Curriculum Vitae – Rossano Schifanella

Personal Information

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Research Interests

My research embraces the creative energy of a range of disciplines across machine learning, spatial analysis, network science, computational social science, and data visualization. In particular, I leverage data-driven approaches to model the behavior of (groups of) individuals and their interactions on social media platforms, aiming to reach a deeper understanding of online and offline social behavior. I'm also interested in characterizing communication acts in media platforms, focusing on aesthetics, creativity and figurative language. I'm passionate about building new mapping tools that capture the intangible layers of modern cities life and about designing innovative methods to explore urban spaces. I'm also one of the founding members of GoodCityLife.org, a global network of scientists with the goal of improving quality of life and well being of city dwellers through the interdisciplinary analysis of geo-located digital footprints.

Current Position

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

Researcher ISI Foundation, Turin, Italy   *March 2019-Present*

Working Experience

Visiting Scientist Nokia Bell Labs, Cambridge, UK   *September 2016-December 2018*
Achievements :
- studied the diversity of private activities and economic development of neighborhoods

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	**ISI Foundation Fellow.** The ISI Fellowship program selects top international scholars to be external members of the ISI Foundation research community [(details)](). *2018*
	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 Visibile" 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*
	with the thesis "A Legal and Efficient Peer-to-Peer Market Place : Exploiting Fairness and Social Relationship".
	M.S. in Computer Science, University of Turin, Italy *1997-2003*
	with the thesis "Capacity Planning : characterization and generation of synthetic web traffic based on behavioral data".

EVENT ORGANIZATION AND SCHOLARLY SERVICE	**Event 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 Workshop *"International Workshop on Location and the Web"* in conjunction with the WebConf (WWW) from 2018 to 2020.

Program Committee

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.

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

- Computers Can Sense Sarcasm ? Yeah, Right. Scientific American, Aug 2016
- London stinkmap could change urban planning. Wired, Jun 2015.
- In World of Email, ASAP Is Relative. Wall Street Journal, Oct 2015.
- Behind The Numbers : Predicting Consumer Behavior. Wall Street Journal, Oct 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.
- Quiet Socialbot Quickly Gains a Following. New Scientist, Mar 2011.

LANGUAGES	Italian : native
	English : fluent written and spoken