# SANAZ TALAIFAR

Imperial College London
South Kensington Campus
Exhibition Rd
London SW7 2AZ

s.talaifar@imperial.ac.uk
www.sanaztalaifar.com

## ACADEMIC APPOINTMENTS

| | |
|---|---|
| Assistant Professor in Organisational Behaviour, Imperial College London | 2022 – present |
| Postdoctoral Scholar in Organizational Behavior, Stanford University | 2020 – 2022 |

## EDUCATION

| | |
|---|---|
| Ph.D., Social and Personality Psychology, The University of Texas at Austin | 2014 – 2020 |
| B.A., International Studies and French, Southern Methodist University | 2008 – 2012 |
| General Course, International History, London School of Economics | 2010 – 2011 |

## RESEARCH INTERESTS

Self and Identity
Digital Media and Technology
Political Psychology

## PEER-REVIEWED JOURNAL PUBLICATIONS

**Talaifar, S.** & Lowery, B.S. (2022). Freedom and constraint in digital environments: Implications for the self. *Perspectives on Psychological Science.* [PDF]

**Talaifar, S.**, Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (2022). Fear and deprivation in Trump's America: A regional analysis of voting behavior in the 2016 and 2020 U.S. presidential elections. *Personality Science.* [PDF]

Smartt, T., **Talaifar, S.**, & Gosling, S.D. (2022). Dostoevsky's conjecture: Evaluating personality impressions based on laughter. *Journal of Nonverbal Behavior.* [PDF]

Hornsey, M.J., Pearson, S., Kang, J…., **Talaifar, S.,**…. & Bastian, B. (2022). Multinational data show that conspiracy beliefs are associated with the perception (and reality) of poor national economic performance. *European Journal of Social Psychology.* [PDF]

Kirkland, K., Crimston, C., Jetten, J…., **Talaifar, S.**,… & Bastian, B. (2022). Moral expansiveness around the world: The role of societal factors across 36 countries. *Social and Personality Psychological Science.* [PDF]

**Talaifar, S.,** Buhrmester, M.D., Ayduk, Ö., & Swann, W.B., Jr. (2021). Asymmetries in mutual understanding: People with low status, power, and self-esteem understand better than they are understood. *Perspectives on Psychological Science, 16*(2), 338-357. [PDF]

**Talaifar, S.**, *Ashokkumar, A., Pennebaker, J., Yeager, D.S., Medrano, F., & Swann, W.B., Jr. (2021). A new pathway to college retention? Identity fusion with university predicts retention independently of grades. *Social and Personality Psychological Science, 12*(1), 108-117. [PDF] *shared first authorship

Ashokkumar, A., **Talaifar, S.**, Fraser, W.T., Landubar, R., Buhrmester, M.D., Gómez, A., Paredes, B., & Swann, W.B., Jr. (2020). Censoring political opposition online: Who does it and why. *Journal of Experimental Social Psychology*, *91*, 1040312. [PDF]

**Talaifar, S.** & Swann, W.B., Jr. (2019). Deep alignment with country shrinks the moral gap between conservatives and liberals. *Political Psychology, 40*(3), 657-675. [PDF]

Gómez, A., Vázquez, A., López-Rodríguez, L., **Talaifar, S.**, Martínez, M., Buhrmester, M.D., & Swann, W.B., Jr. (2019). Why people abandon groups: Degrading relational vs. collective ties uniquely impacts identity fusion and identification. *Journal of Experimental Social Psychology, 85,* 103853. [PDF]

Burhmester, M.D., **Talaifar, S.**, & Gosling, S.D. (2018). An evaluation of Amazon's Mechanical Turk, its rapid rise, and its effective use. *Perspectives on Psychological Science*, *13*(2), 149-154. [PDF]

Fredman, L., Buhrmester, M., Gómez, A., Fraser, W.T., **Talaifar, S.**, Brannon, S., and Swann, W.B., Jr. (2015). Identity fusion, extreme pro-group behavior, and the path to defusion. *Social and Personality Psychology Compass*, *9*(9), 468–480. [PDF]

## CHAPTERS AND OTHER ARTICLES

Sust, L., **Talaifar, S.,** & Stachl, C., (in press). Mobile application usage in psychological research. In M. Mehl, M. Eid, C. Wrus, G.M. Harari, & U. Ebner-Priemer (Eds.), *Mobile Sensing in Psychology: Methods and Applications.* Guilford Publications.

