

# MD ASHRAFUL GONI

📍 College of Media & Communication, Texas Tech University MCOM 702, Lubbock, TX 79409

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CEO: [Bangla AI](#)

## EDUCATION

- Aug. 2025 (expected)** **Ph.D.**, Media & Communication, Texas Tech University  
Business Analytics (Cognate and Graduate Certificate)  
*Dissertation In-Progress: Bangla AI: Introduction to an AI-based Solution for Bridging the Gap between Ethnic and Host Communities.*  
Chair: [Kerk F. Kee, PhD](#)  
Committee Members: [Kenton T. Wilkinson, PhD](#), [Lyombe Eko, PhD](#), [Yuanlin Zhang, Ph.D. \(External member\)](#)
- December 2016** **M.S.S (Master's in Social Science)**, University of Dhaka, Bangladesh
- December 2015** **B.S.S (Bachelor in Social Science)**, University of Dhaka, Bangladesh

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## ACADEMIC APPOINTMENTS

- Aug. 2023–July 2024** **Research Assistant and Student Lead**, Texas Tech University, Innovation Diffusion Lab (IDL) | Lubbock, Texas
- Jan. 2023–Dec. 2023** **Graduate Instructor/Research Assistant**, Texas Tech University, College of Media & Communication | Lubbock, Texas
- Dec.2021- PRESENT** **Assistant Professor (on leave)**, Department of Mass Communication and Journalism, Bangladesh University of Professionals, Bangladesh
- Aug. 2021–Dec. 2022** **Research Assistant**, Texas Tech University, College of Media and Communication | Lubbock, Texas
- Nov.2017-Nov.2021** **Lecturer**, Department of Mass Communication and Journalism, Bangladesh University of Professionals, Bangladesh

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## INTERNAL AND EXTERNAL FUNDING

[INTERNAL] **Goni MD Ashraful** (2023). Artificial Intelligence (AI) and Journalism: A Study on AI (Chat GPT) Adoption Among Bangladeshi Journalists. Thomas Jay Harris Institute for Hispanic & International Communication Ph.D. Student Grant. **FUNDED: \$2,500.**

[EXTERNAL] **Goni, MD Ashraful**, Haque, MD Ashraful, Hossain, Nabil Mosharraf (2023). Bangla AI: Introduction to an AI-based Solution for Bridging the Gap between Ethnic and

Host Communities. AI & Local News Challenge, New York University, Tandon School of Engineering. **FUNDED: \$7,500. Media coverage: [Here](#).**

[INTERNAL] **Goni, MD Ashraful.** (2022). *Role of ethnic media on the social identity construction of British Bangladeshi immigrants.* Thomas Jay Harris Institute for Hispanic & International Communication Ph.D. Student Grant. **FUNDED: \$2,500.**

[EXTERNAL] Eko, Lyombe, **Goni, MD Ashraful**(2022). Colonial law and Criminalization of Homosexuality: A study on the human rights situation of Homosexuals in Bangladesh. Wayne F. Placek Grant, American Psychological Foundation **NOT FUNDED: \$10,000**

[EXTERNAL] **Goni, MD Ashraful,** Tabassum, Maliha (2020). Artificial Intelligence (AI) and Future Newsroom: A Study on Journalists of Bangladesh. University Grants Commission of Bangladesh. **FUNDED: \$2,000 (Approx and Converted from BDT)**

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## SELECTED HONORS & AWARDS

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| <b>2024</b>         | NNCI Winter School on Emerging Technology Attendee (Mesa, Ariz.)   |
| <b>2023</b>         | Champion at the 13 <sup>th</sup> Annual Arts & Humanities Conference organised by the Texas Tech University Graduate School.<br>-Received \$250  |
| <b>2023</b>         | Grad Student Travel Grants by the Humanities Center of Texas Tech<br>- Received \$1000   |
| <b>2023</b>         | Science Gateways 2023 Annual Conference Travel Grant<br>- Received \$2000  |
| <b>2023</b>         | Goni, MD Ashraful. Can Chat GPT be a science gateway? A study on gateway developers.<br>-Best Student Poster and Best Overall Poster award at the Science Gateways 2023 Annual Conference                  |
| <b>2023</b>         | 2023 ICA Michael L. Haley Travel Fund Grant Recipient<br>-Received \$1000  |
| <b>2022</b>         | Champion at the 12th Annual Arts & Humanities Conference organised by the Texas Tech University Graduate School. (You can find a story featuring me winning this <a href="#">Here</a> )<br>-Received \$250 |
| <b>2022</b>         | 2022 ICA Michael L. Haley Travel Fund Grant Recipient<br>-Received \$800   |
| <b>2021-Present</b> | Distinguished Graduate Student Assistantship in the College of Media & Communication   |

