Sandra Matz
Curriculum Vitae

Columbia Business School   Email: sm4409@gsb.columbia.edu
312 Kravis Hall, Manhattanville Campus   www.sandramatz.com

Field of Specialization

Business Management with a background in psychology, computer science, organizational behavior and consumer behavior. My work leverages Big Data analytics to describe, predict and influence how people and organizations think, feel and behave.

Education

06/2017	**Ph.D. in Psychology**
	University of Cambridge (UK)
	   ▪ Thesis: Psychological Fit in Consumption - A Big Data Approach
	   ▪ Supervisor: John Rust

09/2016 – 12/2016	**Visiting Researcher** University of Texas at Austin, Department of Psychology ▪ Sponsor: Sam Gosling
04/2016 - 06/2016	**Visiting Researcher** Stanford Graduate School of Business (Management Group) ▪ Sponsor: Michal Kosinski

10/2009 - 08/2013	**B.Sc. in Psychology (Distinction)**
	Albert-Ludwigs-University Freiburg (Germany)
	   ▪ Thesis: Tell me what you like and I tell you who you are: Development and preliminary validation of the preference-based personality questionnaire (PPQ)
	   ▪ Supervisor: Michal Kosinski (external)

10//2011 - 07/2012	**One-year-visiting student in Politics, Psychology and Sociology** University of Cambridge (UK)

Academic Appointments

07/2020-present	**David W. Zalaznick Associate Professor of Management** Columbia Business School
07/2017-06/2020	**Assistant Professor of Management** Columbia Business School
04/2018-05/2018	**Visiting Professor of Marketing** University College Dublin

Awards and Honours

Date	Award
08/2022	**SAGE Early-Career Trajectory Award** Society for Personality and Social Psychology Recognizes young scholars in the field of social and personality psychology
08/2022	**Dean's Award for Teaching in the Core** Columbia Business School Recognizes teaching excellence in the classroom
05/2021	**Poets and Quants Top 40 under 40 Business School Professors** Recognizes young professors for their teaching and mentorship see Interview here
10/2019	**Capital Young Elite 40 under 40** Capital Magazine Recognizes young men and women who contribute science and society
08/2019	**Young Pioneer** World Frontiers Forum Recognizes young men and women who contribute science and society see Interview here
04/2016	**Top 30 Thinkers under 30** Pacific Standard Magazine Recognizes young men and women predicted to have a serious impact on the social, political, and economic issues
02/2010 – 07/2017	**Full Undergraduate and Graduate scholarship** German National Academic Foundation Total amount: $115,000
02/2016	**2016 Big Data 100** DataIQ Recognizes the 100 most influential data marketers in the UK
09/2016	**Kurt Hahn Scholarship** Kurt Hahn Trust Total amount: £ 3,000 (~ $4,500)
02/2015	**2015 Big Data 100** DataIQ Recognizes the 100 most influential data marketers in the UK
07/2014	**New Talent Award for Data Marketers under 30** DataIQ Recognizes a young talent in data-driven marketing

Grants

Date	Award
2024	**Columbia Business School Bernstein Center Grant** (USD 10k) Project: Development of teaching materials for a class on strategic foresight
2023	**Columbia Business School Digital Future Initiative Research Grant** (Co-PI with Moran Cerf; USD 25k) Project: Using Generative AI to Develop Scalable Psychological Screening Tools
2022	**Columbia Business School Curriculum Development Grant** Focusing on the Digital Future of Business (Co-PI with Dan Wang, Funding for 2-year Postdoc + USD 25k)
2022	**Tamer Center Center Climate Fund** (Co-PI with Moran Cerf; USD 80k). Project: Using Climate Change Prediction Markets to Shift Climate Believe
2021	**Columbia University Magic Grant** (Co-PI with Jeff Hancock at Stanford, USD 11k on Columbia side). Project: Can digital literacy interventions improve older adults' detection of misinformation while enhancing trust in real news? A randomized control trial.
2018	**Columbia University Provost's Grant for Diversity** (PI; USD 10k)
2015	**Accenture Innovation Award** (Co-PI with Michal Kosinski at Stanford University, USD 25k)

Publications

Authorship order in cognitive psychology, social psychology and management is conventionally based on contribution, with the first author having made the largest contribution followed by the senior author. However, I often I give first authorship to my graduate students even if we both contributed equally. I have marked graduate/postdoctoral students with an + and indicate shared first-authorship with a *.

