Lauren A. Rhue, Ph.D.

larhue@gmail.com • 908-963-9149

RESEARCH INTERESTS

My primary research interests are the societal and economic implications of artificial intelligence and peer-to-peer platforms. My interests include business analytics, cryptocurrencies, electronic markets and e-commerce platforms, social networks, social influence and peer effects, privacy, and bias in algorithms. My current research examines the ethics of AI, bias in AI and peer-to-peer platforms, and whether transparency is effective for cryptocurrencies.

EDUCATION

Ph.D. in Information Systems, 2008 – 2014
Stern School of Business, New York University • New York, NY

B.S. in Management Science and Engineering, 2000 – 2004
Stanford University • Stanford, CA

RESEARCH

JOURNAL PUBLICATIONS

Rhue, L. and Sundararajan, A. (2019). Playing to the Crowd: How Digital Visibility Shapes Consumer Choices. (Accepted at *MIS Quarterly*)

Rhue, L., and Sundararajan, A. (2013). Digital Access, Political Networks and the Diffusion of Democracy. *Social Networks.* Available online at: http://dx.doi.org/10.1016/j.socnet.2012.06.007

Reagle, J., and Rhue, L. (2011). Gender Bias in Wikipedia and Britannica. *International Journal of Communication*. Available at: http://ijoc.org/ojs/index.php/ijoc/article/view/777/631

OTHER PUBLICATIONS

Rhue, L. (2019). Emotion-reading Tech Fails the Racial Bias Test. The Conversation, Jan 2019. Available at: https://theconversation.com/emotion-reading-tech-fails-the-racial-bias-test-108404. Reproduced in the *Greensboro News & Record*.

Rhue, L. (2019). Crowd-based Markets: Technological Progress in Need of Civil Protections. Book chapter in *Race in the Marketplace – Crossing Critical Boundaries*.

Sundararajan, A., and Rhue, L. (2012). Digital Social Visibility: How Facebook Gifts Change Our Choices. *Wired Opinion.* Available at: http://www.wired.com/opinion/2012/12/digital-social-visibility-how-facebook-gifts-change-our-choices/

MEDIA MENTIONS

deLisa Coleman, L. (2019) "Here's Why Interest In Tokenizing Assets Is Starting To Surge." Forbes, April 25, 2019. Available at: *https://www.forbes.com/sites/laurencoleman/2019/04/25/heres-why-interest-in-tokenizing-assets-is-starting-to-surge/*

Fortin, J. (2019) "Are '10-Year Challenge' Photos a Boon to Facebook's Facial Recognition Technology?" *New York Times*, January 19, 2019. Available at: https://www.nytimes.com/2019/01/19/technology/facebook-ten-year-challenge.html

deLisa Coleman, L. (2019) "Here's what else you need to know about Amazon's New, Scary AI Offering," *Forbes,* January 29, 2019. Available at: *https://www.forbes.com/sites/laurencoleman/2019/01/29/what-else-you-need-to-know-about-amazons-scary-new-ai-offering/#115de34462e7.*

REFEREED CONFERENCE PUBLICATIONS

Rhue, L. (2019). Beauty's in the AI of the Beholder: How Artificial Intelligence Anchors Human Decisions on Subjective vs. Objective Measures. *ICIS 2019. (accepted)*

Rhue, L., Daniel, S. (2019). Birds of a Feather Lodge Together?: Predicting Review Sentiment Using Social Categorization Theory. *Americas Conference on Information Systems (AMCIS) 2019.*

Rhue, L., and Robert, L. (2018). Emotional Delivery in Pro-social Crowdfunding Success. *CHI EA '18 Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems*, Paper No. LBW019. Available at: https://dl.acm.org/citation.cfm?id=3188534

Rhue, L. (2018). An Overview of Crowd-based Markets and Racial Discrimination. *Americas Conference on Information Systems (AMCIS) 2018.* Available at: https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1024&context=amcis2018.