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## RESEARCH

### Publications

### **Refereed Journal Articles Assigned to an Issue**

Shibo, B. W., Oruche, R., **Goni, M. A.**, Cheng, X., Milman, E., Calyam, P., & Kee, K. (2023, October 30). Sifting Through Clutter and Finding Answers that Utter Among COVID-19 Data for Medical Users via Gateways. Science Gateways 2023 (SG23), Pittsburgh, PA. <https://zenodo.org/records/10028564>

**Goni, M. A.**, Maliha Tabassum. (2020). "Artificial Intelligence (AI) in Journalism: Is Bangladesh Ready for It? A Study on Journalism Students in Bangladesh." Athens Journal of Mass Media and Communications Volume 6(Issue 4):209–28. doi: [10.30958/ajmmc/v6i4](https://doi.org/10.30958/ajmmc/v6i4)

**Goni, M. A.**, Mehnaz Hoque. (2020). "Communication as an Obstacle for Education: An Analysis on Participation of Hijras in Mainstream Education System of Bangladesh." Global Journal of HUMAN-SOCIAL SCIENCE: C Sociology & Culture 20(4):33–39. doi: 10.17406/GJHSS.

Tabassum, Maliha, **Goni, M. A.**, 2020): Tied to the Mobile Phone: Exploring the Nature of Nomophobia among the Students of Bangladesh University of Professionals, BUP Journal Volume 8(Issue 1):41-56

### **Selected Book Chapter**

Makbul, N. E., & **Goni, M. A.**, (2022). Bangladesh's Invisible Cyberqueers: Self-Image, Identity Management, and Erotic Expressions on Grindr. In LGBTQ Digital Cultures (pp. 210-223). Routledge.

### **Work-In-Progress**

Oruche, R., Milman, E., Zeng, Z., Vazzana, A., Cheng, X., Bruce W. S, **Goni, M. A.**, Goruganthu K., Kulkarni,C., Kee, K E., & Calyam, P. (2023). Dialog Design for Improved Human Performance in Domain Knowledge Discovery. In prep for submission to IEEE Transactions on Human-Machine Systems

Oruche, R., Bruce W. S., Goruganthu, S.K., Milman, E., Cheng, X., **Goni, M. A.**, Kulkarni,C., Kee, K E., & Calyam, P. (2023). A Survey on the Recent Advancements of Human-centered Dialog Systems. Submitted to IEEE TRANSACTIONS ON AFFECTIVE COMPUTING.

Tabassum, Maliha, **Goni, M. A.**,Patha, Sanjoy Basak (2023). Artificial Intelligence (AI) and Future Newsroom: A Study on Journalists of Bangladesh. In prep for submission to Media Asia

**Goni, M. A.**, Kee, Kerk (2024), Artificial Intelligence (AI) and Journalism: A Study on AI (Chat GPT) Adoption Among Bangladeshi Journalists. In Prep for submission to Digital Journalism

### **Conference Papers**

**Goni, M. A** (2023, November). Chat GPT is Here to Help Me or Replace Me? A Case Study on Bangladeshi Journalists. Arts & Humanities Conference, Lubbock. **(Champion)**

**Goni, M. A.,** Oruche, R., Uddin, M., Lawal, O., Calyam, P., & Kee, K E. (2023, November). User Competence Metrics for Cyberinfrastructure: The Case of Know COVID-19 Science Gateway. Metrics 2023. Denver, Colorado.

**Goni, M. A.,** Kee, Kerk (2023, November). Work in Progress: Artificial Intelligence (AI) and Journalism: A Study on AI (Chat GPT) Adoption Among Local Journalists. National Communication Association (NCA) conference. National Harbor, Maryland.

