

# Jennifer Allen

PHD STUDENT · MIT SLOAN SCHOOL OF MANAGEMENT, MARKETING DEPT

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## Education

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### MIT Sloan School of Management

PHD MANAGEMENT SCIENCE, MARKETING TRACK (EXPECTED 2024)

- Advisor: David Rand
- Research Team Member, Initiative for the Digital Economy
- Job Market Paper: Quantifying the Impact of Misinformation and Vaccine-Skeptical Content on Facebook

Cambridge, MA

2019 - present

### MIT Sloan School of Management

S.M. MANAGEMENT RESEARCH

- Thesis: Scaling Up Crowdsourcing Using the Wisdom of Crowds

Cambridge, MA

2022

### Yale University

BA COMPUTER SCIENCE AND PSYCHOLOGY

- Advisor: Emily Erikson
- Thesis: A Network Analysis of the Black Lives Matter Movement on Twitter

New Haven, CT

2012 - 2016

## Research Experience

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### Microsoft Research, New York

ADVISORS: DUNCAN J. WATTS, DAVID ROTHSCHILD, MARKUS MOBIUS

- Research Assistant, Computational Social Science Group

New York, NY

2018 - 2019

### ACRONYM

ADVISOR: SOLOMON MESSING

- Computational Social Scientist, Digital Political Ads Measurement Team

Washington, DC

2020 - 2021

## Professional Experience

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2016-2018 **Software Engineer, News and Civic Teams**, Meta

## Publications

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\* first author

### PEER REVIEWED PUBLICATIONS

**Allen, J.\***, Aggarwal, M.\*, Coppock, A.\*, Frankowski, D.\*, Messing, S.\*, Zhang, K.\*, ... & Zheng, S. (2023). A 2 million-person, campaign-wide field experiment shows how digital advertising affects voter turnout. *Nature Human Behaviour*, 1-10.

**Allen, J.\***, Martel, C., & Rand, D. G. (2022, April). Birds of a feather don't fact-check each other: Partisanship and the evaluation of news in Twitter's Birdwatch crowdsourced fact-checking program. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems* (pp. 1-19).

**Allen, J.\***, Arechar, A. A., Pennycook, G., & Rand, D. G. (2021). Scaling up fact-checking using the wisdom of crowds. *Science advances*, 7(36), eabf4393.

**Allen, J.\***, Mobius, M., Rothschild D. M., & Watts, D. J. (2021). Research note: Examining potential bias in large-scale censored data. *Harvard Kennedy School Misinformation Review*.

**Allen, J.\***, Howland, B., Mobius, M., Rothschild, D., & Watts, D. J. (2020). Evaluating the fake news problem at the scale of the information ecosystem. *Science Advances*, 6(14), eaay3539.

Martel, C., **Allen, J.**, Pennycook, G., & Rand, D. Crowds Can Effectively Identify Misinformation At Scale. (2023). Perspectives on Psychological Science.

Arechar, A. A., **Allen, J.**, Cole, R., Epstein, Z., Garimella, K., Gully, A., ... & Rand, D. (2023) Understanding and Reducing Online Misinformation Across 16 Countries on Six Continents. Nature Human Behaviour, 1-12.

Konitzer, T., **Allen, J.**, Eckman, S., Howland, B., Mobius, M. M., Rothschild, D. M., & Watts, D. (2021). Comparing estimates of news consumption from survey and passively collected behavioral data. Public Opinion Quarterly.

Hofman, J. M., Goldstein, D. G., Sen, S., Poursabzi-Sangdeh, F., **Allen, J.**, ... & Terrero, R. (2021). Expanding the scope of reproducibility research through data analysis replications. Organizational Behavior and Human Decision Processes, 164, 192-202

Holtz, D., Zhao, M., Benzell, S. G., Cao, C. Y., Rahimian, M. A., Yang, J., **Allen, J.** ... & Aral, S. (2020). Interdependence and the cost of uncoordinated responses to COVID-19. Proceedings of the National Academy of Sciences, 117(33), 19837-19843.

