

Yelena Mejova

974.3388.9751

yelenamejova@acm.org

Currently

Scientist at Qatar Computing Research Institute (QCRI), Hamad Bin Khalifa University. *since Nov 2013*
As a part of the Social Computing group, specializing in:

- Public health, computational epidemiology, monitoring of lifestyle diseases
- Cultural epidemiology and surveillance
- Political opinion tracking, multicultural discourse

Education

Ph.D. in Computer Science *May 2012*

The University Iowa, Iowa City, IA, USA

Thesis: "*Sentiment Analysis Within and Across Social Media Streams*"

Completed Graduate Certificate in College Teaching

Awarded Presidential Fellowship (given to 20-30 students yearly)

Bachelor of Science in Computer Science *May 2007*

Minnesota State University Moorhead, Moorhead, MN, USA

GPA: 3.97/4.00 (Computer Science: 4.00/4.00)

Graduate Certificate in College Teaching *2008 - 2010*

The University of Iowa, Iowa City, IA, USA

- Completed graduate-level course work on post-secondary education
- Taught lectures in **Artificial Intelligence** and **Computational Linguistics**

Career History

Postdoctorate Researcher, Yahoo! Research at Barcelona, Spain *May 2012 - Nov 2013*

Web Mining and User Engagement Groups

- Part of Linguistically Motivated Semantic Aggregation Engines (LiMoSINE) EU project
- Social media processing, demo implementation, deliverable writing (CIKM'13 **Best Paper Award**)
- **Large scale data analysis** via PIG/Hadoop of user-generated content

Research Intern, IBM Watson Research Center at Hawthorne, NY *Summer 2010*

Social and Cognitive Networks Academic Research Center (SCNARC)

- Performed **social network** and **content analysis** of content reuse patterns in IBM
- Implemented similarity computations across millions of documents
- Paper received an **Honorable Mention Award** (given to top 5%) at CHI 2011

Teaching Assistant, The University of Iowa, Iowa City, IA *2008 - 2010*

- Taught discussion sections and graded for Computer Science courses, including
 - **Web Programming with Java**
 - **Artificial Intelligence**

Publications

j - journal, c - chapter, f - full conference, s - short conference, n - non-refereed

- 2017j **Evaluating Facebook Ad Audience Estimates for Online Health Monitoring in the United States**
Yelena Mejova, Ingmar Weber, Luis Fernandez-Luque
Journal of Medical Internet Research (JMIR) Public Health and Surveillance (to appear)
- 2017j **#Halal Culture on Instagram**
Yelena Mejova, Youcef Benkhedda, Khairani
Special Issue of Frontiers in Digital Humanities on Big Data, Vol. 2
- 2017j **Implementing the 360° quantified self for childhood obesity: a feasibility study and experiences from a weight loss camp in Qatar**
Meghna Singh, Luis Fernandez-Luque, Ferda Ofli, *Yelena Mejova*, Ingmar Weber, Michael Aupetit, Sahar Jreige, Ahmed Elmagarmid, Jaideep Srivastava, Mohamed Ahmedna
BMC Medical Informatics and Decision Making
- 2017c **What Campaigns Become as Social Media Become the Infrastructure of Political Communication**
GR Boynton, Huyen TT Le, *Yelena Mejova*, Zubair M Shafiq, Padmini Srinivasan
Social Media and Politics. Vol. 1, p. 21
- 2017f **Seminar Users in the Arab Twitter Sphere**
Kareem Darwish, Dimitar Alexandrov, Preslav Nakov, *Yelena Mejova*
International Conference on Social Informatics (SocInfo)
- 2017f **Bumps and Bruises: Mining Presidential Campaign Announcements on Twitter**
Huyen Le, Bob Boynton, *Yelena Mejova*, Zubair Shafiq and Padmini Srinivasan
ACM Conference on Hypertext and Social Media (HT)
- 2017f **Kissing Cuisines: Exploring Worldwide Culinary Habits on the Web**
Sina Sajadmanesh, Sina Jafarzadeh, Seyed Ali Ossia, Hamid R. Rabiee, Hamed Haddadi, *Yelena Mejova*, Mirco Musolesi, Emiliano De Cristofaro, Gianluca Stringhini
World Wide Web (WWW) Companion
- 2017f **Revisiting The American Voter on Twitter**
Huyen TT Le, GR Boynton, *Yelena Mejova*, Zubair M Shafiq, Padmini Srinivasan
Human Computer Interaction (CHI)
- 2017s **Using Facebook Ads Audiences for Global Lifestyle Disease Surveillance: Promises and Limitations**
Matheus Araújo, *Yelena Mejova*, Ingmar Weber, Fabricio Benevenuto
ACM Web Science Conference (WebSci)
- 2017s **Catching Zika Fever: Application of Crowdsourcing and Machine Learning for Tracking Health Misinformation on Twitter**
Amira Ghenai, *Yelena Mejova*
International IEEE Conference on Healthcare Informatics (ICHI)
- 2017s **Visualizing Health Awareness in the Middle East**
Matheus Araújo, *Yelena Mejova*, Michael Aupetit and Ingmar Weber
International AAAI Conference on Web and Social Media (ICWSM)
- 2016j **Beyond Entities: Promoting Explorative Search with Bundles**
Ilaria Bordino, Mounia Lalmas, *Yelena Mejova*, Olivier Van Laere
Information Retrieval Journal (INRT)
- 2016f **Privacy and Twitter in Qatar: Traditional Values in the Digital World**
Norah Abokhodair, Sofiane Abbar, Sarah Vieweg, *Yelena Mejova*
International ACM Web Science Conference (WebSci)
- 2016f **Fetishizing Food in Digital Age: #foodporn Around the World**
Yelena Mejova, Sofiane Abbar, Hamed Haddadi
International AAAI Conference on Web and Social Media (ICWSM)