My Google Scholar page can be accessed [here](#).

Citations: 7009, H-index: 31, i10-index: 46 (as of 05/05/2025)

Peer Reviewed Publications

Goethals, S., **Matz, S.C.**, Provost, M. & Ramon, Y. (2025). The impact of cloaking digital footprints on user privacy and personalization. *Big data*.

Teeny, J. D., & **Matz, S. C.** (2024). We need to understand "When" not "If" generative AI can enhance personalized persuasion. *Proceedings of the National Academy of Sciences*, *121*(43), e2418005121.

Matz, S. C., Teeny, J. D., Vaid, S. S., Peters, H., Harari, G. M., & Cerf, M. (2024). The potential of generative AI for personalized persuasion at scale. *Scientific Reports*, 14(1), 4692.

Peters, H., **Matz, S. C.** (2024). Large Language Models Can Infer Psychological Dispositions of Social Media Users. PNAS Nexus, 3(6), 231

Ward, G.+, Schwartz, H. A., Giorgi, S. Menges, J. & **Matz, S.C.** (2024). The role of negative affect in shaping populist support: Converging field evidence from across the globe. *American Psychologist.*

Peters, H., Bayer, J. B., **Matz, S. C.,** Chi, Y., Vaid, S. S., Harari, G. M. (2024). Social Media Use is Predictable from App Sequences: Using LSTM and Transformer Neural Networks to Model Habitual Behavior. Computers in Human Behavior.

Peters, H., Liu, Y., Barbieri, F., Baten, R. A., **Matz, S. C.,** & Bos, M. W. (2024). Context-Aware Prediction of User Engagement on Online Social Platforms. Journal of Big Data.

Grunenberg, E.*, Peters, H., Francis, M. J., Back, M.D., & **Matz, S. C.** (2024). Machine Learning in Recruiting: Predicting Personality from CVs and Short Text Responses. *Frontiers in Social Psychology, Special Issue on Big Data.*

Schabert, J. et al. (2024). How the Outbreak of War in Ukraine Impaired Psychological Well-Being Across Nations. *Nature Communications*

Matz, S. C., Beck, E., Atherton, O., White, M., Kim, M., Rauthmann, J., Mrozcek, D. & Bogg, T. (2023). The Promise of Personality Science in the Digital Age: How Psychological Targeting Can Be Used to Personalize Behavior Change Interventions at Scale. *Perspectives on Psychological Science.*

Schabert, J. *et al. (2023).* A Global ESM Study of Well-Being During Times of Crises: The CoCo Project. *Social and Personality Psychology Compass.*

Freiberg, B.+ & **Matz, S. C.** (2023). Founder personality and entrepreneurial success: A large-scale field study of technology startups. *Proceedings of the National Academy of Science.*

Peters, H. +, **Matz, S. C.** & Cerf, M. (2023). Sensory Substitution Can Improve Decision-Making. *Computers in Human Behavior.*

Cerf, M., **Matz, S. C.** & MacIver, M. A. (2023) Participating in a climate futures market increases support for costly climate policies. *Nature Climate Change (Policy Brief), 13*, 511–512.

Cerf, M., **Matz, S. C.** & MacIver M. A. (2023). Participating in a climate prediction market can increase concern about global warming. *Nature Climate Change, 13,* 523-531.

Matz, S. C., Bukow, C. S., Peter, H., Dinu, A., Deacons, C. & Stachl, C. (2023). Throwing the cap or throwing in the towel? Using machine learning to predict student retention from socio-demographic characteristics and app-based engagement metrics. *Scientific Reports*

Matz, S. C., Gladstone, J. J. & Farrokhnia, R. A. (2023). Leveraging Psychological Fit to Encourage Saving Behavior. *American Psychologist.*

Mueller*+, S.R., Delahunty, F. & **Matz*, S.C.** (2023). The Impact of the Early Stages of COVID-19 on Mental Health in the United States, Germany, and the United Kingdom. *Journal of Personality and Social Psychology.*

Matz, S.C., Hyon, R., Baek, E.C., Parkinson, C., & Cerf. M. (2022). Personality similarity predicts synchronous neural responses in fMRI and EEG data. Scientific Reports, 12, 14325.

