

CURRICULUM VITAE – ROSSANO SCHIFANELLA

PERSONAL INFORMATION

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RESEARCH INTERESTS

My research focus on computational methods to model the behavior of (groups of) individuals and their interactions on large scale online platforms. My recent work embraces the creative energy of a range of disciplines across data mining, machine learning, network analysis, urban informatics, spatial analysis, computational social science, and data visualization.

CURRENT POSITION

Assistant Professor Computer Science Department, University of Turin, Italy *November 2007-Present*

WORKING EXPERIENCE

Visiting Scientist Nokia Bell Labs, Cambridge, UK *September 2016-Present*

Achievements :

- studied the diversity of private activities and economic development of neighborhoods
- studied how social ties affect performance and drive users engagement in a photo sharing platform
- implemented a predictor for the ambiance of a neighborhood using visual content from social media platforms

Visiting Professor Department of Network and Data Science, European Central University, Budapest, Hungary *January 2018-June 2018*

Visiting Scientist Yahoo Labs, Barcelona, New York, and London *August 2012-2016*

Working with the Social Media Engagement group in analyzing the behavior of (groups of) individuals and their interactions on social media platforms and the impact that such behavior has on personalization, engagement and user profiling.

Achievements :

- built a computational model to detect creativity in micro videos and sarcastic posts in multimodal content.
- studied the interplay between popularity and quality in photo sharing systems and implemented a framework to discover not popular high-quality content.
- implemented new mapping tools for the exploration of scenic routes in the city.
- modeled urban walkability and sensory experiences at scale through digital data.
- funded the goodcitylife.org community
- filed 2 patents on “*System and method for recommending pleasant routes from the sentiment of geo-tagged photographs*” and “*Method and system for decomposing social relationships into domains of interactions*”.

Visiting Scholar Indiana University, Bloomington, IN, USA *January 2009-May 2012*

Working with the Network & agents Network (NaN) group at the Center for Complex Networks and Systems Research (CNetS) under the supervision of Prof. Filippo Menczer.

Achievements :

- modeled the interplay of the social and semantic components in social media platforms and how the tagging activity influences the explicit representation and formation of social ties.
- studied friendship prediction and homophily in social systems.
- implemented games with a purpose to generate large streams of high-quality social tagging data for improving web search, recommendation, navigation, and categorization.

Research Assistant Computer Science Department, University of Turin, Italy *2006-2007*

- AWARDS AND RECOGNITIONS
- Yahoo Faculty Research and Engagement Program for the project “Automation of Flickr photos recommendation on mobile devices”. 2013
- Yahoo Faculty Research and Engagement Program for the project “Exploration of multiplex graphs for recommendation of heterogeneous items”. 2014
- Best Dataset Award at International Conference on Weblogs and Social Media (ICWSM) for the paper “People are Strange when you’re a Stranger : Impact and Influence of Bots on Social Networks” 2012
- Best Presentation Award at ACM Web Science Conference for the paper “Reading the Source Code of Social Ties” 2014
- “Insight. A Data and Design Competition” (finalist) in conjunction with Measure, a Storefront for Art and Architecture exhibit in New York City. 2015
- “Visualizing Cities” (shortlisted for CityVis Award) in conjunction with Habitat III, United Nations Conference on Housing and Sustainable Urban Development, Quito, Ecuador. 2016
- The interactive sensory mapping visualizations have been featured in several blogs on data visualization, in digital art exhibitions, e.g., the “Places & Spaces : Mapping Science” exhibit, “Ciudad Visible” at the CentroCentro, Madrid, 2016, “Map Mosaic : From Queens to the World” at Queens Museum, NYC, and included in the “The Best American Infographics 2016” book.
- EDUCATION
- Ph.D.** in Computer Science, University of Turin, Italy 2003-2006
- M.S.** in Computer Science, University of Turin, Italy 1997-2003
- PROJECTS
- Automation of Flickr photos recommendation on mobile devices (25K)** design a multimedia item recommendation algorithm tailored for the Flickr mobile app. 2013-2014
- Multiplex graphs for recommendation of heterogeneous items (20K)** design a recommender system to suggest chain of objects connected through polisemantic relations. 2014-2015
- INCA - Interactive Content Architecture (45K)** develop a set of technologies to support the life cycle of transmedia and 3D content. 2011-2013
- Information Dynamics in Complex Data Structures (20K)** model the dynamics of information spreading in techno-social systems and the emergence of regularities. 2010-2012
- IS4.MOBI - Interactive Services for Mobiles (76K)** design a framework to enable a rapid development cycle for accessible and multi-platform mobile services. 2010-2012
- SALC - Services á la Carte (58K)** design of a recommendation engine based on user’s tagging activity. 2010-2011
- RD-PVR - Recommendation and Discovery for Personal Video Recorder (90K)** design a network centric recommender system in the context of Personal Video Recorders and set top boxes enabling IPTV services. 2008-2009
- SELECTED PUBLICATIONS
- *Multimodal Social Media Analysis for Gang Violence Prevention* P. Blandfort, D. Patton, W. R. Frey, S. Karaman, S. Bhargava, Fei-Tzin Lee, S. Varia, C. Kedzie, M. B. Gaskell, R. Schifanella, K. McKeown, Shih-Fu Chang (ICWSM 2019)
 - *The Spirit of the City : Using Social Media to Capture Neighborhood Ambiance* M. Redi, L. M. Aiello, R. Schifanella, D. Quercia (CSCW 2018)
 - *Beautiful and damned. Combined effect of content quality and social ties on user engagement.* L. M. Aiello, R. Schifanella, M. Redi, S. Svetlichnaya, F. Liu, S. Osindero (IEEE Transactions on Knowledge and Data Engineering 2017)
 - *The Emotional and Chromatic Layers of Urban Smells*, D. Quercia, L. M. Aiello, R. Schifanella, International Conference on Web and Social Media (ICWSM 2016)
 - *Chatty maps : constructing sound maps of urban areas from social media data*, L. M. Aiello, R. Schifanella, D. Quercia, F. Aletta, Royal Society Open Science (RSOS 2016)
 - *Leveraging User Interaction Signals for Web Image Search*, N. O’Hare, P. De Juan, R. Schifanella, Yunlong He, Dawei Yin, Yi Chang, ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2016)

