Jennifer Allen

PhD Student · MIT Sloan School of Management, Marketing Dept

100 Main St, Cambridge, MA 02142

☎ +1 832-622-7637 | ✉ jnallen@mit.edu | ⌂ jenny-allen.com | 🐦 @_JenAllen

Education

MIT Sloan School of Management *Cambridge, MA*
PhD Management Science, Marketing Track (Expected 2024) *2019 - present*
- 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

MIT Sloan School of Management *Cambridge, MA*
S.M. Management Research *2022*
- Thesis: Scaling Up Crowdsourcing Using the Wisdom of Crowds

Yale University *New Haven, CT*
BA Computer Science and Psychology *2012 - 2016*
- Advisor: Emily Erikson
- Thesis: A Network Analysis of the Black Lives Matter Movement on Twitter

Research Experience

Microsoft Research, New York *New York, NY*
Advisors: Duncan J. Watts, David Rothschild, Markus Mobius *2018 - 2019*
- Research Assistant, Computational Social Science Group

ACRONYM *Washington, DC*
Advisor: Solomon Messing *2020 - 2021*
- Computational Social Scientist, Digital Political Ads Measurement Team

Professional Experience

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

Publications

* first author

Peer Reviewed Publications

Aggarwal, M.*, **Allen, J.***, 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

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

Presentations

* 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

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

Miscellaneous

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