

Sandra Servia-Rodríguez

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RESEARCH EXPERIENCE

- Aug 2017 – ongoing **Research Associate** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof Cecilia Mascolo.
- Oct 2016 – Aug 2017 **Research Associate** in the School of Electronic Engineering and Computer Science (EECS) of the **Queen Mary University of London (UK)**, under the supervision of Dr Hamed Haddadi.
- Mar 2016 – Aug 2016 **Research Engineer** in the Manageability and Security Research Group, **HP Labs (Bristol, UK)**.
- Nov 2015 – Feb 2016 **Research Associate** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof Cecilia Mascolo.
- Sep 2011 – Aug 2015 **Graduate Research Assistant** at the Department of Telematics Engineering of the **University of Vigo (Spain)**, under the supervision of Dr Ana Fernández-Vilas and Dr Rebeca P. Díaz-Redondo.
- Nov 2010 – Jul 2011 **Research Assistant** (*Ministry of Education* Fellowship holder) at the Department of Telematics Engineering of the **University of Vigo (Spain)**, under the supervision of Dr Ana Fernández-Vilas and Dr Rebeca P. Díaz-Redondo.
- Jun 2010 – Nov 2010 **Research Assistant** (*FEUGA* Fellowship holder) at the Department of Signal Theory and Communications of the **University of Vigo (Spain)**, under the supervision of Prof Marcos Arias.

INTERNSHIPS & RESEARCH VISITS

- Sep 2016 – Oct 2016 **Visiting Research Associate** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof Cecilia Mascolo.
- Apr 2014 – Aug 2014 **Research Intern** in the Social Computing Group, **HP Labs (Palo Alto, California, USA)**, under the supervision of Dr Bernardo A. Huberman.
- May 2013 – Sep 2013 **Visiting Student Researcher** in the Systems Research Group of the **University of Cambridge (UK)**, under the supervision of Prof Cecilia Mascolo.

EDUCATION

- Oct 2012 – July 2015 **PhD in Telematics Engineering**. University of Vigo (Summa Cum Laude)
Thesis title: “*Social Data Mining Strategies for User modelling with Personalisation Purposes*”
Funded by the *Spanish Ministry of Science and Innovation*
- Sept 2011 – July 2012 **MSc in Telematics Engineering**. University of Vigo (top 5% of class)
Thesis title: “*Inferring Ties for Social-aware Ambient Intelligence: the Facebook Case*”
- Sept 2009 – July 2011 **Telecommunication Engineering Degree** (5-years degree), specialisation in Telematics. University of Vigo (top 5% of class)
Thesis title: *Application to recommend YouTube videos to Facebook users*”
- Sept 2006 – Sept 2009 **BSc in Telecommunication Engineering** (3-years degree), specialisation in Telecommunication Systems. University of Vigo (1st of class)

RESEARCH INTERESTS

Mobile sensing, mobile health, privacy-preserving analytics, data mining, ubiquitous computing

PUBLICATIONS

- Sequence Multi-task Learning to Forecast Mental Wellbeing from Sparse Self-reported Data. Spathis, D., **Servia-Rodríguez, S.**, Farrahi, K., Mascolo, C., Rentfrow, P.J. To appear in *the 25th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2019)*.

