

# Reihane Boghrati

Department of Information Systems  
Arizona State University

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- ACADEMIC EMPLOYMENT
- ◇ **Assistant Professor** Aug. 2021 - Present  
Department of Information Systems  
W. P. Carey School of Business, Arizona State University, Arizona, United States
  - ◇ **Postdoctoral Scholar** Sept. 2018 - Aug. 2021  
Department of Marketing  
Wharton Business School, University of Pennsylvania, Pennsylvania, United States
- RESEARCH INTERESTS
- ◇ Data Analytics, IT Impacts, User Generated Content, Natural Language Processing, Machine Learning
- EDUCATION
- ◇ **Ph.D., Computer Science** Aug. 2013 – Aug. 2018  
Department of Computer Science  
University of Southern California, Los Angeles, California, United States  
DISSERTATION TITLE: Conversation Level Syntax Similarity Metric  
SUPERVISOR: Morteza Dehghani
  - ◇ **B.Sc., Software Engineering** Sept. 2009 – June 2013  
Department of Computer Engineering  
Sharif University of Technology, Tehran, Iran  
DISSERTATION TITLE: Empirical Study and Analysis of Programmers Behavior While Doing the Monkey See, Monkey Do Operation  
SUPERVISOR: Abbas Heydarnoori
- WORKING PAPERS
- ◇ R. Boghrati, J. Berger, “What Drives Longer Conversations?,” Under Review at *Journal of Experimental Psychology: General*.
  - ◇ A. Sepehri, R. Boghrati, J. Berger, “Bias Mitigation in Machine Learning,” Under 2<sup>nd</sup> Review at *Journal of Business Ethics*.
    - First two authors contributed equally.
    - Winner, EMAC-Sheth Foundation Sustainability Research Award 2022
  - ◇ D. Oba, J. Berger, R. Boghrati, “How Hedges Impact Persuasion,” Reject and Resubmit at *Journal of Marketing Research*.
  - ◇ I. Kozlenkova, C. Warren, S. Kotha, R. Palmatier, R. Boghrati, “Conceptual Research in Marketing,” Major Revision at *Journal of Marketing*.
  - ◇ M. Rocklage, J. Berger, R. Boghrati, “The Trajectory of Confidence: Experience, Certainty, and Consumer Choice,” Targeting *Journal of Marketing Research*.
  - ◇ R. Boghrati, A. Sepehri, P. Chen, “The Power of Resolution: How Companies Can Best Address Customer Complaints,” Targeting *MIS Quarterly*.
  - ◇ J. Xu, Z. Zhou, R. Boghrati, “Unleashing the Power of Emojis in Texts via Self-supervised Graph Pre-Training,” Targeting *Information Systems Research*.
- JOURNAL PUBLICATIONS
- ◇ R. Boghrati, M. Sharif, S. Yousefi, A. Heydarian, “Emotion Tracking (vs. Reporting) Increases the Persistence of Positive (vs. Negative) Emotions,” *Journal of Experimental Social Psychology* (2023).
  - ◇ R. Boghrati, J. Berger, “Quantifying Cultural Change: Gender Bias in Music,” *Journal of Experimental Psychology: General* (2023).
    - Covered by Billboard and Wharton Risk Center.
  - ◇ R. Boghrati, J. Berger, G. Packard, “Style, Content, and the Success of Ideas,” *Journal of Consumer Psychology* (2023).
    - Covered by Inside Higher Ed, Elsevier, and W.P.Carey News.

