

SANAZ TALAIFAR

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ACADEMIC APPOINTMENTS

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

EDUCATION

The University of Texas at Austin Ph.D., Social and Personality Psychology	2014 – 2020
Southern Methodist University B.A., International Studies and French Minors in Psychology and Political Science	2008 – 2012

RESEARCH INTERESTS

Topics: self and identity, digital media and technology, political psychology
Methods: ecological momentary assessment, mobile sensing, experiments, surveys

REFEREED JOURNAL ARTICLES (†current or former student mentee, *shared first authorship)

26. **Talaifar, S.**, †Jordan, D., Gosling, S.D., & Harari, G.M. (2025). Lifestyle polarization on a college campus: Do liberals and conservatives behave differently in everyday life? *Journal of Personality and Social Psychology*, 129(1), 152-180. [\[PDF\]](#)
25. †Soh, S., **Talaifar, S.**, & Harari, G.M. (2024). Identity development in the digital context. *Social and Personality Psychology Compass*, 18(2), e12940. [\[PDF\]](#)
Top 10 Most Cited Paper in *Social and Personality Psychology Compass*
24. Vaid, S.S., Kroencke, L., Roshanei, M., **Talaifar, S.**, Hancock, J.T., Back M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2024). Variation in social media sensitivity across people and contexts. *Scientific Reports*, 14, 6571. [\[PDF\]](#)
23. Valenzuela, A., Puntoni, S., Hoffman, D., Castelo, N., De Freitas, J., Dietvorst, B., Hildebrand, C., Huh, Y.E., Meyer, R., Sweeney, M.E., **Talaifar, S.**, Tomaino, G., & Wertenbroch, K. (2024). How artificial intelligence constrains the human experience. *Journal of the Association for Consumer Research*, 9(3), 241 - 256. [\[PDF\]](#)
22. Scharbert, J., Humberg, S. Kroencke, L., ... **Talaifar, S.**, ... & Back, M.D. (2024). Psychological well-being in Europe after the outbreak of war in Ukraine. *Nature Communications*, 15, 1202. [\[PDF\]](#)
International Best Paper Award, International Society for the Science of Existential Psychology

21. **Talaifar, S.** & Lowery, B.S. (2023). Freedom and constraint in digital environments: Implications for the self. *Perspectives on Psychological Science*, 18(3), 544-575. [\[PDF\]](#)
20. Scharbert, J., Reiter, T., ... **Talaifar, S.**,... & Back, M.D. (2023). A global ESM study on well-being during times of crises: The CoCo Project. *Social and Personality Psychology Compass*, 17(10), e12813. [\[PDF\]](#)
19. Hornsey, M.J., Pearson, S., Kang, J...., **Talaifar, S.**,.... & Bastian, B. (2023). Multinational data show that conspiracy beliefs are associated with the perception (and reality) of poor national economic performance. *European Journal of Social Psychology*, 53(1), 78-89. [\[PDF\]](#)
18. Kirkland, K., Crimston, C., Jetten, J...., **Talaifar, S.**,... & Bastian, B. (2023). Moral expansiveness around the world: The role of societal factors across 36 countries, 14(13), 305-318. *Social and Personality Psychological Science*. [\[PDF\]](#)
17. **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*, 3, e7447. [\[PDF\]](#)
16. Smartt, T., **Talaifar, S.**, & Gosling, S.D. (2022). Dostoevsky's conjecture: Evaluating personality impressions based on laughter, *Journal of Nonverbal Behavior*, 46, 383-397. [\[PDF\]](#)
15. **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. [\[PDF\]](#)
14. ***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. [\[PDF\]](#)
Student Publication Award, Society for Personality and Social Psychology
13. 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. [\[PDF\]](#)
12. **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. [\[PDF\]](#)
11. 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. [\[PDF\]](#)
10. Buhrmester, 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. [\[PDF\]](#)
9. Fredman, L., Buhrmester, M.D., 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. [\[PDF\]](#)

