

# Meeyoung Cha

## CONTACT

**Pioneer Research Center for Mathematical and Computational Sciences  
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## INTERESTS

Data science and computational modeling. Finding beauty in data patterns, understanding the propagation of socially relevant information, and solving challenging social science problems (e.g., misinformation, frauds, hate speech, poverty mapping, long-tail content)

## POSITIONS

**Institute for Basic Science (IBS)**, Daejeon, Korea  
Chief Investigator, joint affiliation with KAIST      2019.01 - present  
**Facebook**, Menlo Park, USA  
Visiting Professor      2015.08 – 2016.08  
**Korea Advanced Institute of Science and Technology (KAIST)**, Daejeon, Korea  
Associate Professor, School of Computing      2017.08 – present  
Adjunct Professor, Web Science Division      2010.05 – 2017.07  
Associate Professor, Graduate School of Culture Technology      2014.03 – 2017.07  
Assistant Professor, Graduate School of Culture Technology      2010.05 – 2014.02  
**Max Planck Institute for Software Systems (MPI-SWS)**, Saarbruecken, Germany  
Visiting Professor      2013.07 – 2013.08  
Postdoctoral Researcher      2008.01 – 2010.05

## HONORS

### Program Chair and Editor

Int'l Conference on Web and Social Media (ICWSM), co-Editor-in-Chief 2021  
The Web Conference (WWW) Web and Society Track, Proceedings 2021  
The Web Conference (WWW) BIG Event 2020  
Int'l Conference on Web and Social Media (ICWSM) 2015

### Keynotes

Int'l Conference on Computational Social Science (IC2S2) 2021  
Conference for Truth and Trust Online (TTO) 2020  
Network Science Society's winter conference series (NetSci-X) 2020  
World Customs Organization PICARD Conference 2019  
Conference on Empirical Methods in Natural Language Processing (EMNLP) 2019  
Conf Series on Advances in Social Network Analysis and Mining (ASONAM) 2017  
Int'l Conference on Social Informatics (SocInfo) 2016

### Awards

AAAI ICWSM Test of Time Award 2020  
KIISE Young Information Scientist Award 2019  
Best Paper at Int'l Conference on Web and Social Media (ICWSM) 2012  
Best Paper at ACM Internet Measurement Conference (IMC) 2007

## CITATIONS

Google Scholar 16,260 citations (as of July 19, 2021)  
<https://scholar.google.com/citations?user=iFlnVCoAAAAJhl=enoi=ao>  
Papers with 1000 or more citations: 5  
Papers with 100 or more citations: 23  
H-index: 40, i10-index: 64

**EDUCATION**

Ph.D. in Computer Science, KAIST 2008  
 ◇ Thesis Topic: Network Support for Emerging Multimedia Streaming Services  
 ◇ Advisor: Sue Moon  
 M.S. in Computer Science, KAIST 2004  
 B.S. in Computer Science, KAIST (*With Honors*) 2002

**PUBLICATION SUMMARY****Artificial Intelligence**

- ◇ Poverty Mapping: *KDD 2020, AAAI 2020*
- ◇ Customs Fraud: *KDD 2020*
- ◇ Review Mining: *WWW 2018, CIKM 2015*
- ◇ Market Data: *TKDE 2020, PeerJ 2017*
- ◇ Pretraining: *ECCV 2020, CVPR 2021*
- ◇ AI Ethics: *CSCW 2020, CHI 2021*

**Information Propagation**

- ◇ Misinformation: *CACM 2020, AAAI 2019, PLoS One 2017, IJCAI 2016, ICDM 2013*  
*HKS Misinfo 2020*
- ◇ Conventions: *ICWSM 2012, CIKM 2012*
- ◇ Innovation: *PLoS One 2012*
- ◇ Bad News: *PLoS One 2015, ICWSM 2012*
- ◇ Cascades: *Comp. Net 2012, IMC 2011, WWW 2009*

**Public Health**

- ◇ Sleep Disorder: *KDD 2019, JMU 2019*
- ◇ Depression: *CHB 2016, CSCW 2015, JMIR 2013, ICWSM 2013*
- ◇ Exercise: *CSCW 2016*