- ◇ G. Packard, J. Berger, R. Boghrati, “How Verb Tense Shapes Persuasion,” *Journal of Consumer Research* (2023).
  - Covered by Ariyh and Knowledge at Wharton.
- ◇ L. Jiang, L. John, R. Boghrati, M. Kouchaki, “Fostering Perceptions of Authenticity via Sensitive Self-disclosure,” *Journal of Experimental Psychology: Applied* (2022).
  - Covered by W.P.Carey News and Gorick.
- ◇ J. Berger, G. Packard, R. Boghrati, M. Hsu, A. Humphreys, A. Luangrath, S. Moore, G. Nave, C. Olivola, M. Rocklage, “Marketing Insights from Text Analysis,” *Marketing Letters* (2022).
  - Covered by W.P.Carey News.
- ◇ K. Johnson, R. Boghrati, C. Wakslak, M. Dehghani, “Measuring Abstract Mindsets through Syntax: Automating the Linguistic Category Model with the Syntax-LCM,” *Social Psychological and Personality Science* (2020).
- ◇ S. Sachdeva, R. Boghrati, M. Dehghani, “Testing the Influence of Purity-Based Interventions on Pro-environmental Behavior,” *Sustainability* (2019).
- ◇ J. Hoover, K. Johnson, R. Boghrati, J. Graham, M. Dehghani, “Moral Framing and Charitable Donation: Integrating Exploratory Social Media Analyses and Confirmatory Experimentation,” *Collabra: Psychology* (2018).
- ◇ R. Boghrati, J. Hoover, K. M. Johnson, J. Garten, M. Dehghani, “Conversation Level Syntax Similarity Metric,” *Behavior Research Methods* (2017).
- ◇ M. Dehghani, R. Boghrati, K. Man, J. Hoover, S. I. Gimbel, A. Vaswani, J. D. Zevin, M. H. Immordino-Yang, A. S. Gordon, A. Damasio, J. T. Kaplan, “Decoding the Neural Representation of Story Meanings across Languages,” *Human Brain Mapping* (2017).
- ◇ J. Garten, J. Hoover, K. M. Johnson, R. Boghrati, C. Iskiwitch, M. Dehghani, “Dictionaries and Distributions: Combining Expert Knowledge and Large Scale Textual Data Content Analysis,” *Behavior Research Methods* (2017).
- ◇ M. Dehghani, K. Johnson, J. Garten, R. Boghrati, J. Hoover, V. Balasubramanian, A. Singh, Y. Shankar, L. Pulickal, A. Rajkumar, N. Parmar, “TACIT: An Open-Source Text Analysis, Crawling, and Interpretation Tool,” *Behavior Research Methods* (2016).
- ◇ R. Alizadehsani, J. Habibi, Z. A. Sani, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, F. Khozeimeh, F. Alizadeh-Sani, “Diagnosing Coronary Artery Disease via Data Mining Algorithms by Considering Laboratory and Echocardiography Features,” *Research in Cardiovascular Medicine* (2013).
- ◇ R. Alizadehsani, J. Habibi, M. J. Hosseini, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, B. Bahadorian, Z. A. Sani, “A Data Mining Approach for Diagnosis of Coronary Artery Disease,” *Computer Methods and Programs in Biomedicine* (2012).
- ◇ R. Alizadehsani, M. J. Hosseini, R. Boghrati, A. Ghandeharioun, F. Khozeimeh, Z. A. Sani, “Extracting Cost-Sensitive and Feature Creation Algorithms for Coronary Artery Disease Diagnosis,” *International Journal of Knowledge Discovery in Bioinformatics* (2012).
- ◇ R. Alizadehsani, J. Habibi, M. J. Hosseini, R. Boghrati, A. Ghandeharioun, B. Bahadorian, Z. A. Sani, “Diagnosis of Coronary Artery Disease Using Data Mining Techniques Based on Symptoms and ECG Features,” *European Journal of Scientific Research* (2012).
- ◇ R. Alizadehsani, J. Habibi, B. Bahadorian, H. Mashayekhi, A. Ghandeharioun, R. Boghrati, Z. A. Sani, “Diagnosis of Coronary Arteries Stenosis Using Data Mining,” *Journal of Medical Signals and Sensors* (2012).
- ◇ R. Alizadehsani, J. Habibi, Z. A. Sani, H. Mashayekhi, R. Boghrati, A. Ghandeharioun, B. Bahadorian, “Diagnosis of Coronary Artery Disease Using Data Mining Based on Lab Data and Echo Features,” *Journal of Medical and Bioengineering* (2012).
- ◇ R. Boghrati, A. Sepehri, P. Chen, “The Power of Resolution: How Companies Can Best Address Consumer Complaints,” *INFORMS Annual Meeting*, Phoenix, AZ (2023).
- ◇ R. Boghrati, A. Sepehri, J. Berger, “Bias Mitigation in AI,” *INFORMS Annual Meeting*, Indianapolis, IN (2022).

