

# Cory K Costello, PhD

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## Professional Appointments

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### Senior Data Scientist

2021 - Present

Nielsen Corporation, Oldsmar, FL (Remote)

- Led data science efforts within cross-functional team for R&D audience measurement product.
- Leveraged data science tools (SQL, R, Python, etc.) to make data-driven decisions and recommendations for product improvement.

### Postdoctoral Fellow

2020 - Present

University of Michigan, Ann Arbor, MI

- Emotion & Self-Control Lab (PI: Ethan Kross)

### Graduate Employee

2014 - 2020

University of Oregon, Eugene, OR

- Teaching Fellow, various roles (see Teaching Experience).
- Research Fellow, *Big Data, Mental Health, and Personality on Twitter*, NIH (PI: Sanjay Srivastava).
- Research Fellow, *Interpersonal Perception on Twitter*, NSF (PI: Sanjay Srivastava)

### Graduate Research Assistant

2012 - 2014

Wake Forest University, Winston-Salem, NC

- ACES, IARPA (Supervisor: Eric Stone)
- *The Character Project*, John Templeton Foundation (PIs: R Michael Furr, William Fleeson)

### Teaching Assistant

2012

New College of Florida, Sarasota, FL

### Research Assistant

2010-2011

Institutional Research & Assessment, New College of Florida, Sarasota, FL

## Education

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### Ph.D. Psychology

2020

University of Oregon

- Dissertation Committee: Sanjay Srivastava (Chair), Rob Chavez, Nick Allen, & Ryan Light.
- Dissertation: Human and Computerized Personality Inferences from Digital Footprints on Twitter.

### M.A. Psychology

2014

Wake Forest University

- Thesis Committee: Dustin Wood (Chair), R. Michael Furr, Lara Kammrath.
- Thesis: Does the Motive Matter? The Role of Intended Effects in Characterizing Actions and Inferring Personality Traits.

### B.A. Psychology

2012

New College of Florida (The Honors College of Florida)

- Thesis Committee: Steven Graham (Chair), Michelle Barton, Maribeth Clark
- Thesis: The Effects of Attachment Priming on Anxiety Sensitivity and Drinking Motives.

## Professional memberships

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- Society for Personality and Social Psychology
- Association for Research on Personality
- Society for the Improvement of Psychological Science

## Publications

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- Hughes, B. T., **Costello, C. K.**, Pearman, J., Razavi, P., Bedford-Petersen, C., Ludwig, R. M., Srivastava, S. (2021). *The Big Five Across Socioeconomic Status: Measurement Invariance, Relationships, and Age Trends*. In press at Collabra: Psychology. Preprint available at <https://psyarxiv.com/wkhfx/>
- Costello, C. K.**, Srivastava, S., Rejaie, R., & Zalewski, M. (2021). *Predicting Mental Health From Followed Accounts on Twitter*. Collabra: Psychology, 7(1). <https://doi.org/10.1525/collabra.18731>
- Kross, E., Verduyn, P., Sheppes, G., **Costello, C. K.**, Jonides, J., & Ybarra, O. (2021). *Social Media and Well-Being: Pitfalls, Progress, and Next Steps*. Trends in Cognitive Sciences, 25, 55-66. <https://doi.org/10.1016/j.tics.2020.10.005>
- Costello, C. K.** & Srivastava, S. (2020). *Perceiving Personality Through the Grapevine: A Network Approach to Reputations*. In Press at Journal of Personality and Social Psychology. Advanced online publication. <https://doi.org/10.1037/pspp0000362>
- Thalmayer, A. G., Saucier, G., Srivastava, S., Flournoy, J. C., **Costello, C. K.** (2019). Ethics-Relevant Values in Adulthood: Longitudinal Findings from the Life and Time Study. *Journal of Personality*, 87, 1119-1135. <https://doi.org/10.1111/jopy.12462>
- Costello, C. K.**, Wood, D., & Tov, W. (2018). Examining East-West Personality Differences Indirectly Through Action Scenarios. *Journal of Cross-Cultural Psychology*, 49, 554-596. <https://doi.org/10.1177/0022022118757914>
- Wood, D., Tov, W., & **Costello, C. K.** (2015). What a \_\_\_\_ Thing to Do! Formally Characterizing Actions by their Expected Effects, *Journal of Personality and Social Psychology*, 108, 953-976. <https://doi.org/10.1037/pspp0000030>

