

# Meeyoung Cha

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CONTACT INFORMATION Data Science Laboratory  
School of Computing  
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BIRTHDAY July 28, 1979

RESEARCH INTERESTS Network and data science with an emphasis on modeling and analyzing complex information propagation processes (*e.g.*, social cascades, rumor propagation, content popularity prediction, price nowcasting) and deep learning and machine learning-based computational social science (*e.g.*, fake news detection, news media landscape, game behaviors, hate speech detection)

EDUCATION Ph.D. in Computer Science, KAIST (*Advisor: Sue Moon*) 2004 – 2008  
M.S. in Computer Science, KAIST (*Advisor: Taewhan Kim*) 2002 – 2004  
B.S. in Computer Science, KAIST (*with honors*) 1997 – 2002

ACADEMIC POSITIONS Associate Professor, School of Computing, KAIST 2017.08 – present  
Adjunct Professor, Graduate School of Culture Technology, KAIST 2017.08 – present  
Associate Professor, Graduate School of Culture Technology, KAIST 2014.03 – 2017.07  
Adjunct Professor, Web Science Division, KAIST 2010.05 – 2017.07  
Visiting Professor, Max Planck Institute for Software Systems, Germany 2013.07 – 2013.08  
Assistant Professor, Graduate School of Culture Technology, KAIST 2010.05 – 2014.02  
Postdoc, Max Planck Institute for Software Systems, Germany 2008.01 – 2010.05

INDUSTRY EXPERIENCE Visiting Professor, Data Science Team, Facebook (*Host: Lada Adamic*) 2015 – 2016  
Scientific & Technical Consultant, Korea Internet Self-Governance Organization 2014 – 2015  
Scientific & Technical Consultant, SK Telecom, South Korea 2010 – 2011

HONORS & AWARDS (SELECTED) *Keynote Speaker*, Int'l Conference on Advances in Social Network Analysis and Mining 2017  
*Erdős-Rényi Prize Nominee*, Network Science Society 2017  
*Keynote Speaker*, Int'l Conference on Social Informatics 2016  
*Invited Speaker*, SBS Seoul Digital Forum 2012  
*Best Paper Mention*, Int'l AAAI Conference on Web and Social Media 2013  
*Best Paper*, Conference on Korea Information Science Society 2016–2017  
*Best Paper*, Int'l AAAI Conference on Web and Social Media 2012  
*Best Paper*, ACM Internet Measurement Conference 2007

CITATIONS INDICES Google Scholar 11,316 citations (as of Oct 24, 2018)  
[scholar.google.co.kr/citations?user=iFlnVCoAAAAJ](https://scholar.google.co.kr/citations?user=iFlnVCoAAAAJ)  
H-index: 32  
i10-index: 53

PUBLICATIONS  
(REFEREED)

\* indicates the corresponding author(s) for journal papers

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%)

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%)

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)

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.  
[A shorter version received the 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\***, and J. Jeong\*. 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\***, 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\*, 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\*, 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\*. 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\*. 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\***, 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%)

**Featured in Washington Post, Cited over 100 times**

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%)

*Best Paper Honorable Mention*

M. Park, D. W. McDonald, and **M. Cha**. Perception Differences between the Depressed and Non-depressed Users in Twitter. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2013. (Acceptance Rate=20%)

S. Kwon, **M. Cha**, K. Jung, W. Chen, and Y. Wang. Aspects of Rumor Spreading on a Microblog Network. In *proc. of the International Conference on Social Informatics (SocInfo)*, 2013.

P. Goncalves, M. Araujo, F. Benevenuto, and **M. Cha**. Comparing and Combining Sentiment Analysis Methods. In *proc. of the ACM Conference on Online Social Networks (COSN)*, 2013. (Acceptance Rate=16%)

**Cited over 100 times**

J. An, D. Quercia, **M. Cha**, K. Gummadi, and J. Crowcroft. Traditional media seen from social media. In *proc. of the ACM Web Science (WebSci) Note Paper*, 2013. (Acceptance Rate=15%)

J. L. Toole\*, **M. Cha**, and M. C. Gonzalez. Modeling the Adoption of Innovations in the Presence of Geographic and Media Influences, In *PLOS ONE*, 7 (1): e29528, Jan 2012. (SCI-E, IF=4.351)