CONFERENCE  
PAPERS

- ◇ R. Boghrati, J. Berger, G. Packard, “Style, Content, and the Success of Ideas,” *Association for Consumer Research (ACR)*, Denver, CO (2022).
- ◇ R. Boghrati, A. Sepehri, J. Berger, “Moving Toward Equity: Bias Mitigation in Artificial Intelligence Algorithms,” *The European Marketing Academy (EMAC)*, Budapest, Hungary (2022).
- ◇ R. Boghrati, J. Berger, “Quantifying Gender Bias in Consumer Culture,” *Association for Consumer Research (ACR)*, Virtual (2021).
- ◇ R. Boghrati, J. Berger, “What Drives Longer Consumer Conversations?,” *Association for Consumer Research (ACR)*, Virtual (2021).
- ◇ R. Boghrati, J. Berger, “What Drives Longer Consumer Conversations?,” *Marketing Science Conference*, Virtual (2021).
- ◇ R. Boghrati, J. Berger, “Quantifying Gender Bias in Consumer Culture,” *Society for Consumer Psychology (SCP)*, Virtual (2021).
- ◇ R. Boghrati, J. Berger, “Quantifying Gender Bias in Consumer Culture,” *Marketing Science Conference*, Virtual (2020).
- ◇ R. Boghrati, J. Garten, M. Dehghani, “Syntactic Alignment in Power Relations,” *Proceedings of ACL Workshop on Natural Language Processing and Computational Social Science* (2017).
- ◇ R. Boghrati, K. M. Johnson, M. Dehghani, “Generalized Representation of Syntactic Structures,” *Proceedings of the 39<sup>th</sup> Annual Meeting of the Cognitive Science Society* (2017).
- ◇ K. M. Johnson, R. Boghrati, M. Dehghani, “Measuring Abstract Mindsets through Syntax: Improvements in Automating the Linguistic Category Model,” *Proceedings of the 39<sup>th</sup> Annual Meeting of the Cognitive Science Society* (2017).
- ◇ R. Boghrati, J. Hoover, K. Johnson, J. Garten, M. Dehghani, “Syntax Accommodation in Social Media Conversations,” *Proceedings of the 38<sup>th</sup> Annual Meeting of the Cognitive Science Society* (2016).
- ◇ J. Garten, R. Boghrati, J. Hoover, K. M. Johnson, M. Dehghani, “Morality Between the Lines: Detecting Moral Sentiment in Text,” *Proceedings of IJCAI Workshop on Computational Modeling of Attitudes* (2016).
- ◇ R. Boghrati, J. Garten, A. Litvinova, M. Dehghani, “Incorporating Background Knowledge into Text Classification,” *Proceedings of the 37<sup>th</sup> Annual Meeting of the Cognitive Science Society* (2015).
- ◇ Sh. Ghandeharizade, R. Boghrati, S. Barahmand, “An Evaluation of Alternative Physical Graph Data Designs for Processing Interactive Social Networking Actions,” *Proceedings of the Sixth TPC Technology Conference on Performance Evaluation and Benchmarking* (2014).
- ◇ R. Boghrati, A. Heydarnoori, M. Kazemitabaar, “Programmers Activities While Performing the Monkey See, Monkey Do Rule: Analysis of an empirical study,” *Proceedings of the 29<sup>th</sup> Annual ACM Symposium on Applied Computing* (2014).
- ◇ R. Alizadehsani, M. J. Hosseini, Z. A. Sani, A. Ghandeharioun, R. Boghrati, “Diagnosis of Coronary Artery Disease Using Cost-Sensitive Algorithms,” *Processing of IEEE 12<sup>th</sup> International Conference on Data Mining Workshops* (2012).

#### INVITED TALKS

- ◇ R. Boghrati, J. Berger, G. Packard, “Style, Content, and the Success of Ideas,” Elsevier Guest Seminar, Virtual, May 2021.
- ◇ R. Boghrati, J. Berger, G. Packard, “Style, Content, and the Success of Ideas,” International Center for the Study of Research (ICSR), Virtual, December 2020.
- ◇ R. Boghrati, J. Berger, “Quantifying Gender Bias in Consumer Culture,” Columbia Business School, Virtual, October 2020.
- ◇ R. Boghrati, J. Berger, “What Drives Longer Consumer Conversations?,” Wharton Language Lab Seminar, Virtual, July 2020.
- ◇ R. Boghrati, J. Berger, “Quantifying Gender Bias in Consumer Culture,” Behavioral Insights from Text Conference, Philadelphia, PA, January 2020.

#### TEACHING EXPERIENCE

- ◇ Business Database Systems at Arizona State University

Spring 2022, 2023, 2024

- ◇ Advance Big Data Methods at the University of Southern California Fall 2016
  - ◇ Introduction to Programming at the University of Southern California Fall 2013, Spring 2014
  - ◇ System Analysis and Design at the Sharif University of Technology Fall 2012
  - ◇ Fundamentals of Programming at the Sharif University of Technology Fall 2011, Fall 2012
- INDUSTRY EXPERIENCE
- ◇ Research Scientist at *Microsoft Research* Summer 2018
  - ◇ Research Scientist at *Recruit Institute of Technology* Summer 2017
  - ◇ Software Engineer at *Zenzi Communication* Summer 2015 and Summer 2016
- PROFESSIONAL SERVICE
- ◇ Ad-hoc Reviewer
    - Information Systems Research, Knowledge and Information Systems, PNAS Nexus, Journal of Consumer Psychology, Journal of Interactive Marketing, Behavior Research Methods
    - ICIS, CIST, SCP, EMNLP, CogSci, NLP+CSS Workshop
  - ◇ Committee Member
    - IS Department BDA and CIS Curriculum Committee (2021, 2022, 2023)
    - IS Department Research Workshop Committee (2021)
  - ◇ Student Advising
    - Sona Shah (2023), thesis advisor
    - Roma Baghaei (expected 2024), thesis advisor
    - Marzieh Bitaab (expected 2024), committee member
  - ◇ Organizing Committee
    - INFORMS Workshop on Data Science, Phoenix, 2023
  - ◇ Club Advisor
    - Black Students in Computer Science
- PROFESSIONAL MEMBERSHIPS
- ◇ Institute for Operations Research and the Management Sciences (INFORMS)
  - ◇ Association for Consumer Research (ACR)