

# MARK SCHNEIDER, PHD

<http://markaschneider.com>  
Brooklyn, NY

## EDUCATION

---

### Columbia University, New York City

PhD in Political Science

2015

Fields: Comparative Politics, International Relations

### University of Michigan

Bachelor of Arts (Highest Honors in Political Science)

2005

## WORK EXPERIENCE

---

**Community Change, Washington DC, USA (2,000 Employees)** has a mission to build the power and capacity of low-income people, especially low-income people of color, to change the policies and institutions that impact their lives.

**Senior Research Associate (Hours per Week 10-15)**

**1/2023 to Present**

### Relevant Skills and Experience

Co-Led survey and qualitative research on local elections and civic engagement in the United States including literature reviews, experimental design, and working with funders and other stakeholders.

- Developed a literature reviews and experimental proposals on the effects of environmental and infrastructure legislation on voter engagement and participations.
- Developed a literature review on voter turnout in local elections and research proposal for experimental research designed to increase turnout among voters who vote in midterm elections but not local elections.

**Meta - New York, NY, USA and Menlo Park, CA, USA (80,000 employees)** owns the social media apps Facebook, Instagram, WhatsApp, and Messenger.

**Regulatory Compliance User Researcher, Organic Experiences Research Team**

**6/2022 to 11/2022**

### Relevant Skills and Experience

Led vision research direction, roadmap, and the identification of user needs for user experiences related to compliance with content regulations on Facebook.

- Developed a new measurement and analysis strategy for evaluation of the effects of product on users' perceptions and behaviors. This led to the creation of a new team, entitled Co-Design in Content.
- Developed research-informed design principles to guide content and product design engagements with government regulators from countries around the world. This led to approved changes to messaging on government regulations that was more appropriate to context.
- Advised designers, data scientists, and legal on best practiced for the implementation of government content regulations—drawing on insights from social science methods.
- Prepared briefing documents, reports, and written analyses regarding Meta's policies and positions on difficult or complex international policy matters.
- Utilized outreach strategies designed to reach and engage international stakeholders in collaborative efforts.
- Planned centralized and mission-specific international projects under established or proposed program objectives.

## Objectionable Content Researcher, Content Problems Research Team

1/2021 to 5/2022

### Relevant Skills and Experience

- Designed and analyzed surveys, survey experiments, and content-based research to provide evidence-based recommendations to changes to content policies, resulting in unprecedented policy expansions that removed violence and incitement content.
- Collected, analyzed, and interpreted data to evaluate company policies, product decisions, and other issues related to content moderation.
- Developed a framework to help product teams and content policy experts understand and develop feasible solutions for ambiguous new areas of potential content harms. These frameworks shaped policy changes on Facebook and were adopted by trust and safety teams on Instagram.
- Designed and analyzed qualitative studies and surveys that evaluated and analyzed the performance of existing content moderation policies.
- Prepared memos, reports, and written analyses to inform Meta's policies and positions on difficult or complex internal content policies.
- Designed studies that measured the performance existing policies using quantitative and qualitative strategies.
- Delivered presentations to leadership, legal teams, and engineering teams.

## 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

Pitzer College (Claremont, CA)

9/2016 to 6/2018

Swarthmore College (Swarthmore, PA)

1/2015 to 6/2016

### Relevant Skills and Experience

- Conducted qualitative fieldwork with politicians, party leaders, and voters in Uttar Pradesh, Rajasthan, Karnataka, and Maharashtra, India.
- Developed original undergraduate political science and international development courses (see syllabi here: <http://markaschneider.com/teaching/>).
- Wrote and published academic articles based on original survey data and fieldwork in rural India (see publications here: <http://markaschneider.com/research/>).
- Organized academic workshops and other annual events for the US political science community of South Asia scholars.

## 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, Revise and Submit at *Electoral Studies*.

## **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.  
GSAS Summer Teaching Scholar, 2013.  
ICPSR Warren E. Miller Scholar, University of Michigan, Summer 2009.

## **AFFILIATIONS**

---

2023 to Present	Advisory Member of JVS (Jewish Vocational Service) Impact Measurement Committee
2023 to Present	Integrity Institute
2014-2018, 2023-Present	Center for the Advanced Study of India, University of Pennsylvania
2014 to Present	American Political Science Association

## **INVITED PRESENTATIONS**

---

Non-Academic Careers Panel Guest Speaker, American University, September 2023

Senior Thesis Seminar Guest Lecture, University of California at Merced, March 2023.

Electoral Integrity and Civic Engagement Lecture, Facebook Headquarters, July 2018.

Faculty Seminar. Keck Center for International and Strategic Studies, Claremont McKenna College, September 6, 2017.

India at 70: Governance and Democratic Challenges (Workshop), Keck Center for International and Strategic Studies, Claremont McKenna College, April 13-15, 2017.

Rethinking Electoral Politics in India (Workshop), Carnegie Endowment for International Peace, September 30, 2016.

Clientelism and Redistributive Politics Seminar, Department of Politics (Princeton University), April 21, 2016.

Indian Politics Workshop (Center for the Advanced Study of India) March 2015, 2016.

Swarthmore College Inter-Departmental Lunch Series, September 30, 2015.

South Asian Politics Workshop, Carnegie Endowment for International Peace, September 24, 2015.

Brokering Votes: Clientelism in Comparative Perspective (Conference), Center on the Politics of Development, University of California at Berkeley, February 2015.

Comparative Politics Seminar, Columbia University, October 2014, 2015.