

# Matt Motyl, Ph.D.

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## Education

University of Virginia, Ph.D. in Social Psychology	2009-2014
University of Colorado at Colorado Springs, M.A. in Experimental Psychology	2006-2009
Allegheny College, B.S. in Psychology & Gender Studies	2003-2006

## Technical Skills

Social Psychology | Experimental Design | Machine Learning | R | SQL | Public Speaking | A/B Testing | Survey Research | Psychometrics | ggplot | Text Mining | Natural Language Processing | Java | HTML

## Work Experience

[The Psychology of Technology Institute](#) at the University of Southern California      Mar. 2023-Present  
Senior Advisor

- > Developed and deployed a survey to a nationally representative longitudinal survey panel of U.S. adults assessing their positive and negative experiences with artificial intelligence, and on the most popular social media and communication platforms
- > Building the [Social Media Index](#), which is the first standardized measure to allow for comparison of experiences across social media and communication platforms
- > Extracting, transforming, and loading data using a combination of R and SQL with reproducible code in a private GitHub repository
- > Leading all analyses, visualization, and summarizing of the survey and open-ended response data
- > Authoring general audience public research reports published on [Substack](#)
- > Advising product teams at technology companies on how to maximize positive experiences and minimize negative experiences on their platforms and applications
- > Advising and educating policymakers and law firms on how artificial intelligence, machine learning, and recommendation engines work, and how to mitigate the risk of harms to users and communities that those systems pose

[Meta](#) (formerly [Facebook](#))      Sept. 2019-Jan. 2023

Senior Staff Quantitative UX Researcher, Civic Integrity / Social Responsibility

- > Designed & executed 200+ experiments to understand user experiences with ranked content and inform company strategy for improving its recommendation systems
- > Designed & executed large-scale international surveys on consequential social topics (e.g., politics, health, news) and created briefing documents for the White House COVID-19 Response Taskforce
- > Identified logged behavioral data and featurized those data in an innovative way using advanced statistical modeling techniques (e.g., logistic regression, support vector machine modeling, hierarchical linear modeling, polynomial regression) that produced an artificial intelligence model that is now used to predict the quality, integrity, and value of every piece of user-generated content shared on Facebook and Instagram
- > Used advanced text analytic methods, like natural language processing, to create social science-informed classifiers for use in identifying harmful content during emerging crises
- > Led multiple cross-functional teams on top priority projects reporting directly to the C-suite
- > Communicated research to stakeholders to inform what product prioritization and roadmaps
- > On-boarded and mentored 20+ IC4-IC6 researchers and data scientists

## [Civil Politics](#)

Sept. 2009-Sept. 2019

Co-founder, Research Director (2009-2019), Executive Director (2017-2018)

- > Co-founded this 501(c)3 non-profit organization with Jonathan Haidt and Ravi Iyer
- > Designed evidence-based interventions to promote constructive dialogue between groups in conflict
- > Coordinated groups in all 50 states to deploy interventions & assess their effectiveness
- > Advised civil society organizations on how to improve intergroup dialogue in their communities
- > Managed and led a team of 3 Ph.D.-level researchers

## [Constructive Dialogue Institute](#) (formerly [OpenMind](#))

Nov. 2017-June 2019

Research Director

- > Designed interventions to promote healthy dialogue and promote evidence-based decision-making
- > Conducted extensive UI/UX research on the OpenMind app with 16,000+ users from 400+ universities
- > Designed, conducted, and analyzed randomized control trials of the OpenMind app in 10+ universities
- > Integrated convolutional neural network models to assess civility and nuance in user-generated text
- > Wrote & managed \$4.3M in grants & gifts to fund the organization and advance the research agenda
- > Evangelized for the app and grew the user base by 3,200% in just 15 months.

## [University of Illinois at Chicago](#)

July 2014-May 2019

Professor & Director of the Social Ecology, Ideology, & Conflict Lab

- > Led and mentored 25+ graduate and undergraduate students
- > Delivered [award-winning](#) lectures to classes of ~150 students
- > Planned & executed 200+ studies yielding 60+ peer-reviewed publications with [16000+ citations](#)
- > Delivered 200+ presentations to general & technical audiences
- > Research featured in NY Times, LA Times, Time Magazine, USA Today, Oprah Magazine, NPR, & others
- > Led workshops on working with Big Data, web development, and R-based data analysis and management
- > Built a [Shiny app](#) with my PhD student to examine quality of web-based survey responses

## **Selected Honors and Awards**

- > *Visiting Fellow* of Research & Policy at the [Integrity Institute](#) (2023)
- > *Fellow* inducted into Society for Experimental Social Psychology (2019)
- > Society for Personality & Social Psychology Diversity Committee *Admired Scholar* (2019)
- > *Silver Circle Award* for Excellence in Teaching (2017)
- > *IVY Thought Leader* (2017)
- > Association for Psychological Science's [Rising Star Award](#) "for innovative work that has already advanced the field and signals great potential for continued contributions for early post-PhD researchers." (2016)