**Talaifar, S.** & Swann, W.B., Jr. (2020). Self-verification theory. In V. Zeigler-Hill & T.K. Shackelford, (Eds.), *Encyclopedia of Personality and Individual Differences*. Springer International Publishing.

Swann, W.B., Jr. & **Talaifar, S.** (2018). Introduction to special issue of Self and Identity on identity fusion. *Self and Identity*, *17*(5), 483-486.

**Talaifar, S.** & Swann, W.B., Jr. (2018). Identity fusion: The union of the personal and social selves. In P.J. Ivanhoe, O.J. Flanagan, V.S. Harrison, H. Sarkissian, & E. Schwitzgebel (Eds.), *The Oneness Hypothesis: Beyond the Boundary of the Self* (pp. 340-47). Columbia University Press.

**Talaifar, S.** & Swann, W.B., Jr. (2018). Self and identity. In *Oxford Research Encyclopedia of Psychology.* Oxford University Press.

**Talaifar, S.** & Swann, W.B., Jr. (2016). Differentiated selves can surely be good for the group, but let's get clear about why. *Behavioral and Brain Sciences*, *39*, 39-40. [comment]

## SELECTED WORK IN PROGRESS

Vaid, S.S., Kroencke, L., Roshanei, M., **Talaifar, S.**, Hancock, J.T., Back M.D., Gosling, S.D., Ram, N., & Harari, G.M. (under review). Social media sensitivity.

Scharbert, J., Humberg, S. Kroencke, L., …**Talaifar, S.**,…& Back, M.D. (under review). How the outbreak of war in Ukraine impaired psychological well-being across nations.

Kirkland, K., Jetten, J. … **Talaifar, S.**,… & Bastian, B. (under review). The middle-class squeeze: Exploring the psychological implications across two multinational studies.

Scharbert, J., Reiter, T., … **Talaifar, S.**,... & Back, M.D. (under review). A global ESM study on well-being during times of crises: The CoCo Project.

*Koch, T., *Hermida Carrillo, A., ***Talaifar, S.**, Bühner, M., & Stachl, C. (in prep). The digital authoritarian: Theory-informed predictions of authoritarianism from everyday behaviors collected with smartphones. [pre-registration] [theory-informed features] *shared first authorship

**Talaifar. S.**, Jordan, D.M.E., Gosling, S.D., & Harari. (in prep). The daily lives of liberals and conservatives: An experience sampling and mobile sensing approach.

## AWARDS, GRANTS, AND FELLOWSHIPS

| | |
|---|---|
| SPSP Student Publication Award | 2021 |
| Janet T. Spence Outstanding Assistant Instructor Award, University of Texas at Austin | 2020 |
| SPSP Heritage Dissertation Research Award | 2019 |
| SPSP Summer Psychology Forum Travel Award | 2019 |
| Graduate Professional Development Award, University of Texas at Austin | 2017 – 2019 |
| James Pennebaker Summer Research Fellowship, University of Texas at Austin | 2016 – 2018 |
| Janet T. Spence Travel Fellowship, University of Texas at Austin | 2018 |
| SPSP Diversity Travel Award | 2018 |
| John G. Templeton Foundation Summer Seminar Travel Award | 2017 |
| SPSP Small Conference Grant, with Samuel Gosling | 2016 |
| Austin Foundation for Architecture Conference Grant, with Samuel Gosling | 2016 |
| Recruitment Graduate Research Fellowship, University of Texas at Austin | 2014 – 2015 |
| Honorable Mention, National Science Foundation Graduate Research Fellowship | 2014 |
| Richter Research Fellowship, Southern Methodist University | 2011 – 2012 |
| President's Scholar, Southern Methodist University | 2008 – 2012 |
| Phi Beta Kappa, *magna cum laude*, University Honors, Southern Methodist University | 2012 |
| Departmental Distinction in International Studies, Southern Methodist University | 2012 |
| Jack C. and Annette K. Vaughn International Affairs Fellowship | 2010 |