Peters, H.+, Friedrich M. Götz, F. M, Ebert, T, Müller, S. R., Rentfrow, P. J, Gosling, S. D., Obschonka, M., Ames, D. , Potter, J. & **Matz, S. C.** (2022). Regional personality differences predict variation in early COVID-19 infections and regional mobility patterns. *Journal of Personality and Social Psychology.*

Lawson*+, M. A. Martin, A. E., Huda, I. & **Matz, S. C.** (2022). Hiring women into senior leadership positions is associated with a reduction in gender stereotypes in organizational language. *Proceedings of the National Academy of Science.*

Jachimowicz, J., M., Frey, E. L., **Matz, S. C.**, Jeronimus, B. F., & Galinsky, A. (2022). The Sharp Spikes of Poverty: Financial Scarcity Is Related to Higher Levels of Distress Intensity in Daily Life. *Social Psychological and Personality Science.*

Ramon*+, Y., **Matz, S. C.,** Farrokhnia, R. A. & Martens, D. (2022). Explainable AI for Psychological Profiling from Digital Footprints: A Case Study of Big Five Personality Predictions from Spending Data. *Information.*

Giorgi, S., Lynn, V., Gupta, K., Ahmed, F., **Matz, S. C.**, Ungar, L., Schwartz, H. A. (2022). Correcting sociodemographic selection bias for population prediction from social media. *ICWSM '22*

Stachl, C., Boyd, R. L., Horstman, K.T, Khambatta, P. **Matz, S. C.,** & Harari, G. M. (2021). Computational personality assessment. *Personality Science*, 2, 1-22.

Matz, S.C. (2021). Personal Echo Chambers: Openness-to-experience is linked to higher levels of psychological interest diversity in large-scale behavioral data. *Journal of Personality and Social Psychology.*

Müller*+, S. R, Chen*, X, Peters, H, Chaintreau, A. & **Matz, S. C.** (2021). Depression predictions from GPS-based mobility do not generalize well to large, demographically heterogeneous samples. *Scientific Reports.*

Gladstone, J., Garbinsky, E., & **Matz, S. C.** (2021). When Does Psychological Fit Matter? The Moderating Role of Price on Self-Brand Congruity. *Social Psychology and Personality Science.*

Tovanich, N., Centellegher, S., Seghouani, N. B., Gladstone, J., **Matz, S. C**, & Lepri, B. (2021). Inferring psychological traits from spending categories and dynamic consumption patterns. *EPJ Data Science*, 10(1), 1-23.

Bailey*+, E., **Matz, S. C.***, Youyou, W. & Iyengar, S. (2020). Authentic Self-Expression on Social Media is Associated with Greater Subjective Well-Being. *Nature Communications.*

Ruggeri, K., Garcia-Garzon, E., Maguire, A., **Matz, S. C.**, Huppert, F. (2020). Well-being in Europe: A comprehensive measure to explore populations and profiles. *Health and Quality of Life Outcomes.*

Wertenbrock, K., […], Matz, S. C., […] & Zweber, Y. (2020). Autonomy in consumer choice. *Marketing Letters.*

Goetz, F+, Ebert, T., Mueller, S. R., Gladstone, J. J. & **Matz, S. C**. (2020). Spending reflects not only who we are but also who we are around: The joint effects of individual-level and geographic personality on consumption. *Journal of Personality and Social Psychology*

Matz, S. C., & Harari, G. 2020). Person-environment transactions: Mapping the relationships between Big Five personality traits, states, and daily places. *Journal of Personality and Social Psychology*

Greenberg, D. M.*+, **Matz, S. C.***, Schwartz, A. & Frick, K. R. (2020). The self-congruity effect of music. *Journal of Personality and Social Psychology.*

Mueller+, S., Peters, H., **Matz, S. C.,** Wang, W. & Harari, G. (2020). Everyday Mobility Behaviors Predict Psychological WellBeing Among Young Adults. *European Journal of Personality.*

Hall, A[+]. & **Matz, S. C.** (2020). Targeting Item-Level Nuances Leads to Small but Robust Improvements in Personality Prediction from Digital Footprints. *European Journal of Personality.*

Cerf, M, **Matz, S. C**. & Berg, A. (2020). Using Blockchain to Improve Decision Making that Benefits the Public Good. *Frontiers in Blockchain.*

Cowgill, B., Dell'Acqua, F. & **Matz, S. C**. (2020). Algorithmic Fairness Rethoric. *American Economic Association Papers and Proceedings*

