

MASOUD MAZLOOM

Informatics Institute, University of Amsterdam, Amsterdam, The Netherlands

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EDUCATION

- Postdoctoral Scholar** 2015 - 2018
Informatics Institute, University of Amsterdam, The Netherlands
Collaborating with Prof. Marcel Worring and Prof. Willemijn van Dolen
Topic: Brand Centrality, Emotions and Virality in Social Media
- Ph.D. in Computer Science** 2011 - 2015
Informatics Institute, University of Amsterdam, The Netherlands
Supervised by Prof. Cees G. M. Snoek and Prof. Arnold W. M. Smeulders
Thesis: In search of video event semantic
- M.Sc. in Computer Science** 2002 - 2005
Mathematics Department, Sharif University of Technology, Iran
Supervised by Prof. Shohreh Kasaei
Thesis: Human identification from face appearance
- B.Sc. in Computer Engineering** 1996 - 2001
Computer Engineering Department, Azad University, Tehran-South campus, Iran
Supervised by Dr. Hamid Haj Seyedjavadi
Thesis: Developing an online test examination

HONORS AND AWARDS

- Best performer in NIST TRECVID Semantic Indexing Task with MediaMill team 2013
Travel Grant of ACM Multimedia conference, Barcelona, Spain 2013
Best lecturer in Shahid Chamran University, Iran 2008
15th place in the National M.Sc. examination for Computer Science, Iran 2002
17th place in the National B.Sc. examination for Computer Engineering, Iran 1996

WORK EXPERIENCE

- University of Amsterdam, The Netherlands** 2015 - 2018
Postdoctoral Researcher
- Analyzing social media posts from business and marketing perspective
 - Research on brand popularity prediction in social media
 - Research on Multimodal recommendation engine
 - Research on generating popular caption for an image
 - Teaching and supervising Master students in AI and Data Science track
- IPM Data Science, a research center in Data Science, Iran** 2017 - Now
Organizer
- Organizing the first international seminar on the latest trends of Data Science in Iran, Tehran, November 2017
 - Organizing the first international Data Science Summer School in Iran, Tehran, August 2018
 - Organizing IPM Data Science Meetups

University of Amsterdam, The Netherlands

2011 - 2015

PhD student

- Research on discovering pattern in large-scale videos and images dataset
- Evaluating and implementing visual search techniques
- Expert in multimedia, image, and video representation using deep learning features and semantic attributes
- Constructing demonstration system and cooperating in international project
- Analyzing large-scale, visual and textual, datasets by applying state-of-the-art machine learning algorithms
- Skilled in machine learning techniques shallow and deep learning
- Actively participated in TRECVID benchmark held by NIST in 2011, 2012, 2013, and 2014.

Columbia University, USA

Summer 2014

Visiting scholar

- Designed and implemented an algorithm to detect complex event in video using concept prototypes

Shahid Chamran University, Iran

2006 - 2010

Senior lecturer

- Taught courses such as Discrete mathematics, Data structure, Artificial Intelligence, Computer programming
- Supervised thesis work of B.Sc. students
- Translated and published a book, Discrete mathematics and its applications, from English to Persian language

Shariaty University, Iran

2005 - 2006

Head of Computer Engineering Department

- Responsible for managing, and scheduling courses for bachelor students
- Responsible for teaching and researching
- Taught courses such as Discrete mathematics, Data structure, Artificial Intelligence, Computer programming
- Supervised thesis work of B.Sc. students

Toassan company, Iran

2001 - 2003

Project manager and software developer

- Web development by PHP and SQL server

TEACHING EXPERIENCE

As a Postdoctoral Research at University of Amsterdam

2015-now

- *M.Sc. thesis supervision*
 - Supervised the thesis of 8 master students in Informatics Institute and 2 master students in Amsterdam Business School, Published three conference papers as the outcome of their thesis
- *M.Sc. courses*
 - Fundamental of Data Science**(6 EC credits):
 - As the coordinator, teaching the course in Fall 2016 and Fall 2017 for 60 students each, with evaluation score of 6.4/10.0 and 7.6/10.0 respectively
 - Machine Learning for MBA**(6 EC credits):
 - Teaching assistant of the course in Fall 2016 for 35 students with evaluation score of 5.5/10.0
- *B.Sc. course*
 - Collective Intelligent**(6 EC credits):
 - As the coordinator, teaching the course in Spring 2018 for 115 students

