

Jaimie Yejean Park

Data Scientist / Market Researcher
at Samsung Electronics, Mobile Division

jaimiepark.github.io

jaimie@kaist.ac.kr

Education

2012–2017	Ph.D. in Division of Web Science Technology, School of Computing, KAIST Research Interest: Human Factors in Computing, Computational Social Science, Online Advertising PhD Thesis: Identification and assessment of user-generated ads on social network services Advisor: Sue Moon (Advanced Networking Laboratory)
2011–2012	M.S. in Division of Web Science Technology, School of Computing, KAIST Master's Thesis: Understanding social network service as a daily deal marketing platform Advisor: Chin-Wan Chung (Information Systems Laboratory)
2005–2010	B.S. in Computer Science, School of Computing, KAIST (Minor: Management Science)

Research Experience

Aug '17 - Aug '18	Post-doctoral Researcher at Data Science Lab, School of Computing, KAIST Topic: Understanding user bias towards online fact-checking systems (advisor: Meeyoung Cha)
Fall, Winter '16	Research Intern at Max Planck Institute for Software Systems Topic: Measuring user engagement with sponsored ads (advisor: Krishna Gummadi)
Fall, Winter '13	Research Intern at Yahoo! Labs Barcelona Topic: Analyzing large-scale search log to understand image search behavior (advisor: Alejandro Jaimes)
Summer '10	Research Intern at Management Information Systems Lab, Dept. of Management Science, KAIST Topic: Testing for Website usability based on eye tracking methods (advisor: Junghoon Moon)
Summer '09	Research Intern at ETRI (Electronics and Telecommunications Research Institute) Topic: Optimizing database schema for a cloud-based storage system (advisor: Young-Kyun Kim)

Academic Service

2018	ACM Intl. Conference on Information and Knowledge Mgmt. (CIKM '18)	<i>Program Committee</i>
2018	Intl. Conference on Computational Social Science (IC2S2 '18)	<i>Program Committee</i>
2016, 2017, 2018	Intl. Conference on Social Informatics (SocInfo '16, '17, '18)	<i>Program Committee</i>
2015	ACM Computing Surveys (CSUR)	<i>Reviewer</i>
2014	Intl. Conference on Weblogs and Social Media (ICWSM '14)	<i>Reviewer</i>
2013, 2014	Intl. World Wide Web Conference (WWW '13, '14)	<i>Student Volunteer</i>
2013	The 21st ACM Intl. Conference on Multimedia (ACM MM '13)	<i>Student Volunteer</i>

Publications (International)

- 2021 **An Experimental Study to Understand User Experience and Perception Bias Occurred by Fact-checking Messages**
Sungkyu Park, [Jaimie Park](#), Hyojin Chin, Jeong-han Kang, Meeyoung Cha
(To Appear) *The Web Conference (WWW) 2021*
- 2021 **The Presence of Unexpected Biases in Online Fact-checking**
Sungkyu Park, [Jaimie Park](#), Jeong-han Kang, Meeyoung Cha
Harvard Kennedy School Misinformation Review
- 2020 **Learning How Spectator Reactions Affect Popularity on Twitch**
Jeongmin Kim, Kunwoo Park, Hyeonho Song, [Jaimie Park](#), Meeyoung Cha
IEEE International Conference on Big Data and Smart Computing (BigComp) 2020 (AR = 23.7%)
- 2017 **An Analysis of Sponsored Content on Twitter**
[Jaimie Park](#), Mahmoudreza Babaei, Przemyslaw Grabowicz, Krishna Gummadi, Sue Moon
International Conference on Computational Social Science (IC2S2) 2017
- 2016 **Power of Earned Advertising on SNS: A Case Study of Friend Tagging on Facebook**
[Jaimie Park](#), Yunkyu Sohn, Sue Moon
International Conference on Weblogs and Social Media (ICWSM) 2016 (AR = 17%)
- 2015 **A Large-Scale Study of User Image Search Behavior on the Web**
[Jaimie Park](#), Neil O'Hare, Rossano Schifanella, Alejandro Jaimes, Chin-Wan Chung
SIGCHI Conference on Human Factors in Computing Systems (CHI) 2015
- 2014 **Exploring the User-Generated Content (UGC) Uploading Behavior on YouTube**
[Jaimie Park](#), Jiyeon Jang, Alejandro Jaimes, Chin-Wan Chung, Sung-Hyon Myaeng
International World Wide Web Conference – Web Science Track (WWW Companion Volume) 2014
- 2013 **Ads by Whom? Ads about What? Exploring User Influence and Contents in Social Advertising**
[Jaimie Park](#), Kyoung-Won Lee, Sang Yeon Kim, Chin-Wan Chung
ACM Conference on Online Social Networks (COSN) 2013 (acceptance ratio = 15.9%)
- 2012 **When Daily Deals Meet Twitter: Understanding Twitter as a Daily Deal Marketing Platform**
[Jaimie Park](#), Chin-Wan Chung
ACM Web Science Conference (WebSci) 2012
- 2012 **QUBE: a Quick algorithm for Updating BEtweenness centrality**
Min-joong Lee, Jungmin Lee, [Jaimie Park](#), Ryan Choi, Chin-Wan Chung
International World Wide Web Conference (WWW) 2012
- 2011 **Understanding Music Sharing Behavior on Social Network Services**
Dongwon Lee, [Jaimie Park](#), Junha Kim, Jaejeung Kim, Junghoon Moon
Online Information Review (OIR), Volume 35, Issue 5

Teaching Assistant Experience

- Spring 2013 KAIST CS204: Discrete Mathematics
- Fall 2012 KAIST WST500: Introduction to Web Science and Technology
- 2008, 2010 KAIST CS101: Introduction to Programming (JAVA, Python)

Patents, Scholarships, Awards

2016	Research Fellowship Fund at Max Planck Institute for Software Systems (MPI-SWS, Germany)
2015	International Patent (Registered): Method for Updating Betweenness Centrality of Graph <i>Min-joong Lee, Jung-min Lee, <u>Jamie Park</u>, Ryan H. Choi, Chin-Wan Chung</i> Application No.: US 9075734 B2 Date of Application: July 7, 2015
2014	Creativity Award for Big Data Analysis for Korean's Tourism Industry (MCST, Korea)
2013	Research Fellowship Fund at Yahoo! Labs Barcelona (Barcelona Media, Spain)
2005-2009	National Scholarship Fund (Science and Engineering)

Skills and Attributes

Programming	Python, R, SQL, Java
Language	Bilingual - Korean and English