

Julie Jiang

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2024 **Forbes 30 under 30** (Science)

I use and develop ML techniques to empirically study human behavior on large-scale online platforms for social good

EXPERIENCE

Spotify Research

Research Intern, Human in AI, Personalization

📍 Virtual

📅 Summer 2023

- Understanding the consumption of new music releases from the perspective of genres (**WebSci 2024**)

TikTok/ByteDance

Data Science Intern, Applied ML & Ads Monetization

📍 Virtual

📅 Fall 2022

- Impact of the hierarchical diversity of ads on TikTok user engagement and retention

Snap Research

Research Intern, User Modeling & Personalization

📍 Santa Monica, CA

📅 Summer 2022

- The homophilous, reciprocal, and contagious use of Bitmojis on Snapchat (**CHI 2023**)
- Weather and impacts expressed sentiment on Snapchat stories (**ICWSM 2022**)

USC Information Sciences Institute (ISI)

Research Assistant

📍 Marina del Rey, CA

📅 2019–2023

- DARPA INCAS-UPSCALE: Universal population segmentation and characterization algorithms for online environments
- DARPA TAILOR-Bespoke: Learning bespoke interventions for performance optimizations in heterogeneous users

Google

Software Engineering Intern, Adwords API

📍 Mountain View, CA

📅 Summer 2019

EDUCATION

University of Southern California

PhD Candidate in CS

📅 2019–2024

Dissertation: Socially-Informed Content Analysis of Online Human Behavior

Tufts University

BS in CS & Math

📅 2015–2019

RESEARCH AREA

AI for social good, human behavior HCI, modeling, social network analysis, computational social science, responsible AI

SKILLS

Python, SQL, deep learning, NLP/LLMs, statistics, network analysis, data science

AWARDS & HONORS

- 2024 USC PhD Achievement Award (\$5K)
- 2024 Forbes 30 under 30 (Science)
- 2022 Snap Research Fellowship (\$10K)
- 2019 USC-ISI Distinguished Graduate Student Research Fellowship (\$5K)
- 2018 Tufts Tisch Summer Scholars

SELECTED PUBLICATIONS

 [Google Scholar](#) (400+ citations)

J. Jiang and E. Ferrara. 2023. [Social-LLM: Modeling User Behavior at Scale using Language Models and Social Network Data](#). *Under Review*.

J. Jiang, X. Ren, and E. Ferrara. 2023. [Retweet-BERT: Political Leaning Detection Using Language Features and Information Diffusion on Social Networks](#). *ICWSM 2023*.

J. Jiang, L. Luceri, J. B. Walther, and E. Ferrara. 2023. [Social Approval and Network Homophily as Motivators of Online Toxicity](#). *Under Review*.

J. Ye, L. Luceri, J. Jiang, and E. Ferrara. 2024. [Susceptibility to Unreliable Information Sources: Swift Adoption with Minimal Exposure](#). *TheWebConf 2024 (to appear)*.

J. Jiang, R. Dotsch, M. T. Roura, Y. Liu, V. Silva, M. W. Bos, and F. Barbieri. 2023. [Reciprocity, Homophily, and Social Network Effects in Pictorial Communication: A Case Study of Bitmoji Stickers](#). *CHI 2023*.

J. Jiang, D. Maldeniya, K. Lerman, and E. Ferrara. 2021. [The Wide, the Deep, and the Maverick: Types of Players in Team-based Online Games](#). *CSCW 2021*.

J. Jiang, E. Chen, S. Yan, k. Lerman, and E. Ferrara. 2020. [Political Polarization Drives Online Conversations About COVID-19 in the United States](#). *Human Behavior Emerging Technologies*.