Matz, S. C., Appel, R., & Kosinski, M. (2019). Privacy in the Age of Psychological Targeting. *Current Opinion in Psychology.*

Matz, S. C., Menges, J. I., Stillwell, D. J. & Schwartz, H. A. (2019). Income is predictable from Facebook profiles. *PLoSONE.*

Matz, S. C., Segalin, C., Stillwell, D., Müller, S. R. & Bos, M. (2019). Using computational methods to predict personal image appeal. *Journal of Consumer Psychology*

Gladstone, J. J.*, & **Matz, S. C.***, Lemaire, A. (2019). Can Psychological Traits be Inferred from Spending: Evidence from Transaction Data. *Psychological Science*, 30(7):1087-1096.

Matz, S. C., & Glastone, J.J. (2018). Nice Guys Finish Last: Why and when agreeableness is related to economic hardship. *Journal of Personality and Social Psychology*.

Kulkarni[+], V., Kern M. L., Stillwell, D., Kosinski, M., **Matz, S. C.**, Ungar, L., Skiena, S. & Schwartz, A. (2018). Latent Human Traits in the Language of Social Media: An Open-Vocabulary Approach. *PLoSONE.*

Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. (2018). Reply to Sharp et al.: Psychological targeting produces robust effects. *Proceedings of the National Academy of Science.*

Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. (2018). Reply to Eckles et al.: Facebook's optimization algorithms are highly unlikely to explain the effects of psychological targeting. *Proceedings of the National Academy of Science.*

Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. (2017). Psychological Targeting as an Effective Approach to Digital Mass Communication. *Proceedings of the National Academy of Science.*

Matz, S. C., & Netzer, O. (2017). Using Big Data as a Window Into Consumer Psychology. *Current Opinion in Behavioral Science, 18*, 7-12.

Matz, S. C., Gladstone, J. J., & Stilwell, D. (2017). In the World of Big Data, Small Effects Can Still Matter: Reply to Boyce et al. *Psychological Science, 28*(4):547-550.

Behrendt, P., **Matz, S. C.** & Goeritz, A. (2017). An integrative model of leadership behaviour. *Leadership Quarterly*, 28(1), 229-244.

Müller[+], S. R, Harari, G. M., Mehrotra, A., **Matz, S. C**., Khambatta, P., Musolesi, M., Mascolo, C., Gosling, S. D., & Rentfrow, P. J. (2017). Using human raters to characterize the psychological characteristics of GPS-based places. *Proceedings of the 2017 ACM International Joint Conference on Pervasive and Ubiquitous Computing*, 157-160

Matz, S. C., Gladstone, J. J. & Stillwell, D. (2016). Money Buys Happiness if Spending Fits our Personality. *Psychological Science, 27*(5), 715-725.

Kosinski, M., **Matz, S. C.**, Gosling, S., Popov, V. & Stillwell, D (2015). Facebook as a Social Science Research Tool: Opportunities, Challenges, Ethical Considerations and Practical Guidelines. *American Psychologist, 70*(6), 543-56.

Books

S.C. Matz (2025). Mindmasters: The Data-Driven Science of Predicting and Changing Human Behavior. Harvard Business Press.

S.C. Matz (2022). The Psychology of Technology: Social Science Research in the Age of Big Data. APA.

Book chapters

Vaid, S.S., Harari, G.M & **Matz, S.C**. (2025). Personalized Persuasion in Digital Media. In Petty, Luttrell and Teeny, *The Handbook of Personalized Persuasion.*

Beierle, F., **Matz, S. C.,** & Allemand, M. (2024). Mobile Sensing in Personality Science.In Mehl, Wrzus, Eid, Harari & Ebner Priemer, *Mobile Sensinh in Psychology*

Lawson, M. A. **& Matz., S.C.** (2022). Saying more than we know: How Big Data provides a window into the human psyche. In S. C. Matz, The Psychology of Technology. APA.

Matz., S.C., Appel, R. E., & Croll, B. (2022). Privacy and Ethics in the Age of Big Data. In S. C. Matz, The Psychology of Technology. APA.

Cerf, M., & **Matz., S.C.** (2022). The Psychology of Technology: Where the Future Might Take Us. In S. C. Matz, The Psychology of Technology. APA.

Appel, R. & **Matz, S. C.** (2021). Psychological Targeting in the Age of Big Data. In Wood, Read, Harms & Slaughter, Measuring and Modeling Persons and Situations.