F. Benevenuto\*, T. Rodrigues, **M. Cha**, and V. Almeida. Characterizing User Navigation and Interactions in Online Social Networks, In *Elsevier Information Sciences*, 195 (15): 1–24, 2012. (SCI, IF=2.833)

**Cited over 100 times**

**M. Cha**\*, F. Benevenuto, H. Haddadi, and K. Gummadi. The world of connections and information flow in Twitter, In *IEEE Transactions on Systems, Man and Cybernetics - Part A Systems and Humans*, 42 (4): 991–998, 2012. (SCI, IF=2.03)

**Cited over 100 times**

**M. Cha**\*, F. Benevenuto, Y.-Y. Ahn, and K. Gummadi. Delayed Information Cascades in Flickr: Measurement, Analysis, and Modeling, In *Elsevier Computer Networks*, 56 (3): 1066–1076, 2012. (SCI-E, IF=1.176)

F. Kooti, H. Yang, **M. Cha**, K.P. Gummadi, and W.A. Mason. The Emergence of Conventions in Online Social Networks. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2012. (Acceptance Rate=20%)

[Best Paper Award]

J. Park, **M. Cha**, H. Kim, and J. Jeong. Managing Bad News in Social Media: A Case Study on Domino's Pizza Crisis. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2012. (Acceptance Rate=20%)

G. Magno, G. Comarela, D. Saez, and **M. Cha**, and V. Almeida. New Kid on the Block: Exploring the Google+ Social Graph. In *proc. of the ACM Internet Measurement Conference (IMC)*, 2012. (Acceptance Rate=24%)

F. Kooti, W.A. Mason, K.P. Gummadi, and **M. Cha**. Predicting Emerging Social Conventions in Online Social Networks. In *proc. of the ACM Conference on Information and Knowledge Management (CIKM)*, 2012. (Acceptance Rate=13%)

**M. Cha**<sup>\*</sup>, J. A. Navarro Perez, and H. Haddadi. The Spread of Media Content Through Blogs, In *Springer Social Network Analysis and Mining (SNAM)*, 2 (3): 249–264, 2011.

T. Rodrigues, F. Benevenuto, **M. Cha**, K.P. Gummadi, and V. Almeida. On Word-of-Mouth Based Discovery of the Web. In *proc. of the ACM Internet Measurement Conference (IMC)*, 2011. (Acceptance Rate=19%)

**Cited over 100 times**

J. An, **M. Cha**, K.P. Gummadi, and J. Crowcroft. Media Landscape in Twitter: A World of New Conventions and Political Diversity. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2011. (Acceptance Rate=19%)

**Featured in Bloomberg BusinessWeek, Cited over 100 times**

J. Park, H. Kim, **M. Cha**, and J. Jeong. CEO’s apology in Twitter: A case study of the fake beef labeling incident by E-Mart. In *proc. of the International Conference on Social Informatics (SocInfo)* Poster Paper, 2011.

Z. Liang, W. Chaovalitwongse<sup>\*</sup>, **M. Cha**, and S. Moon. Redundant Multicast Routing in Multilayer Networks with Shared Risk Resource Groups: Complexity, Models and Algorithms, In *Elsevier Computers & Operations Research*, 37 (10): 0305-0548, 2010. (SCI-E, IF=1.366)

**M. Cha**, H. Haddadi, F. Benevenuto, and K.P. Gummadi. Measuring User Influence in Twitter: The Million Follower Fallacy. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)*, 2010. (Acceptance Rate=19%)

**Featured in NYTimes and Harvard Business Review websites, Cited over 2500 times**

**M. Cha**<sup>\*</sup>, H. Kwak, P. Rodriguez, Y.-Y. Ahn, and S. Moon. Analyzing the Video Popularity Characteristics of Large-Scale User Generated Content Systems, In *IEEE/ACM Transactions on Networking*, 17 (5): 1357–1370, 2009. (SCI, IF=2.576)

**Cited over 300 times**

**M. Cha**<sup>\*</sup>, W. Chaovalitwongse, J. Yates, A. Shaikh, and S. Moon. Efficient and Scalable Provisioning of Always-On Multicast Streaming Services, In *Elsevier Computer Networks*, 53 (16): 2825–2839, 2009. (SCI-E, IF=1.304)