## Preprints & Works in Progress (incl. under review)

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- Costello, C. K.**, Bedford-Petersen, C., Srivastava, S. (2021). *You are Who You Follow: Personality is Revealed in the Accounts we Follow on Twitter*. Manuscript in preparation.
- Costello, C. K.**, Orvell, A., Takahashi, S., Moser, J., Ayduk, O., & Kross, E. (2021). *Coping with COVID-19 Anxiety*. Under review at Proceedings of the National Academy of Sciences of the United States of America.
- Costello, C. K.**, Srivastava, S., & Saucier, G. (2017). *Stability and Mean-Level Change in the Big Six: A Novel Test of the Maturity and Cumulative Continuity Principles*. Preprint available at <https://psyarxiv.com/b36tv/>

## Conference Presentations (supervisees in *italics*)

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- Costello, C. K.**, & Schwaba, T. (Co-presenters). (2020, February). Analysis tools and modeling resources for personality. Presented at the meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Costello, C. K.** & Srivastava S. (2019). Do You Feel Like Who You Follow? A Network Approach to Predicting Individual Differences in Mental Health on Twitter. In **Costello, C. K.** & Srivastava S. (Chairs),

*The Difference Engine: Advancing Personality Science With Digital Records of Language, Networks, and Behavior.* Symposium conducted 2019 Biennial Meeting of the Association for Research in Personality (Grand Rapids, MI.)

**Costello, C. K.** & Srivastava, S. (2019). Longitudinal stability and change in the Big Six. In G. Saucier & S. Srivastava (Chairs), *Longitudinal Stability/Change in Personality Understood Broadly: Beyond the Big Five*. Symposium conducted at the 2019 Lifespan Social-Personality Preconference, part of the 20th annual meeting of the Society of Personality and Social Psychology (Portland, OR).

**Costello, C. K.** & Srivastava, S. (2018). Consensus, Accuracy, and Consequences of Hearsay Reputations. In R. Rau (Chair), *Making good impressions: On the antecedents and consequences of peer reputations*. Symposium conducted at the 19th European Conference on Personality (Zadar, Croatia).

Xu, C., **Costello, C. K.**, & Srivastava, S. (2018). *What did you say she was like? Features of Gossip Associated with Hearsay Accuracy and Consensus*. Poster presented at the 19th annual meeting of the Society of Personality and Social Psychology (Atlanta, GA).

**Costello, C. K.** & Srivastava S. (2017). Perceiving through the Grapevine. In **C. K. Costello** & S. Srivastava (Chairs), *What Do We Do with Interpersonal Knowledge? Social Functions of Interpersonal Perception, Gossip, & Reputation*. Symposium conducted at 2017 Biennial Meeting of the Association for Research in Personality (Sacramento, CA).

**Costello, C. K.** & Srivastava, S. (2017). *Perceiving through the Grapevine: Consensus and Accuracy of Hearsay Reputations*. Poster presented at the 18th annual meeting of the Society for Personality and Social Psychology (San Antonio, TX).

**Costello, C. K.** & Srivastava, S. (2016). *Traits, What Are They Good For? Functions and Affordances of Perceiving Big Five Personality Attributes*. Poster presented at the 17th annual meeting of the Society for Personality and Social Psychology (San Diego, CA).

**Costello, C. K.** & Wood, D. (2015). *Does the Motive Matter? The Role of Intended Effects in Characterizing Actions and Inferring Personality Traits*. Poster presented at the 16th annual meeting of the Society for Personality and Social Psychology (Long Beach, CA).

Wood, D., Tov, W. & **Costello, C. K.** (2015). *The strange inversion: Defining Big Five-relevant action descriptors simultaneously identifies important situational features*. Paper presented at the International Convention of Psychological Science (Amsterdam, Netherlands).

Wood, D., **Costello, C. K.**, & Tov, W. (2015). *Are we talking about the same thing here? Cross-cultural differences in the meaning of trait concepts*. Paper presented at the International Convention of Psychological Science (Amsterdam, Netherlands).

Wood, D., Tov, W., & **Costello, C. K.** (2014). Examining East-West Personality Differences Indirectly Through Action Scenarios. In G. Saucier (Chair), *Response profiles as indicators of cultural models, internalization, and normativity*. Symposium conducted at the 22nd annual congress of the International Association of Cross-Cultural Psychology (Reims, France).

**Costello, C. K.**, Wood, D., & Tov, W. (2014). *Actions are What They Do: Identifying Trait-Relevance through Action Effects*. Poster presented at the 15th annual meeting of the Society for Personality and Social Psychology (Austin, TX).

Anderson, R. A., **Costello, C. K.**, Helzer, E. G., Furr, R. M., & Fleeson, W. (2014). *Individual and situational predictors of helping: Results from a 10-week longitudinal study*. Talk presented at the Morality and Justice Preconference held at the annual meeting of the Society for Personality and Social Psychology (Austin, TX).

