

# SANAZ TALAIIFAR

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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, 2020  
B.A., International Studies and French, Southern Methodist University, 2012  
General Course, 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, <i>magna cum laude</i> , Departmental Distinction, and University Honors	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*.
- 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.**, \*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. *Social and Personality Psychological Science*.  
\*denotes equal authorship
- 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 IN EDITED COLLECTIONS

- 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 (comment). *Behavioral and Brain Sciences*, *39*, 39-40.

## ORGANIZED CONFERENCES AND SYMPOSIA

- Ewell, P., Müller, S.R., & **Talaifar, S.** (2021). *Psychology of Media and Technology*. Preconference accepted at the Society for Personality and Social Psychology Annual Convention, Virtual.
- Zmigrod, L. & **Talaifar, S.** (2019). *Predicting Political Attitudes: When the Left-Right Distinction is Insufficient*. Symposium chaired at APS's International Convention of Psychological Science, Paris.
- Talaifar, S.** & Gosling, S.D. (2016). *Psychology of Architecture Conference*. Conference organized at the University of Texas, Austin.

## PRESENTATIONS

- 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 Society for Social and Personality Psychology Annual Convention, New Orleans. Presentation.
- Talaifar, S.** (2019). *True Believers in Politics, Education, and the Future of Work*. Department of Business Administration at the University of Zürich, Switzerland. Presentation.
- Talaifar, S.** (2019). *Implications of Identity Fusion with an Organization for Google*. People Analytics Team at Google, San Francisco. Presentation.
- Talaifar, S.** & Swann, W.B., Jr. (2019). *Deep Alignment with Country Shrinks the Moral Gap Between Conservatives and Liberals*. International Convention of Psychological Science, Paris. Presentation.
- 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*. Society for Personality and Social Psychology Annual Convention, Portland. Presentation.
- Talaifar, S.**, Ashokkumar, A., \*Sarma, S., & Swann, W.B., Jr. (2018). *Identity Fusion, Wellbeing, and Academic Performance Among International and Domestic Students*. Happiness & Wellbeing Preconference at the Society for Social and Personality Psychology Annual Convention, Atlanta. Data-blitz.  
\*undergraduate mentee
- Talaifar, S.** & Ashokkumar, A. (2018). *Identity Fusion with University: Predicting Student Wellbeing & Retention*. Social-Personality Psychology Area Meeting, University of Texas, Austin. Presentation.
- Talaifar, S.** (2017). *Group Membership and Our Moral Values: Beyond Political Orientation*. Social-Personality Psychology Area Meeting, University of Texas, Austin. Presentation.
- Talaifar, S.** (2016). *Illness and Identity: Comparing fusion with Disease & Fusion with a Disease Community*. Social-Personality Psychology Area Meeting, University of Texas, Austin. Presentation.
- Talaifar, S.** (2015). *Many Faces of Morality: What Can Fusion Tell You That Political Party Can't?* Social-Personality Psychology Area Meeting, University of Texas, Austin. Presentation.

## POSTERS

- 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.* Society for Personality and Social Psychology Annual Convention, New Orleans.
- Talaifar, S.** & Swann, W.B., Jr. (2019). *Deep Alignment with Country Shrinks the Moral Gap between Conservatives and Liberals.* Society for Personality and Social Psychology Annual Convention, Portland.
- Talaifar, S.** (2018). *Identity Fusion, Morality, & WellBeing.* 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.* Society for Personality and Social Psychology Annual Convention, 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.* 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.* 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

## 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, Psycho-Oncology, Psychological Review, Social Psychological and Personality Science, Self and Identity*

## SPECIALIZED TRAINING

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

## PRIVATE, PUBLIC, AND NON-PROFIT SECTOR 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  
Community Relations Intern, Center for BrainHealth Summer 2011  
Dallas, Texas  
Research Assistant, Woodrow Wilson International Center for Scholars Summer 2010  
Washington, D.C.

## 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)

## 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

## SKILLS

*Software/Platforms* R, Mplus, LIWC - linguistic inquiry word count, Beiwe - EMA/smartphone sensing, Qualtrics, Redcap, Mechanical Turk, Prolific, Open Science Framework, 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 (advanced), 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

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

*James W. Pennebaker*  
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*Brian S. Lowery*  
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