**Cultural Science**

- ◇ News: *Comput Hum Behav 2019, EPJ Data Sci 2014, WebSci 2013, ICWSM 2011*
- ◇ Fashion, Selfies: *JA 2021, ICWSM 2018, ICWSM 2017, COSN 2015*
- ◇ Emoticons: *J Commun 2014, COSN 2013, ICWSM 2013*
- ◇ Games: *WWW 2017, WWW 2013*
- ◇ Long-Tail Content: *TON 2009, IMC 2007*

**Network Science**

- ◇ User Modeling: *WWW 2014, InfoSci 2012, IMC 2012, IMC 2009*
- ◇ Influence: *ICWSM 2020, IEEE T Syst Man Cy A 2012, ICWSM 2010*
- ◇ Resilient Routing: *Comput Oper Res 2010, IMC 2008, Infocom 2006*

**SELECTED SERVICES****Technical Consulting**

Presidential Council on Intellectual Property in Korea	2020 – present
<i>Wikimedia Foundation</i>	2020 – present
<i>World Customs Organization (WCO)</i>	2019 – present
<i>Korea Customs Service</i>	2020 – present
<i>Korea National Tax Service</i>	2018 – present
<i>Korea Internet Self-Governance Organization</i>	2014 – present

**Editorial Board**

Future Internet	2019–present
PeerJ Journal	2018–present
ACM Transactions on Social Computing	2018–present

**Senior Program & Advisory Committee**

<i>ACM Conference on Online Social Network (COSN)</i>	2013–2017
<i>Int'l AAAI Conference on Web and Social Media (ICWSM)</i>	2013–2020
<i>Int'l School and Conference on Network Science (NetSci)</i>	2017–2018
<i>Int'l Conference on Social Informatics (SocInfo)</i>	2014

SELECTED  
GRANTS

**CI**, Data Science Research at the Pioneer Research Center for Mathematical and Computational Sciences, *Institute for Basic Science (IBS), Korea*

- ◇ KRW 1,000,000,000 per year (850,000 USD/y) 2019.01–present
- ◇ Objective: Develop deep learning and machine learning-based computational methods to provide sensible answers to challenging real-world social problems e.g., develop computer vision algorithms to analyze high-resolution satellite images for poverty mapping.

**PI**, Develop an AI-driven algorithm to test information veracity for heterogenous Web big data, *National Research Foundation (NRF), Korea*

- ◇ KRW 600,000,000 2017.11–present
- ◇ Objective: Build computational models of information propagation, particularly tackling misinformation based on million-scale data, which has huge social impact.

**Co-PI** with Kyomin Jung (PI, Seoul National University), Developing machine intelligence based conversation system that detects situations and responds to human emotions, *Ministry of Trade, Industry and Energy (MOTIE) of Korea*

- ◇ KRW 1,500,000,000 2016.12–2021.12
- ◇ Objective: Predict sentiments and contexts from unstructured text data

**Co-PI** with Dongman Lee (PI, KAIST), Juyong Park and Wonjae Lee (co-PIs, KAIST), Developing of Data Mining Core Technologies for Real-time Intelligent Information Recommendation in Smart Spaces, *Ministry of Science, ICT and Future Planning (MSIP) of Korea*

- ◇ KRW 830,000,000 2015.07–2017.08
- ◇ Objective: Utilize data gathered from IoT devices and Internet for context understanding

**Co-PI** with Miyin Yang (PI, Korea Youth Counseling & Welfare Institute), Dongil Kim (Seoul National University), and Taemin Song (Korea Institute for Health and Social Affairs), Big data-based prediction and prevention technologies for At-risk Youth, *Ministry of the Gender Equality and Family (MOGEF) of Korea*

- ◇ KRW 9,500,000,000 for the group 2014.07–2015.03
- ◇ Objective: Identify markers of depressive moods from online social network activities

TEACHING

KAIST GCT564, Introduction to data analytics using R	2012–2020
KAIST CS612, Social network-aware ubiquitous computing	2011–2015
KAIST GCT606, Digital Performance	2013
KAIST GCT673, Social Computing	2011
KAIST GCT561, Scientific concept and thinking	2011
KAIST GCT661, Networked Media	2010
KAIST CTP472, Social Media and Culture	2014
KAIST HSS091, Exciting College Life	2011
KAIST HSS090, Happy College Life	2011

## Publications List for Meeyoung Cha

### JOURNALS & CONFERENCES

G. Lima, A. Zhunis, **L. Manovich**, and **M. Cha**. On the Social-Relational Moral Standing of AI: An Empirical Study Using AI-Generated Art, In *Frontiers in Robots and AI*, Accepted for publication, 2021.