Costello, C. K. & Wood, D. (2013) *It's the Thought That Counts: The Differential Role of Intended and Unintended Effects in Characterizing Actions*. Poster presented at the 35th annual meeting of the Society of Southeastern Social psychologists (Augusta, GA).

## Technical skills

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- **Psychometrics and Research Methods:**
  - Expertise in survey design, implementation (*Qualtrics*), and psychometric research with survey data.
  - Expertise in experimental and quasi-experimental designs.
  - Expertise in causal inference with experimental and non-experimental (e.g., survey-based) designs.
- **Programming Languages & Other Tools:**
  - Expertise in R (tidyverse, ggplot2, lme4, caret), SQL, Git, Python, & Markdown.
  - Proficiency in Tableau.
- **Data Science:**
  - Proficiency in webscraping, accessing data from APIs, working with large complex datasets.
  - Experience creating open source statistical libraries (for R).
- **Statistical Modeling:**
  - Expertise in Linear and Logistic Regression (incl. penalized), Longitudinal and Time Series Analyses, Mixed Effects Modeling, Structural Equation Modeling, Supervised and Unsupervised Machine Learning, Social Network Analysis, & Natural Language Processing.
- **Managing** several simultaneous projects and supervising small teams of researchers.

## Teaching Experience

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University of Oregon

Data Analysis I

Fall, 2015, 2017

- Lab Instructor.
- Graduate Level Course covering univariate statistics. Basic Logic of Frequentist Statistics, NHST, comparing means (*t* tests & ANOVA), and correlation.
- Instruction included reviewing materials from lecture & analyzing data in R. Created Lab Materials (in R/Rmarkdown) walking through data analysis in R.

Data Analysis II

Winter, 2016, 2019, 2020

- Lab Instructor.
- Graduate Level Course covering basic multivariate statistics. More advanced regression models, complex designs (repeated measures, nested designs, etc.), and continuous and factorial interactions.
- Instruction included reviewing materials from lecture & analyzing data in R. Created Lab Materials (in R/Rmarkdown) walking through data analysis in R.

Data Analysis III

Spring, 2016, 2019, 2020

- Lab Instructor.
- Graduate Level Course covering advanced multivariate statistics. Multi-level modelling, Structural Equation Modelling, and other advanced data analytic techniques.
- Instruction included reviewing materials from lecture & analyzing data in R. Created Lab Materials (in R/Rmarkdown) walking through data analysis in R. Provided several guest lectures.

Personality

Spring, 2019

- Teaching Assistant
- Broad survey on personality science for mid-level undergraduates.
- Primarily graded assignments. Delivered guest lecture on personality and culture.

Personality Summer, 2015

- Co-Instructor
- Upper-level undergraduate course on personality science, covering personality assessment, development, interpersonal perception, and the person-situation debate.
- Designed course, prepared lectures and assignments, and graded assignments.

Thinking Fall, 2014; Spring, 2015

- Teaching Assistant
- Survey on cognitive psychology and its applications.
- Prepared assignments, graded assignments, maintained online course materials.

Psychology & Law Winter, 2015

- Teaching Assistant
- Survey on psychology's application to the legal system.
- Graded assignments and maintained online course materials.

#### *New College of Florida*

Social Science Research Lab Spring, 2012

- Walk in tutor-service, assisted students completing undergraduate theses and other advanced projects with planning and executing data analysis (using SAS).

Lab in Social/Personality Psychology Spring, 2012

- Teaching Assistant for undergraduate-level course on research methods and data analysis in social-personality psychology. - Assisted with students' research projects (including data analysis) and course administration.

### Students Mentored

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Xu, Chenle. *Psychology Honors Student*, University of Oregon. A/Y 2016-2017

- Honor's thesis: *What did you say she was like? Features of gossip associated with hearsay accuracy and consensus.*
- Currently enrolled as PhD student in Clinical Psychology at University of North Texas

Davis, K. *McNair Scholar*, University of Oregon. A/Y 2018-2019

- McNair Project: *Heard it Through the Grapevine: Does Physical Attractiveness Affect Impressions Formed via Gossip?*

### Professional Service

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#### *Ad Hoc Reviewer*

- *Psychological Science; Journal of Personality and Social Psychology; Journal of Research on Adolescence.*

#### *Conference Program Review*

- Association for Psychological Science (Assistant Reviewer; 2021, virtual Meeting)

### Departmental Service

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Facilitator, Quantitative Methods Lab (Dept Brown Bag), *University of Oregon.* Spring, 2018  
 Facilitator, Data Science Club (formerly called R Club), *University of Oregon.* 2016-2018  
 Lab Ambassador, Regional Intel Science Fair, *University of Oregon.* Spring 2017  
 Student Organizer, Seminar in Self-Regulation (Dept Brown Bag), *Wake Forest University.* 2013-2014