**Goni, M. A.** (2023, October-November) Can Chat GPT be a science gateway? A study on gateway developers. Science Gateways 2023 (SG23), Pittsburgh, PA. Zenodo.  
<https://doi.org/10.5281/zenodo.10055572> (**Best student poster and best overall poster**)

**Goni, M. A.** (2023, October) Bangla AI: Introduction to an Artificial intelligence-based solution for Ethnic Media. Writing, Thinking, and Learning with AI: Exploring Relationships of Rhetoric and Artificial Intelligence. Stony Brook University. Virtual

**Goni, M. A.,** Wilkinson, Kent (2023, September). Role of ethnic media on the social identity construction of British Bangladeshi immigrants. Global Fusion Conference. Austin, Texas.

**Goni, M.A.,** Eko, Lyombe. (2023, August) Artificial Intelligence (AI) and Future of Press Freedom: How the Digital Security Act Poses a threat to automated news generation in Bangladesh. The Association for Education in Journalism and Mass Communication Conference, Washington DC.

**Goni, M.A.,** (2023, July). Artificial Intelligence (AI) and Journalism: Challenges for local news organisations. World Communications Association, Honolulu.

**Goni, M.A.,** (2023, May). Hate Speech as a Tool of Oppression Against Homosexuals: A Study on Bangladeshi Islamic Preacher's YouTube Videos. International Communication Association, Toronto.

**Goni, M.A.,** Wedge, Madison Shadmani , Shishir Fairuz, Shomaji , Sumaiya (2023, May). GPT-3 and News Automation: A study on the impact of machine heuristics on personal beliefs. International Communication Association, Toronto.

**Goni, M.A.,** (2022, November), Representation of ISIS Western Girl in the Film: An Analysis on Netflix Mini-Series Caliphate and DW Documentary My Daughter and the Caliphate. Arts & Humanities Conference, Lubbock. (**Champion**)

**Goni, M.A.,** (2022, May). Invisible Cyberqueer and visible Cyberqueer: A comparative analysis between Bangladesh's and USA's Gay and Bisexual Men on Grindr. International Communication Association, Paris.

Nuha, Tabassum & **Goni, M.A.,** (2021, July). Communication Obstacles in Online Classes during Covid-19 Pandemic: An Assessment of Undergraduate Students in Bangladesh. International Association for Media and Communication Research, Nairobi.

Makbul, N. E., & **Goni, M.A., (2021, May)**. Bangladesh's Invisible Cyberqueers: Self-Image, Identity Management, and Erotic Expressions on Grindr. In LGBTQ Digital Culture. International Communication Association, virtual.

## TEACHING EXPERIENCE

### Instructor of Record

**JOUR 3370**    *Global Journalism Issues and Approaches*    **Texas Tech University**  
Fall 2023 (In person; 44 students)  
Spring 2023 (In person: 47 Students)

### Lecturer

**(In BUP, there are two six-month semesters in a year. January to June and July to December)**

**MCJ 1102**    Introduction to Journalism    **Bangladesh University of Professionals**  
2018: Jan-Jun.  
2020- Jan-Jun

**MCJ 2311**    Reporting: Print and Electronic Media    **Bangladesh University of Professionals**  
2018: Jan-Jun.  
2019: Jan-Jun.

**MCJ 1206**    *Interpersonal and Group Communication*    **Bangladesh University of Professionals**  
2018: Jul- Dec.  
2019: Jul-Dec.  
2020: Jul-Dec. (Online)

**MCJ 2418**    *Information and Communication Technology*    **Bangladesh University of Professionals**  
2019-Jul-Dec.  
2020-Jul-Dec. (Online)

**MCJ 3525**    *Business and Economic Journalism*    **Bangladesh University of Professionals**  
2019-Jan-Jun.  
2020- Jan-Jun.