· *B.Sc. thesis supervision*

- Supervised the thesis of 20 bachelor students in computer engineering department, Published three conference papers as the outcome of their thesis

· *B.Sc. courses*

Discrete Mathematics(3 credits):

- As the coordinator, teaching the course in Fall 2005 to Fall 2009 for 45 students each, with evaluation score of 4.5/5.0 averagely during this period

Artificial Intelligence(3 credits):

- As the coordinator, teaching the course in Spring 2007 to Spring 2009 for 50 students each, with evaluation score of 4.1/5.0 averagely during this period

Artificial Neural Networks(3 credits):

- As the coordinator, teaching the course in Spring 2006 to Spring 2007 for 45 students each, with evaluation score of 4.0/5.0 averagely during this period

Numerical Analysis(3 credits):

- As the coordinator, teaching the course in Fall 2007 to Fall 2009 for 40 students each, with evaluation score of 4.3/5.0 averagely during this period

Computer programming with C & C++ (3 credits):

- As the coordinator, teaching the course in Fall 2005 to Fall 2009 for 45 students each, with evaluation score of 4.1/5.0 averagely during this period

As a Lecturer at Dr. Shariaty University, Tehran, Iran

· *B.Sc. thesis supervision*

- Supervised the thesis of 10 bachelor students in computer engineering department, Published two conference papers as the outcome of their thesis

· *B.Sc. courses*

Discrete Mathematics(3 credits):

- As the coordinator, teaching the course in Fall 2003 to Fall 2004 for 35 students each, with evaluation score of 4.4/5.0 averagely during this period

Artificial Intelligence(3 credits):

- As the coordinator, teaching the course in Spring 2004 for 45 students, with evaluation score of 4.0/5.0 averagely during this period

Data Structures(3 credits):

- As the coordinator, teaching the course in Spring 2003 to Spring 2004 for 45 students each, with evaluation score of 4.3/5.0 averagely during this period

PUBLICATIONS

Journal

G. Overgoor, W. van Dolen, M. Mazloom, and W. Rand *Simplicity is not Key: Understanding Firm-Generated Social Media Images and Consumer Engagement*, in Journal of Marketing Research, 2018 (submitted).

R. Ritveld, W. van Dolen, M. Mazloom, and M. Worrying *What you see, is what you like*, in Journal of International Marketing, 2018 (submitted).

M. Mazloom, X. Li, C. G. M. Snoek *TagBook: A semantic Video Representation without Supervision for Event Detection*, in IEEE Transactions on Multimedia, 2016.

M. Mazloom, E. Gavves, and C. G. M. Snoek *Conceptlets: Selective Semantics for Video Event Classification*, in IEEE Transactions on Multimedia, 2014.

Conference

M. Mazloom, I. Pappi, and M. Worring *Category Specific Multimodal Post Popularity Prediction*, in Proceedings of the International Conference on Multimedia Modeling, Bangkok, Thailand, 2018.

M. Mazloom, I. Pappi, and M. Worring *Post Popularity Prediction in Specific-Category*, in Proceedings of ICT.OPEN conference, Amersfoort, The Netherlands, 2018.

M. Mazloom, B. Hendriks, and M. Worring *Multimodal Context-Aware Recommenders for Post Popularity Prediction in Social Media*, in Proceedings of the ACM International Conference on Multimedia, Mountain View, USA, 2017.

G. Overgoor, M. Mazloom, R. Ritveld, M. Worring, and W. van Dolen *A Spatio-Temporal Category Representation for Brand Popularity Prediction*, in Proceedings of the ACM International Conference on Multimedia Retrieval, Bucharest, Romania, 2017.

G. Overgoor, M. Mazloom, R. Ritveld, M. Worring, and W. van Dolen *Temporal Dynamics for Brand Popularity Prediction*, in Proceedings of ICT.OPEN conference, Amersfoort, The Netherlands, 2017.

G. Overgoor, M. Mazloom, and B. Vermaas *Photo Rank: Popularity Prediction of Photos in an Offline Collection*, in Proceedings of ICT.OPEN conference, Amersfoort, The Netherlands, 2017.