INVITED COMMENTARIES

8. **Talaifar, S.** (2024). *Alphabetical Diaries* and autobiographical memory in the digital age. *Psychological Inquiry*, 35(2), 141-144. [\[PDF\]](#)
7. [†]Hermida Castillo, A., Stachl, C., & **Talaifar, S.** (2024). A workflow for human-centered machine-assisted hypothesis generation. *American Psychologist*, 79(6), 800-802. [\[PDF\]](#)
6. 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. [\[PDF\]](#)
5. **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. [\[PDF\]](#)

BOOK CHAPTERS

4. Sust, L., **Talaifar, S.**, & Stachl, C., (2023). 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* (pp. 184-214). Guilford Publications. [\[link\]](#)
3. **Talaifar, S.** & Swann, W.B., Jr. (2020). Self-verification theory. In V. Zeigler-Hill & T.K. Shackelford, (Eds.), *Encyclopedia of Personality and Individual Differences* (pp. 4813-4819). Springer International Publishing.
2. **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.
1. **Talaifar, S.** & Swann, W.B., Jr. (2018). Self and identity. In *Oxford Research Encyclopedia of Psychology*. Oxford University Press.

UNDER REVISION AND REVIEW ([†]current or former student mentee, *shared first authorship)

- *Koch, T., ***Talaifar, S.**, Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (under review at *Journal of Personality and Social Psychology*). The Digital Authoritarian: Behavioral patterns collected via smartphones are linked to authoritarian tendencies. [\[preprint\]](#)
- Xiao, V., **Talaifar, S.**, Chu, C., Wiwad, D., Puente, L., Lagaron, A., & Lowery, B.S. (under review at *Psychological Science*). American knowledge workers experience less racial discrimination and greater well-being when working remotely than in person. [\[pre-print\]](#)
- [†]Soh, S., Hu, Z., **Talaifar, S.**, Meca, A., Pei, R., Grayson, S.J., Vaid, S.S., Ram., N., Zaki, J., & Harari, G.M. (under revision at *Communication Research*). Too much, too little, or just right? Identity processes and motivations explain everyday perceptions of time spent on social media.

SELECTED WORK IN PROGRESS

- [†]Schitteck, J., Kroenke, L., Back, M.D., & **Talaifar, S.** Asymmetries in felt understanding: An intersectional analysis of cross-race and cross-gender interactions.
Winner of the Student Submission Award at SPSP's Gender Preconference

[†]Bevis, B., [†]Jordan, D., Harari, G.M., Gosling, S.D., Back, M., Kroencke, L., & **Talaifar, S.** Social media use may explain why liberal Americans are unhappier than conservative Americans.

Harari, G.M., Vaid, S., **Talaifar, S.**, Peters, H., Chi, Y., & Matz, S.C. Spending time in public places increases state extraversion: Evidence from an ecological momentary intervention targeting daily physical environments.

Talaifar, S. & Crockett, M.J. Algorithmic monocultures threaten to constrain cultural evolution.

Ashokkumar, A. & **Talaifar, S.** Antecedents and consequences of self-censorship.

*Farkhari, F., *Schwarzer, C., Gosling, S.D., Kroencke, L., Kuper, N., Schlipphak, B., Scharbert, J., **Talaifar, S.**, & Back, M.D. Affective and attitudinal trajectories of college Democrats and Republicans during the 2020 U.S. Presidential Election.

Hönig, L., Ryvkina, E., Kröncke, L., Scharbert, J., **Talaifar, S.**, & Back, M.D. Correlates of conspiracy mentality in everyday life.

HONORS AND AWARDS

SAGE Early Career Trajectory Award, Society for Personality and Social Psychology	2026
Rising Star Award, Association for Psychological Science	2026
Student Publication Award, Society for Personality and Social Psychology	2021
Janet T. Spence Outstanding Assistant Instructor Award, University of Texas at Austin	2020
Summer Psychology Forum Travel Award, Society for Personality and Social Psychology	2019
Janet T. Spence Travel Award, University of Texas at Austin	2018
Diversity Travel Award, Society for Personality and Social Psychology	2018
European Association of Social Psychology Summer School, University of Zürich	2018
John G. Templeton Foundation Summer Seminar Travel Award	2017
Honorable Mention, National Science Foundation Graduate Research Fellowship	2014
Phi Beta Kappa, <i>magna cum laude</i> , University Honors, Southern Methodist University	2012
Departmental Distinction in International Studies, Southern Methodist University	2012