## ORGANIZED CONFERENCES

**Talaifar, S.**, & Müller, S.R. (2022). *Psychology of Media and Technology*. Preconference at the annual meeting of the Society for Personality and Social Psychology, San Francisco. [link]

Ewell, P., Müller, S.R., & **Talaifar, S.** (2021). *Psychology of Media and Technology*. Preconference at the annual meeting of the Society for Personality and Social Psychology, Virtual. [link]

**Talaifar, S.** & Gosling, S.D. (2016). *Psychology of Architecture*. Conference at the University of Texas, Austin. [link]

## ORGANIZED SYMPOSIA

**Talaifar, S.** (2022). *Understanding Authoritarian Support and Democratic Erosion in the 21st Century*. Symposium at the annual meeting of the Society for Personality and Social Psychology, San Francisco.

Ashokkumar, A. & **Talaifar, S**. (2021). *Crises Through New Lenses: Studying COVID with 21st Century Technology*. Symposium at the annual meeting of the Society for Personality and Social Psychology, Virtual.

Zmigrod, L. & **Talaifar, S.** (2019). *Predicting Political Attitudes: When the Left-Right Distinction is Insufficient*. Symposium co-chaired at the biennial meeting of the International Convention of Psychological Science, Paris.

## INVITED PRESENTATIONS

**Talaifar, S.** (2023). *Theory-Informed Machine Learning*. Psychology of Media and Technology Preconference at the annual meeting of the Society for Personality and Social Psychology, Atlanta.

**Talaifar, S.** (2022). *Using Smartphones to Study People in Daily Life*. Data Science Institute. Imperial College Business School, London.

**Talaifar, S.** (2022). *Macro- and Micro-Level Roots of Authoritarianism in the 21st Century*. Polarization and Social Change Lab at Stanford University.

**Talaifar, S.** (2022). *Macro- and Micro-Level Roots of Authoritarianism in the 21st Century*. Affective Seminar in the Department of Psychology at Stanford University.

**Talaifar, S.** (2021). *Understanding Authoritarianism in the 21st Century: Macro- & Micro-Level Processes*. Management & Entrepreneurship Department at Imperial College Business School, London.

Ashokkumar, A., & **Talaifar, S.** (2020). *Political Censorship in the Digital Age*. Computational Social Science Laboratory at the University of Southern California, Virtual.

Swann, W.B., Jr., **Talaifar, S.**, Buhrmester, M.D., & Ayduk, Ö. (2020). *Asymmetric Understanding in Social Relationships: Shared Reality and the Special Case of Low Self-Esteem*. Shared Reality and Authenticity Preconference at the annual meeting of the Society for Personality and Social Psychology, New Orleans.

**Talaifar, S.** (2019). *Implications of Identity Fusion with an Organization for Google*. People Analytics Team at Google, San Francisco.

**Talaifar., S.** (2019). *True Believers in Politics, Education, and the Future of Work*. Department of Business Administration at the University of Zürich.

## CONFERENCE AND OTHER PRESENTATIONS

Vaid, S., Kroencke, L., Roshanei, M., **Talaifar, S.**, Hancock, J., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2023). *Social Media Sensitivity Across People and Places*. Presentation at the annual meeting of the International Communication Association, Toronto.

Vaid, S., Kroencke, L. Ram, N., Back, M., & Gosling, S.D. (2023). Social Media Sensitivity Across People and Places. Presentation at the annual meeting of the Society for Personality and Social Psychology, Atlanta.

