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Currículo

Dr. Mohammad Hajarian is a Marie Curie Postdoctoral Fellow and Assistant Professor at Universidad Carlos III de Madrid, where he leads the EU-funded ROSNUB project. He is also the CEO and Founder of Gegli (Gohardasht), one of the pioneering social networks he launched in 2003. With over 50 publications, including articles and books, Dr. Hajarian has made significant contributions across disciplines such as Online Social Networks, Gamification, Human-Computer Interaction, Interaction Design, Recommendation Systems, Personalization, User Engagement, Data Science, and User Acquisition. His research currently focuses on developing methods to fight misinformation and mitigate online hostility within social networks. He has taught over 35 courses and supervised numerous graduate and postgraduate theses. His innovative work has been widely adopted in the social media and software industry. He collaborates with fellow researchers through his social network platform to implement and validate cutting-edge methods in real-world environments. He has also participated in several industrial software projects and actively collaborates on various Horizon Europe and industry-driven projects. He frequently serves as a reviewer and editor for leading scientific journals and conferences. He also speaks and presents papers, workshops, and tutorials at major conferences and universities. In recognition of his contributions, Dr. Hajarian has received several prestigious awards and honors. HONORS AND AWARDS Superior graduate 2018 Awarded by Iran's Elites National Foundation. Superior youth 2018 Awarded by Iran's Ministry of Interior. Best researcher 2017 Awarded by the Islamic Azad University of Karaj.

Áreas de Investigação

Social Networks

Gamification

Personalization
User Engagement
User Acquisition
Human-Computer Interaction

Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
Islamic Azad University Karaj Branch	Doutoramento	Software Engineering	2018
Islamic Azad University Karaj Branch	Doutoramento	Software Engineering	2018
Staffordshire University	Mestrado	Software Engineering	2014
Staffordshire University	Mestrado	Software Engineering	2014
Payame Noor University	Bacharelato	Software Engineering	2012
Payame Noor University	Bacharelato	Software Engineering	2012

Orientações

• Teses de Doutoramento

- Em curso

	Nome do Estudante	Título/Tópico	Língua	Estado	Instituição
1	Karam Abdalazize	High performance webpage recommender system using social big data and gamification	Inglês	Em curso	Iscte

• Dissertações de Mestrado

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Miguel Herrera Carrillo	A Gamification Based Interactive Music Recommendation System	Inglês	Iscte	2022
2	Miguel Herrera Carrillo	A Gamification Based Interactive Music Recommendation System	Inglês	Iscte	2022
3	Zahra Babaloo	Incels identification on social networks by analyzing user comments	Inglês	Iscte	2020

Total de Citações

Web of Science®	50
Scopus	188

Publicações

• Livros e Capítulos de Livros

- Autor de livro

1	hajarian, M. (2019). Collecting data from social networks: methods and applications. Karaj. Melerd publications.
2	hajarian, M. (2019). Designing cross-platform mobile applications using Xamarin.
3	hajarian, M. (2019). Gamification in social network engineering.
4	hajarian, M. (2019). A self-study book on C++ programming.
5	hajarian, M. (2018). Developing mobile applications with the android studio. Melerd publications.
6	hajarian, M. & Azam Bastanfard (2018). Social network engineering in web 2.0. Melerd publications.
7	hajarian, M. (2018). A self-study book on Visual Basic programming.
8	hajarian, M. (2017). C# in one day. - N.º de citações Scopus: 7
9	hajarian, M. (2017). Data structures and algorithms with JavaScript.
10	hajarian, M. (2015). Training professional mobile application programming using phone gap and jQuery mobile. Sarafranz publications. Sarafranz publications.

- Capítulo de livro

1	hajarian, M., Paloma Diaz & Ignacio Aedo (2023). Work-in-Progress: The Social Networks Users' Behavior Change Using Gamified Education and Their Personality. In - N.º de citações Scopus: 1 - N.º de citações Google Scholar: 3
2	hajarian, M. (2021). A Taxonomy of Online Marketing Methods. In - N.º de citações Scopus: 26 - N.º de citações Google Scholar: 71