M. Babaei, A. Chakraborty, J. Kulshrestha, E.M. Redmiles, **M. Cha**, and K. Gummadi. Analyzing Biases in Perception of Truth in NewsStories and Their Implications for Fact Checking, In *IEEE Transactions on Computational Social Systems*, Accepted for publication, 2021. (SCIE, IF=5.36)

H. Song, K. Park\* and **M. Cha\***. Finding Epic Moments in Live Content through Learning from Collective Decisions, In *EPJ Data Science*, Accepted for publication, 2021.

G. Lima, **M. Cha**, C. Cha, and H. Hwang. COVID-19 Vaccine Acceptance in the US and UK in the Early Phase of the Pandemic: AI-Generated Vaccines Hesitancy for Minors, and the Role of Governments, In *Journal of the Korean Data Analysis Society*, 23(3), 1045–1064, June 2021.  
<https://doi.org/10.37727/jkdas.2021.23.2.1045>

O.-H. Kwon, I. Hong, J. Yang, D.Y. Wohn, W.-S. Jung\* and **M. Cha\***. Urban green space and happiness in developed countries, In *EPJ Data Science*, 2021.  
<https://doi.org/10.1140/epjds/s13688-021-00278-7>

S. Park, J.Y. Park, J.H. Kang, H. Chin, and **M. Cha**. Experimental Study to Understand User Experience and Perception Bias Occurred by Fact-checking Messages, In proc. of the *Web Conference (WWW)*, April 2021.  
<https://doi.org/10.1145/3442381.3450121>

S. Park, S. Han, S. Kim, D. Kim, S. Park, S. Hong, and **M. Cha**. Improving Unsupervised Image Clustering With Robust Learning, In proc. of the *IEEE Conference on Computer Vision and Pattern Recognition (CVPR)*, June 2021.  
<https://arxiv.org/abs/2012.11150>

S. Park, S. Han, J. Kim, M.M. Molaie, H.D. Vu, K. Singh, J. Han, W. Lee, and **M. Cha\***. COVID-19 Discourse on Twitter in Four Asian Countries: Case Study of Risk Communication, In *Journal of Medical Internet Research*, 23 (3), e23272, 2021.  
<https://www.jmir.org/2021/3/e23272>

Yuan Yuan, Muzhi Guan, Zhilun Zhou, Depeng Jin, Yong Li. Disruption in Chinese E-Commerce during COVID-19, In *Frontiers in Computer Science*, 2021.  
<https://www.frontiersin.org/articles/10.3389/fcomp.2021.668711/>

S. Yoon, K. Park, M. Lee, T. Kim, M. Cha, and K. Jung\*, Learning to Detect Incongruence in News Headline and Body Text via a Graph Neural Network, *IEEE Access*, February 2021. (SCIE, IF=3.764) <https://doi.org/10.1109/ACCESS.2021.3062029>

**M. Cha\***, C. Cha, K. Singh, G. Lima, Y.-Y. Ahn, J. Kulshrestha, and O. Varol. Prevalence of Misinformation and Factchecks on the COVID-19 Pandemic in 35 Countries: Observational Infodemiology Study, In *JMIR Human Factors*, 8(1), January 2021.  
<https://humanfactors.jmir.org/2021/1/e23279>

Y. Ha, K. Park, S.J. Kim\*, J. Joo\*, and **M. Cha\***. Automatically Detecting Image-Text Mismatch on Instagram with Deep Learning, In *Journal of Advertising*, January 2021. (SSCI, IF=6.302)  
<https://doi.org/10.1080/00913367.2020.1843091>