Jordan, D.M.E, **Talaifar, S.**, Gosling, S.D., & Harari, G.M. (2022). *The Daily Lives of Liberals and Conservatives: A Smartphone Sensing and Experience Sampling Approach*. Presentation at the American Association for Public Opinion Research – Southern Chapter, Raleigh.

**Talaifar, S.**, Jordan, D.M.E., Gosling, S.D., & Harari, G.M. (2022). *The Daily Lives of Liberals and Conservatives: A Smartphone Sensing and Experience Sampling Approach*. Presentation at the European Conference on Personality, Madrid.

**Talaifar, S.**, Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (2022). *Fear and Deprivation in Trump's America: A Regional Analysis of Voting Behavior in the 2016 and 2020 Elections*. Presentation at the Regional Cultural Differences Conference, Barcelona.

**Talaifar, S.**, Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (2022). *Voting for Trump in 2016 and 2020: The Role of Regional Neuroticism and Socioeconomic Factors*. Presentation at the International Society of Political Psychology, Virtual/Athens.

Vaid, S., Kroencke, L., **Talaifar, S.**, Back, M.D., Gosling, S.D., & Harari, G.M. (2022). *Heterogenous Effects of Social Media Use on Momentary Affective Wellbeing in Young Adults' Daily Lives: A Within-Person Paradigm*. Presentation at the annual meeting of the International Communication Association, Virtual/Paris.

**Talaifar, S.**, Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (2022). *Regional Differences in Neuroticism and Socioeconomic Threat Predict Trump Voting*. Presentation at the annual meeting of the Society for Personality and Social Psychology, Virtual/San Francisco.

Koch, T., Hermida Carillo, A., **Talaifar, S.**, & Stachl, C. (2022). *The Digital Authoritarian: Theory-Driven Predictions from Behaviors Collected with Smartphones*. Presentation at the annual meeting of the Society for Personality and Social Psychology, Virtual/San Francisco.

Vaid, S., Kroencke, L., **Talaifar, S.**, Back, M.D., Gosling, S.D., & Harari, G.M. (2022). *Heterogenous Effects of Social Media Use on Momentary Affective Wellbeing in Young Adults' Daily Lives: A Within-Person Paradigm*. Data blitz at the Psychology of Media & Technology Preconference at the annual meeting of the Society for Personality and Social Psychology, Virtual/San Francisco.

**Talaifar, S.**, Harari, G.M., Marrero, Z., Stachl, C., Vaid, S.S., & Gosling, S.D. (2021). *Using Smartphone Sensing to Describe Behavior During the COVID-19 Pandemic*. Presentation at the annual meeting of the Society for Personality and Social Psychology, Virtual.

Ashokkumar, A., **Talaifar, S.**, & Swann, W.B., Jr. (2021). *Political Censorship in the Digital Age*. Data blitz at the Psychology of Media and Technology Preconference at the annual meeting of Society for Personality and Social Psychology, Virtual.

Swann, W.B., Jr. & **Talaifar., S.** (2019). *Asymmetric insight in social relationships: Why some realities must be lived to be understood*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

**Talaifar., S.** (2019). *True Believers in Politics, Education, and the Future of Work*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

**Talaifar. S.** & Swann, W.B., Jr. (2019). *Deep Alignment with Country Shrinks the Moral Gap Between Conservatives and Liberals*. Presentation at the biennial meeting of the International Convention of Psychological Science, Paris.

Swann, W.B., Jr., Gómez, A., **Talaifar, S.** & Buhrmester, M.D. (2019). *De-Radicalization: Unique Pathways to Lowering Fusion, Identification, and Willingness to Sacrifice for the Group*. Presentation at the annual meeting of the Society for Personality and Social Psychology, Portland.

