

Sharareh Noorbaloochi

Department of Psychology | New York University | 6 Washington Place, 559, New York, NY 10003
noorbaloochi@nyu.edu | (650) 919-3485

EDUCATION AND EMPLOYMENT

Postdoctoral Associate, Department of Psychology, New York University 2013 - present
Advisors: Profs. John Jost and Jay Van Bavel

Ph.D. in Electrical Engineering (research in Psychology), Stanford University March 2013
Thesis: Dynamics of payoff and stimulus effects on decisions under time pressure - Combined behavioral, EEG and model-based analysis
Advisor: Prof. James L. McClelland

M.Sc. in Electrical Engineering, University of Minnesota 2007
B.Sc. in Electrical Engineering, *Summa Cum Laude*, University of Minnesota 2004
Advisor: Prof. Ahmed H. Tewfik

HONORS AND AWARDS

New York University Center for Brain Imaging Pilot Grant (\$5000) 2014-2015
NIH Fellowship, University of Michigan Training Course in fMRI 2014
NSF Travel Award, Workshop on Vision by Brains and Machines, Uruguay November 2006
Hartig Scholarship, University of Minnesota 2002 - 2004
Erlyn E Christianson Scholarship, University of Minnesota 2002 - 2004
Undergraduate Research Opportunities Program Scholarship, University of Minnesota Spring 2003
IT Merit Scholarship, University of Minnesota 2002 - 2003
Young Student Award (YSSP), Design Automation Conference, New Orleans Summer 2002
IT Honors Undergraduate Research Assistant Scholarship, University of Minnesota 2001 - 2002
Golden Key International Honor Society Inducted 2003

PUBLICATIONS

Jost, J.T., Noorbaloochi, S., & Van Bavel, J. J. (2014). The “chicken-and-egg” problem in political neuroscience. *Behavioral and Brain Sciences*.

Noorbaloochi S., Sharon D., and McClelland J. L. (In preparation). Dynamic Representation of Payoff and Stimulus Information in Speeded Decision-Making: an EEG study.

Purver M., Dowding J., Niekrasz J., Ehlen P., Noorbaloochi S., & Peters S. (2007). Detecting and Summarizing Action Items in Multi-Party Dialogue. *In Proceedings of the 8th SIGdial Workshop on Discourse and Dialogue*, Antwerp, Belgium.

Noorbaloochi, S., Barbe, J. F., & Tewfik, A. H. (2006). Probabilistic Modeling of Multi-level Genetic Regulatory Logic. *IEEE International Workshop on Genomics Signal Processing and Statistics - GENSIPS*.

Marreddy, V. M., Noorbaloochi, S., & Bazargan, K. (2003). Linear Placement for Static / Dynamic Reconfiguration in JBits. *IEEE conference on FPGAs for Custom Computing Machines*.

PRESENTATIONS

INVITED TALKS

"Payoff in the brain: an EEG study." Cognitive Psychology Friday Seminar (FriSem), Psychology Dept., Stanford University, November 30, 2012.

"Accommodating reward bias in decision making under time pressure: an EEG study." MURI Grant review workshop, Princeton University, Princeton, June 6, 2011.

"Dynamic representation of reward and stimulus information in decision making process: an EEG study." Memory and Decision-Making Talk Series, Psychology Dept., Stanford University, May 9, 2011.

CONFERENCE SYMPOSIA

Noorbaloochi, S., & Jost, J. T. (2014, June). "New Horizons and Challenges for Moral Foundation Theory." Symposium chaired at the annual meeting of the International Society for Justice Research, New York, NY.

Noorbaloochi, S., & Jost, J. T. (2014, May). "Politics, Religion, and Morality: New Approaches to Understanding the Relationship between Ideology and Moral Judgment." Symposium chaired at the 26th annual meeting of the Association for Psychological Science, San Francisco, CA.

CONFERENCE PAPERS

Noorbaloochi, S., Jost, J. T., & Van Bavel, J. J. (2014, June). "Utilitarianism in the service of the status quo? On the moral justifiability of drone attacks." Paper presented at the annual meeting of the International Society for Justice Research, New York, NY.

Noorbaloochi, S., Strupp-Levitsky, M., Jost, J. T. (2014, June). "Moral intuitions as a case of motivated social cognition." Paper presented at the annual meeting of the International Society for Justice Research, New York, NY.