**M. Cha**, A. Mislove, and K.P. Gummadi. A Measurement-driven Analysis of Information Propagation in the Flickr Social Network. In *proc. of the International World Wide Web Conference (WWW)*, 2009. (Acceptance Rate=11%)

**Cited over 700 times**

F. Benevenuto, T. Rodrigues, **M. Cha**, and V. Almeida. Characterizing User Behavior in Online Social Networks. In *proc. of the ACM Internet Measurement Conference (IMC)*, 2009. (Acceptance Rate=22%)

**Cited over 700 times**

**M. Cha**, P. Rodriguez, S. Moon, J. Crowcroft, and X. Amatriain. Watching Television over an IP Network. In *proc. of the ACM Internet Measurement Conference (IMC)*, 2008. (Acceptance Rate=17%)

**Cited over 200 times**

**M. Cha**, H. Kwak, P. Rodriguez, Y.-Y. Ahn, and S. Moon. I Tube, You Tube, Everybody Tubes: Analyzing the World's Largest User Generated Content Video System, In *proc. of the ACM Internet Measurement Conference (IMC)*, 2007. (Acceptance Rate=25%)

**Best Paper Award, Cited over 1500 times**

**M. Cha**, S. Moon, C.-D. Park, and A. Shaikh. Placing Relay Nodes for Intra-Domain Path Diversity, In *proc. of the IEEE Conference on Computer Communications (INFOCOM)*, 2006. (Acceptance Rate=18%)

**M. Cha**, W. Chaovaitwongse, Z. Ge, J. Yates, and S. Moon. Path Protection Routing with SRLG Constraints to Support IPTV in WDM Mesh Networks, In *proc. of the IEEE Global Internet Symposium (GI)*, 2006.

**M. Cha**, C.-G. Lyuh, and T. Kim. Resource-Constrained Low-Power Bus Encoding with Crosstalk Delay Elimination, In *proc. of the ACM/IEEE Asia Pacific Design Automation Conference (ASP-DAC)*, 2004.

WORKSHOP  
PAPERS &  
POSTERS

- M. Babaei, A. Chakraborty, J. Kulshrestha, E. M. Redmiles, **M. Cha** and K. Gummadi. Analysing Biases in Perception of Truth in News Stories and their Implications for Fact Checking. In *proc. of the Fairness in User Modeling, Adaptation and Personalization (FairUMAP)*, 2018.
- H. Lim, C. Chung, J. Kim, J. Kim, S. Moon, and **M. Cha**. Changing News Media Landscape in South Korea. In *proc. of the Fourth Workshop on Social News On the Web (SNOW) co-located with the World Wide Web (WWW) Conference* 2017.
- Y. Ha, **M. Cha**, and J. Joo. Fashion Conversations on Instagram. In *proc. of the Culture Analytics Workshop at the International Conference on Social Informatics (SocInfo)* 2016.
- K. Park, I. Weber, **M. Cha**, and C. Lee. Fit Friends: The Importance of a Supportive Social Network for Persistent Fitness Sharing. In *proc. of the International School and Conference on Network Science (NetSci)* Poster, 2016
- S.H. Kim, Y. Ha, and **M. Cha**. Korean Public Perception on Fukushima Nuclear Accident. In *proc. of the International School and Conference on Network Science (NetSci)* Poster, 2016
- J. Kim, **M. Cha**, and J. Lee. Nowcasting Commodity Prices using Social Media. In *proc. of the International School and Conference on Network Science (NetSci)* Poster, 2016
- S. Kwon, **M. Cha**, K. Jung, W. Chen, and Y. Wang. Prominent Features of Rumor Propagation in Online Social Media. In *proc. of the International School and Conference on Network Science (NetSci)* Poster, 2016
- S.H. Kim, Y. Ha, **M. Cha**, J. Lee, B.J. Kim, and D.M. Lee. Public Discourse on Environmental Pollution and Health in Korea: Tweets Following the Fukushima Nuclear Accident, In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)* Workshop, 2016.
- I. Kim, S. Lee, S. Park, J. Yoo, **M. Cha**, and B. Jeong. Designing an expressive writing platform for young adults in Korea. In *proc. of ACM CHI Workshop on HCI and Health*, 2015
- I. Kim, S. Lee, S. Park, J. Yoo, **M. Cha**, and B. Jeong. The effects of emotional expression using web application on depressed mood. In *proc. of the Daegu Gyeongbuk International Social Network Conference (DISC)* Poster, 2014
- S. Kang, S. Kim, S. Lee, E. Im, S. Youn, and **M. Cha**. Analysis of Different Brand Image According to Car Ownership. In *proc. of the Daegu Gyeongbuk International Social Network Conference (DISC)* Poster, 2014
- S. Kwon and **M. Cha**. Modeling Bursty Temporal Patterns of Rumors. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM)* Demo, 2014.
- K. Kim, S. Lee, J. Son, and **M. Cha**. Finding Informative Q&As on Twitter. In *proc. of the 18th International World Wide Web Conference (WWW)* Poster, 2014.
- M. Araujo, P. Goncalves, **M. Cha**, and F. Benevenuto. iFeel: A Web System that Compares and Combines Sentiment Analysis Methods. In *proc. of the 18th International World Wide Web Conference (WWW)* Demo, 2014.