- Passive mobile sensing and psychological traits for large scale mood prediction. Spathis, D., **Servia-Rodríguez, S.**, Farrahi, K., Mascolo, C., Rentfrow, P.J. In *the 13th EAI International Conference on Pervasive Computing Technologies for Healthcare (PervasiveHealth 2019)*.
- Privacy-Preserving Personal Model Training. **Servia-Rodríguez, S.**, Wang L., Zhao, J.R., Mortier, R., Haddadi, H. (2018) In *the 3rd ACM/IEEE International Conference on Internet-of-Things Design and Implementation (IoTDI 2018)*. Orlando, Florida (USA)
- Mobile sensing at the service of mental wellbeing: a large-scale longitudinal study. **Servia-Rodríguez, S.**, Rachuri, K., Mascolo, C., Rentfrow, P.J., Lathia, N. & Sandstrom, G. (2017) In *the 26th World Wide Web Conference (WWW2017)*. Computational Health Track. Perth (Australia)
- Identifying urban crowds using geo-located Social media data: a Twitter experiment in New York City. Ben Kalifa, M., Díaz Redondo, R. P., Fernández Vilas, A., **Servia-Rodríguez, S.** In *Journal of Intelligent Information Systems*, 48(2), 287-308. doi:10.1007/s10844-016-0411-x. (2017). Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2015): 1,000 (Position 87/144 in 'Computer Science – Information Systems', Q3).
- The evolution of your success lies at the centre of your co-authorship network. **Servia-Rodríguez, S.**, Noulas, A., Mascolo, C., Fernández-Vilas, A. & Díaz-Redondo, R.P. *PLoS ONE*, 10:e0114302, 03 2015. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2015): 3,057 (Position 11/63 in 'Multidisciplinary Sciences, Q1).
- Deciding what to display: maximizing the information value of social media. **Servia-Rodríguez, S.**, Huberman, B. A. & Asur S. (2015). In *Workshop on Modeling and Mining Temporal Interactions (M2TI) at ICWSM'15*. Oxford (UK)
- Are tweets biased by audience? An analysis from the view of topic diversity. **Servia-Rodríguez, S.**, Díaz-Redondo, R.P. & Fernández-Vilas, A. (2015). In *International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction (SBP15)*. Washington D.C. (USA)
- A tie strength based model to socially-enhance applications and its enabling implementation: mySocialSphere. **Servia-Rodríguez, S.**, Díaz-Redondo, R.P., Fernández-Vilas, A., Blanco-Fernández, Y. & Pazos-Arias, J.J. (2014). *Expert Systems With Applications*, 41(5), 2582-2594. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2014): 2,240 (Position 12/81 in 'Operations research & Management Science, Q1).
- IPTV Parental control: a collaborative model for the Social Web. Fernández-Vilas, A., Díaz-Redondo, R. P., **Servia-Rodríguez, S.** (2014). *Information Systems Frontiers*, 1-16. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2014): 1,077 (Position 40/102 in 'Computer Science – Theory & methods', Q2).
- The evolution of your success lies in the centre of your co-authorship network. **Servia-Rodríguez, S.**, Noulas, A., Mascolo, C., Fernández-Vilas, A. & Díaz-Redondo, R.P. (2014). In *Quantifying Success (2.0) – co-located with ECCS'14*. Lucca (Italy). (Contributed talk)
- Inferring Contexts from Facebook Interactions: a Social Publicity Scenario. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). *IEEE Transactions on Multimedia*, 15(6), 1296-1303. Journal indexed in 'Journal Citation Reports' (Thomson Reuters), Impact Factor (2013): 1,776 (Position 15/105 in 'Computer Science – Software Engineering, Q1).
- Comparing tag clustering algorithms for mining Twitter users' interests. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). In *ASE/IEEE International Conference on Social Computing (socialCom)*. Washington D.C. (USA).
- Mining Facebook Activity to Discover Social Ties: Towards a Social-Sensitive Ecosystem. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2013). *Cloud Computing and Services Science. Communications in Computer and Information Science*, 367, 71-85, Springer.
- Inferring Ties for Social-aware Ambient Intelligence: the Facebook Case. **Servia-Rodríguez, S.**, Fernández-Vilas, A., Díaz-Redondo, R. P. & Pazos-Arias, J. J. (2012). In *3rd International Symposium on Ambient Intelligence (ISAmI)*. Salamanca (Spain).
- Semantics-Driven Recommendation of Coupons Through Digital TV: Exploiting Synergies with Social Networks. Martín-Vicente, M. I., Gil-Solla, A., Ramos-Cabrer, M., Blanco-Fernández, Y. & **Servia-Rodríguez, S.** (2012). In *International Conference on Consumer Electronics (ICCE)*. Las Vegas (USA): IEEE.
- A Virtualization Layer for Mobile Consumer Devices to Support Demanding Communication Services in Vehicular Ad-hoc Networks. Bravo-Torres, J. F., López-Nores, M., Blanco-Fernández, Y., **Servia-Rodríguez, S.** & García-Duque, J. (2012). In *International Conference on Consumer Electronics (ICCE) --- Special Merit Award for Outstanding Paper*. Las Vegas, USA: IEEE.