S.Y. Bae, T. Kim, Yu-i Ha, and **M. Cha**. The Medium and the Backlash: The Disparagement of the MeToo Movement in Online Public Discourse in South Korea, In *International Journal of Communication*, 15, 768–791, January 2021. (IF=1.28)

<https://ijoc.org/index.php/ijoc/article/view/14632/3350>

S. Park, S.W. Lee\*, D. Ahn, and **M. Cha**. Designing a Mobile Intervention Platform to Help Alleviate Insomnia Symptoms in College Students, In *Journal of Korean Society of Biological Psychiatry*, 27(1), 50–58, January 2021

<https://www.koreamed.org/SearchBasic.php?RID=2513155>

S. Park, J.Y. Park, J.-H. Kang, and **M. Cha\***. The presence of unexpected biases in online fact-checking, In *Harvard Kennedy School (HKS) Misinformation Review*, January 2020.

<https://doi.org/10.37016/mr-2020-53>

G. Lima, N. G.-H., and **M. Cha**. Human Perceptions on Moral Responsibility of AI: A Case Study in AI-Assisted Bail Decision-Making, In *proc. of the ACM CHI Conference on Human Factors in Computing Systems*, 2021. (Acceptance Rate=26.3%)

<https://doi.org/10.1145/3411764.3445260>

S.Y. Bae, T. Kim, Y. Ha, and **M. Cha**. The Medium and the Backlash: The Disparagement of the MeToo Movement in Online Public Discourse in South Korea, In *International Journal of Communication*, 15:768–791, 2021.

Y.-Z. Hsu, S. Han, S. Park, **M. Cha**, and C.-T. Li, A Comprehensive and Adversarial Approach to Unsupervised Embedding Learning, In *proc. of the IEEE International Conference on Big Data*, December 2020. (Acceptance Rate=15.5%)

<https://doi.org/10.1109/BigData50022.2020.9377844>

J. Han, **M. Cha**, and W. Lee, Anger contributes to the spread of COVID-19 misinformation, In *Harvard Kennedy School (HKS) Misinformation Review*, September 2020.

<https://doi.org/10.37016/mr-2020-39>

G. Lima, C. Kim, S. Ryu, C. Jeon, and **M. Cha**, Collecting the Public Perception of AI and Robot Rights, In *proc. of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, October 2020.

<https://arxiv.org/pdf/2008.01339.pdf>

S. Han, S. Park, S. Park, S. Kim, and **M. Cha**. Mitigating Embedding and Class Assignment Mismatch, In *proc. of the European Conference on Computer Vision (ECCV)*, August 2020.

<https://paperswithcode.com/paper/mitigating-embedding-and-class-assignment>

K. Park, G. Lima, **M. Cha**, and C. Jeon. Explaining the Punishment/Liability Gap of AI and Robots, In *proc. of the We Robot (International Conference on Law and Policy Relating to Robotics)*, August 2020. <https://arxiv.org/pdf/2003.06507.pdf>

M. Guan, **M. Cha**, Y. Wang, J. Sun, and Y. Li. From Anticipation to Action: Data Reveal Mobile Shopping Patterns During a Yearly Mega Sale Event in China, *Transactions on Knowledge and Data Engineering (TKDE)*, June 2020. (SCI, IF=5.876)

<https://ieeexplore.ieee.org/document/9115271/>

S. Kim, Y.-C. Tsai, K. Singh, Y. Choi, E. Ibok, C.-T. Li, and **M. Cha**. DATE: Dual Attentive Tree-aware Embedding for Customs Fraud Detection, In *proc. of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)*, 2020. (Acceptance Rate=16%)