- 2016f **Are you Charlie or Ahmed? Cultural pluralism in Charlie Hebdo response on Twitter**
Jisun An, Haewoon Kwak, *Yelena Mejova*, Sonia Alonso Saenz De Oger, Braulio Gomez Fortes
International AAAI Conference on Web and Social Media (ICWSM)
- 2016f **Crowdsourcing Health Labels: Inferring Body Weight from Profile Pictures**
Ingmar Weber, *Yelena Mejova*
ACM International Conference on Digital Health (DH)
- 2015f **360 Quantified Self**
Hamed Haddadi, Ferda Ofli, *Yelena Mejova*, Ingmar Weber, Jaideep Srivastava
IEEE International Conference on Healthcare Informatics (ICHI) (position paper)
- 2015f **#FoodPorn: Obesity Patterns in Culinary Interactions**
Yelena Mejova, Hamed Haddadi, Anastasios Noulas, Ingmar Weber
ACM International Conference on Digital Health (DH)
- 2015f **You Tweet What You Eat: Studying Food Consumption Through Twitter**
Sofiane Abbar, *Yelena Mejova*, Ingmar Weber
Conference on Human Factors in Computing Systems (ACM CHI)
- 2015f **Bridges into the Unknown: Personalizing Connections to Little-known Countries**
Yelena Mejova, Javier Borge-Holthoefer, Ingmar Weber
Conference on Human Factors in Computing Systems (ACM CHI)
- 2015s **Dietary Habits of an Expat Nation: Case of Qatar**
Yelena Mejova, Hamed Haddadi, Sofiane Abbar, Azadeh Ghahghaei, Ingmar Weber
IEEE International Conference on Healthcare Informatics (ICHI)
- 2015n **Language Plurality in Twitter Political Speech**
Yelena Mejova, Bob Boynton
International Conference on Computational Social Science (ICCSS)
- 2014f **Twitter ain't Without Frontiers: Economic, Social, and Cultural Boundaries in International Communication**
Ruth Garcia, *Yelena Mejova*, Daniele Quercia
ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)
- 2014f **Giving is Caring: Understanding Donation Behavior through Email**
Yelena Mejova, Ingmar Weber, GVR Kiran
ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)
- 2014s **DEESSE: entity-Driven Exploratory and sErendipitous Search SystEm**
Olivier Van Laere, Ilaria Bordino, *Yelena Mejova*, Mounia Lalmas
ACM Conference on Information and Knowledge Management (CIKM)
- 2014n **Controversy and Sentiment in Online News**
Yelena Mejova, Amy X. Zhang, Nicholas Diakopoulos, Carlos Castillo
Computation+Journalism Symposium (CJ)
- 2013f **Penguins in Sweaters, or Serendipitous Entity Search on User-generated Content**
Ilaria Bordino, *Yelena Mejova*, Mounia Lalmas
ACM Conference on Information and Knowledge Management (CIKM)
(equal contribution by authors, *Best Paper Award*)
- 2013f **GOP Primary Season on Twitter: "Popular" Political Sentiment in Social Media**
Yelena Mejova, Padmini Srinivasan, Bob Boynton
International Conference on Web Search and Data Mining (WSDM)
- 2013s **Searching for Interestingness in Wikipedia and Yahoo! Answers**
Yelena Mejova, Ilaria Bordino, Mounia Lalmas, Aristides Gionis
International World Wide Web Conference (WWW)
- 2012f **Crossing Media Streams with Sentiment: Domain Adaptation in Blogs, Reviews and Twitter**
Yelena Mejova, Padmini Srinivasan

