Dr. Kokil Jaidka | jaidka@nus.edu.sg
Assistant Professor
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Google Scholar: https://goo.gl/hCcMdW

1 BIO AND INTERESTS

I'm interested in how humans express themselves and communicate online. I run the Social Media, Online Language and Behavior (SMOL) project at the Department of Communications and New Media, NUS, http://smol.nus.edu.sg. We work on research problems related to:

- Building computational models of language to understand affect and discussion quality in online communication,
- Auditing social media platform design for bias, and
- Experimenting with social media platform design features to improve the health of online communication.

2 PRIOR EMPLOYMENT

Assistant Professor in Computational Communication, National University of Singapore (NUS) and **Principal Investigator,** Center for Trusted Internet and Community, NUS	**Jan 2020 onwards**
Presidential postdoctoral fellow, Nanyang Technological University • Social media affordances and their role in enabling self-presentation and social behavior. • Designing and implementing online experiments for behavioral interventions.	**Oct 2018 – Dec 2019**
Postdoctoral fellow, University of Pennsylvania • Applied machine learning for predictive insights into and the behavioral profiling of individuals and communities from social media language and search behavior • Collaborating with Adobe Research on stylistic customization for audience engagement	**Oct 2016 – Sep 2018**

3 PUBLICATIONS

1400 citations, h-index of 19 (Google Scholar).
Authorship: 26 first, 14 second in 23 journal articles and 29 conference papers.
15 papers at conferences with an acceptance of <= 26%.
5 patents granted (and 4 under review) at the US Patent Office.

Selected publications

*Impact Factor (I.F.) based on 2016 Clarivate Thomson Reuters H-5 index based on Google-Scholar

Jaidka, K. (2022). Cross-platform-and subgroup-differences in the well-being effects of Twitter, Instagram, and Facebook in the United States. *Scientific reports, 12*(1), 1-11.

Jaidka, K., Zhou, A., Lelkes, Y., Egelhofer, J., & Lecheler, S. (2022). Beyond anonymity: Network affordances, under deindividuation, improve social media discussion quality. *Journal of Computer-Mediated Communication, 27*(1).

Mukerjee, S., **Jaidka, K.**, & Lelkes, Y. (2022). The Political Landscape of the US Twitterverse. *Political Communication*, 1-31.

Ahmed, S., Chen, V. H. H., **Jaidka, K.**, Hooi, R., & Chib, A. (2021). Social media use and anti-immigrant attitudes: evidence from a survey and automated linguistic analysis of Facebook posts. *Asian Journal of Communication, 31*(4), 276-298.

Jaidka, K., Eichstaedt, J., Giorgi, S., Schwartz, H. A., & Ungar, L. H. (2020, online first). Information-seeking vs. sharing: Which explains regional health? An analysis of Google Search and Twitter trends. *Telematics and Informatics,* 101540.

Fischer, S., **Jaidka, K.,** & Lelkes, Y. (2020). Auditing local news presence on Google News. *Nature Human Behavior, 4*(12), 1236-1244.

Jaidka, K., Guntuku, S. C., Lee, J. H., Luo, Z., Buffone, A., & Ungar, L. H. (2020, online first). The rural–urban stress divide: Obtaining geographical insights through Twitter. *Computers in Human Behavior, 114,* 106544.

Jaidka, K., Giorgi, S., Schwartz, H. A., Kern, M. L., Ungar, L. H., & Eichstaedt, J. C. (2020). Estimating geographic subjective well-being from twitter: a comparison of dictionary and data-driven language methods. *Proceedings of the National Academy of Sciences*.

Jaidka, K., Zhou, A., & Lelkes, Y. (2019). Brevity is the soul of Twitter: The constraint affordance and political discussion. *Journal of Communication, 69*(4), 345-372.

Ahmed, S., **Jaidka, K.**, & Cho, J. (2018). Do birds of a different feather flock together? Analyzing the political use of social media through a language-based approach in a multi-lingual context. *Computers in Human Behavior, 86,* 299-310.

Selected conference proceedings

Jaidka, K. (2022). Developing A Multilabel Corpus for the Quality Assessment of Online Political Talk. In *Proceedings of the Language Resources and Evaluation Conference* (Vol. 13, pp. 5503-5510).

Jaidka, K., Ceolin, A., Singh, I., Chhaya, N., & Ungar, L. (2021, June). WikiTalkEdit: A Dataset for modeling Editors' behaviors on Wikipedia. In *Proceedings of the 2021 Conference of the North American Chapter of the Association for Computational Linguistics: Human Language Technologies* (pp. 2191-2200).

Jaidka, K., Mumick, S., Chhaya, N., Killingsworth, M., Halevy, A., & Ungar L. (2020). Beyond Positive Emotion: Deconstructing Happy Moments based on Writing Prompts. In *Proceedings of the 14th International Conference on Web and Social Media* (ICWSM 2020). AAAI.

Guntuku, S., Buffone, A., **Jaidka, K.**, Eichstaedt, J., Ungar L. (2019). Understanding and Measuring Psychological Stress using Social Media. In *Proceedings of the 13th International Conference on Web and Social Media* (ICWSM 2019). AAAI.

Jaidka, K., Guntuku, S., Buffone, A., Schwartz, H. A., & Ungar L. (2018). Facebook vs. Twitter: Cross-platform differences in self-disclosure and trait prediction. In *Proceedings of the 12th International Conference on Web and Social Media (ICWSM 2018).* AAAI.

Jaidka, K., Buffone, A., Giorgi, S., Eichstaedt, J., Rouhizadeh, M., & Ungar L. (2018). Modeling and visualizing Locus of Control from Facebook language. In *Proceedings of the 12th International Conference on Web and Social Media (ICWSM 2018).* AAAI.