**MCJ 4735**    *Social Media Production and Impact* (Shared Course)    **Bangladesh University of Professionals**  
Taught this course with an industry expert.  
2020- Jan-Jun  
2021- Jan-Jun (Online)

**MCJ 3627**    Advertising (Shared Course)    **Bangladesh University of Professionals**  
Taught this course with an industry expert.  
2019- Jul-Dec.  
2020-Jul-Dec. (Online)

**MCJ 2314**    Mass Media in Bangladesh    **Bangladesh University of Professionals**  
2018: Jan-Jun

## PROFESSIONAL EXPERIENCE

- Nov-Dec 2023** Worked as a researcher in Google's Responsible AI project in Indic languages (Project Niti)
- Apr- Oct 2017** Business Reporter, Daily Samakal
- Jan – Dec 2014** Feature Write, New Age Youth
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## INVITED TALKS

**Goni, M.A.,** (2023, October 10). If AI is here to help me or replace me? A discussion on uses of AI in the field of media and Communication. Invited Presentation]. The Association for Women in Communications, Lubbock, Texas.

**Goni, M.A.,** (2023, August 16). Bilingual Training on the Uses of Bangla AI for Bangla ethnic media Journalists in New York City. Craig Newmark Graduate School of Journalism at City University of New York (CUNY). New York.

### Guest Lectures

**Texas Tech University | CMI 3358: International Creative Media Industries**  
Fall 2023, Role of Ethnic Media in the UK and USA

**Texas Tech University | MCOM 3380: Research Methods in Media and Communication**  
Fall 2022, Interview method in media and communication research

**Texas Tech University | COMS 3320: Media, Technology, and Society**  
Fall 2022, Artificial Intelligence in Media and Communication

### Summit & Symposia

Goni, M.A., (2023, April). Hate Against Homosexuals in The Media: A Study on the Human Rights Situation of Homosexuals in Bangladesh [Educational Session], Big 12 LGBTQIA & Allies Summit, Lubbock

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## SERVICE & ORGANIZATIONS

### SCHOLARLY ORGANIZATIONS

- 2021-Presnt** Member and reviewer: International Communication Association
- 2023- Present** Member and reviewer: National Communication Association
- 2023- Present** Member and reviewer: The Association for Education in Journalism and Mass Communication (AEJMC)
- 2023- Present** Society of Professional Journalists (SPJ)
- 2022** ICA Conference, *Student Volunteer*

### TEXAS TECH UNIVERSITY

- 2023** Serve as a search committee graduate student member for an Assistant Professor of Journalism with a research and teaching focus on current and emerging forms of journalism.
- 2023–2024** Student Lead, Innovation Diffusion Lab (IDL)
- 2022–2023** Member Innovation Diffusion Lab (IDL)
- 2022- Present** Thomas Jay Harris Institute for Hispanic and International Communication (HIHIC)
- 2021-2023** Member, CoMC Graduate Student Society
- 2021- Present** Member, Association of Bangladeshi Students and Scholars (ABSS)

### **Bangladesh University of Professionals**

- 2023** Bangla AI internship group with students from the Department of Mass Communication and Journalism, BUP
- 2021-Present** Consultation on higher studies abroad and writing recommendation letter for students
- 2019-2021** Supervised undergraduate students for internship. This supervision also includes managing interns for students and placing them in the industry.
- 2020** Supervising undergraduate students on a research project titled Communication Obstacles in Online Classes during the Covid-19 Pandemic: An Assessment of Undergraduate Students in Bangladesh.
- 2020** Worked as a committee member of the graduate curriculum development for the Department of Mass Communication and Journalism, BUP.
- 2020** Supervised a 7-day field trip for undergraduate student
- 2018-2019** Worked as a faculty member to establish a media lab in the Department of Mass Communication and Journalism, which cost **around \$3,00,000** (Approx amount Converted from BDT)
- 2018-2019** Worked with undergraduate students to develop a newsletter, news production, and advertisement
- 2018** Worked as a committee member of the undergraduate curriculum development for the Department of Mass Communication and Journalism, BUP.

### **COMMUNITY**

- 2023** Work with the cultural team of ABSS to perform in the annual Texas Tech Culture Fest.
- 2022** Work with the cultural team of ABSS to serve food in the annual Texas Tech Culture Fest.

## SOFTWARE SKILLS

- Content Generation
    - Canva
    - ChatGPT
    - Prompt engineering
  - Data Analysis Software
    - SPSS
    - RStudio
    - Tableau
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