

Mark Schneider, PhD
Ex-Meta
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PROFESSIONAL EXPERIENCE

User Experience Researcher (Mixed Methods), Central Integrity, Meta

Regulatory Compliance Researcher, Organic Experiences Team 6/2022 to 11/2022

- Designed and analyzed multi-country qualitative studies and surveys surrounding compliance with regulations related to content problems from countries around the world to inform the implementation of regulations on Facebook.
- Developed frameworks to guide implementation of regulations to ensure comprehension among users.
- Developed a perception-based measurement strategy to understand perceptions of user-facing product changes on Meta platforms.

Objectionable Content Researcher, Content Problems Team 1/2021 to 5/2022

- Designed and analyzed surveys, survey experiments, and content-based research to provide evidence-based recommendations to content policy and product team stakeholders on harmful content.
- Developed frameworks to help product teams and content policy experts understand new areas of potential content moderation. These frameworks have been used to socialize an approach to content problems for my team and teams across the company.
- Worked with international vendors to implement product-relevant research in the U.S. and India.

Critical Countries Researcher, Civic Integrity Team 1/2019 to 1/2021

- Designed and analyzed research based on in-depth interviews, online surveys, and frameworks designed to identify problems and solutions for social media risks in South Asia and countries in the global south broadly.
- Designed and led field research in Sri Lanka (including a cross-functional team) to understand experts', journalists', and general users' perceptions of harmful misinformation.
- Developed a framework to help stakeholders understand countries experiencing political and social conflicts—and supervised country reports applying this framework in Turkey and Pakistan.

Visiting Professor of Political Science

Tulane University	7/2018 to 12/2018
Pitzer College	9/2016 to 6/2018
Swarthmore College	1/2015 to 6/2016

- Developed original undergraduate political science and development courses on topics including: comparative politics, local politics and governance, elections, development policy, and the politics of developing (see syllabi here: <http://markaschneider.com/teaching/>).

- Wrote and published research based on original survey data and fieldwork in rural India.
- Organized academic workshops and other annual events for the US political science community of South Asia scholars.

EDUCATION

Columbia University, New York City

PhD in Political Science

2015

Fields: Comparative Politics, International Relations

Committee: Robert Shapiro, Kimuli Kasara, Devesh Kapur, Andrew Nathan, Daniel Corstange

University of Michigan, Ann Arbor

Bachelors of Arts with Highest Honors in Political Science

2005

ACADEMIC PUBLICATIONS AND MANUSCRIPTS

Do Local Leaders Know Their Voters? A Test of Guessability in India, October 2019, *Electoral Studies*.

The Discerning Voter: Partisan Alignment and Local Distribution Under Multi-Level Governance, February 2018, *Party Politics*.

(With Milan Vaishnav et al.) Rethinking Electoral Politics in India, March 2021, *Perspectives on Politics*.

(with Neelanjan Sircar) Does Local Democracy Serve the Poor? Identifying the Distributive Preferences of Local Leaders in India, *Under Review*.

GRANTS AND AWARDS

American Political Science Association Small Research Grant Recipient, 2018.

Pitzer College, Doman Award Recipient, 2016, 2017.

National Science Foundation Dissertation Improvement Grant Recipient, 2012-2013.

FIELDWORK EXPERIENCE

Uttar Pradesh (2003-4), Rajasthan (2009, 2012-13, 2018), Maharashtra (2010, 2011), Karnataka (2011), Rajasthan (2018), Sri Lanka 2019.

SKILLS

Survey design and implementation

Fieldwork and interview methods

Research Team Management (including managing external research and survey vendors)

Linear and Generalized Regression with STATA and R.

PROFESSIONAL SERVICE

Invited Speaker, Beyond Academia, Data Science & Technology Career Panel, University of California at Santa Barbara, April 15, 2021.

Invited Speaker, Graduate Student Professionalization Seminar, UC Merced, May 1, 2019.

Creator and Organizer of the Indian Politics Workshop (2015 – 2016)

Creator and Organizer of the South Asian Political Science Network—which included happy hours of political scientists working on South Asia held during national conferences (2013 – 2019).