

# Amy A. Winecoff

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<b>ACADEMIC BACKGROUND</b>	<i>Ph.D. Psychology &amp; Neuroscience</i> Duke University, Durham, NC	2014
	<ul style="list-style-type: none"><li>• Dissertation title: Domain-general affect: Neural mechanisms and clinical implications</li><li>• Preparing Future Faculty Fellow (Fall 2012-Spring 2013)</li><li>• Summer Institute in Cognitive Neuroscience Fellow (Summer 2011)</li><li>• James B. Duke Graduate Fellowship Award (2009-2013)</li><li>• National Science Foundation Graduate Research Fellowship Honorable Mention (2008 &amp; 2009)</li></ul>	
	<i>B.A. Visual Arts Applications</i> North Carolina State University, Raleigh, North Carolina	2007
	<ul style="list-style-type: none"><li>• Summa Cum Laude</li><li>• Phi Beta Kappa</li></ul>	
<b>EMPLOYMENT HISTORY</b>	<i>DataX Data Scientist</i> Princeton University, Center for Information Technology Policy, Princeton, NJ	October 2020 - Present
	<ul style="list-style-type: none"><li>• Co-leading a semi-structured interview and ethnographic study on how web3 companies and investment firms think about the ideology of web3 and respond to business pressures.</li><li>• Designed and conducted a qualitative semi-structured interview study <a href="#">study</a> on how artificial intelligence startups' adapt to external pressures such as those from investors and regulators.</li><li>• Contributed to an <a href="#">open-source toolkit</a> for developing agent-based simulations of recommender systems. Wrote classes for evaluating model performance and for conducting statistical diagnostics of aggregate metrics. Proposed an <a href="#">empirical framework</a> for conducting simulation experiments.</li><li>• Collaborated with colleagues to evaluate the structure of political discourse on Reddit and to evaluate the effect of forum reactions (e.g., upvote, downvote) on political speech.</li><li>• Supervised an undergraduate research student on an <a href="#">independent project</a> related to mindful consumption of videos online.</li></ul>	
	<i>Senior Data Scientist</i> Chewy, Boston, MA	January 2020 - September 2020
	<ul style="list-style-type: none"><li>• Developed and implemented a system for recommending products based on users' reported pet characteristics and pet health</li></ul>	
	<i>Senior Data Scientist</i> True Fit, Boston, MA	November 2017 - January 2020
	<ul style="list-style-type: none"><li>• Researched, developed, and evaluated fashion style recommender and search systems. Designed and conducted qualitative and <a href="#">quantitative user research</a>.</li><li>• Led a team of three data scientists through the launch of a fashion style recommendation product.</li></ul>	

Research Scientist

August 2016 - November 2017

Charles River Analytics, Cambridge, MA

- Collaborated with external academic researchers and internal engineers to prototype technologies for government agencies (e.g., US Air Force, Department of Transportation).

Assistant Professor of Psychology

July 2014 - July 2016

Bard College, Annandale-on-Hudson, NY

- Lead an undergraduate research lab. Published empirical research and review chapters on human psychology and psychopathology. Taught 10 courses. Supervised 10 senior thesis projects.

## CONFERENCE PROCEEDINGS

See also [my google scholar](#) page.

2. **Winecoff, A.**, & Watkins, E. A. (2022). [Artificial concepts of artificial intelligence: Institutional compliance and resistance in AI startups](#). Forthcoming In *Proceedings of the 2022 AAAI/ACM Conference on AI, Ethics, and Society*.
1. **Winecoff, A.**, Brasoveanu, F., Casavant, B., Washabaugh, P., & Graham, M. (2019). [Users in the loop: A psychologically-informed approach to similar item retrieval](#). In *Proceedings of the 13th ACM Conference on Recommender Systems* (pp. 52-59).

