

MARK SCHNEIDER, PhD

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Experienced policy researcher, project manager, and research leader. PhD-level political scientist with over nine years of experience designing, managing, and implementing large-scale research projects. Experienced in developing research strategies and strategic frameworks that shape decision-making related to addressing equity, human rights, and societal harm concerns at Meta. Skilled at developing a research agenda that informs the design of technology integrity systems that protect vulnerable populations and democratic practice. I have also consulted on Meta projects related to measuring perceptions toward AI, trust and safety, and international research as well as non-profit projects on elections and disinformation. Proven track record of providing research guidance to stakeholders and building an evidence-based case for policy and leadership decisions.

MIXED METHOD RESEARCH SKILLS AND EXPERIENCE

- **Quantitative Methods:** Surveys; Experiments; A/B Testing; Linear and Generalized Regression with STATA and R.
- **Qualitative Methods:** Literature reviews; Discussion guides; In-depth interviews; Elite interviews; content analysis.
- **Substantive Expertise:** Company and public policy research; Program evaluation; Electoral behavior; Public Opinion; Content Moderation; Local governance; Indian politics and society.

PUBLICATIONS

(with Neelanjan Sircar) “Does Local Leaders Prioritize the Poor? Identifying the Distributive Preferences of Local Leaders in India”, February 2024 (Online), *Electoral Studies*.

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

“The Discerning Voter: Partisan Alignment and Local Distribution Multi-Level Governance”, February 2020, *Party Politics*.

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

WORK EXPERIENCE

Fellow, Center for the Advanced Study of India, University of Pennsylvania

9/2015 to Present

- Conduct research on India and research-based media writing for a prominent research center I have been affiliated with since graduate school.

Independent Consultant, Brooklyn, NY, USA

1/2023 to Present

- As a senior research consultant for Community Change, I design literature reviews and survey experiments to examine the effects of environmental and infrastructure legislation on voter engagement and voter turnout in local elections.
- Presented research designs, insights, and research proposals to funders and other nonprofit stakeholders.
- Developed a guide to integrity risks and mitigation strategies for Civil Society Groups for The Global Institute.
- Consulted with National Democratic Institute (Washington DC) on information integrity risks and opportunities during moments of democratic transition to guide democracy promotion investments.

Meta - New York, NY, USA and Menlo Park, CA, USA

Senior User Experience Researcher

1/2019 to 02/2023

- Spearheaded, designed, analyzed, and socialized survey, fieldwork, and other qualitative research that resulted in the largest content moderation policy (Inflammatory Content) in the global south to date, reducing exposure to violent and hateful content by hundreds of millions of views.
- Developed conceptual frameworks, empirical research, and policy and product recommendations for ambiguous problems including dangerous misinformation (e.g., rumors), implicit forms of hate and risks targeting minority groups, and social media risks during violent crises. This work created a model for experimental and survey research for other researchers and shaped numerous strategy and policy changes.
- Developed new measurement strategies for evaluating minority group perceptions of online harms, and the effects of compliance with government content regulations on users' perceptions and behaviors. This motivated the creation of a new analytics team and led to the first internal survey research comparing minority and majority group perceptions of social media risks for offline harm.
- Presented research to leadership on areas ranging from democracy risks to violence risks to identifying product decisions that minimize safety risk while aligning with team objectives.
- Led collaborative projects with staff in multiple disciplines and countries, including collaborators from data science, anthropology, engineering, local policy, and country experts across world regions and languages.
- Represented research in high-level company meetings on rapid response in the aftermath of crises or high-risk elections in Sri Lanka, India, Bangladesh, Turkey, and other contexts.
- Led and collaborated with a team of content experts in 10 languages to develop new content policies and ensure accuracy in implementation. This included holding weekly workshops, creating a training program, and producing several high-profile reports on content risks across the global south.
- Served as an internal consultant on survey design and trust and safety for the Responsible AI Team, Civic Integrity Team, and Equity Team.
- Mentored new researchers working in the international trust and safety space to facilitate impact.
- Managed multi-disciplinary research projects, including data scientists, data engineers, and researchers, and consistently delivered results within scheduled timelines, thus influencing decision-making and policy decisions.

Pitzer College – Claremont CA

Visiting Professor of Comparative Politics

8/2016 to 6/2018

- Designed and taught original courses in comparative politics, local democracy, and development policy.
- Researched and published articles based on original research on local representation and governance in India.

Swarthmore College – Swarthmore, PA

Visiting Professor of Comparative Politics

1/2015 to 6/2016

- Designed and taught original courses in comparative politics, Indian politics, and development policy.
- Researched and published academic articles and research-based newspaper columns based on original research on local representation and governance in India.

EDUCATION

Columbia University, New York City

PhD in Political Science (Comparative Politics)

2015

University of Michigan, Ann Arbor Michigan

2005

Bachelor of Arts (Highest Honors in Political Science)