• Conferências/Workshops e Comunicações

- Publicação em atas de evento científico

1	Hajarian, M., Külim, J., Khoshnou, A. & Diaz, P. (2024). Designing GPS: A user engagement module for mobile
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	software applications. In Tilman Dingler; Flora Salim; Marion Koelle; Niels van Berkel; Jenny Waycott; (Ed.), MobileHCI 2024 Adjunct Proceedings. Melbourne: ACM. - N.º de citações Scopus: 2 - N.º de citações Google Scholar: 2
2	Hajarian, M., Diaz, P. & Aedo, I. (2024). On privacy, security and trust for misuse prevention in social networks. In 2024 International Symposium on Networks, Computers and Communications, ISNCC 2024.: IEEE. - N.º de citações Scopus: 2 - N.º de citações Google Scholar: 1
3	Hajarian, M. & De Coster, L. (2024). Gamification effect on brain activity and user behavior during online hostility exposure in social media. In Proceedings - 2024 International Conference on Cyber-Enabled Distributed Computing and Knowledge Discover, CyberC 2024. (pp. 90-93). Guangzhou: IEEE. - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 1 - N.º de citações Google Scholar: 1
4	Hajarian, M., Diaz, P. & Aedo, I. (2023). Fun button experiment: The long-term effect of gamification on user engagement and behavior. In Le K.N., Bao V.N.Q. (Ed.), Proceedings - 2023 28th Asia Pacific Conference on Communications, APCC 2023. Sydney, Australia: IEEE. - N.º de citações Scopus: 3 - N.º de citações Google Scholar: 3
5	Hajarian, M. & Diaz, P. (2021). Effective gamification: A guideline for gamification workshop of WEEF-GEDC 2021 Madrid conference. In Proceedings of 2021 World Engineering Education Forum/Global Engineering Deans Council, WEEF/GEDC 2021. (pp. 506-510):. IEEE. - N.º de citações Web of Science®: 8 - N.º de citações Scopus: 15 - N.º de citações Google Scholar: 24
6	Hajarian, M. & Hemmati, S. (2021). Toward stopping incel rebellion: Detecting incels in social media using sentiment analysis. In 7th International Conference on Web Research, ICWR 2021. (pp. 169-174):. IEEE. - N.º de citações Scopus: 6 - N.º de citações Google Scholar: 21
7	Hajarian, M. & Hemmati, S. (2020). A gamified word of mouth recommendation system for increasing customer purchase. In Proceeding of 4th International Conference on Smart Cities, Internet of Things and Applications, SCIoT 2020. (pp. 7-11). Mashhad: IEEE. - N.º de citações Scopus: 19 - N.º de citações Google Scholar: 21
8	hajarian, M. (2016). A Parallel Solution for The 0-1 Knapsack Problem Using Firefly Algorithm. In 1st International Conference on Swarm Intelligence and Evolutionary Computation. - N.º de citações Web of Science®: 6 - N.º de citações Scopus: 9 - N.º de citações Google Scholar: 15

• Outras Publicações

- Artigo sem avaliação científica

1	hajarian, M., Miguel Herrera Carrillo, Paloma Diaz & Ignacio Aedo (2025). Gamispotify: a gamified social music recommendation system based on users' personal values. Multimedia Tools and Applications. - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 1 - N.º de citações Google Scholar: 7
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2	hajarian, M., Paloma Diaz & Ignacio Aedo (2024). Overgamified? An Exploratory Study on Gamification and Crowdsourcing for Fake Accounts Detection in Social Networks. International Journal of Human-Computer Interaction. - N.º de citações Web of Science®: 3 - N.º de citações Scopus: 2 - N.º de citações Google Scholar: 4
3	hajarian, M. (2023). Evaluating the Impact of Different User Engagement Elements on Software Applications. - N.º de citações Scopus: 9 - N.º de citações Google Scholar: 7
4	hajarian, M. (2019). A personalized gamification method for increasing user engagement in social networks. Social Network Analysis and Mining. - N.º de citações Scopus: 42 - N.º de citações Google Scholar: 64
5	hajarian, M. (2019). SNEFL: Social network explicit fuzzy like dataset and its application for Incel detection. Multimedia Tools and Applications. - N.º de citações Web of Science®: 17 - N.º de citações Scopus: 20 - N.º de citações Google Scholar: 28
6	hajarian, M. (2017). Introducing fuzzy like in social networks and its effects on advertising profits and human behavior. Computers in Human Behavior. 77, 282-293 - N.º de citações Web of Science®: 14 - N.º de citações Scopus: 23 - N.º de citações Google Scholar: 31
7	hajarian, M. (2015). Applying Data mining for advertisement in social networks and improving CTR. Journal of Applied Environment and Biological Sciences. 5 (12S), 417-420 - N.º de citações Google Scholar: 6
8	hajarian, M. (2015). Toward the development of cross-platform mobile applications. Galaxy international interdisciplinary research journal.
9	hajarian, M. (2015). Why people use social networks?. International journal of social science & interdisciplinary research. - N.º de citações Google Scholar: 11
10	hajarian, M. (2015). Improving user satisfaction of websites using data mining. Galaxy international interdisciplinary research journal.
11	hajarian, M. (2015). A Framework for Improving Web 2.0 Interaction Design. Ciência e Natura. - N.º de citações Google Scholar: 4
12	hajarian, M. (2015). The role of data mining in revenue of websites. Galaxy international interdisciplinary research journal. - N.º de citações Google Scholar: 1

Prémios

Marie Curie Postdoctoral Fellowship (2022–2024) (2022)

Superior youth (2018)
Superior graduate (2018)
Best Researcher (2017)

Associações Profissionais

Association for Computing Machinery (ACM) (Desde 2022)
IEEE (Desde 2022)
Interactive Systems Research Group (DEI Lab) (Desde 2020)
Iran's Elites National Foundation (Desde 2016)
Young Researchers' Club (Desde 2016)
Computer Science Forum, KIAU (Karaj Islamic Azad University) (Desde 2015)