

MASOUD MAZLOOM

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EDUCATION

Postdoctoral Scholar 2015

Informatics Institute, University of Amsterdam, The Netherlands
Advised by 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 Dr. Cees G. M. Snoek and Prof. Arnold W. M. Smeulders
Thesis on representing complex events in multimedia environments

M.Sc. in Computer Science 2002 - 2005

Mathematics Department, Sharif University of Technology, Iran
Supervised by Prof. Shohreh Kasaei
Thesis on 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
Project on electronic test for examination

HONORS AND AWARDS

Best performer in NIST TRECVID Semantic Indexing Task with MediaMill team 2013

ACM MM 2013 Travel Grant, 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

Postdoc researcher

- Analyzing social media posts from businesses and marketing perspective
- Research on temporal dynamics of brand popularity prediction in social media
- Explore brand equity measurement using multi-modal user-generated contents

University of Amsterdam, The Netherlands 2011 - 2015

PhD student

- Research on discovering pattern in large-scale videos and images dataset
- 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 such as SVM, logistic regression, PCA, and Deep Neural Network
- 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.
- Supervisor of bachelor student projects.
- Translated and published a book, Discrete mathematics and its applications, from English to Persian.

Shariaty University, Iran

2005 - 2006

Head of Computer Engineering Department

- Responsible for managing, scheduling, and choosing courses and instructors for bachelor students.
- Taught courses such as Discrete mathematics, Data structure, Artificial Intelligence, Computer programming
- Supervisor of bachelor student projects

Toassan company, Iran

2001 - 2003

Project manager and software analysis

- Web development by PHP and SQL server

PUBLICATIONS

During Postdoc research in University of Amsterdam

- **Journal**

R. Ritveld, W. van Dolen, M. Mazloom, and M. Worrying *What you see, is what you like*, in Journal of International Marketing, 2017 (Submitted).

- **Conference**

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

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

During PhD in University of Amsterdam

• **Journal**

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, A. Habibian, D. Liu, C. Snoek, and S. h. 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. E. A. van de Sande, and C. G. M. 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.

• **Benchmark**

K. E. A. van de Sande, C. G. M. Snoek, D. Fontijne, A. Habibian, M. Jain, M. Mazloom, R. Tao, S. Kordumova, Z. Li, S. L. Pintea, 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, S. Kordumova, Z. Li, M. Mazloom, S. L. Pintea, 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, Z. Li, S. Pintea, 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 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, Y. Jiang, 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, B. Burns, M. Eliot, A. Heller, J. Herson, 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.

During visiting scholar in Columbia University

- **Conference**

M. Mazloom, A. Habibian, D. Liu, C. G. M. Snoek, and S. F. Chang *Encoding Concept Prototypes for Video Event Detection and Summarization*, in Proceedings of the ACM International Conference on Multimedia Retrieval, Shanghai, China, 2015.

During senior lecturer in Shahid Chamran University

- **Conference**

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

During M.Sc. student in Sharif University of Technology

- **Conference**

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. Kasaei *Face Recognition using Combination of Wavelet, PCA and Neural Network*, ICMSAO, 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.

TEACHING EXPERIENCE

During Postdoc research in University of Amsterdam

2015-now

- **M.Sc. courses**

Fundamental of Data Science

Machine Learning

During Lecturer in Shahid Chamran University, Ahvaz, Iran

2005-2010

- **B.Sc. courses**

Discrete Mathematics

Artificial Intelligence

Artificial Neural Networks

Fuzzy Logic

Programming software language: C, C++

Numerical Computation

Translation Book to persian: Discrete Mathematics and It's Applications

· ***B.Sc. courses***

- Discrete Mathematics
- Artificial Intelligence
- Data Structures
- Scientific and Technical Presentation

SERVICES

Conference Reviewer

- ACM International Conference on Multimedia
- ACM International Conference on Multimedia Retrieval
- International Conference on Image Processing
- International Conference on Computer Vision
- European Conference on Computer Vision

Journal Reviewer

- Computer Vision & Image Understanding
- Elsevier Journal of Information Sciences
- IEEE Transactions on Multimedia

COMPUTER SKILLS

Programming Languages

- C & C++
- Python

Mathematical Tools

- Matlab, Mathematica

REFERENCES

Prof. Marcel Worring

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- Email: m.worring@uva.nl

Prof. Willemijn van Dolen

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- Home Page: <http://www.uva.nl/en/profile/d/o/w.m.vandolen/w.m.vandolen.html/>
- Email: W.M.vanDolen@uva.nl

Dr Cees G. M. Snoek

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- Home Page: <http://www.ceessnoek.info>
- Email: cgmsnoek@uva.nl

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- Home Page: <https://staff.fnwi.uva.nl/a.w.m.smeulders>
- Email: a.w.m.smeulders@uva.nl

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- Email: sfchang@ee.columbia.edu

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- Email: skasaei@sharif.edu