Reihane Boghrati

Department of Marketing
University of Pennsylvania

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RESEARCH INTERESTS	◇ Digital Marketing, 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

ACADEMIC EXPERIENCE

◇ **Postdoctoral Scholar**   Sept. 2018 - Present
Department of Marketing
Wharton School of University of Pennsylvania

WORK UNDER REVIEW

◇ What Drives Longer Conversations? With Jonah Berger (Under review at *Journal of Marketing Research*).

◇ Is Music Misogynistic? With Jonah Berger (Under review at *Sociological Science*).

◇ Fostering Perceptions of Authenticity via Sensitive Self-disclosure. With Li Jiang, Maryam Kouchaki, Francesca Gino, and Leslie John (Under review at *Journal of Experimental Social Psychology*).

WORK IN PROGRESS

◇ Style Matters. With Jonah Berger and Grant Packard.

◇ Emotion Tracking Over Time. With Marissa Sharif, Arsalan Heydarian, and Siavash Yousefi.

◇ Forum Conversations and Sales. With Elham Yazdani.

◇ Political Candidates' Language and Poll Numbers. With Pinar Yildirim.

◇ News Structure and Reading Behavior. With Jonah Berger

SELECTED PUBLICATIONS

◇ 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 (2019).

◇ S. Sachdeva, R. Boghrati, M. Dehghani, *"Testing the Influence of Purity-Based Interventions on Pro-environmental Behavior"*, Sustainability 11.6 (2019): 1811.

◇ R. Boghrati, J. Hoover, K. M. Johnson, J. Garten, M. Dehghani, *"Conversation Level Syntax Similarity Metric"*, Behavior Research Methods (2017): 1-19.

◇ M. Dehghani, R. Boghrati, K. Man, J. Hoover, S. I. Gimbel, A. Vaswani, A. S. Gordon, A. Damasio, J. T. Kaplan, *"Decoding the Neural Representation of Story Meanings across Languages"*, Human Brain Mapping (2017): 38(12), 6096-6106.

◇ R. Boghrati, J. Garten, M. Dehghani, *"Syntactic Alignment in Power Relations"*, Proceedings of ACL 2017 Workshop on Natural Language Processing and Computational Social Science.

◇ 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): 1-18.

⋄ 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, 4(1).

⋄ R. Boghrati, K. M. Johnson, M. Dehghani, *"Generalized Representation of Syntactic Structures"*, Proceedings of CogSci 2017.

⋄ K. M. Johnson, R.Boghrati, M. Dehghani, *"Measuring Abstract Mindsets through Syntax: Improvements in Automating the Linguistic Category Model"*, Proceedings of CogSci 2017.

⋄ R. Boghrati, J. Hoover, K. Johnson, J. Garten, M. Dehghani, *"Syntax Accommodation in Social Media Conversations"*, Proceedings of CogSci 2016.

⋄ J. Garten, R. Boghrati, J. Hoover, K. M. Johnson, M. Dehghani, *"Morality Between the Lines: Detecting Moral Sentiment in Text"*, Proceedings of IJCAI 2016 Workshop on Computational Modeling of Attitudes.

⋄ M. Dehghani, K. Johnson, J. Garten, R. Boghrati, J. Hoover, et al., *"TACIT: An Open-Source Text Analysis, Crawling, and Interpretation Tool"*, Behavior Research Methods (2016): 1-10.

⋄ R. Boghrati, J. Garten, A. Litvinova, M. Dehghani, *"Incorporating Background Knowledge into Text Classification"*, Proceedings of CogSci 2015.

⋄ Sh. Ghandeharizade, R. Boghrati, S. Barahmand, *"An Evaluation of Alternative Physical Graph Data Designs for Processing Interactive Social Networking Actions"*, Proceedings of TPCTC 2014.

⋄ R. Boghrati, A. Heydarnoori, M. Kazemitabaar, *"Programmers Activities While Performing the Monkey See, Monkey Do Rule: Analysis of an empirical study"*, Proceedings of SAC 2014.

⋄ 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, Vol. 111, No. 1 (2012): 52-61.

PRESENTATIONS AND INVITED TALKS	⋄ Columbia University, Columbia Business School, October 2020 (Virtual)
	⋄ Language Lab Seminar, July 2020 (Virtual)
	⋄ Marketing Science Conference, June 2020 (Virtual)
	⋄ University of Pennsylvania, Behavioral Insights from Text Conference, January 2020 (Philadelphia, PA)
	⋄ Association for Consumer Research, October 2019 (Atlanta, GA)

RESEARCH EXPERIENCE	⋄ Research Scientist intern at *Microsoft Research*	Summer 2018
	⋄ Research Scientist intern at *Recruit Institute of Technology*	Summer 2017
	⋄ Software Engineer intern at *Zenzi Communication*	Summer 2015 and Summer 2016

TEACHING EXPERIENCE	⋄ 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

AD-HOC REVIEWER	⋄ Journal of Interactive Marketing, SCP, EMNLP, CogSci, NLP+CSS workshop

PROFESSIONAL SKILLS	⋄ Proficient in Python, R, Java, C++, MySQL
	⋄ Familiar with C, MATLAB, Verlilog