Fifth International AAAI Conference on Weblogs and Social Media (ICWSM)

- 2012s Political Speech in Social Media Streams: YouTube Comments and Twitter Posts**
Yelena Mejova, Padmini Srinivasan
Web Science Conference (WebSci)
- 2011f Reuse in the Wild: an Empirical and Ethnographic Study of Organizational Content Reuse**
Yelena Mejova, Klaar De Schepper, Lawrence Bergman, Jie Lu
Conference on Human Factors in Computing Systems (ACM CHI)
(Honorable Mention Award - top 5%)
- 2011s Exploring Feature Definition and Selection for Sentiment Classifiers**
Yelena Mejova, Padmini Srinivasan
Fifth International AAAI Conference on Weblogs and Social Media (ICWSM)
- 2011n The University of Iowa at TREC 2011: Microblogs, Medical Records and Crowdsourcing**
Sanmitra Bhattacharya, Christopher G. Harris, *Yelena Mejova*, Chao Yang, Padmini Srinivasan
The twentieth Text Retrieval Conference (TREC)
- 2010f Tapping into Sociological Lexicons for Sentiment Polarity Classification**
Yelena Mejova
Young Scientist Conference in Information Retrieval (RuSSIR)
- 2010s News Event Modeling and Tracking in the Social Web with Ontological Guidance**
Viet Ha-Thuc, *Yelena Mejova*, Christopher Harris, Padmini Srinivasan
Fourth IEEE International Conference on Semantic Computing (IEEE ICSC)
- 2009f Event Intensity Tracking in Weblog Collections**
Viet Ha-Thuc, *Yelena Mejova*, Christopher Harris, Padmini Srinivasan
International AAAI Conference on Weblogs and Social Media (ICWSM)
- 2009s A Relevance-based Topic Model for News Event Tracking**
Viet Ha-Thuc, *Yelena Mejova*, Christopher Harris, Padmini Srinivasan
The 32nd Annual ACM Special Interest Group in Information Retrieval Conference (SIGIR)
- 2009n TREC Blog and TREC Chem: A View from the Corn Fields**
Yelena Mejova, Viet Ha-Thuc, Steven Foster, Christopher Harris, Bob Arens, Padmini Srinivasan
The eighteenth Text Retrieval Conference (TREC)
- 2008n University of Iowa at TREC 2008 Legal and Relevance Feedback Tracks**
Brian Almqvist, *Yelena Mejova*, Viet Ha-Thuc, Padmini Srinivasan
The seventeenth Text Retrieval Conference (TREC)

Books Edited

Twitter: A Digital Socioscope

Yelena Mejova, Ingmar Weber, Michael Macy
Cambridge University Press, 2015

Quantifying Politics Using Online Data

Yelena Mejova and Ingmar Weber
Social Science Computer Review, 32 (2), April 2014

Conference Organization

Track Chair: Social Network Analysis and Graph algorithms for the Web

Yelena Mejova, Leman Akoglu, Francesco Bonchi
World Wide Web Conference (WWW), 2018

Program Chair & PhD Track Chair

Patty Kostkova, Carlos Castillo, Floriana Grasso, *Yelena Mejova*
ACM Conference on Digital Health (DH), 2017

Track Chair: Social Computing for Health Track

Yelena Mejova, Sofiane Abbar, Hamed Haddadi
ACM Conference on Digital Health (DH), 2016

Track Chair: PhD Track and Health Challenge

Yelena Mejova, Patty Kostkova, Luis Fernandez-Luque, Guido Giunti, Hamed Haddadi
ACM Conference on Digital Health (DH), 2016

Tutorials & Teaching**Digital Humanities**

Yelena Mejova (course lead: Salvino Salvaggio)
Teaching Big Data and Political Mining day-lectures at Hamad Bin Khalifa University (HBKU), 2018

Social Media for Health Research

Ingmar Weber, Yelena Mejova, Kenneth Goodman
International Conference on Web and Social Media (ICWSM), 2017
International Conference on Computational Social Science (IC2S2), 2017

Language of Politics on Twitter

Yelena Mejova
Summer School on Artificial Intelligence at American University in Beirut (AUB), 2015

