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Mohammad Hajarian

Research Fellow
ISTAR-Iscte - Information Science, Technology and Architecture Research Centre
Department of Information Science and Technology (ISTA)



Contacts

E-mail	Mohammad.Hajarian@iscte-iul.pt

Curriculum

Dr. Mohammad Hajarian is Research Faculty (Tenure) and Head of the AI-HCI Lab at ISTAR–Iscte, Iscte – University Institute of Lisbon. He is a former Marie Skodowska-Curie Postdoctoral Fellow (CONEX-Plus) and previously held a tenure-track Assistant Professor position at Universidad Carlos III de Madrid (UC3M), where he led the EU-funded ROSNUB project. His research develops and validates human-centered methods for safer and more resilient digital ecosystems—spanning online social networks, gamification, HCI, interaction/experience design, personalization, recommender systems, AI-driven behavioral interventions, user engagement, and practical approaches to misinformation and online-hostility reduction. He is also the Founder & CEO of Gegli (Gohardasht.ir), one of the earliest social networks (launched in 2003), which he uses as a real-world research and innovation testbed to deploy and evaluate algorithms at scale. This living-lab approach enables longitudinal, real-world evidence—often difficult to obtain in lab-only studies—and supports collaborative research with international partners to implement and validate cutting-edge methods in operational environments. Across academic and industrial settings, he has contributed to industrial software projects and actively collaborates on Horizon Europe and industry-driven initiatives. He has delivered invited talks, workshops, tutorials, and conference presentations internationally, and he contributes to the research community as an editor and reviewer for leading journals and conferences. He has 50+ publications and books in computer science and software engineering, 10+ years of university teaching experience (including 35+ courses), and supervision of MSc/PhD theses, many resulting in peer-reviewed outputs. In recognition of his contributions, he has received multiple honors and awards, and his innovations have been adopted across research and industry contexts.

Research Interests

Social Networks

Gamification
Personalization
User Engagement
User Acquisition
Human-Computer Interaction

Academic Qualifications

University/Institution	Type	Degree	Period
Universidad Carlos III de Madrid	Post-Doc	MSCA Postdoctoral Fellow	2024
Islamic Azad University Karaj Branch	PhD	Software Engineering	2018
Islamic Azad University Karaj Branch	PhD	Software Engineering	2018
Staffordshire University	M.Sc.	Software Engineering	2014
Staffordshire University	M.Sc.	Software Engineering	2014
Payame Noor University	Bachelor of Science	Software Engineering	2012
Payame Noor University	Bachelor of Science	Software Engineering	2012

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Karam Abdalazize	High performance webpage recommender system using social big data and gamification	English	Developing	Iscte

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Miguel Herrera Carrillo	A Gamification Based Interactive Music Recommendation System	English	Iscte	2022
2	Miguel Herrera Carrillo	A Gamification Based Interactive Music Recommendation System	English	Iscte	2022

3	Zahra Babaloo	Incels identification on social networks by analyzing user comments	English	Iscte	2020

Total Citations

Web of Science®	65
Scopus	216

Publications

- **Scientific Journals**

- Scientific journal paper

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,. https://doi.org/10.1007/s11042-024-20588-y - Times Cited Web of Science®: 4 - Times Cited Scopus: 6 - Times Cited Google Scholar: 9
2	hajarian, M., Paloma Diaz, Ignacio Aedo & Behrouz Minaei-Bidgoli (2025). A gamified nudging method for privacy personalization in social networks and its effects on online hostility and user engagement. Electronic Commerce Research and Applications, 74, 101554. https://doi.org/10.1016/j.elerap.2025.101554 - Times Cited Web of Science®: 2 - Times Cited Scopus: 3 - Times Cited Google Scholar: 5
3	Cheng, K. M. , Wijaya, L., Teo, S. C., Koo, A. C. & Hajarian, M. (2025). Designing sustainable solutions: A gamified framework for empowering autonomous household recycling. Alam Cipta, 18(Special Issue 1), 90?111. https://doi.org/10.47836/AC.18.S1.PAPER06
4	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,. https://doi.org/10.1080/10447318.2024.2427989 - Times Cited Web of Science®: 5 - Times Cited Scopus: 3 - Times Cited Google Scholar: 9
5	hajarian, M. (2019). SNEFL: Social network explicit fuzzy like dataset and its application for Incel detection. Multimedia Tools and Applications,. https://doi.org/10.1007/s11042-019-08057-3 - Times Cited Web of Science®: 18 - Times Cited Scopus: 21 - Times Cited Google Scholar: 31
6	hajarian, M. (2019). A personalized gamification method for increasing user engagement in social networks. Social Network Analysis and Mining,. https://doi.org/10.1007/s13278-019-0589-3 - Times Cited Scopus: 45 - Times Cited Google Scholar: 72