**Talaifar, S.**, Ashokkumar, A., *Sarma, S., & Swann, W.B., Jr. (2018). *Identity Fusion, Wellbeing, and Academic Performance Among International and Domestic Students*. Data blitz at the Happiness & Wellbeing Preconference at the annual meeting of the Society for Personality and Social Psychology, Atlanta.

**Talaifar, S.** & Ashokkumar, A. (2018). *Identity Fusion with University: Predicting Student Wellbeing & Retention*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

Ferres, M.A., Pauw, L., Rathbone, J., & **Talaifar, S.** (2018). *The Role of Similarity in Facilitating Beneficial Social Support*. Presentation at the European Association of Social Psychology Summer School, University of Zürich.

**Talaifar, S.** (2017). *Group Membership and Our Moral Values: Beyond Political Orientation*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

**Talaifar, S.** (2016). *Illness and Identity: Comparing Fusion with Disease & Fusion with a Disease Community*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

**Talaifar, S.** (2015). *Many Faces of Morality: What Can Fusion Tell You That Political Party Can't?* Presentation at the Social-Personality Psychology Area Meeting, University of Texas, Austin.

## POSTERS *undergraduate mentee. †first prize winner

Soh, S.J., **Talaifar, S**., Vaid, S.S., & Harari, G.M. (2023). *Social Media Use Motivations and Identity Development Among Emerging Adult*. Poster to be presented at the annual meeting of the International Communication Association, Toronto.

Soh, S.J., **Talaifar, S**., Vaid, S.S., & Harari, G.M. (2023). *Identity Development and Social Media Use Motivations Among Emerging Adults*. Poster to be presented at the Psychology of Media and Technology Preconference at the annual meeting of the Society for Personality and Social Psychology, Atlanta.

Soh, S.J., Vaid, S.S., Roshanaei, M., **Talaifar, S.**, Koch., T., Chung, J.M., & Harari, G.M. (2023). *The Bidirectional Relationship Between Momentary Smartphone Use and Affective Well-being in Everyday Life*. Poster to be presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta.

Soh, S.J., Vaid, S.S., **Talaifar, S.**, & Harari, G.M.(2022). *Daily Smartphone Use and Well-being During COVID-19: The Mediating Role of Self-Perceived Compulsive Use*. Poster at the annual meeting of the International Communication Association, Paris.

Soh, S., Vaid, S.S., **Talaifar, S.**, & Harari, G.M. *Daily Smartphone Use and Well-being During COVID-19*. Poster at the Psychology of Media & Technology Preconference at the annual meeting of the Society for Personality and Social Psychology, San Francisco.

*†Quadri, F., **Talaifar, S.**, & Gosling, S.D. (2021). *The Relationship Between Neuroticism, News Consumption, and Mood*. Poster at the Capital of Texas Undergraduate Research Conference, Virtual.

*Quadri, F., **Talaifar, S.**, & Gosling, S.D. (2021). *The Relationship Between Neuroticism, News Consumption, and Mood*. Poster at the annual meeting of the Society for Social and Personality Psychology, Virtual.

*Soh, S.J., **Talaifar, S.**, & Harari, G.M. (2021). *Smartphone Use and Feelings of Contentment and Connectedness During the COVID-19 Pandemic*. Poster at the annual meeting of the Society for Social and Personality Psychology, Virtual.

**Talaifar, S.**, Ashokkumar, A., Pennebaker, J., Yeager, D.S., Medrano, F., & Swann, W.B., Jr. (2020). *A New Pathway to College Retention? Identity Fusion with University Predicts Retention Independently of Grades.* Poster at the annual meeting of the Society for Personality and Social Psychology, New Orleans.

**Talaifar, S.** & Swann, W.B., Jr. (2019). *Deep Alignment with Country Shrinks the Moral Gap between Conservatives and Liberals*. Poster at the annual meeting of the Society for Personality and Social Psychology, Portland.

**Talaifar, S.** (2018). *Identity Fusion, Morality, & Wellbeing*. Poster at the European Association of Social Psychology Summer School, University of Zürich, Switzerland.