## WORK IN PROGRESS

**Allen, J.\***, Watts, D., & Rand, D. Quantifying the Impact of Misinformation and Vaccine-Skeptical Content on Facebook. (Under Review at *Science*)

**Allen, J.\***, Martel, C., Pennycook, D., & Rand, D. How Polarization Can Help Solve the Misinformation Project: An Analysis of Twitter’s Community Notes Platform. (Working Paper)

**Allen, J.\***, Rothschild, D., Watts, D. The Real Silent Majority: Examining Heterogeneous Engagement Behavior on Facebook. (Working Paper).

## Awards, Fellowships, & Grants

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2023	<b>Doctoral Consortium Fellow (1 student in MIT Marketing selected per year), AMA-Sheth</b>	
2022	<b>Best Paper, Honorable Mention (Top 5% of papers), CHI Conference on Human Factors in Computing Systems</b>	
2021	<b>Research Award in Misinformation and Polarization, Meta</b>	\$75,000
2021	<b>Quantifying the impact of misinformation (co-wrote research proposal with PI David Rand), Gift from Alain Rossman</b>	\$350,000
2019-2023	<b>Graduate Research Fellowship, MIT Sloan</b>	
2016	<b>Magna Cum Laude, Yale University</b>	

## Presentations

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\* *presenting author*

### SELECTED PRESENTATIONS

#### **How Polarization Can Help Solve the Misinformation Problem**

- Invited Talk, Weizenbaum Institute, Platforms, Markets, and the Digital Society (2023)

#### **Quantifying the Impact of Misinformation and Vaccine-skeptical Content on Facebook**

- Oral Presentation, ISMS Marketing Science (2023)
- Departmental Seminar, MIT Marketing (2023)
- Invited Talk, Annual Conference for MIT Institute’s for the Digital Economy (2023)

#### **Birds of a feather don’t fact-check each other: Partisanship and the evaluation of news in Twitter’s Birdwatch crowd-sourced fact-checking program**

- Oral Presentation, CHI Conference on Human Factors in Computing Systems (2022). Best Paper, Honorable Mention (Top 5% of papers)
- Invited Talk, Princeton Conference on Measuring Belief Systems in Networked Communities (2022)
- Poster Presentation, Conference on Digital Experimentation (CODE). (2022).

#### **A 2 million-person, campaign-wide field experiment shows how digital advertising affects voter turnout.**

- Oral Presentation, Conference on Digital Experimentation (CODE). (2022)

### **The Real Silent Majority: Examining Heterogeneous Engagement Behavior on Facebook**

- Departmental Seminar, MIT Sloan School of Management, Marketing Group. (2022).

### **Measuring the Persuasiveness of Political Ads Online Using Field Experiments and Surrogate Metrics.**

- Departmental Seminar, MIT Sloan School of Management, Marketing Group. (2021).
- Oral Presentation, International Conference on Computational Social Science. (2021).

### **Scaling up Fact-checking using the Wisdom of Crowds.**

- Oral Presentation, International Conference on Computational Social Science (2020)
- Oral Presentation, Collective Intelligence Conference (2020)
- Oral Presentation, Society for Judgment and Decision-Making Annual Conference. (2020).

### **Evaluating the fake news problem at the scale of the information ecosystem**

- Oral Presentation, International Conference on Computational Social Science. (2019).

## Teaching Experience

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Fall 2022	<b>15.570 Digital Marketing and Social Media Analytics</b> , Teaching Assistant (Rating 6.3/7)	<i>MIT Sloan</i>
2018-2019	<b>Data Science Summer School</b> , Teaching Assistant	<i>Microsoft Research</i>

## Miscellaneous

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### SERVICE AND OUTREACH

- 2020-2022 **Conference on Digital Experimentation**, Program Committee
- 2022- **Psychological Science**, Reviewer
- 2022- **PNAS Nexus**, Reviewer
- 2021- **Journal of Quantitative Description**, Reviewer
- 2021- **HKS Misinformation Review**, Reviewer
- 2023- **Journal of Trust and Safety**, Reviewer
- 2020-2023 **MIT Summer Research Program**, Mentor
- 2017-2018 **Facebook Women in Technology**, Steering Committee
- 2017-2018 **Girls Who Code**, Mentor
- 2017-2018 **Black Girls Code**, Mentor

**TECHNICAL SKILLS** R, Python, SQL, Presto, Javascript

### REFERENCES

- David Rand
- Duncan Watts
- David Rothschild