7	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. https://doi.org/10.1016/j.chb.2017.08.046 - Times Cited Web of Science®: 17 - Times Cited Scopus: 26 - Times Cited Google Scholar: 35
8	hajarian, M. (2015). Toward the development of cross-platform mobile applications. Galaxy: International Interdisciplinary Research Journal,. https://doi.org/10.6084/M9.FIGSHARE.13668494
9	hajarian, M. (2015). Improving user satisfaction of websites using data mining. Galaxy: International Interdisciplinary Research Journal,. https://doi.org/10.6084/M9.FIGSHARE.13668464
10	hajarian, M. (2015). The role of data mining in revenue of websites. Galaxy: International Interdisciplinary Research Journal,. https://doi.org/10.6084/M9.FIGSHARE.13668488 - Times Cited Google Scholar: 1
11	hajarian, M. (2015). Applying Data mining for advertisement in social networks and improving CTR. Journal of Applied Environmental and Biological Sciences, 5(12S), 417?420. https://doi.org/10.6084/m9.figshare.13668638 - Times Cited Google Scholar: 7
12	hajarian, M. (2015). Why people use social networks?. International journal of social science & interdisciplinary research,. https://doi.org/10.6084/M9.FIGSHARE.13668479 - Times Cited Google Scholar: 10
13	hajarian, M. (2015). A Framework for Improving Web 2.0 Interaction Design. Ciência e Natura,. https://doi.org/10.5902/2179460x20785 - Times Cited Google Scholar: 5

- Review article

1	hajarian, M. (2024)..

• Books and Book Chapters

- Book author

1	hajarian, M. (2019). Gamification in social network engineering.
2	hajarian, M. (2019). A self-study book on C++ programming.
3	hajarian, M. (2019). Collecting data from social networks: methods and applications. Melerd publications.
4	hajarian, M. (2019). Designing cross-platform mobile applications using Xamarin.
5	hajarian, M. & Azam Bastanfard (2018). Social network engineering in web 2.0. Melerd publications.
6	hajarian, M. (2018). A self-study book on Visual Basic programming.
7	hajarian, M. (2018). Developing mobile applications with the android studio. Melerd publications.
8	hajarian, M. (2017). Data structures and algorithms with JavaScript.

9	hajarian, M. (2017). C# in one day. - Times Cited Scopus: 7
10	hajarian, M. (2015). Training professional mobile application programming using phone gap and jQuery mobile. Sarafraz publications. Sarafraz publications.

- Book chapter

1	hajarian, M., Paloma Diaz & Ignacio Aedo (2023). Work-in-Progress: The Social Networks Users' Behavior Change Using Gamified Education and Their Personality.. https://doi.org/10.1007/978-3-031-26876-2_92 - Times Cited Scopus: 1 - Times Cited Google Scholar: 3
2	hajarian, M. (2021). A Taxonomy of Online Marketing Methods.. https://doi.org/10.1108/978-1-80071-264-520211014 - Times Cited Scopus: 29 - Times Cited Google Scholar: 75
3	hajarian, M. Mars Button: Gamifying Asynchronous Communication for Enhanced User Engagement Across Digital Platforms. (pp. 357?369). https://doi.org/10.1007/978-3-031-93598-5_26 - Times Cited Scopus: 1