- Using Facebook activity to infer social ties. **Servia-Rodríguez, S.**, Díaz-Redondo, R. P., Fernández-Vilas, A. & Pazos-Arias, J. J. (2012). In *2nd International Conference on Cloud Computing and Services Science (CLOSER)*. Porto (Portugal).
- A Social P2P Approach for Personal Knowledge Management in the Cloud. Díaz-Redondo, R. P., Fernández-Vilas, A., **Servia-Rodríguez, S.** & Pazos-Arias, J. J. (2012). In *1st International Workshop on Socially Intelligent Computing (SINCOM 2012)*. Rome (Italy).

PARTICIPATION IN RESEARCH PROJECTS

- **Centre for Mobile, Wearable Systems and Augmented Intelligence (2018-2013)**
 - Financial baker: Nokia Bell-Labs
 - Project manager: Prof Cecilia Mascolo and Dr Alastair Beresford (University of Cambridge)
 - Partners: University of Cambridge, Nokia Bell-Labs
- **Mobile Sensing based App for home-based Testing of memory in People at risk of Alzheimer's disease (MAP-PAD) (2018)**
 - Financial baker: Medical Research Council (Confidence in Concept call).
 - Project manager: Prof Cecilia Mascolo and Dr Dennis Chan (University of Cambridge)
 - Partners: University of Cambridge
- **Early Alzheimer's Disease Diagnostics Through Outdoor Navigation Sensing (2017)**
 - Financial backer: The Alan Turing Institute (seed funding)
 - Project manager: Prof Cecilia Mascolo (University of Cambridge)
 - Partners: University of Cambridge
- **Databox: Privacy-Aware Infrastructure for Managing Personal Data (2016-2019)**
 - Financial backer: Engineering and Physical Sciences Research Council (EPSRC)
 - Project manager: Dr Hamed Haddadi (Queen Mary University of London)
 - Partners: University of Cambridge, Queen Mary University of London and University of Nottingham
- **Emotion Sense Project. (2015-2016)**
 - Financial backer: Engineering and Physical Sciences Research Council (EPSRC) through the EPSRC Projects *CambridgeSens* and *UBHAVE*
 - Project manager (*UBHAVE*): Prof Cecilia Mascolo (University of Cambridge)
 - Partners (*UBHAVE*): University of Cambridge, University of Southampton, UCL, University of St. Andrews, University of Oxford
- **INRISCO and EMRISCO: Incident monitoring and EMergence Response In Smart Communities. (2014-2015)**
 - Financial backer: Spanish Ministry of Economy and Competitiveness
 - Project manager: Dr Rebeca P. Díaz Redondo (UVigo)
 - Partners: UPC, UC3M, UVigo and Gradient
- **CLOUDIA: Social ecosystem for the ubiquitous and personalized provision of services in the Cloud. (2010-2013)**
 - Financial backer: Spanish Ministry of Science and Innovation
 - Project manager: Dr Ana Fernández Vilas (UVigo)

PARTICIPATION IN EACEA AND INDUSTRIAL PROJECTS

- **GreenIT for the benefit of civil society. (2012-2015) (EACEA Project)**
 - Financial backer: Education, Audiovisual and Culture Executive Agency.
 - Project coordinator: Dr Rebeca P. Díaz Redondo (UVigo)
- **SITAR: Sistema integral de atención de reclamaciones. (2014) (Industrial Project)**
 - Financial backer: Unión Fenosa Distribución
 - Project coordinator: Dr Rebeca P. Díaz Redondo (UVigo)

TEACHING AND MENTORING

- **Associate Lecturer** at the Dept. of Computer Science and Technology (University of Cambridge). Taught **MPhil course “Advanced topics in mobile and sensor systems and data modelling”** (academic year 2018-2019)
- **Supervision of Part II individual project** (Computer Science Tripos) on “*Comparing Machine Learning Techniques for Mobility Graph Classification*” (2017-2018).

