

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
- 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 (formerly Facebook)

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*, forthcoming.
- 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.***, & Rand, D. Quantifying the Impact of Misinformation and Vaccine-Skeptical Content on Facebook. (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, AMA-Sheth	
2021	Research Award in Misinformation and Polarization, Meta	\$75,000
2019-2021	Graduate Research Fellowship, MIT Sloan	
2016	Magna Cum Laude, Yale University	

Presentations

** presenting author*

SELECTED PRESENTATIONS

- How Polarization Can Help Solve the Misinformation Problem**, 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), MIT Institute 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, Princeton Conference on Measuring Belief Systems in Networked Communities; 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).
- Measuring the Persuasiveness of Political Ads Online Using Field Experiments and Surrogate Metrics.** Departmental seminar: MIT Sloan School of Management, Marketing Group. (2021).
- Scaling up Fact-checking using the Wisdom of Crowds.** Oral Presentations: International Conference on Computational Social Science; Collective Intelligence Conference; 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)	MIT Sloan
2018-2019	Data Science Summer School, Teaching Assistant	Microsoft Research

Miscellaneous

SERVICE AND OUTREACH

- 2020-2022 **Conference on Digital Experimentation**, Program Committee
- 2020-2022 **Psychological Science**, **PNAS Nexus**, **Journal of Quantitative Description**, **HKS Misinformation Review**, **Journal of Trust and Safety**, Reviewer
- 2020-2023 **MIT Summer Research Program**, Mentor
- 2017-2018 **Facebook Women in Technology**, Steering Committee

TECHNICAL SKILLS R, Python, SQL, Presto, Javascript

REFERENCES

- David Rand
- Duncan Watts
- David Rothschild