Noorbaloochi, S., Jost, J. T., & Van Bavel, J. J. (2014, May). "Utilitarianism in the service of the social system? On the moral justifiability of drone attacks." Paper presented at the 26th annual meeting of the Association for Psychological Science, San Francisco, CA.

POSTERS

Noorbaloochi, S., Jost, J. T., & Van Bavel J. J. (2014). "Weakening the effect of system justification on support for drone attacks: a moral intervention". Poster presented at the Moore-Sloan Data Science Environment Initiative at New York University, New York, NY.

Noorbaloochi, S., Jost, J. T., & Van Bavel J. J. (2014). "The ideological roots of moral exceptionalism: The case of American drone attacks". Poster presented at the 15th Annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Noorbaloochi, S., Sharon, D., & McClelland, J. L. (2011). "Dynamic representation of reward and stimulus information in decision making: An EEG study." Program No. 752.02. *Society for Neuroscience Meeting*. Washington, DC.

Noorbaloochi, S., Sharon, D., & McClelland, J.L. (2011). "Lateralized Readiness Potential Reflect a Dynamic Representation of Reward in a Speeded Decision-Making Task." Poster presented at the 18th Annual Cognitive Neuroscience Society Meeting. San Francisco, CA.

Noorbaloochi, S., Tewfik, A. H. (2006). "Probabilistic Modeling of Multi-level Genetic Regulatory Logic." University of Minnesota Bioinformatics Symposium. (Honorable mention)

RESEARCH EXPERIENCE

Postdoctoral Associate, Moral and political neuroscience, Profs. J. Jost and J. Van Bavel, Social Psychology Program, New York University, Feb 2013 - Now

Graduate Researcher, Analysis of Decision Making in Humans, Prof. J. McClelland, Center for Mind, Brain and Computation, Stanford University, Sep. 2007 – Dec. 2012

Graduate Research Intern, MEG Source Analysis, Prof. A. Georgopoulos, Brain Sciences Center, Minneapolis VA Medical Center, Summer 2007

Graduate Researcher, Human Computer Interaction, Prof. S. Peters, Computational Semantics Lab, CSLI, Stanford University, Oct. 2006 - June 2007

Graduate Researcher, Development of a new clustering algorithm, Prof. G. Sapiro, Image Processing Laboratory, Department of Electrical Engineering, University of Minnesota, June 2006 - Jan. 2007

Undergraduate Research Assistant, Modeling of Gene Regulatory Networks, Prof. A. Tewfik, Department of Electrical Engineering, University of Minnesota, March 2005 - July 2006

Undergraduate Research Assistant, Development of Runtime Support Libraries for Dynamically Reconfigurable Systems, Prof. K. Bazargan, Department of Electrical Engineering, University of Minnesota, Sep. 2001 - Aug. 2003

Software Developer, Development of Educational Software Package Populus, Prof. D. Alstad, Department of Ecology, University of Minnesota, Oct. 2001 - Sep. 2004

TRAINING WORKSHOPS

fMRI workshop at the New York University Center for Brain Imaging, with Dr. Ed Vessel, 2013

Event-Related Potential (ERP) Boot Camp, UC Davis, Intensive 10-day workshop covering the basics of ERP research methods. Directed by Prof. Steve Luck, July 2010

EEGLAB workshop, UC San Diego, Intensive 3-day workshop. Directed by Prof. Scott Makeig, November 2007

TEACHING EXPERIENCE

Teaching Assistant:

Intro to Cognitive Science, Psychology Department, Stanford University	Spring 2010
Conflict Negotiation and Management, Graduate School of Business, Stanford University	Spring 2012
Intro to Microcontrollers, University of Minnesota	Fall and Spring 2005
Fundamentals of Electrical Engineering, University of Minnesota	Summer 2005
Intro to Digital Logic Designs, University of Minnesota	Fall 2004
Electrical Engineering Senior Design Project, University of Minnesota	Fall 2003 and Spring 2004

ADVISING

Honors Thesis Kevin L. Jones (2013-present)

REVIEWING

Personality and Social Psychology Review, Journal of Experimental Social Psychology, Political Communication

PROFESSIONAL AFFILIATIONS

Society for Neuroscience (SfN)
Cognitive Neuroscience Society (CNS)
Society for Personality and Social Psychology (SPSP)
Association for Psychological Science (APS)
Society for the Psychological Study of Social Issues (SPSSI)
International Society for Justice Research (ISJR)
Society for Women Engineers (SWE)

LANGUAGES

Farsi (Native), English (fluent), Arabic (basic)
MATLAB, R, JAVA, C