Matz, S. C., Rolnik, G., & Cerf, M. (2018). Solutions to the threats of digital monopolies. In Stigler Center ebook *Digital Platforms and Concentration.*

Plohl, N., Stuhlreyer, J., Ruggeri, K., & **Matz, S. C.** (2018). Chapter 10: Communications. In Ruggeri, K. (Ed.). *Behavioral Insights for Evidence-Based Policy*. Routledge.

Matz, S. C. & Hirsh, J. (2017). Marketing and Personality. In Carducci, B. J. (eds), *The Wiley Encyclopedia of Personality and Individual Differences*. John Wiley & Sons, Inc.

Matz, S. C. (2016). *Personality-customised advertising in the digital environment*. In C. Jansson-Boyd & M. Zawisza (eds), *International Handbook of Consumer Psychology*. Taylor & Francis.

Matz, S. C., Chan, Y. & Kosinski, M. (2016). Models of Personality. In Tkalcic, Decarolis, Kosir & Odić (eds), *Emotions and Personality in Personalized Systems*. Springer

Behrendt, P. & **Matz, S**. C. (2014). Wie Sie Probleme lösen anstatt sie zu fokussieren. In A. Ryba, D. Pauw, D. Ginati & S. Rietmann (Hrsg.), *Professionnell coachen. Das Methodenbuch:* Beltz.

Other Publications

Matz, S.C. (2023). What Psychological Targeting Can (and Cannot Do), and How to Use it Right. *Harvard Business Review* (Print Magazine)

Matz, S. C. (2022). Now isn't the time to give users control over their data. *Wired*

Matz, S. C., Appel, R. & Kosinski, M. (2019). Rethinking Privacy in the Age of Psychological Targeting. *London School of Economics Blog*

Matz, S. C (2018). *Psychological microtargeting could actually save politics*. Wired.

Cerf, M., **Matz, S. C.** & Rolnik, G. (2018). There's still time to stop the tech monopoly takeover. *Fortune Magazine.*

Graves, C. & **Matz, S. C.** (2018). *What marketers should now about personality-based marketing. Harvard Business Review.*

Jachimowicz, J. **Matz, S. C.** & Polonski, V. (2017). The Behavioral Scientist's Ethics Checklist. *The Behavioral Scientist.*

Teaching Experience

Courses Taught

Semester	Courses Taught
Fall 2023	B8510-001-MBA: Managerial Negotiations (Rating: 4.8 out of 5) B8510-002-MBA: Managerial Negotiations (Rating: 4.7 out of 5)
Summer 2023	B8510-001-MBA: Managerial Negotiations (Rating: 5.0 out of 5)
Fall 2022	B8510-004-MBA: Managerial Negotiations (Rating: 4.9 out of 5) B8510-005-MBA: Managerial Negotiations (Rating: 4.9 out of 5) B6500-007-MBA: Lead: People, Teams and Organizations (Rating: 4.9 out of 5) B6500-008-MBA: Lead: People, Teams and Organizations (Rating: 4.8 out of 5)
Summer 2022	B8510-001-MBA: Managerial Negotiations (Rating: 5.0 out of 5)
Spring 2022	B6500-001-MBA: Lead: People, Teams and Organizations (Rating: 4.8 out of 5)
Fall 2021	B6500-007-MBA: Lead: People, Teams and Organizations (Rating: 4.9 out of 5) B6500-008-MBA: Lead: People, Teams and Organizations (Rating: 4.9 out of 5) B9515-001-PhD: (PhD) Proseminar (NA)
Summer 2021	B8510-001-MBA: Managerial Negotiations (Rating: 4.9 out of 5)
Spring 2021	B9526-001-PhD: Big Data in Organizational Behavior (NA)
Fall 2020	B6500-003-MBA: Lead: People, Teams and Organizations (Rating: 4.9 out of 5) B6500-004-MBA: Lead: People, Teams and Organizations (Rating: 4.8 out of 5)
Summer 2020	B8510-001-MBA: Managerial Negotiations (Rating: 4.9 out of 5)
Spring 2020	B8510-009-MBA: Managerial Negotiations (Rating: 4.9 out of 5) B7510-300-EMBA: Managerial Negotiations (Rating: 4.8 out of 5)
Fall 2019	B8510-003-MBA: Managerial Negotiations (Rating: 4.7 out of 5) B8510-004-MBA: Managerial Negotiations (Rating: 4.7 out of 5)
Spring 2019	B8510-004-MBA: Managerial Negotiations (Rating: 4.8 out of 5) B8510-005-MBA: Managerial Negotiations (Rating: 4.8 out of 5) B8510-006-MBA: Managerial Negotiations (Rating: 4.6 out of 5)
Summer 2018	B8510-001-MBA: Managerial Negotiations (Rating: 4.7 out of 5) B8510-002-MBA: Managerial Negotiations (Rating: 4.6 out of 5)
Spring 2018	B8510-003-MBA: Managerial Negotiations B8510-004-MBA: Managerial Negotiations