M. Mazloom, R. Ritveld, S. Rudinac, M. Worring, and W. van Dolen *Multimodal Popularity Prediction of Brand-related Social Media Posts*, in Proceedings of the ACM International Conference on Multimedia, Amsterdam, The Netherlands, 2016.

M. Mazloom, R. Ritveld, M. Worring, and W. van Dolen *Multimodal Popularity Prediction of Brand-related Social Media Posts*, in Proceedings of ICT.OPEN conference, Amersfoort, The Netherlands, 2016.

M. Mazloom, R. Ritveld, M. Worring, and W. van Dolen *Brand popularity prediction by user engagement parameters*, in European Data Forum conference, Eindhoven, The Netherlands, 2016.

M. Mazloom, R. Ritveld, M. Worring, and W. van Dolen *Popularity Prediction of Brand-related Social Media Posts*, in Proceedings of the Netherlands Conference on Computer Vision, Lunteren, The Netherlands, 2016.

R. Ritveld, M. Mazloom, M. Worring, and W. van Dolen *Visual Electronic Word Of Mouth: A Multimodal Brand Approach And Case Study*, in European Marketing Academy Conference, Oslo, Norway, 2016.

M. Mazloom, A. Habibian, D. Liu, C. Snoek, and S. F. Chang *Encoding Concept Prototypes for Video Event Detection and Summarization*, in Proceedings of the Netherlands Conference on Computer Vision, Lunteren, The Netherlands, 2015.

M. Mazloom, X. Li, and C. G. M. Snoek *Few-Example Video Event Retrieval using Tag Propagation*, in Proceedings of the ACM International Conference on Multimedia Retrieval, Glasgow, UK, 2014.

A. Habibian, M. Mazloom, and C. G. M. Snoek *On-the-Fly Video Event Search by Semantic Signatures*, in Proceedings of the ACM International Conference on Multimedia Retrieval, Glasgow, UK, 2014.

M. Mazloom, X. Li, and C. Snoek *Few-Example Video Event Retrieval using Tag Propagation*, in Proceedings of the Netherlands Conference on Computer Vision, Ermelo, The Netherlands, 2014.

M. Mazloom, A. Habibian, and C. G. M. Snoek *Querying for Video Events by Semantic Signatures from Few Examples*, in Proceedings of the ACM International Conference on Multimedia, Barcelona, Spain, 2013.

M. Mazloom, A. Habibian, and C. Snoek *Query Video Events from Few Examples*, in Proceedings of ICT.OPEN conference, Eindhoven, The Netherlands, 2013.

M. Mazloom, E. Gavves, K. van de Sande, and C. Snoek *Searching Informative Concept Banks for Video Event Detection*, in Proceedings of the ACM International Conference on Multimedia Retrieval, Dallas, USA, 2013.

M. Mazloom, E. Gavves, K. E. A. van de Sande, and C. Snoek *Learning to Select Semantic Video Event Representations*, in Proceedings of ICT.OPEN conference, Rotterdam, The Netherlands, 2012.

M. Mazloom, and C. Snoek *Towards Semantic Video Event Representation*, in Proceedings of ICT.OPEN conference, Veldhoven, The Netherlands, 2011.

V. Saffarzadeh, P. Jafarzadeh, and M. Mazloom *A Hybrid Approach Using Particle Swarm Optimization and Simulated Annealing for N-queen Problem*, ICCESSE, Bali, Indonesia, 2010.

P. Jafarzadeh, V. Saffarzadeh, and M. Mazloom *A Hybrid Approach Using Particle Swarm Optimization and Parallel Simulated Annealing: A case study for n-queen Problem*, ICCEE, Chengdu, China, 2010.

N. Alemi, and M. Mazloom *GLS Optimization Algorithm for Solving Travelling Salesman Problem*, ICCEE, Dubai, UAE, 2009.

R. Abbasian, and M. Mazloom *Solving Cryptarithmic Problem using Parallel Genetic Algorithm*, ICCEE, Dubai, UAE, 2009.

S. Salavati, S. Hajarzade, and M. Mazloom *An Optimized Method for Solving Zebra Puzzle*, ICCEE, Dubai, UAE, 2009.

M. Mazloom, and S. Kasaei *Wavelet Transform and Fusion of Linear and Non-Linear Method for Face Recognition*, DICTA, Melbourne, Australia, 2009.

M. Mazloom, and S. Kasaei *Construction and Application of SVM model and Wavelet-PCA for Face Recognition*, ICCEE, Dubai, UAE, 2009.