- J. Kim, **M. Cha**, and T. Sandholm. SocRoutes: Safe Routes Based on Tweet Sentiments. In *proc. of the 18th International World Wide Web Conference (WWW) Demo*, 2014.
- J.-K. Lou, K. Park, J. Park, **M. Cha**, and K.-T. Chen. Social Networks and Hidden Node Information: Gender Swapping. In *proc. of the Workshop on Information in Networks (WIN)*, 2013.
- J. Kwak, K. Kim, **M. Cha**, and C. Cha. Interaction and language patterns of an online depression communities in Korea. In *proc. of the Medicine 2.0 Congress*, 2013.
- S. Park, J. Kwak, S.W. Lee, **M. Cha**, and B. Jeong. Activities on Facebook reveal depressive state of users. In *proc. of the Medicine 2.0 Congress*, 2013.
- K. Park, J. Park, S. Park, J. Kim, S. Kwon, J. Kwak, and **M. Cha**. Voice of the Employees Resonated in Online Bamboo Forests In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM) Workshop on Social Computing for Enterprise 2.0*, 2013.
- K. Park, S. Lee, E. Kim, M. Park, J. Park, and **M. Cha**. Mood and Weather: Feeling the Heat? In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM) Poster*, 2013.
- J. Park, M. Kim, and **M. Cha**. An Inconvenient Truth: Where you live decides how you are treated online. In *proc. of the Workshop on Information in Networks (WIN)*, 2012.
- M. Park, C. Cha, and **M. Cha**. Exploring Healthcare Opportunities in Online Social Networks: Depressive Moods of Users Captured in Twitter. In *proc. of the Medicine 2.0 Congress*, 2012.
- M. Park, C. Cha, and **M. Cha**. Depressive Moods of Users Portrayed in Twitter. In *proc. of the ACM SIGKDD Workshop on Health Informatics (HI-KDD)*, 2012.
- J. An, **M. Cha**, K.P. Gummadi, J. Crowcroft, and D. Quercia. Visualizing media bias through twitter. In *proc. of the ICWSM Workshop on the Potential of Social Media Tools and Data for Journalists in the News Media Industry*, 2012.
- M. Cha**, K.P. Gummadi, F. Kooti, W.A. Mason, and H. Yang. The birth of retweeting conventions in Twitter. In *proc. of the 3rd Workshop on Complex Networks (CompleNet) Poster*, 2012.
- J. An, **M. Cha**, K.P. Gummadi, and J. Crowcroft. Twitter follow links reveal bicameral landscape of newspapers. In *proc. of the 3rd Workshop on Complex Networks (CompleNet) Poster*, 2012.
- M. Park, C. Cha, and **M. Cha**. Depressive Moods Captured in Twitter, an Online Social Network. In *proc. of the 1st Global Congress for Qualitative Health Research (GCQHR)*, 2011.
- J. Park, B. Ahn, R. Myung, K. Lim, W. Lee, and **M. Cha**. Revolution 2.0 in Tunisia and Egypt: Reactions and sentiments in the online world. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM) Data Challenge Workshop*, 2011.
- M. Marcon, B. Viswanath, **M. Cha**, and K. P. Gummadi. Sharing Social Content from Home: A Measurement-driven Feasibility Analysis. In *proc. of the 21st International Workshop on Network and Operating Systems Support for Digital Audio and Video (NOSSDAV)*, 2011.