FELLOWSHIPS & GRANTS

Imperial College Research Fellowship, co-sponsor [£210,000, 4-yr postdoc]	2024 – 2028
SPSP Heritage Dissertation Research Award [\$2,000]	2019
Graduate Professional Development Award, University of Texas at Austin [\$500/yr]	2017 – 2019
James Pennebaker Summer Research Fellowship, University of Texas at Austin [\$5,000/yr]	2016 – 2018
SPSP Small Conference Grant, co-PI [\$10,000]	2016
Austin Foundation for Architecture Conference Grant, co-PI [\$10,000]	2016
Recruitment Graduate Research Fellowship, University of Texas at Austin [\$25,000]	2014 – 2015
Richter Research Fellowship, Southern Methodist University [\$10,000]	2011 – 2012
Jack C. and Annette K. Vaughn International Affairs Fellowship [\$10,000]	2010
President's Scholar, Southern Methodist University [full merit tuition scholarship]	2008 – 2012

KEYNOTE PRESENTATION

Summer Institute in Computational Computational Social Science, London 2025

INVITED PRESENTATIONS

Harvard University, Social Psychology & Cognition, Brain, and Behavior Seminar scheduled 2026
New York University, Social Psychology Seminar scheduled 2026
University College London, Diversity Research Day 2026
University of St. Gallen, Institute of Behavioral Science 2026
Royal Holloway, University of London, London Social Media Observatory 2026
Imperial College London, University Council Meeting 2025
University College London, Diversity Research Day 2025
University of Texas at Austin, Social-Personality Area 2025
University of Kent, Social Psychology Group Seminar 2025
London School of Economics, Department of Psychological and Brain Science Seminar 2025
Harvard Business School, Negotiation, Organizations and Markets Seminar 2024
University of California, Santa Barbara, Social Psychology Brown Bag 2024
LMU Munich, Chair for Psychological Methods and Assessment 2024
Imperial College London, Management & Entrepreneurship Conversations Conference 2024
Stanford University, Polarization and Social Change Laboratory 2024
New York University, WE-search Laboratory 2024
University of Arizona, Naturalistic Observation of Social Interaction Laboratory 2024
Shared Reality Mini-Conference, Virtual Conference 2024
Imperial College London, Understanding Human Autonomy in an AI World Workshop 2024
Stanford University, Mobile Sensing Workshop 2024
Society for Personality and Social Psychology, Political Psychology Preconference 2024
INSEAD, 12th Triennial Invitational Choice Symposium 2023
University College London, Diversity Research Day 2023
Society for Personality and Social Psychology, Psychology of Media & Tech Preconference 2023
Imperial College London, Data Science Institute 2022
Stanford University, Polarization and Social Change Laboratory 2022
Stanford University, Affective Psychology Seminar 2022
University of Southern California, Computational Social Science Laboratory 2020
Google, People Analytics Research Team 2019
University of Zürich, Department of Business Administration 2019

ORGANIZED CONFERENCES

Data for Policy Conference, local organizing committee 2024
Imperial College London

Psychology of Media and Technology Preconference, co-organizer 2021, 2022
Annual Meeting of the Society for Personality and Social Psychology

Psychology of Architecture Conference, co-organizer 2016
The University of Texas at Austin

ORGANIZED SYMPOSIA

Talaifar, S. & Wiwad., D. (2024). *How Technology Shapes Women's and Racial Minorities' Experiences at Work*. Symposium at the annual meeting of the Society for Personality and Social Psychology, San Diego.

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.

CONFERENCE AND OTHER PRESENTATIONS

Talaifar, S., Koch, T., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Talk at the annual meeting of the International Society for Political Psychology, Newcastle.

Schitteck, J., Kroencke, L., Back, M.D., & **Talaifar, S.** (2026). *Asymmetries in Felt understanding: An Intersectional Analysis of Cross-Race and Cross-Gender interactions*. Data blitz at the annual meeting of the International Association for Conflict Management, Vienna.

