

# Kunwoo Park

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**EDUCATION** KAIST, Daejeon, South Korea  
*PhD in Graduate School of Web Science Technology, School of Computing* Feb. 2018

- Dissertation topic: Identification and analysis of key factors driving longevity in online social platforms (honored the Outstanding PhD Dissertation Award in School of Computing, KAIST)

KAIST, Daejeon, South Korea  
*MS in Division of Web Science and Technology* Feb. 2014

- Dissertation topic: Gender swapping and its effects in MMORPGs

Kwangwoon University, Seoul, South Korea  
*BS in Computer Science* Feb. 2012

**RESEARCH INTEREST** I am interested in applying data science approaches to web-scale dataset (e.g., digitally logged user behaviors, online chat logs, news article) to revolutionize online systems and tackle real-world problems. Research topics of interest include, but are not limited to:

- Detecting online misinformation using deep learning approaches
- Discovering social biases on the web environment
- Identifying factors driving long-term user engagement

**PEER-REVIEWED PUBLICATIONS**

1. Seunghyun Yoon, **Kunwoo Park**, Joongbo Shin, Hongjun Lim, Seungpil Won, Meeyoung Cha and Kyomin Jung. “Detecting Incongruity Between News Headline and Body Text via a Deep Hierarchical Encoder” In *the AAAI Conference on Artificial Intelligence (AAAI)*, 2019. (AR=16%)
  - The first two authors equally contributed to this work.
  - Short version of this work was presented at IPAM deep learning workshop, 2018.
  - This work was featured at YTN, Channel A, Joong daily, and many others (in Korean).
2. **Kunwoo Park**, Meeyoung Cha, and Eunhee Rhim. “Positivity Bias in Customer Satisfaction Ratings” In *the 27th Web Conference (WWW) Companion*, 2018.
  - This work was featured at etnews (in Korean).
3. **Kunwoo Park** and Meeyoung Cha. “Churn Analysis of Max Level Users in Online Games” In *Journal of Korean Institute of Information Scientists and Engineers*, 2017.
  - This work was featured at Korean broadcasting and daily such as YTN, ThisIsGame, Daily CnC, Yonhap News, Digital Times, Energy Economics, and Go Korea (in Korean).
4. **Kunwoo Park**, Meeyoung Cha, Haewoon Kwak, and Kuan-Ta Chen. “Achievement and Friends: Key Factors of Player Retention Vary Across Player Levels in Online Multiplayer Games” In *the 26th International Conference on World Wide Web (WWW) Companion*, 2017.
  - Short version of this work was presented at NetSci 2017 (poster).
5. **Kunwoo Park**, Ingmar Weber, Meeyoung Cha, Chul Lee. “Persistent Sharing of Fitness App Status on Twitter” In *the 19th ACM International Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2016. (AR=25%)
  - Short version of this work was presented at NetSci 2016 (poster).
  - This work was featured at Mathematics Donga journal (in Korean).
6. **Kunwoo Park**, Jaewoo Kim, Jaram Park, Meeyoung Cha, Jiin Nam, Seunghyun Yoon, and Eunhee Rhim. “Mining the Minds of Customers from Online Chat Logs” In *the 24th ACM International on Conference on Information and Knowledge Management (CIKM)*, 2015.
7. **Kunwoo Park**, Juyong Park, Meeyoung Cha, and Kuan-Ta Chen. “Status and social dynamics in online games” In *the 1st International Conference on Computational Social Science (IC2S2)*, 2015. (poster)

8. Gareth Paul Beeston, Manuel Leon Urrutia, Caroline Halcrow, Xianni Xiao, Lu Liu, Jinchuan Wang, Jinho Jay Kim, and **Kunwoo Park**. “Humour reactions in crisis: a proximal analysis of Chinese posts on sina weibo in reaction to the salt panic of march 2011” In *the 23rd International Conference on World Wide Web (WWW) Companion*, 2014.
9. **Kunwoo Park**, Jaram Park, SungKyu Park, Jaewoo Kim, Sejeong Kwon, Jinah Kwak, and Meeyoung Cha. “Voice of the Employees Resonated in Online Bamboo Forests” In *the 7th ICWSM Workshop on Social Computing for Workforce 2.0*, 2013.
10. **Kunwoo Park**, Seonggyu Lee, Eunae Kim, Minjee Park, Juyong Park, and Meeyoung Cha. “Mood and Weather: Feeling the Heat?” In *the 7th International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2013. (poster)
11. Jing-Kai Lou, **Kunwoo Park**, Meeyoung Cha, Juyong Park, Chin-Laung Lei, and Kuan-Ta Chen. “Gender Swapping and User Behaviors in Online Social Games” In *the 22nd International Conference on World Wide Web (WWW)*, 2013. (AR=15%)
  - The first two authors equally contributed to this work.
  - Short version of this work was presented at Workshop on Information in Network (WIN), 2013.
  - This work was featured at Mathematics Donga journal (in Korean).

## RESEARCH EXPERIENCE

<b>Postdoctoral Researcher</b> at <i>KAIST</i> , Daejeon, South Korea	Mar. 2018 – Oct. 2018
<ul style="list-style-type: none"> <li>• Supervisor: Prof. Meeyoung Cha</li> <li>• Topic: Detecting incongruent news articles using hierarchical deep networks</li> </ul>	
<b>Research Associate</b> at <i>Qatar Computing Research Institute</i> , Doha, Qatar	Dec. 2016 – Aug. 2017
<ul style="list-style-type: none"> <li>• Mentor: Dr. Haewoon Kwak</li> <li>• Topic: Halo effects by exposing expertise on achieving community feedback</li> </ul>	
<b>Data Analysis &amp; AI Intern</b> at <i>Netmarble Games</i> , Seoul, South Korea	Jul. 2015 – Aug. 2015
<ul style="list-style-type: none"> <li>• Predicting in-game purchase behaviors in a mobile game</li> </ul>	
<b>Research Assistant</b> at <i>Qatar Computing Research Institute</i> , Doha, Qatar	Feb. 2014 – Aug. 2014
<ul style="list-style-type: none"> <li>• Mentor: Dr. Ingmar Weber</li> <li>• Analyzing cross-platform information for persistent sharing of health app status on Twitter</li> </ul>	
<b>Trainee</b> at <i>National Institute for Mathematical Science</i> , Daejeon, South Korea	Sep. 2012 – Dec. 2012

## ACADEMIC SERVICES

Program Committee of <i>ICWSM</i>	2015, 2017, 2018
Invited Reviewer of <i>Palgrave Communications</i> , <i>Online Information Review</i>	2018
Invited Reviewer of <i>ACM CHI</i>	2018
Student Volunteer at <i>WWW</i>	2017

## SKILLS

Fluency in Quantitative Methods: statistics, machine (deep) learning, social network analysis  
 Excellence in Programming Languages: Python, Java, R, SQL  
 Familiarity with Big data framework: Apache Pig on Hadoop

## SELECTED HONORS

<i>The Outstanding PhD Thesis Award</i> , School of Computing, KAIST.	Feb. 2018
<i>Special Prize</i> (the 1st place among college teams), R&D Competition at Artificial Intelligence, the Institute for Information & communications Technology Promotion.	Dec. 2017
<i>NAVER PhD Fellowship Award</i> , NAVER Corp.	Jul. 2016
<i>Creative Award</i> , Tour Big Data Analysis Competition, the Korean Culture & Tourism Institute	Jul. 2014
<i>Student Travel Grant Award</i> , the ICWSM, AAAI	Jul. 2013
<i>Smart Award</i> , IBM Smarter Planet Contest, IBM Korea	Oct. 2010