- **Co-supervision** of **MPhil in ACS research project** on “*Exploring Machine Learning Techniques to Assess the Impact of Sleep Quality in Mental Well-being at Scale*” (2017-2018).
- **Supervision** of *Mobile and Sensor Systems* course (Computer Science Tripos, Lent 2018 and Lent 2019).
- **Undergraduate courses** taught at the degree on Engineering of Telecommunication Technologies (**University of Vigo**):
 - **Computer Architecture** (academic year 2013-2014).
 - **Programming II** (academic years 2013-2014 and 2014-2015).
- **Supervision** of 2 **Bachelor’s** and 2 **Master’s theses**. **University of Vigo**. (2013-2015).

HONORS AND AWARDS

- **Computer Lab Better Future Award Publication of the Year** for Servia-Rodríguez et al. *WWW 2017*.
- **FPI Research Fellowship** granted by the *Spanish Ministry of Science and Innovation*, at the Department of Telematics Engineering in the University of Vigo and associated to the project *CLOUDIA*. 2011 – 2015.
- **Fellowship to Collaborate** at the Department of Telematics Engineering in the University of Vigo granted by the *Spanish Ministry of Education*. November 2010 – July 2011.
- **Special graduation award** granted by the *University of Vigo* for obtaining the best student marks in BSc Telematics Engineering (3-years degree). 2009.

SERVICE

- Program Committee Member for [The Web Conference. Health on the Web track \(WWW 2019\)](#)
- Program Committee Member for [Pervasive Health 2019](#)
- Technical Program Committee member for [ACM Eurosys’19 Workshop on Edge Systems, Analytics and Networking” \(Edgesys19\)](#)
- Co-organiser of the [3rd International Workshop on "Mental Health and Well-being: Sensing and Intervention"](#), collocated with [Ubicomp 2018](#)
- Organised [N^2 Women meeting](#) at [Ubicomp 2018](#).
- Local Committee member for [The 7th International Conference on Complex Networks and Their Applications \(Complex Networks 2018\)](#)
- Co-organiser of Workshop on “[Innovations in data capture and analytics for the diagnosis of early Alzheimer’s disease](#)” at The Alan Turing Institute (April 2018)
- Technical Program Committee member for [IEEE INFOCOM’18 Workshop on “Hot Topics in Pervasive Mobile and Online Social Networking” \(HotPOST’18\)](#)
- Reviewer for [Interactive, Mobile, Wearable and Ubiquitous Technologies \(IMWUT\)](#)
- Reviewer for [Computer](#)
- Reviewer for [IEEE Pervasive Computing Magazine](#)
- Reviewer for [Journal of Biomedical and Health Informatics \(IEEE JBHI\)](#)
- Reviewer for [PLOS ONE](#)
- Reviewer for [Royal Society Open Science](#)

OTHER ROLES

- **Jesus College Post-Doctoral Affiliate** (Oct 2018 - ongoing)
- **Member of the committee for the evaluation of Degrees, Masters and Doctoral programmes** in the Universities of Galicia (**USC, UDC and UVIGO**) and in the **Néstor Cáceres Velásquez Andina University (UANCV)** and **University of San Martín de Porres** in Peru. Agency for Quality Assurance in the Galician Universities (**ACSUG**). 2011 - 2016.
- **Coordinator of the research seminar** organised as part of the PhD programme in Information and Communication Technology (ICT). **University of Vigo**. Oct 2014- July 2015.
- **Workshops and ICT-related activities monitor in the Summer Scientific Camps**, addressed to secondary school pupils and organized by the Spanish Ministry of Education. Vigo, July 2011.

Sandra Servia-Rodríguez
Cambridge, UK, June 2019