Talaifar, S., Koch, T., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Data blitz at the annual meeting of the European Association for Social Psychology, Strasbourg.

Talaifar, S., Schitteck, J., Kroencke, L., & Back, M.D. (2026). *Asymmetries in Felt understanding: An Intersectional Analysis of Cross-Race and Cross-Gender interactions*. Talk at the Gender and Intersectionality Preconference at the annual meeting of the European Association for Social Psychology, Strasbourg.

Talaifar, S., Koch, T., Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Data blitz at the annual meeting of the Society for Personality and Social Psychology, Chicago.

Talaifar, S., Koch, T., Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. "Spotlight" data blitz at the Computational Psychology Preconference at the annual meeting of the Society for Personality and Social Psychology, Chicago.

Talaifar, S., Koch, T., Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Data blitz at the Political Psychology Preconference at the annual meeting of the Society for Personality and Social Psychology, Chicago.

[†]Schitteck, J., Kroencke, L., Back, M.D., & **Talaifar, S.** (2026). *Asymmetries in Felt understanding: An Intersectional Analysis of Cross-Race and Cross-Gender interactions*. Data Blitz at the Gender Preconference at the annual meeting of the Society for Personality and Social Psychology, Chicago.
Winner of the Student Submission Award

Schitteck, J., Kroencke, L., Back, M.D., & **Talaifar, S.** (2026). Asymmetries in Felt Understanding: An Intersectional Analysis of Cross-Race and Cross-Gender interactions. Data blitz at the Self & Identity Preconference at the annual meeting of the Society for Personality and Social Psychology, Chicago.

Oberschulte, J., **Talaifar, S.**, Duker, A., & Ashokkumar, A. (2026). *Under Pressure: Partisans Self-Censor In-Party Criticism In Response to Electoral Threat*. Talk at the annual meeting of the Society for Personality and Social Psychology, Chicago.

Talaifar, S., Koch, T., Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2026). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Talk at the joint annual meeting of the Political Studies Association's (PSA) Media & Politics Group and Technology, Information & Policy Group on Navigating Digital Democracy, Bournemouth.

Talaifar, S., Koch, T., Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2025). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarian Tendencies*. Talk at the Fresh Perspectives in Personality & Social Psychology: Early Career Mini-Conference, Virtual.

Talaifar, S., Jordan, D.M.E., Gosling, S.D., & Harari, G.M. (2025). *Lifestyle Polarization on a College Campus: Do Liberals and Conservatives Behave Differently in Everyday Life?* Presentation at the annual meeting of the International Conference on Computational Social Science, Norrköping.

Koch, T., **Talaifar, S.**, [†]Hermida Carrillo, A., Racek, D., Digutsch, J., Aluffi, P., Schoedel, R., & Stachl, C. (2025). *The Digital Authoritarian: Smartphones Reveal the Everyday Behavioral Patterns of Individuals with Authoritarianism Tendencies*. Lightning talk at the annual meeting of the International Conference on Computational Social Science, Norrköping.

Talaifar, S., Jordan, D.M.E., Gosling, S.D., & Harari, G.M. (2025). *Lifestyle Polarization: Do Liberals and Conservatives Behave Differently in Everyday Life?* Presentation at the annual meeting of the International Society for Political Psychology, Prague.

Sust, L., Ashokkumar, A., Koch, T., & **Talaifar, S.** (2025). *Delete That! Exploring Individual Differences in Smartphone Deletion Behavior*. Presentation at the annual meeting of the German Division on Personality Psychology.

Soh, S., Hu, Z., **Talaifar, S.**, Meca, A., Pei, R., Grayson, S.J., Vaid, S.S., Ram, N., Zaki, J., & Harari, G. M. (2025). *The Role of Identity Processes and Motivations in Perceptions of Social Media Use*. Presentation at the annual meeting of the Communication Horizons Conference at the University of California, Davis.

