

SANAZ TALAIFAR

Graduate School of Business
Stanford University
655 Knight Way
Stanford, CA 94306

talaifar@stanford.edu
www.sanaztalaifar.com

CURRENT POSITION

Postdoctoral Scholar, Organizational Behavior, Stanford University 2020 – present

EDUCATION

PhD, 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
Power and Politics

PEER-REVIEWED JOURNAL PUBLICATIONS

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.**, M., Martínez, M.D., 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](#)]

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](#)]

Fredman, L., Buhrmester, M., Gómez, A, Fraser, W., **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](#)]

MANUSCRIPTS UNDER REVISION AND REVIEW

Talaifar, S. & Lowery, B.S. (revise & resubmit). The self in digital environments: From freedom to constraint.

Talaifar, S., Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (revise & resubmit). Voting for Trump in 2016 and 2020: The role of regional neuroticism and socioeconomic factors.

Kirkland, K., Crimston, C., Jetten, J., ..., **Talaifar, S.**, ... & Bastian, B. (revise & resubmit). Moral expansiveness across cultures: The role of societal factors across 39 countries.

Smartt, T., **Talaifar, S.**, & Gosling, S.D. (under review). Consensus and accuracy of personality impressions based on laughter.

Hornsey, M.J., Pearson, S., Kang, J., ..., **Talaifar, S.** ... & Bastian, B. (under review). Multinational data show that conspiracy beliefs are associated with the perception (and reality) of poor national economic performance.

SELECTED WORK IN PROGRESS

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

Talaifar, S., Hermida Carillo, A., Koch, T., Stachl, C. Theory-informed machine learning: Opportunities, challenges, and practical recommendations.

Talaifar, S., Kroencke, L., Vaid, S., & Lowery, B.S. Do women and minorities feel understood by their social interaction partners? An intersectional approach.

Talaifar, S., Harari, G.M., & Gosling, S.D. The daily lives of liberals and conservatives: Describing partisan patterns of behavior with experience sampling and mobile sensing.

CHAPTERS AND OTHER ARTICLES

Sust, L., **Talaifar, S.** & Stachl, C., (accepted). 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 Jr, W. B., & **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]

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, <i>magna cum laude</i> , 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 accepted 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 accepted at the annual meeting of the Society for Personality and Social Psychology, Virtual/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.

PRESENTATIONS

- Talaifar, S.**, Stuetzer, M., Rentfrow, P.J., Potter, J., & Gosling, S.D. (2022). *Regional Differences in Neuroticism and Socioeconomic Threat Predict Trump Voting*. Presentation accepted 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 accepted at the annual meeting of the Society for Personality and Social Psychology, Virtual/San Francisco.
- Talaifar, S.** (2022). *Title TBD*. Invited presentation at the Affective Seminar in the Department of Psychology at Stanford University.
- Talaifar, S.** (2022). *Title TBD*. Invited presentation at the Polarization and Social Change Lab at Stanford University.
- Talaifar, S.** (2021). Understanding Authoritarianism in the 21st Century: Macro- & Micro-Level Processes. Invited presentation at the Management & Entrepreneurship Department at Imperial College Business School, London.
- Talaifar, S.**, Harari, G.M., Marrero, Z., Stachl, C., Vaid, 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.
- Ashokkumar, A., & **Talaifar, S.** (2020). *Political Censorship in the Digital Age*. Invited presentation at the 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*. Invited presentation at the Shared Reality and Authenticity Preconference at the annual meeting of the Society for Personality and Social Psychology, New Orleans.
- Talaifar., S.** (2019). *True Believers in Politics, Education, and the Future of Work*. Invited presentation at the Department of Business Administration at the University of Zürich.
- 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). *Implications of Identity Fusion with an Organization for Google*. Presentation for the People Analytics Team at Google, San Francisco.
- 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

- *†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.

EDITING & REVIEWING

Review Committee, APA Conference on Technology, Mind, and Society Summer 2021
Co-Editor, Special Issue on Identity Fusion, Self and Identity 2017 – 2018

Ad Hoc Reviewer:

Journal of Personality and Social Psychology
Psychological Review
Journal of Experimental Psychology: General
Social Psychological and Personality Science
Basic & Applied Social Psychology
Scientific Reports
Psychological Science
Self and Identity
European Journal of Social Psychology
Psycho-Oncology

ADVISING & SERVICE

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

TEACHING EXPERIENCE

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

SPECIALIZED TRAINING

Smartphone Sensing Methods, Stanford University Supervisor: Gabriella Harari	Summer 2020
Structural Equation Modeling, University of Texas at Austin Supervisor: Elliot Tucker-Drob	Fall 2019
Text Analysis and Social Media, University of Texas at Austin Supervisor: Jamie Pennebaker	Spring 2019
Qualitative Research Methods, University of Texas at Austin Supervisor: Ricardo Ainslie	Spring 2018
European Association of Social Psychology Summer School, University of Zürich Topic: Social Relationships, Health, and Wellbeing Workshop	Summer 2018
Transdisciplinary Summer Seminar, University of Chicago Topic: Virtue, Happiness, and Meaning in Life	Summer 2017

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, Woodrow Wilson International Center for Scholars	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)

ACADEMIC REFERENCES

William B. Swann, Jr.

William Howard Beasley Professor
Department of Psychology
The University of Texas at Austin
Email: swann@utexas.edu

Samuel D. Gosling

Professor
Department of Psychology
The University of Texas at Austin
Email: samg@austin.utexas.edu

James W. Pennebaker

Regents Centennial Professor
Department of Psychology
The University of Texas at Austin
Email: pennebaker@utexas.edu

Brian S. Lowery

Walter Kenneth Kilpatrick Professor
Organizational Behavior
Stanford University
Email: blowery@stanford.edu

Gabriella M. Harari

Assistant Professor
Department of Communication
Stanford University
Email: gharari@stanford.edu