Rhue, L. (2015). Who Gets Started on Kickstarter? Demographic Variations in Crowdfunding Success. *ICIS 2015 Proceedings.* Available at: https://pdfs.semanticscholar.org/d224/755a60a35b111c01f362ca7de1d631ff0ba8.pdf

Rhue, L. and Sundararajan, A. (2012). Digital Access, Political Networks and the Diffusion of Democracy. *ICIS 2012 Proceedings.* Available at: http://aisel.aisnet.org/icis2012/proceedings/EconomicsValue/10/.

Rhue, L. (2012). The Pins that Bind: Preference Affirmation, Social Norms, and Networks on Pinterest. *ICIS 2012 Proceedings.* Available at: http://aisel.aisnet.org/icis2012/proceedings/ResearchInProgress/68/

Rhue, L. and Sundararajan, A. (2010). The Information Content of Economic Networks: Evidence from Online Charitable Giving. *ICIS 2010 Proceedings.* Available at: http://aisel.aisnet.org/icis2010_submissions/250/.

MANUSCRIPTS UNDER REVIEW
Rhue, L. and Clark, J. (2018). The Consequences of Authenticity: Quantifying Racial Signals and their Effects on Crowdfunding Success. (Revised and resubmit at *MIS Quarterly*). SSRN Working Paper available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2837042.

Avery, D., McKay, P., and Rhue, L. (2019). Knowing their Roles: How Strategic Core Differentiation Influences Racioethnic Diversity Performance Linkage. (Revise and resubmit at *Journal of Applied Psychology*)

RESEARCH IN PROGRESS

Ford, K., and Rhue, L. (2019) Prominence and Popularity - The Role of Network Centrality in Debt Capital Markets. *Manuscript in progress.*

Rhue, L., and Ford, K. (2018). Is Sunlight the Best Disinfectant? The Limitations of Transparency in Perceived Trust of Cryptocurrencies. SSRN Working paper: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3218394.

Rhue, L. (2018) Racial Influence on Automated Perceptions of Emotions. SSRN Working paper: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3281765

Rhue, L., and Daniel, S. (2019). Birds of a Feather Lodge Together? Predicting Review Sentiment Using Social Categorization Theory.

Rhue, L. (2018). Trust is All You Need: An Empirical Exploration of Initial Coin Offerings (ICOs) and ICO Reputation Scores. SSRN Working Paper at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3179723

Rhue, L. Crowding the Crowd: The Role of Corporate Sponsorship on a Donation-Based Crowdfunding Platform. *Manuscript in progress.*

Rhue, L, and Robert, L. (2018) The Role of Empathy in Crowdfunding. *Manuscript in progress.*

Dahlin, L., Rhue, L. and Clark, J. Homophily in Crowdfunding. *Manuscript in progress.*

HONORS

Winner, Best paper, Winter Conference on Business Analytics, March 2019
Recipient, Wake Forest's Exxon-Wayne Calloway Rising Faculty Fellowship, 2016-19
Recipient, Outstanding Review, Track: IT and Social Change ICIS 2017
Recipient, Teaching Award for the MSBA Program, 2016-17
Winner, 2012 Yahoo! Key Scientific Challenges Program
Recipient, Stern's Sproull Fellowship, 2012-13
Recipient, 2011 National Black MBA Association Metro New York Scholarship

INVITED TALKS / PRESENTATIONS

Anchored to Bias: How Disparities in AI Influence Human's Scores
Seminar Presentation • Information and Decision Sciences
Carlson School of Management • University of Minnesota
Minneapolis, MN • November 2019

AI and Diversity: An Overview of Facial Recognition Bias and Corporate Legal Implications
Diversity CLE • J.P. Morgan Chase
Chicago, IL • May 2019

AI and Bias: An Overview of Facial Recognition Bias and Diversity
Legal Diversity, Inclusion, and Belonging Council • Bank of America
Charlotte, NC • April 2019

CONFERENCE PRESENTATIONS

HICSS
Maui, HI • January 2020
Panelist: "Exploring the Ethics of Digital Government: How Will Emerging Technologies Impact Society and Human Rights" (invited)

Meeting of Analytics Program Directors
Austin, TX • April 2019
Panel Presentation: "Ethics for Big Data and Analytics"

Midwest Finance Association
Chicago, IL • March 2019
Discussant

Americas Conference in Information Systems (AMCIS)
New Orleans, LA • August 2018
Paper: "An Overview of Crowd-based Markets and Racial Discrimination"

