

Jungseock Joo

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EDUCATION

<i>PhD</i> , Computer Science, UCLA	2015
<i>MS</i> , Computer Science, Columbia University	2010
<i>BSE</i> , Computer Science and Engineering, Seoul National University	2008

EMPLOYMENT

Assistant Professor, Department of Communication, UCLA	2016-
Affiliated Assistant Professor, Department of Statistics, UCLA	2017-
Research Scientist, Applied Machine Learning & Facebook AI Research, Facebook	2015-2016

PUBLICATIONS

Automatically Detecting Image-Text Mismatch on Instagram with Deep Learning
Y. Ha, K. Park, S. J. Kim, **J. Joo**, M. Cha
Journal of Advertising, Accepted.

News and Geolocated Social Media Accurately Measure Protest Size Variation
A. Sobolev, K. Chen, **J. Joo**, and Z. C. Steinert-Threlkeld
American Political Science Review, 2020.

Communicating Artificial Intelligence (AI): Theory, Research, and Practice
S. Nah, J. McNealy, J. Kim, **J. Joo**
Communication Studies. 2020

Classifying Leadership Domains with Facial Attributes
J. Yoon, **J. Joo**, E. Park and J. Han
Proceedings of The International Conference on Social Informatics (SocInfo), 2020.

Understanding the Political Ideology of Legislators from Social Media Images
N. Xi, D. Ma, M. Liou, Z. Steinert-Threlkeld, J. Anastasopoulos, and **J. Joo**
Proceedings of The International AAAI Conference on Web and Social Media (ICWSM), 2020.

Automated Coding of Televised Leader Displays: Detecting Nonverbal Political Behavior With
Computer Vision and Deep Learning

J. Joo, E. P. Bucy, and C. Seidel

International Journal of Communication, 2019.

Characterizing Clickbaits on Instagram

Y. Ha, J. Kim, D. Won, M. Cha, and **J. Joo**

Proceedings of The International AAAI Conference on Web and Social Media (ICWSM), 2018.

Social and Political Event Analysis based on Rich Media

J. Joo, ZC Steinert-Threlkeld, J Luo

Proceedings of the 26th ACM international conference on Multimedia, 2018

Toward an Infrastructure for Data-driven Multimodal Communication Research

F. F. Steen, A. Hougaard, **J. Joo**, I. Olza, C. Cnovas, A. Pleshakova, S. Ray, P. Uhrig, J. Valenzuela, J. Wony, and M. Turner

Linguistics Vanguard. 2018.

Protest Activity Detection and Violence Estimation from Social Media Images

D. Won, Z. Steinert-Threlkeld, and **J. Joo**

Proceedings of the 25th ACM International Conference on Multimedia, 2017.

Red Hen Lab: Dataset and Tools for Multimodal Human Communication Research

J. Joo, F. F. Steen, and M. Turner

KI-Knstliche Intelligenz, 2017.

Cultural Diffusion and Trends in Facebook Photographs

Q. You, D. Garca-Garca, M. Paluri, J. Luo, and **J. Joo**

Proceedings of The International AAAI Conference on Web and Social Media (ICWSM), 2017.

Predicting Popular and Viral Image Cascades in Pinterest

J. Han, D. Choi, **J. Joo**, and C. Chuah

Proceedings of The International AAAI Conference on Web and Social Media (ICWSM), 2017.

Fashion Conversation Data on Instagram

Y. Ha, S. Kwon, M. Cha, and **J. Joo**

Proceedings of The International AAAI Conference on Web and Social Media (ICWSM), 2017.

Joint Image-Text News Topic Detection and Tracking by Multimodal Topic And-Or Graph

W. Li, **J. Joo**, H. Qi, S.C. Zhu

IEEE Transactions on Multimedia, 2017.

Automated Facial Trait Judgment and Election Outcome Prediction: Social Dimensions of Face

J. Joo, F. Steen, S.C. Zhu

Proceedings of IEEE International Conference on Computer Vision (ICCV), 2015.

Hierarchical Organization by And-Or Tree

J. Joo, S. Wang, S.C. Zhu

In J. Wagemans (Ed.), *Oxford Handbook of Perceptual Organization*, Oxford University Press, 2014

Coiling of Elastic Rods on Rigid Substrates

M. Jawed, F. Da, **J. Joo**, E. Grinspun, P. Reis

Proceedings of the National Academy of Sciences, 2014.

Visual Persuasion: Inferring Communicative Intents of Images

J. Joo, W. Li, F. Steen, S.C. Zhu

Proceedings of IEEE Conference on Computer Vision and Pattern Recognition (CVPR), 2014.

Human Attribute Recognition by Rich Appearance Dictionary

J. Joo, S. Wang, S.C. Zhu

Proceedings of IEEE International Conference on Computer Vision (ICCV), 2013.

Weakly Supervised Learning for Attribute Localization in Outdoor Scenes

S. Wang, **J. Joo**, Y. Wang, S.C. Zhu

Proceedings of IEEE Conference on Computer Vision and Pattern Recognition (CVPR), 2013.