4   FELLOWSHIPS, AWARDS AND GRANTS

2021	NUS CTIC Research project grant (SGD $105,000)
2020	National University of Singapore Start-up grant (SGD $75,000)
2020	Adobe Academic Research grant on modeling stylistic customization in text (PI) (USD $10,000)
2019	Co-PI with Dr. Yphtach Lelkes (PI) on the Facebook Integrity Foundational Research award for studying the effects of social network affordances on political discussion health (USD $100,000)
	Awarded the Adobe Academic Research grant on modeling stylistic customization in text (PI) (USD $20,000)
2019	Awarded the Nanyang Presidential Postdoctoral Research fellowship by Nanyang Technological University to conduct independent research on the effects of digital and mass media consumption on political knowledge and well-being (PI) (SGD $200,000)
2017	Collaboration with Adobe Research on stylistic customization in text (USD $60,000)

5   VISUALIZATIONS AND TOOLS

I have contributed code, algorithms and UI design to the following dashboards:

- **QuickGram, Trivium & Twilly** (2019-Present) – Software to conduct lab and field experiments that manipulate and study the effect of small changes in the design of social media platforms on user behavior

- **StayHomeforSG** (2020) – Dashboard to assess Singaporeans' attitudes towards the SG circuitbreaker. http://smol.nus.edu.sg/corona

- **Health interventions dashboard** (2017) - https://tinyurl.com/v2ehcke : This dashboard provides post-survey feedback and interventions for mental health and burnout, for healthcare workers and nurses. The results are personalized for participants, and tracks users' interactions with the dashboard as a form of implicit feedback.

- **Happiness dashboard** (2017) - http://dev.wwbp.org/dubai/: Spatial variations in the language of well-being.

- **Penn Word Well-Being Map** (2017) - http://map.wwbp.org/ : The map analyzes millions of Facebook and Twitter posts to predict geographic variations in personality, life satisfaction, and mortality rates.

6   MEDIA COVERAGE

13 May, 2022: "In memory of Vine, which crawled so TikTok could fly." Vine. https://www.vice.com/en/article/g5q4x7/vine-tiktok-viral-videos-gen-z-nostalgia

22 December, 2020: "How Google is hurting local news." Washington Post Monkeycage blog. https://www.washingtonpost.com/politics/2020/12/22/how-google-is-hurting-local-news/

8th October, 2020: "How local news is buried on Google: A conversation with Sean Fischer and Dr. Kokil Jaidka." Deepnews.ai https://www.deepnews.ai/how-google-can-bury-local-news-online-a-conversation-with-sean-fischer-and-dr-kokil-jaidka/

9th July, 2020: "Our study found little evidence that Twitter is biased against conservative opinion leaders." Washington Post Monkeycage blog. https://www.washingtonpost.com/politics/2020/07/09/our-study-found-little-evidence-that-twitter-is-biased-against-conservative-opinion-leaders/

1st June, 2020: "3 words mislead online regional mood analysis." Scientific American. https://www.scientificamerican.com/podcast/episode/3-words-mislead-online-regional-mood-analysis/

28th April, 2020: "Social media can provide insight into the well-being of a community, scholar finds." Phys.org. https://phys.org/news/2020-04-social-media-insight-well-being-scholar.html

4th November, 2019: "What type of questions do people ask British politicians in online Q&As?". Medium.com (UK). https://medium.com/swlh/what-type-of-questions-do-people-ask-british-politicians-in-online-q-as-e8aaa2f6315f

26th September, 2019: "280-character limit makes Twitter more civil." Phys.org. https://phys.org/news/2019-09-character-limit-twitter-civil.html

19th September, 2019: "Twitter conversations have improved, but there's a better way to talk to each other." Washington Examiner (USA) https://www.washingtonexaminer.com/opinion/twitter-conversations-have-improved-but-theres-a-better-way-to-talk-to-each-other

17th September, 2019: "Twitter got somewhat more civil when tweets doubled in length. Here's how we know". Washington Post (USA) https://www.washingtonpost.com/politics/2019/09/17/twitter-got-somewhat-more-civil-when-tweets-doubled-length-heres-how-we-know/

11th December, 2018: "La lunghezza dei tweet condiziona il dibattito politico social: più educato ma meno focalizzato". *La Reppublica.* (Italy) https://rep.repubblica.it/pwa/generale/2018/12/11/news/twitter_280_caratteri_odio_politica_polarizzazione-213994923/

27th February, 2018: "The most neurotic places in the United States, according to 1.5 billion tweets". *Quartz.* https://qz.com/1216548/the-most-neurotic-places-in-the-united-states-according- to-1-5-billion-tweets/

12th February, 2018: "How to live longer: the secrets of longevity". *The Herald.* http://www.theherald.com.au/story/5218572/the-secrets-to-a-long-and-happy-life-poll/

1st November, 2017: "These are the world's happiest places". *National Geographic.* https://www.nationalgeographic.com/magazine/2017/11/worlds-happiest-places/

29th August, 2017: "Adobe wants to bring its AI smarts to email marketing campaigns" Tech Crunch. https://techcrunch.com/2017/08/29/adobe-wants-to-bring-its-ai-smarts-to-email- marketing-campaigns/?ncid=mobilenavtrend

9th August, 2017: "These Penn researchers are analyzing social media to understand mental health". *The Daily Pennsylvanian.* http://www.thedp.com/article/2017/09/these-penn-researchers- are-analyzing-social-media-to-understand-mental-health

5th July, 2017: "New map reveals personality traits of communities across the United States". *United Press International.* https://www.upi.com/New-map-reveals-personality-traits-of- communities-across-the-United-States/9651499285917/https://www.upi.com/New-map- reveals-personality-traits-of-communities-across-the-United-States/9651499285917/