**Talaifar, S.** & Swann, W.B. (2017). *Illness and Identity: Comparing the Outcomes of Fusion with an Illness and Fusion with an Illness Community*. Poster at the annual meeting of the Society for Personality and Social Psychology, San Antonio.

*Sarma, S., Swann, W.B., Jr., **Talaifar, S.**, & Ashokkumar, A. (2017). *Effects of Fusion with UT and Fusion with Home Country Among International Students*. Poster at the Psychology Department Honors Poster Session, University of Texas, Austin.

*Dell, J.R., **Talaifar, S.**, Swann, W.B., Jr. (2015). *When Group Membership Becomes Irrelevant: Fused People's Assessment of Crimes Attacking Group Values*. Poster at the Psychology Department Honors Poster Session, University of Texas, Austin.

## TEACHING EXPERIENCE

Instructor, Organisational Behaviour, Imperial College Business School — Fall 2022
--Instructor Rating: 4.8/5.0

Instructor, Social Psychology, University of Texas at Austin — Summer 2020
--Instructor Rating: 5.0/5.0

Teaching Assistant, Introduction to Psychology, University of Texas at Austin — Spring 2020
--Synchronous Massive Online Course — Fall 2015

Section Leader, Research Methods and Statistics, University of Texas at Austin — Spring 2017
--Instructor Rating: 4.9/5.0

Teaching Assistant, Social Psychology, University of Texas at Austin — Fall 2017

Teaching Assistant, Personality, University of Texas at Austin — Summer 2016

## CURRICULUM DEVELOPMENT AND PEDAGOGICAL TRAINING

MBA Course Development, "Big Arguments, Courageous Leadership," Stanford University — Fall 2021

Advanced Teaching Preparation Certificate, University of Texas at Austin — Spring 2020

Supervised Teaching in Psychology Course, University of Texas at Austin — Fall 2018

## EDITING & REVIEWING

Reviewer, SMS Conference on Emerging Digital Technologies in an Open World 2022
Review Committee, APA Conference on Technology, Mind, and Society 2021
Co-Editor, Special Issue on Identity Fusion, *Self and Identity* 2017 – 2018
Ad Hoc Reviewer:

*Psychological Review*
*Psychological Science*
*Journal of Personality and Social Psychology*
*Journal of Experimental Psychology: General*
*Journal of Personality*
*Personality and Social Psychology Bulletin*
*Psycho-Oncology*
*British Journal of Social Psychology*
*Science Advances*
*Scientific Reports*
*Social Psychological and Personality Science*
*Self and Identity*
*European Journal of Social Psychology*
*Group Processes & Intergroup Relations*
*Basic & Applied Social Psychology*

## ADVISING & SERVICE

Management & Entrepreneurship Seminar Co-Organizer, Imperial College London 2022 – 2023
Ad Hoc Advisor, United States House Select Committee on the January 6 Attack 2022
Member, Psychology Graduate Diversity Committee, University of Texas at Austin 2014 – 2020
Summer Undergraduate Research Experience Mentor, University of Texas at Austin 2016 & 2018
Undergraduate Psychology Honors Thesis Supervisor, University of Texas at Austin 2015 & 2017
Workshop Participant, Child Trajectories Into Non-State Armed Groups, United Nations 2016

## PROFESSIONAL EXPERIENCE

PhD People Analytics Intern, Research+, Google Summer 2019
Research Analyst, Technology Practice Group, Egon Zehnder 2013 – 2014
English Instructor, Lycée Jean Macé, French Government Ministry of Education 2012 – 2013
Research Intern, Technology Practice Group, Egon Zehnder Summer 2012
Community Relations Intern, Center for BrainHealth Summer 2011
Research Assistant, The Wilson Center Summer 2010

## PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
Association for Psychological Science (APS)
Association for Research in Personality (ARP)
International Society of Political Psychology (ISPP)
International Society for Self and Identity (ISSI)
Society for Personality and Social Psychology (SPSP)