeating patterns of musical consumption.

UX Research Intern, Material Design, Google, San Francisco, CA, USA (May 2016 – August 2016)

- Worked with Julia Haines (host); Michael Gilbert; Elizabeth Churchill
- Conducted some qualitative (e.g., interview data analysis based on the grounded theory) and quantitative (e.g., mobile device app log data analysis) studies to identify a latent patterns of technological practices and understand situational and perceptual motivations of those behavioral patterns

Research Assistant, Social Dynamics Lab, Cornell University, Ithaca, NY, USA (September 2015 – present)

- Working with Michael Macy
- Develop rules and algorithms to infer socioeconomic status (e.g., income) of social media users based on contents they created; analyze class homophily in multiple social media platforms (e.g., Twitter and Facebook) using the inferred socioeconomic status

- Explore omnivorousness regarding cultural tastes in country-level as well as in individual-level using online social media data (e.g., YouTube, Twitter, Facebook, and Last.fm)

Research Assistant, Social Technologies Lab, Cornell Tech, New York City, NY, USA (August 2014 – December 2015)

- *Worked with Mor Naaman*

- Studied whether and how indicators of collective preferences and reactions are associated with view duration of videos using two distinct YouTube datasets collected from a Chrome extension and random sample

Research Intern, Social Computing Group, Qatar Computing Research Institute, Doha, Qatar (March 2014 – July 2014)

- *Worked with Ingmar Weber (host); Sarah Vieweg*

- Studied relationships between cultural tastes regarding music consumption and socioeconomic status using Last.fm and Twitter data; use of ICTs of transnational workers in Qatar in the context of globalization, online connectivity, and socioeconomic status based on surveys, semi-structured interviews, and participant observations

Researcher, Department of Biomedical Informatics, Asan Medical Center, Seoul, Korea (January 2013 – December 2013)

- Studied how Korean users search about Swine Flu through large-scale surveys and focus groups, and develop a Korean version of Google Flu Trend based on queries in the 2nd biggest search engine in Korea, Daum

Research Intern, Social Computing Lab, Information School (iSchool), University of Washington, Seattle, WA, USA (March 2012 – September 2012)

- *Worked with Jeffrey Kim (host); David W. McDonald; Ricardo Gomez*

- Studied perception differences between the depressed and non-depressed users in Twitter based on interviews; the social and cultural benefits of ICTs for underserved minorities in Seattle based on structured interviews, focus groups, and field observations

Research Assistant, Social Computing Lab., GSCT, KAIST, Daejeon, Korea (February 2011 – December 2012)

- *Worked with Meeyoung Cha*

- Studied how depression is talked about in Twitter and whether the use of sentiments in tweets can be a marker for detecting depressed users based on a series of content analyses

ACTIVITIES

Reviewing Experience

AAAI ICWSM (2016, 2017)

ACM CHI (2014, 2015, 2016, 2017)

ACM CSCW (2017)

ACM UbiComp (2014)

Medicine 2.0 (2012, 2013, 2014)

Journal of Medical Internet Research (2014)

Journal of Multimedia Tools and Applications (2016)

HONORS & AWARDS

- The Best of the Physics arXiv (week ending April 23, 2016), MIT Technology Review (for **Understanding Musical Diversity via Online Social Media**)

- Special Recognition on ACM CHI Full Paper/Note Review (2015)

- Graduate Research Outstanding Award, GSCT, KAIST (2011)

- Graduate Academic Outstanding Award, GSCT, KAIST (2010)

- Culture Technology National Scholarship (full tuition and stipend supports for MS degree), Ministry of Culture, Sports, and Tourism, Korea (2010 – 2011)

- Best Thesis Award, Mechanical and System Design Engineering, Hongik University (2009)

- Hongik Scholarship, Hongik University (merit-based scholarship for all semesters through 3rd and 4th years of undergraduate, 2008 – 2009)

EXTRA-ACTIVITIES **A&R coordinator**, Curly Sol Records, Seoul, Korea (2010 – 2014)
Contributor of Indie Music Webzine, Ourtown239, Seoul, Korea (2006 – 2011)
Volunteer, Housing Works Thrift Shop, NYC, NY, USA (January 2007 – July 2007)
Compulsory Military Service, ARMY, ROKA 5th Infantry Division, Yeoncheon-gun, Korea (October 2004 – October 2006)
Volunteer, UNESCO Work Camp, Lamjung, Nepal (January 2004)

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