Cases and Exercises Authored

Apple (2023) for Tech Strategy. Co-authors: Dan Wang and Jerry Kim

Frosty Pond (2020) for Managerial Negotiations. Co-authors: Maureen Devenny (MBA student)

Professional Activities

Editorial Work

Associate Editor	Frontiers in Social Psychology
Ad-hoc Reviewer	Science
	Nature
	Management Science
	Marketing Science
	Nature Human Behavior
	Journal of Personality and Social Psychology
	Psychological Science
	Journal of Personality Research
	Psychological Science
	European Journal of Personality
	Personality and Individual Differences
	Current Opinion in the Behavioral Sciences
	Cyberpsychology, Behavior and Social Networking
	PLoS ONE
	Social Science Computer Review
	Journal of Environmental Psychology
	Journal of Consumer Psychology
Affiliations	Academy of Management (AOM)
	Association for Psychological Science (APS)
	Society for Personality and Social Psychology (SPSP)

Conferences organized

SPSP Summer Forum on Big Data in St. Louis, 2019.

Invited Talks and Keynotes

Date	Title and Event
2025	Mindmasters: The Data Driven Science of Predicting and Changing Human Behavior
	• Elsevier Impact Conference, Chicago (Keynote)
	• MIQ Propel Conference, Palm Beach (Keynote)
	• Assurex Global Meeting, Scottsdale (Keynote)
	Adaptive Personality Development over the Lifespan of Technology Startups

- Seminar Talk, Stanford GSB
- Seminar Talk, Duke Fuqua Business School

2024 **Mindmasters: The Data Driven Science of Predicting and Changing Human Behavior**

- Bhutan Innovation Forum, Bhutan
- Exponencial UDD, Chile (Keynote)

2023 **Hiring women into senior leadership positions is associated with a reduction in gender stereotypes in organizational language.**

- Seminar Talk, Rotman School of Management

The Human Microscope: How big data offers a window into our psyche

- Seminar Talk, Columbia University Psychology Department
- Google Talks (User Experience Day)

Betting on Climate Change

- Poptech, Washington DC
- CBS Climate Conference, Columbia University

2022 **Hiring women into senior leadership positions is associated with a reduction in gender stereotypes in organizational language.**

- Seminar Talk, Chicago Booth

The Human Microscope: How big data offers a window into our psyche.

- HBR, Turkey (virtual)
- DGPS, Hildesheim Germany (Keynote).
- Insurance Summit, University of St. Gallen, Switzerland (Keynote, virtual).
- Assurex Global Conference. Dallas (Keynote).
- Opening Ceremony of the Data Science Institute at the University of Amsterdam (Keynote, virtual)

Using Big Data to Study Individual Differences in Spending Behavior

- Wharton Marketing Camp

2021 **Using Big Data as a Window into the Human Psyche.**

- Yseali Academy, Vietnam (virtual)
- Seminar Talk, New Jersey Institute for Technology (virtual)

Using Big Data to Study Individual Differences in Spending Behavior

- Seminar Talk, Yale School of Management

Personal Echo Chambers: Openness-to-experience is linked to higher levels of psychological interest diversity in large-scale behavioral data

- Brownbag Talk, Stanford Communications
- Brownbag Talk, Kellogg School of Management

What is Computational Social Science?

- Panel with Sendhil Mullainathan and Duncan Watts, University of Massachu-

setts Amherst

2019   The Future of Psychological Profiling.
- Fast Forward Forum. Venice, Italy (Keynote).
- Hogan Assessment, Tulsa.

What your digital footprints can reveal about you.
- TEDx Chicago

Using Big Data to Study Individual Differences in Spending Behavior
- Seminar Talk, Harvard Business School

2018   Using Big Data as a window into consumers' psychology.
- The Psychology of Technology Conference. Stanford, CA.

Using Big Data to study individual differences and decision making in the wild.
- Seminar Talk, Kellogg Management & Organizations Seminar Series.