<https://doi.org/10.1145/3394486.3403339>

- S. Han, D. Ahn, S. Park, J. Yang, S. Lee, J. Kim, H. Yang, S. Park, and **M. Cha**. Learning to score economic development from satellite imagery, In *proc. of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)*, 2020. (Acceptance Rate=16%)  
<https://doi.org/10.1145/3394486.3403347>
- H. Song, K. Park, and **M. Cha\***. An Embedding Method of Emotes for the Detection of Popular Clips on Twitch.tv, Chat: Based on Deep Learning Model, In *Journal of KIISE*, 47(12), 1153–1161, December 2020  
<https://doi.org/10.5626/JOK.2020.47.12.1153>
- J. Kim, D.Y. Wohn, and **M. Cha\***. Detection of Hate Speech with Emotes in Online Streaming Chat: Based on Deep Learning Model, In *Journal of KIISE*, 47(11), 1032–1037, November 2020  
<https://doi.org/10.5626/JOK.2020.47.11.1032>
- H. Cha, S. Han, D. Ahn, S. Park, and **M. Cha\***. DPES: Daytime Satellite Imagery-based Prediction of Demographic Attributes Using Embedding Spatial Statistics, In *Journal of KIISE*, 47(8), 742–747, August 2020  
<https://doi.org/10.5626/JOK.2020.47.8.742>
- M. Cha\***, W. Gao, and C.-T. Li. Detecting Fake News in Social Media: An Asia-Pacific Perspective, In *Communications of the ACM (CACM)*, Vol 63, No 4, 68–71, 2020.  
<https://doi.org/10.1145/3378422>
- K. Park, H. Kwak, H. Song, and **M. Cha**. “Trust me, I have a Ph.D.”: A propensity score analysis on the halo effect of disclosing one’s offline social status in online communities, In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2020. (Acceptance Rate=20%) <https://www.aaai.org/ojs/index.php/ICWSM/article/view/7321/7175>
- S. Han, D. Ahn, H. Cha, J. Yang, S. Park, and **M. Cha**. Lightweight and Robust Representation of Economic Scales from Satellite Imagery, In *proc. of the AAAI Conference on Artificial Intelligence (AAAI)*, 2020. <https://aaai.org/ojs/index.php/AAAI/article/view/5379>
- J. Kim, K. Park, H. Song, J.Y. Park, and **M. Cha**. Learning How Spectator Reactions Affect Popularity on Twitch, In *proc. of the IEEE Conference on Big Data and Smart Computing (BigComp)*, 2020. <https://ieeexplore.ieee.org/document/9070473>
- F. Hashemi, A. Behrouz, J. Yang, D.Y. Wohn, and **M. Cha**. Green Space and Happiness of Developed Countries, In *proc. of the IEEE Conference on Big Data and Smart Computing (BigComp)*, 2020. (Short Paper) <https://ieeexplore.ieee.org/document/9070344>
- S. Park, S.-W. Lee, S. Han, and **M. Cha\***. Clustering Insomnia Patterns by Data from Wearable Devices: Algorithm Development and Validation, In *JMIR mHealth and uHealth (JMUI)*, Vol 7, No 12, 2019. (SCI-E, IF=4.3) <https://doi.org/10.2196/14473>
- Y.-C. Tsai, M. Guan, C.-T. Li, **M. Cha**, Y. Li, and Y. Wang. Predicting New Adopters via Socially-Aware Neural Graph Collaborative Filtering, In *International Conference on Computational Data and Social Networks (CSoNet)*, 2019.  
[https://link.springer.com/chapter/10.1007/978-3-030-34980-6\\_18](https://link.springer.com/chapter/10.1007/978-3-030-34980-6_18)
- S. Park, C-T. Li, S. Han, C. Hsu, S.W. Lee, and **M. Cha**. Learning Sleep Quality from Daily Logs, In *proc. of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)*, 2019. (Acceptance Rate=14%) <https://doi.org/10.1145/3292500.3330792>

S. Yoon, K. Park, J. Shin, H. Lim, S. Won, **M. Cha** and K. Jung. Detecting Incongruity Between News Headline and Body Text via a Deep Hierarchical Encoder, In *proc. of the AAAI Conference on Artificial Intelligence (AAAI)*, 2019. (Acceptance Rate=16%)  
<https://www.aaai.org/ojs/index.php/AAAI/article/view/3756/3634>

M.Y. Almoqbel, D.Y. Wohn, R.A. Hayes, and **M. Cha**. Understanding Facebook News Posts Comment Reading and Reacting Behavior through Political Extremism and Cultural Orientation, In *Elsevier Computers in Human Behavior*, 100, 118–126, 2019. (SCI-E, IF=4.306)  
<https://doi.org/10.1016/j.chb.2019.06.006>