M. Mazloom, and S. Ayat *Combinational Method for Face Recognition: Wavelet, PCA and ANN*, DICTA, Canberra, Australia, 2008.

M. Mazloom, and S. Kasaei *Face Recognition using Combination of Wavelet, PCA and Neural Network*, ICM-SAO, Sharjah, UAE, 2005.

M. Mazloom, R. Ebrahimpour and C. Lucas *Face recognition: An Ensemble Neural Networks with Co-Evolutionary Algorithm Approach*, GCC, Manamah, Bahrain, 2004.

Benchmark

K. E. A. van de Sande , C. G. M. Snoek, D. Fontijne, A. Habibian, M. Mazloom, D. C. Koelma, and A. W. M. Smeulders *MediaMill at TRECVID 2013: Searching Concepts, Objects, Instances and Events in Video*, in Proceedings of the 11th TRECVID Workshop, Gaithersburg, USA, 2013.

C. G. M. Snoek, K. E. A. van de Sande, A. Habibian, M. Mazloom, R. Tao, D. C. Koelma, and A. W. M. Smeulders *The MediaMill TRECVID 2012 Semantic Video Search Engine*, in Proceedings of the 10th TRECVID Workshop, Gaithersburg, USA, 2012.

A. Habibian, M. Mazloom, D. C. Koelma, K. E. A. van de Sande, A. W. M. Smeulders, C. G. M. Snoek, R. Nevatia, *The 2012 SESAME Multimedia Event Detection (MED) and Multimedia Event Recounting (MER) Systems*, in Proceedings of the 10th TRECVID Workshop, Gaithersburg, USA, 2012.

C. G. M. Snoek, K. E. A. van de Sande, X.Li, M. Mazloom, D. C. Koelma, A. W. M. Smeulders *The MediaMill TRECVID 2011 Semantic Video Search Engine*, in Proceedings of the 9th TRECVID Workshop, Gaithersburg, USA, 2011.

M. Akbacak, R. Bolles, G. Myers, R. Nallapati, E. Yeh, D. C. Koelma, X. Li, M. Mazloom, K. E. A. van de Sande, A. W. M. Smeulders, C. G. M. Snoek, S. Lee, R. Nevatia, P. Sharma, C. Sun, and R. Trichet *The 2011 SESAME Multimedia Event Detection (MED) system*, in Proceedings of the 9th TRECVID Workshop, Gaithersburg, USA, 2011.

COMMUNITY SERVICES

Event Organizer

- Organizing the first Data Science Research Center at IPM in Iran, 2017
- Organizing the first international Data Science Summer School in Iran, Tehran, August 2018

Conference Reviewer

- Program Committee member of ACM International Conference on Multimedia (2015 - 2018)
- Program Committee member of ACM International Conference on Multimedia Retrieval (2014 - 2017)
- Technical Committee member of International Conference on Pattern Recognition (2017 - 2018)
- IEEE International Conference on Image Processing
- IEEE Conference on Computer Vision and Pattern Recognition
- European Conference on Computer Vision
- IEEE International Symposium on Multimedia

Journal Reviewer

- Elsevier Journal of Computer Vision and Image Understanding
- Elsevier Journal of Information Sciences
- IEEE Transactions on Multimedia
- IEEE Transactions on Circuits and Systems for Video Technology
- ACM Transaction on Multimedia Computing, Communications, and Applications

COMPUTER SKILLS

Programming Languages

- C, C++, Python, Mathematical tools such as Matlab

Technical Tools and Frameworks

- Neural Network frameworks like TensorFlow, PyTorch
- Search Engines and Information Retrieval Tools
- Data Mining and Text Mining Tools and Libraries

REFERENCES

Prof. Cees G. M. Snoek

- Phone: +31 (0) 20 525-7528
- Home Page: <http://www.ceessnoek.info>
- Email: cgmsnoek@uva.nl

Prof. Marcel Worring

- Phone: +31 (0) 20 525-7521
- Home Page: <https://staff.fnwi.uva.nl/m.worring/>
- Email: m.worring@uva.nl

Prof. Arnold W. M. Smeulders

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- Home Page: <https://staff.fnwi.uva.nl/a.w.m.smeulders>
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Prof. Shohreh Kasaei

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