**M. Cha**, J.A.N. Pérez, and H. Haddadi. Flash Floods and Ripples: The Spread of Media Content through the Blogosphere. In *proc. of the International AAAI Conference on Weblogs and Social Media (ICWSM) Data Challenge Workshop*, 2009.

B. Viswanath, A. Mislove, **M. Cha**, and K. Gummadi. On the Evolution of User Interaction in Facebook. In *proc. of the Workshop on Online Social Networks (WOSN) co-located with ACM Special Interest Group on Data Communication (SIGCOMM)*, 2009.  
[Cited over 1000 times]

**M. Cha**, A. Mislove, B. Adams, and K. Gummadi. Characterizing Social Cascades in Flickr. In *proc. of the Workshop on Online Social Networks (WOSN) co-located with ACM Special Interest Group on Data Communication (SIGCOMM)*, 2008. **Cited over 100 times**

**M. Cha**, P. Rodriguez, S. Moon, and J. Crowcroft. On Next-Generation Telco-Managed P2P TV Architectures. In *proc. of the International Workshop on Peer-to-Peer Systems (IPTPS)*, 2008. **Cited over 100 times**

**M. Cha**, G. Choudhury, J. Yates, A. Shaikh, and S. Moon. Case Study: Resilient Backbone Design for IPTV Services, In *proc. of the Workshop on IPTV Services over World Wide Web* co-located with the International World Wide Web (WWW) Conference, 2006.

BOOK  
CHAPTERS

**M. Cha** et al, Propagation Phenomena in Social Media, The Oxford Handbook of Communication in the Networked Age (Edited by B.F. Welles and S.G. Bailon) Oxford University Press, Forthcoming in 2017

H. Kwak et al. What is Twitter. J.H. Lee (Editor) In Intelligence Press, *Communication Books*, April 2012.

M. Park and **M. Cha**. Social Network Analysis for Knowledge-based Services. In CRC Press, J. Kantola and W. Karwowski (Editors), *Taylor & Francis Knowledge Service Engineering Handbook*, May 2012.

**M. Cha**, W. Chaovaitwongse, Z. Liang, J. Yates, A. Shaikh, and S. Moon. Integer Linear Programs for Routing and Protection Problems in Optical Networks. In P. Pardalos and C. Floudas (Editors), *Encyclopedia of Optimization*, Vol. II. Springer, New York, 2009.

GRANTS  
(SELECTED)

- PI**, Developing artificial intelligence technology to test information veracity based on heterogeneous Web big data, *National Research Foundation (NRF)*  
KRW 6,000,000,000 2017.11–2022.10
- 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 (1,300,000 USD) 2016.12–2021.12
- 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 (720,000 USD) 2015.07–2017.08
- PI**, Raising public awareness on radiation safety and measurements, *Korea Institute of Nuclear Safety (KINS)*  
KRW 40,000,000 (34,000 USD) 2015.07–2016.04
- PI**, Social big data analytics for radiation safety, *Korea Institute of Nuclear Safety (KINS)*  
KRW 30,000,000 (26,000 USD) 2014.12–2015.05
- PI**, Developing technologies to predict user intention and social intelligence, *Samsung Electronics*  
KRW 100,000,000 (87,000 USD) 2014.05–2015.05
- PI**, Communication facilitation research in a changing voice call environment, *Korea Telecom*  
KRW 29,000,000 (25,000 USD) 2014.10–2015.03
- co-PI** with Miyeon 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 (8,300,000 USD) 2014.07–2015.03
- PI** with Dongman Lee (co-PI, KAIST), Developing interest keywords from mobile user data, *Samsung Electronics*  
KRW 100,000,000 (87,000 USD) 2011.08–2012.07
- PI**, Large-scale data analysis for measuring and predicting influence in social media, *National Research Foundation (NRF) of Korea*  
KRW 135,000,000 (120,000 USD) 2011.05–2014.04

TEACHING

**Graduate Courses**

- KAIST GCT564, Introduction to data analytics using R 2012–2016  
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

