

# Jaimie Yejean Park

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## Education

- 2012–Present **Ph.D. Candidate in Grad School of Web Science Technology, School of Computing, KAIST**  
Research Interest: Social Media Analysis, Human Factors in Computing, Online Advertising  
Advisor: Sue Moon
- 2011–2012 **M.S. in Grad School 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
- 2005–2010 **B.S. in Computer Science, School of Computing, KAIST (Minor: Management Science)**

## Publications

- 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 (acceptance ratio = 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

## Research Internship Experience

Fall, Winter 2016	<b>Max Planck Institute for Software Systems</b>
Fall, Winter 2013	<b>Yahoo! Labs Barcelona</b>
Fall, Winter 2010	<b>KAIST Dept. of Computer Science Internship</b> (Information Systems Laboratory)
Summer 2010	<b>KAIST Dept. of Management Science Internship</b> (Mgmt. Information Systems Laboratory)
Summer 2009	<b>ETRI (Electronics and Telecommunications Research Institute)</b>

## Professional Service

2016	International Conference on Social Informatics (SocInfo'16)	<i>Program Committee</i>
2015	ACM Computing Surveys (CSUR)	<i>Reviewer</i>
Summer 2015	Big data-driven customer retention predictive modeling project (DIGIECO)	<i>Research Assistant</i>
2014	International Conference on Weblogs and Social Media (ICWSM'14)	<i>Subreviewer</i>
2013, 2014	International World Wide Web Conference (WWW '14, WWW'13)	<i>Student Volunteer</i>
Winter 2013	The 21st ACM International Conference on Multimedia (ACM MM'13)	<i>Student Volunteer</i>
2012	Graduate School of Web Science Tech., School of Computing KAIST	<i>Student Representative</i>
Spring 2011	International Web Science and Technology Symposium	<i>Symposium Assistant</i>
August 2007	KAIST 18 <sup>th</sup> International Symposium on Transport Phenomena	<i>Symposium Assistant</i>
2005 - 2007	ProCess (KAIST Computer Science student organization)	<i>Treasurer</i>

## 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)
Spring 2008	KAIST HS333C: History and Memory in East Asia
2007, 2008	KAIST English Village

## Patents, Scholarships, Awards

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