M. Babaei, A. Chakraborty, J. Kulshrestha, E.M. Redmiles, **M. Cha**, and K. Gummadi. Analyzing Biases in Perception of Truth in News Stories and their Implications for Fact Checking, In *proc. of the ACM Conference on Fairness, Accountability, and Transparency (FAT\*)*, 2019. (Acceptance Rate=24%) <https://doi.org/10.1145/3287560.3287581>

M. Guan, **M. Cha**, Y. Li, Y. Wang, J. Yu. Predicting Time-Bounded Purchases During a Mega Shopping Festival, In *proc. of the IEEE International Conference on Big Data and Smart Computing (BigComp)*, 2019. <https://doi.org/10.1109/BIGCOMP.2019.8679217>

**M. Cha**, F. Benevenuto, S. Ghosh, and K. Gummadi. Propagation Phenomena in Social Media, In *The Oxford Handbook of Networked Communication (Edited by Brooke Foucault Welles and Sandra González-Bailón)*, August 2019.  
<https://doi.org/10.1093/oxfordhb/9780190460518.001.0001>

PUBLICATIONS  
(UP TO 2018)

G. Kalra, M. Yu, D. Lee, **M. Cha** and D. Kim. Ballparking the Urban Placeness: A Case Study of Analyzing Starbucks Posts on Instagram, In *proc. of the International Conference on Social Informatics (SocInfo)*, 2018.

Y-I Ha, J. Kim, D. Lim, J. Joo, and **M. Cha**. Characterizing Clickbaits on Instagram, In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2018. (Acceptance Rate=16%)

S. Park, S. W. Lee, and **M. Cha**. Exploring Intricate relationship among behavioral, biological, and sleeping dimensions, In *proc. of the International School and Conference on Network Science (NetSci) Oral Presentation*, 2018.

K. Park, **M. Cha**, and E. Rhim. Positivity Bias in Customer Satisfaction Ratings, In *proc. of the International World Wide Web Conference (WWW) Companion Track*, 2018.

J. Kim, Y-I Ha, S. Kang, H. Lim, and **M. Cha**. Detecting Multiclass Emotions from Labeled Movie Scripts, In *proc. of the IEEE International Conference on Big Data and Smart Computing (BigComp)*, 2018.

J. Kim, **M. Cha**<sup>\*</sup>, and J. Lee<sup>\*</sup>. Nowcasting commodity prices using social media, In *PeerJ*, Jul 2017. (SCI-E, IF=2.183)

S. Kwon, **M. Cha**<sup>\*</sup>, and K. Jung. Rumor detection over varying time windows, In *PLOS ONE*, Jan 2017 (SCI-E, IF=3.24)

**Cited over 100 times**

Y-I Ha, S. Kwon, **M. Cha**, J. Joo. Fashion Conversation Data on Instagram, In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2017.

K. Park, **M. Cha**, H. Kwak, and K.-T. Chen. Achievement and Friends: Key Factors of Player Retention Vary Across Player Levels in Online Multiplayer Games, In *proc. of the International World Wide Web Conference (WWW) Companion Track*, 2017

K. Kwon and **M. Cha**<sup>\*</sup>. Initial small data reveal rumor traits via recurrent neural networks, In *Journal of Korean Institute of Information Scientists and Engineers*, 2017.

**Best Paper Award**

K. Park and **M. Cha**<sup>\*</sup>. Churn Analysis of Max Level Users in Online Games, In *Journal of Korean Institute of Information Scientists and Engineers*, 2017.

S.W. Lee, I. Kim, J. Yoo, S. Park, B. Jeong<sup>\*</sup>, and **M. Cha**<sup>\*</sup>. Insights from an expressive writing intervention on Facebook to help alleviate depressive symptoms, In *Elsevier Computers in Human Behavior*, 62: 613-619, 2016. (SSCI, IF=2.694)

J. Ma, W. Gao, P. Mitra, S. Kwon, B.J. Jansen, K.-F. Wong, and **M. Cha**. Detecting Rumors from Microblogs with Recurrent Neural Networks. In *proc. of the International Joint Conference on Artificial Intelligence (IJCAI)*, 2016. (Acceptance Rate=25%)

K. Park, I. Weber, **M. Cha**, and C. Lee. Persistent sharing of fitness app status on Twitter. In *proc. of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2016. (Acceptance Rate=23%)

H. Kim, **M. Cha**, and W. Kim. Targeted Ads Experiment on Instagram. In *proc. of the International Conference on Social Informatics (SocInfo) Short Paper*, 2016.