**Undergraduate Courses**

- KAIST CTP472, Social Media and Culture 2014  
KAIST HSS091, Exciting College Life 2011  
KAIST HSS090, Happy College Life 2011

|   |  |              |
|---|--|--------------|
| EDITORIAL WORK  | Editorial Board, <i>PeerJ Journal</i>  | 2016–present |
|   | Editorial Board, <i>ACM Transactions on Social Computing</i>                           | 2016–present |
|   | Editorial Board, <i>Elsevier Online Social Networks and Media</i>                      | 2017–present |
| PROFESSIONAL SERVICE  | <b>Program Chair</b>   |              |
|   | <i>International AAAI Conference on Web and Social Media Program (ICWSM)</i>           | 2015         |
|   | <i>International World Wide Web Conference (WWW) Tutorials</i>                         | 2015         |
|   | <i>International AAAI Conference on Web and Social Media Program (ICWSM) Tutorials</i> | 2014         |
|   | <b>Program Organizer</b>   |              |
|   | <i>KAIST International Workshop on Social Media and Culture</i>                        | 2010–2014    |
|   | <i>KAIST Young Innovator’s Forum</i>   | 2011         |
|   | <i>KAIST-NIMS Summer School on Social Network Analysis</i>                             | 2011         |
|   | <i>Workshop on the Second ACM EuroSys Workshop on Social Network Systems</i>           | 2009         |
|   | <b>Keynote Speaker</b>   |              |
|   | <i>International Conference on Social Informatics (SocInfo)</i>                        | 2016         |
|   | <i>Annual Workshop on Simplifying Complex Networks for Practitioners (SIMPLEX)</i>     | 2014         |
|   | <i>Conference of Korea Multimedia Society</i>  | 2013         |
|   | <i>Workshop on Real Overlays and Distributed Systems (ROADS)</i>                       | 2008         |
|   | <b>Technical Advisory Committee</b>  |              |
|   | <i>ACM Conference on Online Social Network (COSN)</i>                                  | 2013–2017    |
|   | <b>Senior Program Committee</b>  |              |
|   | <i>International AAAI Conference on Web and Social Media (ICWSM)</i>                   | 2013–2017    |
|   | <i>International Conference on Social Informatics (SocInfo)</i>                        | 2014         |
|   | <b>Program Committee</b>   |              |
|   | <i>ACM International Conference on Web Search and Data Mining (WSDM) Best Paper</i>    | 2018         |
| <i>International World Wide Web Conference (WWW)</i>  | 2011–2018  |              |
| <i>International School and Conference on Network Science (NetSci)</i>                      | 2016–2018  |              |
| <i>ACM International Conference on Web Search and Data Mining (WSDM)</i>                    | 2014   |              |
| <i>ACM Conference on Hypertext and Social Media (HT)</i>                                    | 2011–2014  |              |
| <i>Workshop on Social News On the Web (SNOW)</i>  | 2014   |              |
| <i>Workshop for Ph.D. Students at CIKM (PIKM)</i>   | 2014   |              |
| <i>ACM Web Science (WebSci)</i>   | 2013   |              |
| <i>ACS/IEEE International Conference on Computer Systems and Applications (AICCSA)</i>      | 2013   |              |
| <i>International Workshop on Socially-Aware Multimedia (IWSAM)</i>                          | 2013   |              |
| <i>ACM CIKM Workshop on Politics, Elections and Data (PLEAD)</i>                            | 2013   |              |
| <i>Second International Workshop on Privacy and Security in Online Social Media (PSOSM)</i> | 2013   |              |
| <i>ACM Internet Measurement Conference (IMC)</i>  | 2012–2013  |              |
| <i>International AAAI Conference on Web and Social Media (ICWSM)</i>                        | 2011–2012  |              |
| <i>AAAI Fall Symposium 2012 on Social Networks and Social Contagion (SNSC)</i>              | 2012   |              |
| <i>ACM SIGKDD Workshop on Health Informatics (HI-KDD)</i>                                   | 2012   |              |
| <i>IEEE Conference on Computer Communications (INFOCOM)</i>                                 | 2009–2011  |              |
| <i>USENIX Workshop on Online Social Networks</i>  | 2010   |              |
| <i>International Workshop on Search and Mining User-generated Contents (SMUC)</i>           | 2010   |              |
| <i>International Asia-Pacific Web Conference (APWeb)</i>                                    | 2009   |              |