

Minsu Park

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EDUCATION

- August 2014 – present **Ph.D. Information Science**, Cornell University, Ithaca, NY, USA
Committee: Michael Macy (chair), Mor Naaman, Drew Margolin
- 2012 **M.S. Culture Technology**, KAIST, Daejeon, Korea
- 2010 **B.S. Mechanical and System Design Engineering**, Hongik University, Seoul, Korea

RESEARCH INTERESTS

Fields: Computational Social Science, Social Computing, Community Informatics

Methods: Qualitative and Quantitative (and often mixed) Approaches

Some Keywords: Content Consumption (Music and Video), Cultural Tastes, Socioeconomic Status Imputation, Social Networks, User Engagement, Localized Social Context

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

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) under the social science and sociophysics track (acceptance rate = 14%)
- Conference Proc. **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, Chiyong 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**, Chiyong 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**, Chiyong 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*
- 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*. M.S. Thesis, KAIST (2012)
- Designing a Transformable and Rotatable Car Seat*. B.S. Thesis, Hongik University (2010)
- Work in Progress **Minsu Park** and Jessa Lingel. *Reappropriating Infrastructures: A Qualitative Study of Transnational Migrants' Technology Use in Qatar*. – *Under review*
- Patrick Park, **Minsu Park**, and Michael Macy. *Economic Correlates of Diversity and Inequality in Online Social Networks*. – *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 and seasonal moods captured by consumption of cultural products.

WORK EXPERIENCE

- Summer 2017 **Data Science Research Intern**, Product Insights, Spotify, Somerville, MA, USA
- *Worked with Jenn Thom (host); Henriette Cramer*
 - Conducted a large-scale time series analysis on repeating patterns of musical consumption and anomaly detection.
- Summer 2016 **UX Research Intern**, Material Design, Google, San Francisco, CA, USA
- *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
- 2015 – present **Research Assistant**, Social Dynamics Lab, Cornell University, Ithaca, NY, USA
- *Working with Michael Macy*

ACM UbiComp (2014)
Medicine 2.0 (2012, 2013, 2014)
Journal of Medical Internet Research (2014, 2015)
Journal of Multimedia Tools and Applications (2016)

Student Volunteer iConference 2016, Philadelphia, PA, USA

SCHOLARSHIPS, GRANTS, & AWARDS

2016 The Best of the Physics arXiv (week ending April 23, 2016), MIT Technology Review (for ***Understanding Musical Diversity via Online Social Media***)
2015 Special Recognition on ACM CHI Full Paper/Note Review
2011 Graduate Research Outstanding Award, GSCT, KAIST
2010 Graduate Academic Outstanding Award, GSCT, KAIST
2010 – 2011 Culture Technology National Scholarship (full tuition and stipend supports for MS degree), Ministry of Culture, Sports, and Tourism, Korea
2009 Best Thesis Award, Mechanical and System Design Engineering, Hongik University
2008 – 2009 Hongik Scholarship, Hongik University (merit-based full scholarships for all semesters through 3rd and 4th years of undergraduate)

updated on January 30, 2018