## JOURNAL ARTICLES

7. Sweitzer, M. M., Watson, K. K., Erwin, S. R., **Winecoff, A.**, Datta, N., Huettel, S., Platt, M. & Zucker, N. L. (2018). [Neurobiology of social reward valuation in adults with a history of anorexia nervosa](#). *PloS One*, 13(12), e0205085.
6. King, A., Kaighobadi, F., & **Winecoff, A.** (2016). [Brief report: A health belief model approach to men's assessment of a novel long-acting contraceptive](#). *Cogent Medicine*, 3(1), 1250320.
5. **Winecoff, A.**, Ngo, L., Moskovich, A., Merwin, R., Zucker, N. (2015). [The functional significance of shyness in anorexia nervosa](#). *European Eating Disorders Review*, 23(4), 327-332.
4. **Winecoff, A.**, Clithero, J. A., Carter, R. M., Bergman, S. R., Wang, L., & Huettel, S. A. (2013). [Ventromedial prefrontal cortex encodes emotional value](#). *Journal of Neuroscience*, 33(27), 11032-11039.
3. **Winecoff, A.**, LaBar, K. S., Madden, D. J., Cabeza, R., & Huettel, S. A. (2011). [Cognitive and neural contributors to emotion regulation in aging](#), *Social Cognitive and Affective Neuroscience*. 6(2), 165-176.
2. Chang, S. W., **Winecoff, A.**, & Platt, M. L. (2011). [Vicarious reinforcement in rhesus macaques \(\*Macaca mulatta\*\)](#). *Frontiers in Neuroscience*, 5, 27.
1. O'Dhaniel, A., Detwiler, J. M., **Winecoff, A.**, Dobbins, I., & Huettel, S. A. (2011). [Infrequent, task-irrelevant monetary gains and losses engage dorsolateral and ventrolateral prefrontal cortex](#). *Brain Research*, 1395, 53-61.

## WORKSHOP PAPERS & PRESENTATIONS

4. Lenhard, J., & **Winecoff, A.** What web3 calls thinking - from democratisation to inequality in blockchain ideologies. Presentation at *Anthropology, AI, and the Future of Human Society*.
3. **Winecoff, A.**, Sun, M., Lucherini, E., & Narayanan, A. (2021). [Simulation as experiment: An empirical critique of simulation research on recommender systems](#). Paper presented at the *SimuRec Workshop at the 15th ACM Conference on Recommender Systems*.

2. Papakyriakopoulos, O., Watkins, E. A., **Winecoff, A.**, Jaźwińska, K., & Chattopadhyay, T. (2021). [Qualitative analysis for human centered AI](#). Paper presented at the *Human-Centered AI Workshop at the Conference on Neural Information Processing Systems (NeurIPS)*
1. Sherman, J., Shukla, C., Textor, R., Zhang, S., & **Winecoff, A.** (2019). [Assessing fashion recommendations: A multifaceted offline evaluation approach](#). Paper presented at the *FashionXRecSys Workshop at the 13th ACM Conference on Recommender Systems*

## PREPRINTS

3. Papakyriakopoulos, O., Engelmann, S., & **Winecoff, A.**. (2022, submitted) The impact of social media reaction design on political discourse: A quasi-experimental analysis of 155 million comments on Reddit.
2. Lucherini, E., Sun, M., **Winecoff, A.**, & Narayanan, A. (2021). [T-RECS: A simulation tool to study the societal impact of recommender systems](#). arXiv preprint arXiv:2107.08959.
1. Khaziev, R., Casavant, B., Washabaugh, P., **Winecoff, A.**, & Graham, M. (2019). [Recommendation or discrimination?: Quantifying distribution parity in information retrieval systems](#). arXiv preprint arXiv:1909.06429.

## BOOK CHAPTERS

- (b) **Winecoff, A.** , & Huettel, S. A. (2017). Cognitive control and neuroeconomics. In Egner, T. (Ed.) *The Wiley Handbook of Cognitive Control*, (pp. 408-421).
- (a) Jacques, P. L. S., **Winecoff, A.**, & Cabeza, R. (2013). Emotion and aging. In Armony, J., & Vuilleumier, P. (Eds.), *The Cambridge Handbook of Human Affective Neuroscience*, (pp. 635-661).

## TEACHING

- *The Social Brain (PSY 368)* [Evaluations](#) Fall 2014, (Bard College)
- *Causes and Consequences of Eating Disorders (PSY 354)* [Evaluations](#) Spring 2015, Spring 2016 (Bard College)
- *Advanced Methods in Abnormal Psychology (PSY AB)* [Evaluations](#) Fall 2015, Spring 2016 (Bard College)
- *Adult Abnormal Psychology (PSY 210)* [Evaluations](#) Fall 2015 (Bard College)
- *Psychology of Emotion (PSY 218)* Spring 2015 (Bard College)
- *Introduction to Psychological Science (PSY 141)* [Evaluations](#) Fall 2015 (Bard College)
- *Seminar in Neuroscience (NEU 495)* [Evaluations](#) Spring 2013 (Elon University)