The Future of the Digital Economy.
- Zurich Insurance Risk Summit, Berlin (Keynote).

The Science Behind Cambridge Analytica.
- USI, Paris (Keynote).

What we can learn about psychology from Big Data.
- Seminar Talk, University College Dublin, Blackrock.

2017   The Promises and Perils of Psychographic Targeting: A Look into the Future.
- President Lecture. Berlin School of Creative Leadership, Berlin (Keynote).
- Berlin School of Creative Leadership, New York.
- Trivago Academy, Düsseldorf (Keynote).
- Microsoft EXPLAIN, Berlin (Keynote).

Digital Psychometrics.
- European Commission Joint Research Center, Ispra.
- Fraunhofer-Institute for Technik und Wirtschaftsinformatik, Kaiserslautern (Keynote)
- Apache: Big Data North America 2017, Miami (Keynote).

Digital Happiness
- Sogeti Summit, Chicago (Keynote).

How Money Can Buy You Happiness
- TEDx, University Hasselt, Belgium

2016   Using Big Data and Psychological Theory in Customer-Centric Marketing.
- Marketing Seminar, ESADE Business School, Barcelona

- Marketing Seminar, London Business School, London
- Marketing Seminar, Columbia Business School, New York.

Psychology gone wild: A Big Data approach to psychological research.

- Social and Personality Psychology Seminar, University of Texas, Austin.

Big Data Assessment: Predicting Psychological Traits from Digital Footprints.

- VII Brazilian Congress for Psychological Assessment, Sao Paulo (Keynote).
-

2015   Using Big Data in personality-customised advertising.

- DataIQ Summit, London (Keynote).
- Seminar Talk, World Wellbeing Project Group, UPenn

Media Outreach

Film, TV, and Radio

- „Gambling, literally, on climate chage". 2023. Interview with NPR's The Indicator

- "Made to Measure" feature documentary. The documentary recreates the life of a young woman based on her Google searches and interviews experts about the power of data and predictive technologies. The film has been nominated for the prestigious PRIX EUROPA award. The documentary will also be submitted to the big US film festivals (Tribeca and Sundance) and likely appear on one of the big streaming platforms (e.g., Netflix, Hulu).

- "Mutually Assured Destruction" documentary. The documentary which is currently being produced sheds light on the nuclear launch protocols across the globe and discusses the possibility of adding machine intelligence to the decision-making process.
- Talk show on SRF (Swiss TV) on the topic of "Digital Manipulation: Do Facebook and Co. pose a threat to our democracy?" (here).
- German TV coverage on the predictive power of Facebook Likes (here and here).
- Guest on several radio shows including BBC radio 4 ("You and Yours" and "All in the Mind'), BBC Radio Cambridgeshire, BYU radio.

Podcasts (Selection)

- Jordan Harbinger: "How Algorithms Read and Reveal the Real You"
- Hidden Brain: "What Your Online Self Reveals About You"
- Behavioral Grooves: "Share, Like, Comment: Sandra Matz exposes the truth behind your digital footprint"
- Columbia BizCast: "Professor Sandra Matz: Creating Value Through Big Data"
- Program Life: "How we are all being tracked by AI and Finding happiness in life"

Media Mentions (Selection)

- "Why deleting something from the internet is 'almost impossible'". 2022. CNN Business
- "The Benefits of Being Yourself Online". 2021. Scientific American
- "How You Feel Depends on Where You Are: New research uses GPS data from cell phones to draw connections between people's location and their mood". 2020. The Economist
- "Social Media Braces for a Deluge of Voter Misinformation". 2020. Bloomberg News
- "The Internet Knows You Better Than Your Spouse Does". 2019. Scientific American
- "Your spending data may reveal aspects of your personality". 2019. Science Daily
- "Forget Your Crystal Ball: How Can Leaders Really Prepare For The Future?". 2019. Forbes
- "Do Nice People Fare Worse Financially?" 2018. Forbes
- "Nice Guys Really Do Finish Last—Agreeable People More Likely to Be Broke". 2018. Newsweek
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Outside Activities

Columbia Business School requires faculty members to disclose any activities that might present a real or apparent conflict of interest.

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