Talaifar, S., Jordan, D.M.E., Gosling, S.D., & Harari, G.M. (2025). *Lifestyle Polarization on a College Campus: Do Liberals and Conservatives Behave Differently in Everyday Life?* Data blitz at the Computational Psychology Preconference at the annual meeting of the Society for Personality and Social Psychology, Denver.

- Talaifar, S.,** Koch, T., Hermida Carrillo, A., & Stachl, C. (2024). *Theory-Informed Feature Derivation: The Case of "The Digital Authoritarian."* Presentation at the biannual meeting of the European Conference on Personality, Berlin.
- Talaifar, S.,** Chu, C., Xiao, V., Lagaron, A., Puente, L., & Lowery, B.S. (2024). *Speaking Up Online vs. In-Person: Effects of Race and Gender.* Presentation at the annual meeting of the Society for Personality and Social Psychology, San Diego.
- Wiwad, D., Xiao, V., **Talaifar, S.,** Chu, C., Puente, L., Lagaron, A., & Lowery, B.S. (2024). *The Impact of Remote Work on Perceived Racial Discrimination.* Presentation at the annual meeting of the Society for Personality and Social Psychology, San Diego.
- Talaifar, S.,** Jordan, D.M.E., Gosling, S.D., & Harari, G.M. (2024). *Lifestyle Polarization: Do Liberals and Conservatives Behave Differently in Everyday Life?* Data blitz at the Conflict and Conflict Resolution Preconference at the annual meeting of the Society for Personality and Social Psychology, San Diego.
- Puente, L., Xiao, V., Wiwad, D., **Talaifar, S.,** Chu, C., Lagaron, A., & Lowery, B.S. (2023). *The Future of Diversity Work: The Impact of Remote Work on Perceived Racial Discrimination.* Presentation at the National Association for Business Economics - Tech Economics Conference, Santa Clara.
- Talaifar, S.** & Ashokkumar, A. (2023). *Consequences of Self-Censoring Unpopular Opinions.* Presentation at the annual meeting of the Academy of Management, Boston.
- Koch, T., Hermida Carrillo, A., **Talaifar, S.,** & Stachl, C. (2023). *The Digital Authoritarian: Theory-Driven Predictions from Behaviors Collected with Smartphones.* Presentation at the biennial meeting of the Association for Research in Personality, Evanston.
- 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. **Talaifar, S.,** 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 Carrillo, 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.
- 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.
- 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 at 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 at 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.** & Ashokkumar, A. (2018). *Identity Fusion with University: Predicting Student Wellbeing & Retention*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas at Austin.
- 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. (2017). *Group Membership and Our Moral Values: Beyond Political Orientation*. Presentation at the Social-Personality Psychology Area Meeting, University of Texas at 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 at 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 at Austin.

POSTERS (†current or former student mentee)

†Schitteck, J., Kroencke, L., Back, M.D., & **Talaifar, S.** (2026). *Asymmetries in Felt understanding: An Intersectional Analysis of Cross-Race and Cross-Gender interactions*. Poster at the Critical Perspectives Preconference at the annual meeting of the Society for Personality and Social Psychology, Chicago.

Oberschulte, J., **Talaifar, S.**, Duker, A., & Ashokkumar, A. (2025). *Electoral Threat Promotes Self-Censorship of In-party Criticism Among Partisans*. Poster at the Annual Meeting of the International Society for Political Psychology, Prague.

†Jordan, D.M.E., **Talaifar, S.**, Gosling, S.D., & Harari, G.M. (2024). *Lifestyle Polarization: Do Liberals and Conservatives Behave Differently in Everyday Life?* Poster at the Annual Meeting of the Society for Political Methodology, Riverside.

†Soh, S., **Talaifar, S.**, Meca, A., Pei, R., Grayson, S., Zaki, J., & Harari, G.M. (2024). *Identity Development and Social Media Use Motivations Among Emerging Adults*. Poster at the annual meeting of the Society for Personality and Social Psychology, San Diego.

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

Second Place Award (Communication and Technology Division)

†Soh, S.J., **Talaifar, S.**, Vaid, S.S., & Harari, G.M. (2023). *Identity Development and Social Media Use Motivations Among Emerging Adults*. Poster 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 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. (2022). *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.
First Place Award (Humanities Division)

- [†]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.

