LAUREN RHUE, PH.D.

ASSISTANT PROFESSOR OF IS

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RESEARCH INTERESTS

My interests cover business analytics, cryptocurrencies, peer-to-peer platforms, social networks, social influence and peer effects, privacy, and bias in algorithms. My current research examines ethics of artificial intelligence (AI), bias in AI and peer-to-peer platforms, and whether transparency is effective for cryptocurrencies.

RECENT ACADEMIC POSITIONS

Assistant Professor of Information Systems (IS)
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

SELECTED PUBLICATIONS

Washington A., and Rhue, L. (2021) Tracing the Invisible: Information Fiduciaries and the Pandemic. *American Law Review*, Summer 2021.

Rhue, L. and Sundararajan, A. (2019). Playing to the Crowd: How Digital Visibility Shapes Consumer Choices. *MIS Quarterly* 43(4).

Rhue, L. (2019). Emotion-reading Tech Fails the Racial Bias Test. *The Conversation*, January 2019.

SELECTED ACTIVITIES

Workshop Committee Co-chair, KDD Conference 2021

Co-chair, Conference on Information Systems and Technology (CIST) 2020

REFERENCES

[Available upon request.]

EDUCATION

Ph.D. in Information Systems
Stern School of Business,
New York University
New York, NY

B.S. in Management Science and Engineering
Stanford University
Stanford, CA

SELECT AWARDS

- BEST ERF PAPER AWARD, *AMCIS* 2022

- OUTSTANDING REVIEWER, *MIS QUARTERLY* 2020

- BEST PAPER, WINTER CONFERENCE ON BUSINESS ANALYTICS, MARCH 2019

- OUTSTANDING REVIEWER, TRACK: IT AND SOCIAL CHANGE, *ICIS* 2017

- WAKE FOREST MSBA TEACHING AWARD, 2016-17

- YAHOO! KEY SCIENTIFIC CHALLENGES PROGRAM WINNER 2012

KEY SKILLS

- EMPIRICAL ANALYSIS AND ECONOMETRICS

- PYTHON, R, SQL, TABLEAU

RESEARCH

PEER-REVIEWED JOURNAL PUBLICATIONS

Rhue, L. and Clark, J. (forthcoming). Who Are You and What Are You Selling? The Effects of Creator-Based and Product-Based Racial Cues on Crowdfunding Success. *MIS Quarterly*.

Avery, D. R., Rhue, L. A., & McKay, P. F. (in press). Setting the stage for success: How participation diversity can help teams leverage racioethnic diversity. *Journal of Management*.

Rhue, L. and Sundararajan, A. (2019). Playing to the Crowd: How Digital Visibility Shapes Consumer Choices. *MIS Quarterly* 43(4).

Rhue, L., and Sundararajan, A. (2013). Digital Access, Political Networks and the Diffusion of Democracy. *Social Networks.* Available 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

Washington A., and Rhue, L. (2021) Tracing the Invisible: Information Fiduciaries and the Pandemic. *American Law Review*, Summer 2021.

Rhue, L., and Washington A. (2020) AI's Wide Open: Premature Artificial Intelligence and Public Policy. *Journal of Science and Technology Law*, Summer 2020.

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. Editors: Guillaume D. Johnson, Kevin D. Thomas, Anthony Kwame Harrison, and Sonya A. Grier, *Race in the Marketplace – Crossing Critical Boundaries*. Palgrave Macmillan. *Book received Distinguished Winner of 2022 of Academy of Management Award for Responsible Research in Marketing.*

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/

REFEREED CONFERENCE PUBLICATIONS

Sanni, S., Daniel, S., and Rhue, L. (2022). A Power-threat View of The Role of Neighborhood Demographics on Airbnb Review Sentiments. Proceedings on the Americas Conference on IS (AMCIS). *Best ERF Paper Award*

Washington, A., Rhue, L., Nakamura, L., and Stevens, R. (2022) Uncoupling inequality: Reflections the ethics of benchmarks for digital media. *Proceedings of the Hawaii International Conference on Systems Science 2022*.
https://scholarspace.manoa.hawaii.edu/handle/10125/79686

Mudambi, M., Rhue, L., and Clark, J. (2021). Altruistically Misinformed: Fighting Misinformation on Social Media with Prominence Reduction Strategies. *ICIS 2021 Proceedings.*

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

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

Mudambi, M., Clark, J., Rhue, L., Viswanathan, S. (2022). Fighting Misinformation on Social Media: An Empirical Investigation of the Impact of Prominence Reduction Strategies. (Under review.)