INFORMS Annual Meeting
Houston, TX • October 2017
Paper: "The Role of Empathy in Donation-Based Crowdfunding" (Joint work with Lionel Robert)

INFORMS Annual Meeting
Houston, TX • October 2017
Paper: "Corporate Sponsorship in Donation-Based Crowdfunding"

A Workshop on the Role of Crowdfunding in the STEM ecosystem
Washington, D.C. • October 2017
Panel Presentation: "Diversity and Inclusion in Crowdfunding"

INFORMS Annual Meeting
Nashville, TN • November 2016
Session chair: Social Media Analytics

INFORMS Annual Meeting
Philadelphia, PA • November 2015
Paper: "On the Sunny Side of Twitter"

Workshop on Information Systems and Economics (WISE)
Milan, Italy • December 2013
Paper: "Digital Visibility and Consumer Choices" (Co-author Arun Sundararajan)

International Conference on Information Systems (ICIS) Doctoral Consortium
Milan, Italy • December 2013
Proposal: "Economic and Social Consequences of Digital Visibility" (Co-author Arun Sundararajan)

INFORMS Annual Meeting
Minneapolis, MN • October 2013
Paper: "Digital Visibility and Consumer Choices" (Co-author Arun Sundararajan)

Fifth Workshop on Information in Networks (WIN)
New York, NY • October 2013
Paper: "The Strength of No Ties: Appropriation of Novel Content on Pinterest"

Organizational Communications & Information Systems (OCIS) Doctoral Consortium
Orlando, FL • August 2013
Proposal: "Economic and Social Consequences of Digital Visibility"

International Conference on Information Systems (ICIS)
Orlando, FL• December 2012
Paper: "Digital Access, Political Networks and the Diffusion of Democracy"
(Co-author Arun Sundararajan)

International Conference on Information Systems (ICIS)
Orlando, FL• December 2012
Poster: "The Pins That Bind: Preference Affirmation, Social Norms, and Networks on Pinterest"

INFORMS Annual Meeting
Phoenix, AZ • October 2012
Paper: "Digital Visibility and Consumer Choices" (Co-author Arun Sundararajan)

Fourth Workshop on Information in Networks (WIN)
New York, NY • September 2012
Paper: "Digital Visibility and Consumer Choices" (Co-author Arun Sundararajan)

Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
Montreal, Canada • June 2012
Paper: "Digital Visibility and Consumer Choices" (Co-author Arun Sundararajan)

Third Workshop on Information in Networks (WIN)
New York, NY • September 2011
Poster: "Digital Access, Political Networks and the Diffusion of Democracy"
(Co-author Arun Sundararajan)

Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
Rio de Janeiro, Brazil • June 2011
Paper: "Digital Access, Political Networks and the Diffusion of Democracy"
(Co-author Arun Sundararajan)

Workshop on Information Systems and Economics (WISE)
St. Louis, MO • December 2010
Paper: "Digital Access, Political Networks and the Diffusion of Democracy"
(Co-author Arun Sundararajan)

Second Workshop on Information in Networks (WIN)
New York, NY • September 2010
Paper: "Digital Access, Political Networks and the Diffusion of Democracy" (Co-author Arun Sundararajan)

International Sunbelt Social Network Conference
Riva del Garda, Italy • July 2010
Paper: "Information Content of Economic Networks: Evidence from Online Charitable Giving"
(Co-author Arun Sundararajan)

Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
Austin, TX • June 2010
Paper: "Information Content of Economic Networks: Evidence from Online Charitable Giving"
(Co-author Arun Sundararajan)

PROFESSIONAL ASSOCIATIONS AND ACTIVITIES

Associate Editor, *International Conference on Information Systems* 2016, 2017, and 2018

Session Chair, Social Media Analytics *INFORMS 2016*

Member, *Association for Information Systems (AIS)* 2009 – *present*

Past President, *PhD Project Information Systems Doctoral Student Association (ISDSA)* 2014 – 2015;
President, 2013 – 2014; Vice President, 2012 – 2013; Secretary, 2011 – 2012

