

Jennifer Allen

ASSISTANT PROFESSOR · NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS

44 West 4th Street, New York, NY 10012

☎ +1 832-622-7637 | ✉ allen.jennifer@stern.nyu.edu | 🏠 jenny-allen.com | 🐦 @_JenAllen

Employment

NYU Stern

New York, NY

ASSISTANT PROFESSOR

July 2025 -

- Technology, Operations, and Statistics Group

University of Pennsylvania

Philadelphia, PA

POST-DOCTORAL RESEARCHER

2024-2025

- Advisor: Duncan Watts

Meta

New York, NY

SOFTWARE ENGINEER

2016-2018

- News and Civic Teams

Education

MIT Sloan School of Management

Cambridge, MA

PHD MANAGEMENT SCIENCE, MARKETING TRACK

2019 - 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
- Thesis: Essays on Understanding and Combating Misinformation at Scale

MIT Sloan School of Management

Cambridge, MA

S.M. MANAGEMENT RESEARCH

2022

- Thesis: Scaling Up Crowdsourcing Using the Wisdom of Crowds

Yale University

New Haven, CT

BA COMPUTER SCIENCE AND PSYCHOLOGY

2012 - 2016

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

Research Experience

Microsoft Research, New York

New York, NY

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

2018 - 2019

- Research Assistant, Computational Social Science Group

ACRONYM

Washington, DC

ADVISOR: SOLOMON MESSING

2020 - 2021

- Computational Social Scientist, Digital Political Ads Measurement Team

Publications

* first author

PEER REVIEWED PUBLICATIONS

Allen, J.*, Watts, D., & Rand, D. Quantifying the Impact of Misinformation and Vaccine-Skeptical Content on Facebook. (2024). Science.

- Aggarwal, M., **Allen, J.***, 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

- Ilyas, A., Cen, S., Li, H., **Allen, J.**, Madry, A. Recommendation Algorithms and User Strategization: Minor Variations Lead to Large Behavioral Changes. *Management Science*, Revise and Resubmit
- Moshleh, M., **Allen, J.**, Rand, D. Divergent patterns of engagement with partisan and low-quality news across seven social media platforms. *Proceedings of the National Academy of the Sciences*, Revise and Resubmit
- Allen, J.***, Martel, C., Pennycook, G., & Rand, D. Political motives help rather than hinder crowdsourced fact-checking. (Submitted)
- Allen, J.***, Tohidi, A., Haider, S. Rothschild, D., Watts, D. No need to lie: Falsehoods offer no persuasive advantage over facts (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

SELECTED PRESENTATIONS

No Need to Lie: Falsehoods offer no persuasive advantage over facts

- Presentation, NYU Conference on Social Media and Politics (2025)

Quantifying the Impact of Misinformation and Vaccine-skeptical Content on Facebook

- Invited Talk, University of Pennsylvania, Center for Information Networks and Democracy (April 2025)
- Invited Talk, Northeastern/Harvard Speaker Series on Misinformation (March 2025)
- Invited Talk, Hoover Conference on Social Media and Democracy (March 2025)
- Invited Talk, Stanford Cyber Policy Seminar (January 2025)
- Invited Talk, Psychology of Technology Conference (2024)
- Invited Talk, NYU Social Psychology Seminar (2024)
- Invited Talk, Wharton Operations, Information, and Decisions Group (Nov 2023)
- Invited Talk, Harvard Negotiation, Organizations, and Markets Group (Nov 2023)
- Invited Talk, NYU Technology, Operations, and Statistics Group (Oct 2023)
- Oral Presentation, ISMS Marketing Science (2023)
- Departmental Seminar, MIT Marketing (2023)
- Invited Talk, Annual Conference for MIT Institute's for the Digital Economy (2023)
- Oral Presentation, Stanford Trust and Safety Conference (2023)
- Oral Presentation, Society for Judgment and Decision-Making (2023, upcoming)

How Polarization Can Help Solve the Misinformation Problem

- Invited Talk, Weizenbaum Institute, Platforms, Markets, and the Digital Society (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)
- Oral Presentation, Politics and Computational Social Science Conference (2022).
- 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

- Oral Presentation, Politics and Computational Social Science Conference (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).
- Panel Discussion, Stanford Trust and Safety Conference (2023)

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)
2018-2019 **Data Science Summer School**, Teaching Assistant

*MIT Sloan
Microsoft
Research*

Miscellaneous

SERVICE AND OUTREACH

2020-2024 **Conference on Digital Experimentation**, Program Committee
2024- **Science**, Reviewer
2024- **Proceedings of the National Academy of the Sciences**, Reviewer
2024- **Management Science**, Reviewer
2024- **Nature**, Reviewer
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