

# SANAZ TALAIFAR

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## ACADEMIC POSITION

Postdoctoral Scholar, Graduate School of Business, 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  
Power and Politics  
Digital Media and Technology

## AWARDS, GRANTS, AND FELLOWSHIPS

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

## PEER-REVIEWED JOURNAL PUBLICATIONS

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

## OTHER ARTICLES AND CHAPTERS

- Stachl, C. Sust, L., & **Talaifar, S.** (under review). Mobile application usage in psychological science. In M. Mehl, M. Eid, C. Wrus, G.M. Harari, & U. Ebner-Priemer (Eds.), *Mobile Sensing in Psychology: Methods and Applications*. Guilford Publications.
- 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. (2017). Self-verification theory. In V. Zeigler-Hill & T.K. Shackelford, (Eds.), *Encyclopedia of Personality and Individual Differences*. Springer International Publishing.
- 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]

## ORGANIZED CONFERENCES & SYMPOSIA

- Ewell, P., Müller, S.R., & **Talaifar, S.** (2021). *Psychology of Media and Technology*. Preconference accepted at the annual meeting of the Society for Personality and Social Psychology, Virtual.
- Ashokkumar, A. & **Talaifar, S.** (2021). *Crises Through New Lenses: Studying COVID with 21<sup>st</sup> Century Technology*. Symposium accepted 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.
- Talaifar, S.** & Gosling, S.D. (2016). *Psychology of Architecture*. Conference co-organized at the University of Texas, Austin.

## PRESENTATIONS

- 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 accepted at the annual meeting of the Society for Social and Personality Psychology, Virtual.
- Ashokkumar, A., **Talaifar, S.**, & Swann, W.B., Jr. (2021). *Political Censorship in the Digital Age*. Data blitz accepted at the annual meeting of the Society for Social and Personality Psychology, Virtual.
- Ashokkumar, A., & **Talaifar, S.** (2020). *Political Censorship in the Digital Age*. 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*. Presentation at the Shared Reality and Authenticity Preconference at the annual meeting of the Society for Social and Personality Psychology, New Orleans.
- Talaifar, S.** (2019). *True Believers in Politics, Education, and the Future of Work*. Presentation at the Department of Business Administration at the University of Zürich, Switzerland.
- 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 Social and Personality Psychology, Atlanta. \*undergraduate mentee
- 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.
- 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

- \*Soh, S.J., **Talaifar, S.**, & Harari, G.M. (2021). *Examining How Screen Time Correlates with Contentment and Connectedness During COVID-19*. Poster accepted at the annual meeting of the Society for Social and Personality Psychology, Virtual. \*undergraduate mentee
- \*Quadri, F., **Talaifar, S.**, & Gosling, S.D. (2021). The Relationship of Neuroticism, News Consumption, and Mood. Poster accepted at the annual meeting of the Society for Social and Personality Psychology, Virtual. \*undergraduate mentee
- 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 Departmental Honors Poster Session, University of Texas, Austin. \*undergraduate mentee
- \*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 Departmental Honors Poster Session, University of Texas, Austin. \*undergraduate mentee

## TEACHING AND SUPERVISION

### *Teaching Experience*

Instructor, Social Psychology, University of Texas at Austin (Instructor Rating: 5/5; Course Rating: 4.9/5)	Summer 2020
Teaching Assistant, Introduction to Psychology, University of Texas at Austin (Synchronized Massive Online Course)	Spring 2020 & Fall 2015
Teaching Assistant, Social Psychology, University of Texas at Austin	Fall 2017
Section Instructor, Research Methods and Statistics, University of Texas at Austin	Spring 2017
Teaching Assistant, Personality, University of Texas at Austin	Summer 2016

### *Guest Lectures*

“Identity and College Retention,” People Analytics, University of Texas at Austin	Fall 2019
“Authenticity,” Social Psychology Graduate Seminar, University of Texas at Austin	Fall 2018
“Authenticity,” Social Psychology, University of Texas at Austin	Fall 2017
“Feminist Psychology,” Personality, University of Texas at Austin	Summer 2016

### *Pedagogical Training*

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 AFFILIATIONS

Association for Psychological Science (APS)  
International Society of Political Psychology (ISPP)  
International Society for Self and Identity (ISSI)  
Society for Personality and Social Psychology (SPSP)

## EDITING & REVIEWING

Co-Editor, Special Issue on Identity Fusion, *Self and Identity* 2017 – 2018

Ad Hoc Reviewer:  
*Basic & Applied Social Psychology*  
*European Journal of Social Psychology*  
*Journal of Experimental Psychology: General*  
*Journal of Personality and Social Psychology*  
*Psycho-Oncology*  
*Psychological Review*  
*Social Psychological and Personality Science*  
*Self and Identity*

## PROFESSIONAL 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

## PROFESSIONAL EXPERIENCE

PhD People Analyst Intern, Research+, Google Summer 2019  
San Francisco, California

Research Analyst, Technology Practice Group, Egon Zehnder 2013 – 2014  
Dallas, Texas

English Teaching Assistant, French Government Ministry of Education 2012 – 2013  
Lorient, France

Research Intern, Technology Practice Group, Egon Zehnder Summer 2012  
Dallas, Texas

Community Relations Intern, Center for BrainHealth Summer 2011  
Dallas, Texas

Research Assistant, Woodrow Wilson International Center for Scholars Summer 2010  
Washington, D.C.

## SKILLS

*Software/Platforms* R, Mplus, LIWC, Beiwe (EMA/smartphone sensing),  
Qualtrics, Redcap, Mechanical Turk, Prolific, G\*Power

*Statistical Skills* Basic inferential statistics (linear and logistic regression, ANOVA, etc.)  
Advanced statistical modeling (SEM, factor analysis, multilevel modelling, etc.)

*Languages* English (native), French (intermediate), Farsi (conversational)

## ACADEMIC REFERENCES

*William B. Swann, Jr.*

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

*Brian S. Lowery*

Walter Kenneth Kilpatrick Professor  
Graduate School of Business  
Stanford University  
Email: blowery@stanford.edu

*Samuel D. Gosling*

Professor  
Department of Psychology  
The University of Texas at Austin  
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*James W. Pennebaker*

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