

## MARK SCHNEIDER, PHD

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New York, NY

**Lead Researcher.** Mixed method researcher with extensive experience conducting international research to shape content moderation policies and understanding online and regulatory risks for a major social media company. My work in industry has shaped multiple global content moderation policies, technology product decisions, and research strategies. My work in academia, focused on local governance and politics in India has been published in *Electoral Studies*, *Party Politics*, and *Perspectives on Politics*.

### PROFESSIONAL EXPERIENCE

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#### Consultant, Co-Lab Research

Brooklyn, NY  
2/2023 to Present

- Conduct strategic research for non-profit organizations to help guide prioritization and grassroots campaigns. Research includes literature reviews, survey experiments, and frameworks.

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

Menlo Park, CA

Regulatory Compliance Researcher, Organic Experiences Team

6/2022 to 11/2022

- Conducted survey research using statistical testing to identify insights related to the user experience of content regulation compliance messaging.
- Advised designers, data scientists, and legal on best practices for the implementation of government content regulations—drawing on insights from social science methods.
- Developed principles to guide content and product design in close collaboration with the design team.
- Developed a new measurement and analysis strategy—including surveys and experiments-- to evaluate the effects of product on users' perceptions and behaviors.
- Formulated research, proposed questions, and led data collection and measurement for testing hypotheses on high priority objectives related to the user experience in regulation compliance.

Objectionable Content Researcher, Content Problems Team

1/2021 to 5/2022

- Designed and analyzed mixed method surveys, survey experiments, and content-based research to provide evidence-based recommendations to content policy and product team stakeholders on harmful content.
- Collected, analyzed, and interpreted data to evaluate company policies, product decisions, and other issues related to content moderation.
- 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.
- Designed and analyzed qualitative studies and surveys that evaluated and analyzed the performance of existing content moderation policies.
- Designed studies that measured the performance existing policies using quantitative and qualitative strategies.

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.

Internal Consulting on Integrity Issues and Research Strategy

1/2019 to 11/2022

- Throughout my time at Meta, I served as internal consultant on projects relevant to responsible AI and AI fairness, racial equity measurement, civic harms, research international research, perception measurement, and harmful content research design and product solutions.
- My consulting contributions included survey design consultations on AI fairness projects, content moderation projects related to post and video content, and research on the global south more broadly. I also frequently served as an informal consultant for projects on election risks, the experience of under-represented groups (racial, religious, and caste-based), and policies related to the connection between online content and offline harm.

### Visiting Professor of Political Science

Pitzer College (Claremont, CA)

9/2016 to 6/2018

- Developed original undergraduate political science and development courses (see syllabi here: <http://markaschneider.com/teaching/>).
- Wrote and published research based on original survey data and fieldwork in rural India.

Swarthmore College (Swarthmore, PA)

1/2015 to 6/2016

- Developed original undergraduate political science and development courses.
- Organized academic workshops and other annual events for the US political science community of South Asia scholars.

### Columbia University

New York, NY

Teaching Assistant

8/2007 – 5/2013

- Served as a teaching assistant for courses on comparative politics, human rights, and ethnic politics.
- Taught undergraduate courses on comparative politics to ~30 students (as TA)
- Oversaw student debates on a variety of policy areas and mentored students on improving arguments, evidence, and presentation.

## EDUCATION

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### 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

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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*.

More information on academic research and teaching is available on my personal website, <http://markaschneider.com>.