Twitter and the Real World

Yelena Mejova and Ingmar Weber
ACM International Conference on Information and Knowledge Management (CIKM), 2013

Workshops & Panels**Panel on Big Data & Social Media for Empowering Patients with Diabetes**

Luis Fernandez-Luque, Yelena Mejova, Miguel-Angel Mayer, Per Erlend Hasvold, Surabhi Joshi
International Congress on Nursing Informatics (NI), 2016

Workshop on Religion on Social Media

Yelena Mejova, Ingmar Weber, Lu Chen, Nathan Matias, Adam Okulicz-Kozaryn
International Conference on Weblogs and Social Media (ICWSM), 2015

Workshop on Interaction and Exchange in Social Media

Yelena Mejova, Rossano Schifanella, Bogdan State
International Conference on Social Informatics (SocInfo), 2014

Skills

Programming: Java, C++, Perl, Python, Linux Shell, HTML, CSS, PHP

Database/Distributed Systems: Hadoop/PIG, MySQL, PostgreSQL

Information Retrieval: Apache Lucene (Java), Lemur/Indri (C, Java), elasticsearch (distributed, RESTful), large dataset processing (>TB), query expansion, distributed search, social media retrieval (webpages, blogs, twitter), crowd-sourced evaluation

Data Mining: Weka, feature generation & selection, classification, SVM, Naive Bayes, regression

Network Analysis: Pajek, R, Gephi, visualization, text similarity measurements, topical networks

Natural Language Processing: text parsing, HTML parsing, stemming, POS tagging, phrase extraction, named entity extraction, topic discovery

APIs: Twitter, Instagram, Facebook Graph

Reviewing

- Journals:
 - Frontiers (2017)
 - Communications of the ACM (CACM) (2017)
 - Computers in Human Behavior (CHB) (2017)
 - Journal of Medical Internet Research (JMIR) (2016, 2017)
 - Data Mining and Knowledge Discovery (DAMI) (2016)
 - ACM Transactions on Internet Technology (TOIT) (2016)
 - Transactions on Knowledge and Data Engineering (TKDE) (2014, 2015, 2016)
 - Transactions on Affective Computing (TAC) (2015, 2016)
 - Social Science Computer Review (SSCR) (2014)
 - Springer: Language Resources and Evaluation (LREV) (2013)
 - INFORMS Journal on Computing (JOC) (2013)
- Conferences:
 - International World Wide Web Conference (WWW) (2014, 2015, 2016, 2017)
 - ACM Conference on Web Search and Data Mining (WSDM) (2014, 2015, 2017, 2018)
 - ACM Conference on Information and Knowledge Management (CIKM) (2015, 2016)
 - European Conference on Machine Learning and Principles and Practice of Knowledge Discovery (ECMLPKDD) (2016)
 - ACM Conference on Human Computer Interaction (CHI) (2016)
 - ACM Web Science Conference (WebSci) (2013)
 - International Conference on Social Informatics (SoCIInfo) (2014, 2015, 2016, 2017)
 - Annual Meeting of the Association for Computational Linguistics (ACL) (2013, 2014, 2015, 2017)
 - International Conference on Image Analysis, Social Networks and Texts (AIST) (2015, 2016, 2017)
 - Artificial Intelligence and Natural Language Conference (AINL) (2016, 2017)
 - Empirical Methods in Natural Language Processing (EMNLP) (2015, 2016, 2017)
 - AAAI Conference on Weblogs and Social Media (ICWSM) (2013, 2015, 2016, 2017)
 - International Joint Conference on Artificial Intelligence (IJCAI) (2016)
- Workshops:
 - Workshop on Natural Language Processing for Social Media (SocialNLP) @ EACL (2017)
 - The Workshop on Mining Data for financial applicationS (MIDAS) @ ECML-PKDD (2016)
 - Workshop on Social News on the Web @ WWW Conference (2013, 2016)
 - International Workshop on News and Public Opinion (NECO) @ ICWSM (2016, 2017)
 - PhD Workshop @ CIKM (2014, 2015)
 - #Microposts @ WWW (2016)
- Organizations:
 - National Science Foundation (USA) (2015)

Languages

English (fluent), Russian (native)

References

Ingmar Weber

Acting Research Director of the Social Computing Group at the Qatar Computing Research Institute, Qatar

iweber@hbku.edu.qa

Hamed Haddadi

Senior Lecturer at the Imperial College London, UK

h.haddadi@imperial.ac.uk

Mounia Lalmas

Director of Research at Yahoo! London & Honorary Professor at University College London, UK

mounia@acm.org