Reviewer, *MIS Quarterly,* 2014 – 2019

Reviewer, *Economics Bulletin,* 2019

Reviewer, *European Journal of Information Systems,* 2019

Reviewer, *Americas Conference on Information Systems* 2018 – 19

Reviewer, *International Conference on Information Systems* 2009, 2011 – 12, 2014 – 18

TEACHING EXPERIENCE

Data Visualization, Spring 2020
Elective course on visualizing data using Tableau, NodeXL, and Google Analytics (Undergraduate)
Robert H. Smith School of Business • College Park, MD

Data Visualization, Fall 2016 – 2018
Required course on visualizing data using Tableau and R (MS in Business Analytics)
Wake Forest School of Business • Winston-Salem, NC

Analytics in Society, Fall 2016 – 2018
Required course on ethical and legal implications of data (MS in Business Analytics)
Wake Forest School of Business • Winston-Salem, NC

Introduction to R, Summer 2016
Required introductory R programming course (MS in Business Analytics)
Wake Forest School of Business • Winston-Salem, NC

Information Technology Management, Spring 2015 – 17, Spring 2019
Required introductory information systems course (Master's in Management)
Wake Forest School of Business • Winston-Salem, NC

Management Information Systems, Fall 2014 – 15
Required introductory information systems course (Undergraduate)
Wake Forest School of Business • Winston-Salem, NC

Descriptive Modelling and Data Visualization, Summer 2015
Required course on visualization (Summer Business Analytics Program)
Wake Forest School of Business • Winston-Salem, NC

IT in Business and Society, Summer 2011
Required introductory information systems course (Undergraduate)
Stern School of Business • New York, NY

Networks, Crowds, and Markets (Teaching Assistant), Spring 2011
Elective course on the importance of networks for analysis (Undergraduate)
Stern School of Business • New York, NY

PROFESSIONAL EXPERIENCE

Assistant Professor of Information Systems, August 2019 - *present*
Robert H. Smith School of Business • University of Maryland • College Park, MD

Assistant Professor of Information Systems and Analytics, July 2016 – June 2019
Exxon-Wayne Calloway Rising Faculty Fellow
Wake Forest School of Business • Winston-Salem, NC
- Continuing my research on digital platforms and algorithms
- Chairing the University-wide Committee on Information Technology
- Teaching courses in the recently launched MS in Business Analytics program

Visiting Assistant Professor of Information Systems, July 2014 – July 2016
Wake Forest School of Business • Winston-Salem, NC
- Continued my research agenda on economic and societal implications of digital platforms
- Served on the curriculum committee for the emerging MS in Business Analytics
- Taught the introductory Information Systems course at the undergraduate and master's level

Consultant, April– September 2014
Climate Central • New York, NY
- Performed analytics to understand the engagement of individuals with climate change on Twitter
- Wrote scripts to crawl websites and download data

Research Intern, January – March 2014
Facebook • New York, NY
- Submitted experimental design proposal to test a theory about reciprocity and friendship
- Developed methodology to examine audience selection

Contractor, July – September 2012
MEC • New York, NY
- Developed and applied models to attribute purchases to marketing channels for budget allocation
- Created predictive models for purchase decisions using customers' marketing exposures
- Worked with the team that implemented big data management solution

Senior e-Commerce Analyst, 2007 – 2008
DonorsChoose.org • New York, NY
- Analyzed patterns in donor behavior to inform marketing strategies to reach new prospective donors
- Managed online marketing initiatives, including paid search campaign and SEO site optimizations
- Implemented online measurement techniques to understand consumer behavior for site redesign

Senior Analyst, Strategy & Analysis, 2004 – 2007
Digitas • New York, NY
- Optimized online campaigns and lowered cost per acquisition by an average 20% for Virgin Mobile USA, American Express, and AOL
- Designed and implemented A/B and full factorial tests to evaluate performance levers for NY Times, American Express, Netscape
- Analyzed consumer surveys and behavioral data to determine churn drivers and inform a customer segmentation for Virgin Mobile USA
- Analyzed the impact of American Express marketing communications on cardmember behavior
- Supervised Analysts' workstreams to meet internal and external expectations