Rhue, L. (2021) Affectively Mistaken? How Human Augmentation and Transparency Offset Algorithmic Failures in Emotion Recognition AI. (Revised and resubmit). SSRN at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3492129

Rhue, L. and Clark, J. (2020). Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms. *Manuscript in progress.*

RESEARCH IN PROGRESS

Sanni, S., Daniel, S. and Rhue, L. (2022). Birds of a Feather Lodge Together? Predicting Review Sentiment Using Social Categorization Theory. *(Revise and resubmit).*

Rhue, L., Ford, K., Sun, M. (2020). Man vs. Machine: The Wisdom of AI Compared to the Wisdom of Experts in Evaluating Initial Coin Offerings (ICOs). *Manuscript in progress.*

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

HONORS

Best ERF Paper Award, Americas Conference at Information Systems (AMCIS) 2022
Distinguished Teaching Award, Robert H. Smith School of Business, 2020-2021 year
Outstanding Reviewer, *MIS Quarterly,* 2020
Best Paper, Winter Conference on Business Analytics, March 2019
Wake Forest's Exxon-Wayne Calloway Rising Faculty Fellowship, 2016-19
Outstanding Reviewer, Track: IT and Social Change *ICIS* 2017
Wake Forest Teaching Award for the MSBA Program, 2016-17
Yahoo! Key Scientific Challenges Program Winner 2012
Stern's Sproull Fellowship, 2012-13
National Black MBA Association Metro New York Scholarship, 2011

PROFESSIONAL ASSOCATIONS AND ACTIVITIES

Workshop Committee Co-chair, KDD Conference 2021
Co-chair, Conference on Information Systems and Technology (CIST) 2020
Associate Editor, *International Conference on Information Systems* 2016 – 18, 2020 – 22
Session Chair, Social Media Analytics *INFORMS 2016*
Past President, *PhD Project Information Systems Doctoral Student Association (ISDSA)* 2014 – 2015; President, 2013 – 2014; Vice President, 2012 – 2013; Secretary, 2011 – 2012
Member, *Association for Information Systems (AIS)* 2009 – *present*
Member, *INFORMS 2009 – present*
Reviewer, *MIS Quarterly,* 2014 – 2022
Reviewer, *Information Systems Research,* 2014 – 2022
Reviewer, *Socio-Economics Review,* 2020
Reviewer, *Economics Bulletin,* 2019
Reviewer, *European Journal of Information Systems,* 2019 – 20
Reviewer, *Americas Conference on Information Systems* 2018 – 19
Reviewer, *International Conference on Information Systems* 2009, 2011 – 12, 2014 – 18, 2021 – 22

MEDIA MENTIONS

Ryan-Mosley, T. (2021). I asked an AI to tell me how beautiful I am. MIT Technology Review, March 5, 2021. Available at: https://www.technologyreview.com/2021/03/05/1020133/ai-algorithm-rate-beauty-score-attractive-face/

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*.

INVITED AND CONFERENCE PRESENTATIONS

INVITED PRESENTATIONS

Commentary: How is Digitalization Transforming the Ways that People Find and Finance Housing?
Harvard Graduate School of Design • Harvard Joint Center for Housing Studies Symposium
Cambridge, MA • March 2022

A Conversation on Ethics
Notre Dame University • TEC Talks • Notre Dame-IBM Technology Ethics Lab
Virtual (Notre Dame, IN) • October 2021

Man vs. Machine: The Wisdom of AI Compared to the Wisdom of Experts in Evaluating Initial Coin Offerings (ICOs) (Co-authors Mingwei Sun and Kenneth Ford)
Temple • Information Systems Seminar
Virtual (Philadelphia, PA) • September 2021

Race in the Marketplace- Implications for Business Ethics (Panelist)
Society for Business Ethics • Panel Presentation
Virtual • July 2021

Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms (Co-author Jessica Clark)
Crossing Disciplines: Studying Fairness, Bias, and Inequality in Management and Decision Sciences Research Workshop • Harvard Business School • Short Presentation
Virtual • May 2021

Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms (Co-author Jessica Clark)
Georgia Tech • Seminar Presentation
Virtual (Atlanta, GA) • March 2021

Ethics in AI: A Question of Fairness
University of Cincinnati • Ethics Day Presentation
Virtual (Cincinnati, OH) • March 2021

Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms (Co-author Jessica Clark)
McGill University • Seminar Presentation
Virtual (Montreal, Quebec) • March 2021

Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms (Co-author Jessica Clark)
Harvard Digital Initiative • Harvard Business School
Virtual (Cambridge, MA) • December 2020

Exploring the Ethics of Digital Government: How Will Emerging Technologies Impact Society and Human Rights (Panelist)
Hawaii International Conference on System Sciences (HICSS)
Maui, HI • January 2020

Anchored to Bias: How Disparities in AI Influence Human's Scores
Carlson School of Management • University of Minnesota • Information and Decision Sciences
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

Ethics for Big Data and Analytics (Panelist)
Meeting of Analytics Program Directors
Austin, TX • April 2019

Diversity and Inclusion in Crowdfunding (Panelist)
A Workshop on the Role of Crowdfunding in the STEM ecosystem
Washington, D.C. • October 2017

CONFERENCE PRESENTATIONS

Affectively Mistaken? How Human Augmentation and Transparency Offset Algorithmic Failures in Emotion Recognition AI.
AI @ Marshall • Marshall School of Business, University of Southern California
Virtual • May 2022

Recommending Equity: How Fairness-aware Recommendations Affect Crowdfunding Choices (co-authors Mohammad Radiyat and Rebecca Widom)

INFORMS Annual Meeting
Virtual (Anaheim, CA) • October 2021

Automatically Signaling Quality? A Study of the Fairness-Economic Tradeoffs in Reducing Bias through AI/ML on Digital Platforms (co-author Jessica Clark)
Workshop on Information Systems and Economics (WISE)
Virtual • December 2020

Man vs. Machine: The Wisdom of AI Compared to the Wisdom of Experts in Evaluating Initial Coin Offerings (ICOs) (co-authors Mingwei Sun and Kenneth Ford)
Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
Virtual (Madrid, Spain) • June 2020

Beauty's in the AI of the Beholder: How Artificial Intelligence Anchors Human Decisions on Subjective vs. Objective Measures
International Conference on Information Systems (ICIS)
Munich, Germany • December 2019

Birds of a Feather Lodge Together?: Predicting Review Sentiment Using Social Categorization Theory (Co-author Sherae Daniel)
Americas Conference in Information Systems (AMCIS)
Cancun, Mexico • August 2019

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

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

The Role of Empathy in Donation-Based Crowdfunding (Co-author Lionel Robert)
INFORMS Annual Meeting
Houston, TX • October 2017

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

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

Organizational Communications & Information Systems (OCIS) Doctoral Consortium

Orlando, FL • August 2013

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

　　INFORMS Annual Meeting
　　Minneapolis, MN • October 2013

　　INFORMS Annual Meeting
　　Phoenix, AZ • October 2012

　　Fourth Workshop on Information in Networks (WIN)
　　New York, NY • September 2012

　　Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
　　Montreal, Canada • June 2012

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

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

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

　　Poster • Third Workshop on Information in Networks (WIN)
　　New York, NY • September 2011

　　Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
　　Rio de Janeiro, Brazil • June 2011

　　Workshop on Information Systems and Economics (WISE)
　　St. Louis, MO • December 2010

　　Second Workshop on Information in Networks (WIN)
　　New York, NY • September 2010

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

  Statistical Challenges in Electronic Commerce Research (SCECR) Workshop
  Austin, TX • June 2010

TEACHING EXPERIENCE

Data Visualization Module, Spring 2022
Elective course on visualizing data using Tableau and Python (Certificate Program)
Robert H. Smith School of Business • College Park, MD

Data Visualization and Web Analytics, Spring 2022
Elective course on visualizing data using Tableau and R (MS in Information Systems)
Robert H. Smith School of Business • College Park, MD

Data Visualization and Web Analytics, Fall 2020
Elective course on visualizing data using Tableau and R (MS in Business Analytics)
Robert H. Smith School of Business • College Park, MD

Data Visualization and Web Analytics, Spring 2020 – 2022
Elective course on visualizing data using Python, Tableau, 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
  Responsibilities: Conducting research on digital platforms, cryptocurrency, and algorithmic bias. Teaching courses in the undergraduate, MS in Information Systems, and MS in Business Analytics programs. Serving on the undergraduate IS curriculum committee.

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
  Responsibilities: Continued my research on digital platforms and algorithmic bias. Served as the Chair of the University-wide Committee on Information Technology. Taught 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
  Responsibilities: Continued research 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 in the undergraduate program and in the Master's in Management program.

Consultant, April– September 2014
Climate Central • New York, NY
  Responsibilities: 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
  Responsibilities: 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
  Responsibilities: 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
  Responsibilities: 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

Responsibilities: 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.