

Matt Motyl, Ph.D.

matt.motyl@gmail.com // 904.814.3665 // in/mattmotyl/ // matt.motyl.com/

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

Recommendation Algorithms | User Experience Research | Platform Risk Assessments |
Social Psychology | Experimental Design | Machine Learning | R | SQL | Public Speaking | A/B Testing |
Survey Research | Natural Language Processing

Work Experience

University of Southern California's Neely Center for Ethical Leadership & Decision-Making

Senior Advisor Feb. 2023-Present

- > 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

Integrity Institute

June 2023-January 2025

Resident Fellow for Research & Policy

- > Conducted original and secondary research on risks and safeguards for the social internet
- > Advised companies on how to design products that maximize user safety and promote positive user experiences
- > Advised US Senate Judiciary Committee on how to improve child safety online
- > Advised the European Commission on classification, measurement, and data processes related to harmful content on social media relevant to the Digital Services Act
- > Wrote research reports and op-eds published in outlets like [Tech Policy Press](#)

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 and conducted randomized control trials of the OpenMind app in 10+ universities
- > Integrated convolutional neural network models to assess civility in user-generated text
- > Wrote & managed \$4.3M in grants & gifts to fund the organization & 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 Media, 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 [20,000+ citations](#)
- > Delivered 200+ presentations to general & technical audiences
- > Research featured in NY Times, LA Times, USA Today, Oprah Magazine, NPR, & others
- > Led workshops on 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

- > Invited expert for the [Recommendation Systems Expert Working Group](#) at the Knight-Georgetown Institute
- > *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)