

Jennifer Allen

PHD STUDENT · MIT SLOAN SCHOOL OF MANAGEMENT, MARKETING DEPT

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Education

MIT Sloan School of Management

PHD MANAGEMENT SCIENCE, MARKETING TRACK (EXPECTED 2024)

- 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

Cambridge, MA
2019 - present

MIT Sloan School of Management

S.M. MANAGEMENT RESEARCH

- Thesis: Scaling Up Crowdsourcing Using the Wisdom of Crowds

Cambridge, MA
2022

Yale University

BA COMPUTER SCIENCE AND PSYCHOLOGY

- Advisor: Emily Erikson
- Thesis: A Network Analysis of the Black Lives Matter Movement on Twitter

New Haven, CT
2012 - 2016

Research Experience

Microsoft Research, New York

ADVISORS: DUNCAN J. WATTS, DAVID ROTHSCHILD, MARKUS MOBIUS

- Research Assistant, Computational Social Science Group

New York, NY
2018 - 2019

ACRONYM

ADVISOR: SOLOMON MESSING

- Computational Social Scientist, Digital Ads Measurement Team

Washington, DC
2020 - 2021

Professional Experience

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

Publications

* first author

PEER REVIEWED PUBLICATIONS

Allen, J.*, Aggarwal, M.*, 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. (Job Market Paper - Under Review)
- 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)	<i>MIT Sloan</i>
2018-2019	Data Science Summer School , Teaching Assistant	<i>Microsoft Research</i>

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