INVITED TALKS

Understanding Gender and Racial Biases in Computer Vision: Model, Data, and Human Biases

USC-ISI, AI Speaker Series

2020

New Dataset and Measures for Enhancing Fairness in Computer Vision

Amazon

2019

FairFace: Face Attribute Dataset for Balanced Race

CVPR Workshop on Bias Estimation in Face Analytics (BEFA)

2019

Violence, Cleavages, and Protest Dynamics

USC-ISI, AI Speaker Series

2019

Computational Media Analysis with Computer Vision

Columbia University

2019

Social and Political Event Analysis based on Rich Media

Tutorial in ACM Multimedia Conference (Organizer)

2018

Social Media, Political Violence and Protest

Facebook

2018

Decoding Political Advertising

CVPR Workshop on Towards Automatic Understanding of Visual Advertisements

2018

Protest Activity Detection and Violence Estimation from Twitter Images

ICME Workshop on Multimedia Analytics for Societal Trends

2018

Visual Communication in Social Media: Computer Vision and Deep Learning Approaches

USC

2017

Impacts of Visuals in Media: Culture, Public, and Society Google	2017
Visual Persuasion and Perception: Computational Analysis of Visual Communication in Mass Media ICSI, UC Berkeley	2015
Communicative Intent, Context, and Impact of Social Images in Mass Media Department of Statistics, UCLA	2014

STUDENTS and VISITORS

Current Post-doc
Kunwoo Park

Current Students

Jun Luo (PhD in Communication), Mahmoodreza Babaei (Visiting PhD in CS from MPI), Qi Wu (PhD in MAE), Andrew Choi (MS in CS), Zhufeng Pan (MS in CS), Yu Yang (MS in CS), Danni Chen (BS in CS), Xiofeng Lin (BS in Stats), Jack Schaefer (BS in Psychology)

Past Students

Kaushik Mahoker (MS in CS), Christina Indudhara (BS in Stats; MS in U of Chicago), Lawrence Chen (BS in Stats; PhD in UC Berkeley), Alexander Chan (MS in Stats, 2020; Facebook), Jimmy Wu (PhD in MAE, 2020; Johnson & Johnson), Di Ma (MS in CS, 2019; Salesforce), Taylor Caulfield (MS in CS, 2018; Facebook), Donghyeon Won (MS in EE, 2018; nuTonomy), Taein Kwon (MS in EE, 2018; PhD in ETHZ), Marcus Liou (MS in CS, 2018; Amazon)

GRANTS

Research and Development of Deep Learning Network for Display Inspection (PI: Joo) 2020-2021
Samsung Display \$150K

NRI: FND: Physics-based Training of Robots for Manipulation of Ropes and Clothes. (PI: Jawed; Co-PI: Joo) 2019-2022
National Science Foundation \$750K

Burkle Center Faculty Research Grant, UCLA, Co-PI, \$10,000 2019
(with Steinert-Threlkeld)

Computational International Affairs Conference 2019
Luskin Endowment for Thought Leadership, UCLA, PI, \$16,900
(with Steinert-Threlkeld)

RIDIR: Collaborative Research: Integrated Communication Database and Computational Tools. (PI: Joo; Co-PIs: Groeling, Steen, Steinert-Threlkeld, Pan) 2018-2021
National Science Foundation \$1.15M

Hellman Fellows Award. PI, \$25,000	2018-2019
UCLA Faculty Career Development Award. PI, \$15,000	2018-2019
COR Faculty Research Grant. PI, \$7,800	2018-2019
CCPR Seed Grant. PI, \$15,000	2018-2019
Visual Big Data: Using Images to Understand Protests UCLA Transdisciplinary Seed Grant (TSG). Co-PI, \$38,700 (with Steinert-Threlkeld)	2017-2018
COR Faculty Research Grant. PI, \$8,245	2017-2018
Automated Facial Perception Analysis Dean's Faculty Opportunity Fund. \$1,000	2017
NVIDIA Hardware Grant	2016

TEACHING

COMM 155 Artificial Intelligence and New Media, UCLA	2016 -
COMM 188C Introduction to Data Science, UCLA	2018 -
COMM 158 Revolutions in Communication Technology, UCLA	2015 - 2018

PROFESSIONAL SERVICE

Guest Editor

- Special Issue on "Visual Politics" in International Journal of Press/Politics
- Special Issue on "Communicating Artificial Intelligence" in Communication Studies

Reviewer/PC/SPC Member

- IEEE Conference on Computer Vision and Pattern Recognition
- IEEE International Conference on Computer Vision
- European Conference on Computer Vision
- IEEE Asian Conference on Computer Vision
- IEEE International Conference on Automatic Face and Gesture Recognition
- IEEE Transactions on Image Processing
- AAAI Conference on Artificial Intelligence - Computer Vision and Image Understanding
- International Joint Conference on Artificial Intelligence
- The Web Conference
- Journal of Communication
- New Media & Society
- International Journal of Press/Politics
- American Journal of Political Science