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Hajarian, M., Külim, J., Khoshnou, A. & Diaz, P. (2024). Designing GPS: A user engagement module for mobile software applications. In Tilman Dingler; Flora Salim; Marion Koelle; Niels van Berkel; Jenny Waycott; (Ed.), MobileHCI 2024 Adjunct Proceedings. ACM. https://doi.org/10.1145/3640471.3680454 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
2	Hajarian, M., Diaz, P. & Aedo, I. (2024). On privacy, security and trust for misuse prevention in social networks. 2024 International Symposium on Networks, Computers and Communications, ISNCC 2024. IEEE. https://doi.org/10.1109/isncc62547.2024.10759034 - Times Cited Scopus: 2 - Times Cited 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. Proceedings - 2024 International Conference on Cyber-Enabled Distributed Computing and Knowledge Discover, CyberC 2024 (pp. 90?93). IEEE. https://doi.org/10.1109/CyberC62439.2024.00025 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited 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. IEEE. https://doi.org/10.1109/APCC60132.2023.10460703 - Times Cited Scopus: 5 - Times Cited Google Scholar: 5

5	Hajarian, M., Diaz, P. & Aedo, I. (2023). Evaluating the impact of different user engagement elements on software applications. 2023 46th MIPRO ICT and Electronics Convention (MIPRO) (pp. 103?108). https://doi.org/10.23919/MIPRO57284.2023.10159746 - Times Cited Scopus: 11 - Times Cited Google Scholar: 10
6	Hajarian, M. & Diaz, P. (2021). Effective gamification: A guideline for gamification workshop of WEEF-GEDC 2021 Madrid conference. Proceedings of 2021 World Engineering Education Forum/Global Engineering Deans Council, WEEF/GEDC 2021 (pp. 506?510). IEEE. https://doi.org/10.1109/WEEF/GEDC53299.2021.9657452 - Times Cited Web of Science®: 11 - Times Cited Scopus: 17 - Times Cited Google Scholar: 29
7	hajarian, M. & Hemmati, S. (2021). A Crowdsourcing and Gamification based Product Ranking Method for E-Commerce. 2021 7th International Conference on Web Research (ICWR) (pp. 197?201). IEEE. https://doi.org/10.1109/ICWR51868.2021.9443122 - Times Cited Google Scholar: 13
8	Hajarian, M. & Hemmati, S. (2021). Toward stopping incel rebellion: Detecting incels in social media using sentiment analysis. 7th International Conference on Web Research, ICWR 2021 (pp. 169?174). IEEE. https://doi.org/10.1109/ICWR51868.2021.9443027 - Times Cited Scopus: 6 - Times Cited Google Scholar: 24
9	Hajarian, M. & Hemmati, S. (2020). A gamified word of mouth recommendation system for increasing customer purchase. Proceeding of 4th International Conference on Smart Cities, Internet of Things and Applications, SCIoT 2020 (pp. 7?11). IEEE. https://doi.org/10.1109/SCIOT50840.2020.9250209 - Times Cited Scopus: 20 - Times Cited Google Scholar: 23
10	hajarian, M. (2016). A Parallel Solution for The 0-1 Knapsack Problem Using Firefly Algorithm. 1st International Conference on Swarm Intelligence and Evolutionary Computation. https://doi.org/10.1109/CSIEC.2016.7482134 - Times Cited Web of Science®: 7 - Times Cited Scopus: 10 - Times Cited Google Scholar: 16

Awards

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

Superior graduate (2018)

Superior youth (2018)

Best Researcher (2017)

Professional Associations

Association for Computing Machinery (ACM) (Since 2022)

IEEE (Since 2022)
Interactive Systems Research Group (DEI Lab) (Since 2020)
Young Researchers' Club (Since 2016)
Iran’s Elites National Foundation (Since 2016)
Computer Science Forum, KIAU (Karaj Islamic Azad University) (Since 2015)