REVIEWING

PNAS	Journal of Personality and Social Psychology
PNAS Nexus	Personality and Social Psychology Bulletin
Science Advances	Social Psychological and Personality Science
Psychological Review	European Journal of Social Psychology
Perspectives on Psychological Science	British Journal of Social Psychology
Psychological Science	Basic and Applied Social Psychology
Journal of Experimental Psychology: General	Group Processes & Intergroup Relations
Scientific Reports	Journal of Personality
Computers in Human Behavior	Self and Identity
Psychology of Popular Media	Political Behavior
Information and Culture	Psycho-Oncology

EDITING AND REVIEW COMMITTEES

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 of <i>Self and Identity</i> on Identity Fusion	2017 – 2018

TEACHING

Instructor of Record (Imperial College London)

Leadership (MSc Core)	Fall 2024 – present
Leadership (MSc Elective – In-Person)	Summer 2024 – present
Leadership (MSc Elective – Online)	Spring 2023 – present
Organisational Behaviour (PhD Seminar)	Fall 2023 – present
Organisational Behaviour (MSc Core)	Fall 2022, 2023

Instructor of Record (University of Texas at Austin)

Social Psychology (Undergraduate)	Summer 2020
Research Methods and Statistics Lab (Undergraduate)	Spring 2017

Executive Education (Imperial College London)

Responsible Leadership in a Complex World	Fall 2025 – present
“Freedom and Control in the Current Geopolitical Context”	
Royal Society and UK Young Academy	Fall 2025 – present
“Effective Coaching,” “Difficult Conversations,” “Managing Motivation”	

Curriculum Development and 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

SERVICE

Policy Advising:

Ad Hoc Advisor, United States House Select Committee on the January 6 Attack	2022
Workshop Participant, Child Trajectories Into Non-State Armed Groups, United Nations	2016

Departmental Service:

Faculty Search Committee Member, Imperial College London	2025
PhD Early and Late Stage Assessor, Imperial College London	2023 – present
Department Seminar Series Co-Organizer, Imperial College London	2022 – 2025
PhD Student Job Market Workshop, Imperial College London	2024
Member, Psychology Graduate Diversity Committee, University of Texas at Austin	2014 – 2020

SELECTED MEDIA COVERAGE & PUBLIC WRITING

What distinguishes authoritarian people in everyday life – [Psychologie Heute](#)
Liberals and conservatives live differently — but people think the divide is bigger than it is – [PsyPast](#)
Left vs. Right: Are our everyday lives more polarised than we think? – [IB Knowledge](#)
Smartphone data suggests conservatives do in fact have more fun – [Fast Company](#)
Neuroticism, deprivation and racial bias: Trump’s unique authoritarian appeal – [IB Knowledge](#)

Who votes for Donald Trump? – [Imperial College Podcast](#)
 Political censorship in the digital age – [SPSP Character & Context Blog](#)
 The anonymous culture cops of the Internet – [Nautilus](#)
 Deep alignment with the U.S. shrinks moral differences between conservatives and liberals – [PsyPost](#)
 SPSP-funded small conference on architectural psychology – [SPSP Character & Context Blog](#)

PROFESSIONAL EXPERIENCE

PhD Intern, People Analytics, Google, San Francisco, CA	Summer 2019
Research Analyst, Technology Practice, Egon Zehnder, Dallas, TX	2013 – 2014
English Instructor, Lycée Jean Macé, Lorient, France	2012 – 2013
Research Intern, Technology Practice, Egon Zehnder, Dallas, TX	Summer 2012
Community Relations Intern, Center for BrainHealth, Dallas, TX	Summer 2011
Research Assistant, The Wilson Center, Washington D.C.	Summer 2010
Research Assistant, Anxiety Research & Treatment Program, Dallas, TX	2009 – 2010

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
 Association for Psychological Science (APS)
 British Psychological Society (BPS)
 European Association of Social Psychology (EASP)
 International Society of Political Psychology (ISPP)
 Society for Personality and Social Psychology (SPSP)