H. Kim, J. Park, **M. Cha**<sup>\*</sup>, and J. Jeong<sup>\*</sup>. The Effect of Bad News and CEO Apology of Corporate on User Responses in Social Media, In *PLOS ONE*, 10 (5), 2015. (SCI-E, IF=3.234)

S. Park, I. Kim, S. Lee, J. Yoo, B. Jeong, and **M. Cha**. Manifestation of Depression and Loneliness on Social Networks: A Case Study of Young Adults on Facebook. In *proc. of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)*, 2015. (Acceptance Rate=28%)

F. Souza, D. de Las Casas, V. Flores, S.B. Youn, **M. Cha**, D. Quercia. Dawn of the selfie era: The whos, wheres, and hows of selfies on Instagram. In *proc. of the ACM Conference on Online Social Networks (COSN)*, 2015. (Acceptance Rate=27%)

K. Park, J. Kim, J. Park, **M. Cha**, J. Nam, S. Yoon, E. Rhim Mining the Minds of Customers from Online Chat Logs. In *proc. of the ACM Conference on Information and Knowledge Management (CIKM)*, 2015. (Acceptance Rate=21%)

J. An, D. Quercia, **M. Cha**<sup>\*</sup>, K. Gummadi, and J. Crowcroft. Sharing political news: the balancing act of intimacy and socialization in selective exposure, In *EPJ Data Science*, 3 (12), 2014. (SSCI, IF=2.78)

J. Park, Y. M. Baek<sup>\*</sup>, and **M. Cha**. Cross-cultural Comparison of Nonverbal Cues in Emoticons on Twitter: Evidence from Big Data Analysis. In *Wiley Journal of Communication*, 64 (2): 333—354, 2014. (IF=3.16)

C. Zhong, M. Salehi, S. Shah, M. Cobzarenco, N. Sastry, and **M. Cha**. Social Bootstrapping: Developing Social Communities by Borrowing from Established Social Networks. In *proc. of the International World Wide Web Conference (WWW)*, 2014. (Acceptance Rate=13%)

K. Park<sup>\*</sup>, Y.-C. Kim, Y. Kim, **M. Cha**, W.H. Han, and D.-K. Oh. Suggestions for establishing a sustainable risk communication platform for carcinogenic factors, In *Epidemiology and Health*, 36: e2014034, 2014.

J. Kim, **M. Cha**, T. Sandholm, and W. Lee<sup>\*</sup>. Identifying Crime-Prone Areas Based on Tweet Sentiments, In *SK Telecommunications Review*, 24 (3), Jun 2014.

S. Park, S.W. Lee, J. Kwak, **M. Cha**, and B. Jeong<sup>\*</sup>. Activities on Facebook reveal depressive state of users, In *Journal of Medical Internet Research (JMIR)*, 15 (10): e217, 2013. (SCI-E, IF=4.7)

M. Park, **M. Cha**<sup>\*</sup>, Y. Kweon, and C. Cha. Depressive Moods of Users Portrayed in Twitter, In *SK Telecommunications Review*, 23 (3), 2013.

J.-K. Lou, K. Park, **M. Cha**, J. Park, C.-L. Lei, and K.-T. Chen. Gender Swapping and User Behaviors in Online Social Games. In *proc. of the International World Wide Web Conference (WWW)*, 2013. (Acceptance Rate=15%)

S. Kwon, **M. Cha**, K. Jung, W. Chen, and Y. Wang. Prominent Features of Rumor Propagation in Online Social Media. In *proc. of the IEEE International Conference on Data Mining (ICDM)*, 2013. (Acceptance Rate=19%)

J. Park, V. Barash, C. Fink, and **M. Cha**. Emoticon Style: Interpreting Differences in Emoticons Across Cultures. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2013. (Acceptance Rate=20%)

**Honorable Mention**

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