- *Detecting Sarcasm in Multimodal Social Platforms*, R. Schifanella, P. de Juan, J. Tetreault, Lianliang Cao, ACM Multimedia
- *An Image is Worth More than a Thousand Favorites : Surfacing the Hidden Beauty of Flickr Pictures* R. Schifanella, M. Redi, L. M. Aiello, International Conference on Web and Social Media (ICWSM 2015)
- *Smelly Maps : The Digital Life of Urban Smellscapes*, D. Quercia, R. Schifanella, L. M. Aiello, K. McLean, International Conference on Web and Social Media (ICWSM 2015)
- *The Digital Life of Walkable Streets*, D. Quercia, L. M. Aiello, R. Schifanella, A. Davies, International Conference on World Wide Web (WWW 2015)
- *A Large-Scale Study of User Image Search Behavior on the Web*, J.Y. Park, N. O'Hare, R. Schifanella, A. Jaimes, C. Chung, Conference on Human Factors in Computing Systems (CHI 2015)
- *Cold-start News Recommendation with Domain-dependent Browse Graph*, M. Trevisiol, L.M. Aiello, R. Schifanella, A. Jaimes, Conference Series on Recommender Systems (RecSys 2014)
- *The shortest path to happiness : Recommending beautiful, quiet, and happy routes in the city*, D. Quercia, R. Schifanella, L. M. Aiello, Conference on Hypertext and Social Media (HyperText 2014)
- *6 Seconds of Sound and Vision : Creativity in Micro-Videos*, M. Redi, N. O'Hare, R. Schifanella, M. Trevisiol, A. Jaimes, Conference on Computer Vision and Pattern Recognition (CVPR 2014)
- *Reading the Source Code of Social Ties*, L. M. Aiello, R. Schifanella, B. State, Conference on Web Science (WebSci 2014)
- *The Role of Information Diffusion in the Evolution of Social Networks*, L. Weng, J. Ratkiewicz, N. Perra, B. Gonçalves, C. Castillo, F. Bonchi, R. Schifanella, F. Menczer, and A. Flammini, SIGKDD Intl. Conf. on Knowledge Discovery and Data mining (KDD 2013)
- *Friendship prediction and homophily in social media*, L. M. Aiello, A. Barrat, R. Schifanella, C. Cattuto, B. Markines, F. Menczer, ACM Transactions on the Web (TWEB 2012)
- *On the Dynamics of Human Proximity for Data Diffusion in Ad-Hoc Networks*, A. Panisson, A. Barrat, C. Cattuto, W. Van den Broeck, G. Ruffo, R. Schifanella, Ad Hoc Networks 2012
- *People are Strange when you're a Stranger : Impact and Influence of Bots on Social Networks*, L. M. Aiello, M. Deplano, R. Schifanella, G. Ruffo, International Conference on Weblogs and Social Media (ICWSM 2012)
- *Folks in Folksonomies : Social Link Prediction from Shared Metadata*, R. Schifanella, A. Barrat, C. Cattuto, B. Markines, and F. Menczer, International Conference on Web Search and Data Mining (WSDM 2010)

EVENT
ORGANIZATION
AND SCHOLARLY
SERVICE

Organization

- Workshops Chair at the 20th ACM Conference of Hypertext and Hypermedia. 2009
- Organizer of the Workshop “*What’s in a dyad? Interaction and Exchange in Social Media*” in conjunction with the 6th International Conference on Social Informatics (SocInfo). 2014
- Organizer of the Tutorial “*The Lifecycle of Geotagged Social Media Data*” in conjunction with the International AAAI Conference on Web and Social Media (ICWSM) and ACM Multimedia Conference. 2016
- Organizer of the tutorial “*The Lifecycle of Geotagged Social Media Data*” in conjunction with the World Wide Web (WWW) conference and organizer of the tutorial “*Integrating Social Theory with Computational and Spatial Methods for Urban Data Science*” at the European Symposium Series on Societal Challenges in Computational Social Science. 2017
- Organizer of the “*Eighth International Workshop on Location and the Web*” in conjunction with The Web Conference (WWW). 2018

Selected Services

Member of the PC of major conferences in the social media area including WWW, WSDM, ICWSM, ACM MM, WebSci, HyperText, SocInfo. Reviewer for several journals including TKDE, JOCCH, TOIT, Machine Learning, ComCom, JSS. Member of the Editor Board of PLOS ONE.

SELECTED PRESS My recent work has been covered by more than 200 news articles published by prestigious news out-
COVERAGE lets worldwide including :

- The future of maps : Cartography in the 21st century. CNN Style, 2018
- Computers Can Sense Sarcasm ? Yeah, Right. Scientific American, Aug 2016
- London stinkmap could change urban planning. Wired, Jun 2015.
- Computational Aesthetics Algorithm Spots Beauty That Humans Overlook. MIT Tech Review, May 2015.
- The Shortest Paths to Happiness. Literally. TED Ideas, Feb 2015.
- Experimental Map Finds Scenic Route. ABC Sept 2014.
- How Yahoo Research Labs Studies Culture as a Formal Computational Concept. MIT Tech Review, Aug 2014.
- We Need This : A Maps App That Algorithmically Finds You the Scenic Route. Wired, Jul 2014.