

ALANA CONNER, PH.D. conner.alana@gmail.com | www.alanaconner.com | +1.415.317.0107

Creative and versatile behavioral scientist, author, and speaker with ample experience in technology, healthcare, media, and education. Proven track record and subject matter expertise in promoting equity, diversity, and inclusion; applying quantitative and qualitative research methods to solving real-world problems; and building products that enhance the wellbeing of billions around the world.

APPLIED RESEARCH EXPERIENCE

Staff User Experience Researcher, Google, Mountain View, CA (7/20-present)

- Lead user research for Diversity, Equity, & Inclusion and Trust & Safety teams

Staff User Researcher, Twitter, San Francisco, CA (10/19-6/20)

- Led user research for civic integrity, toxicity, health machine learning, and civility nudges
- Collaborated with researchers and cross-functional partners to leverage social scientific theories and findings throughout product and policy development

Product Researcher, Instagram, Menlo Park, CA (7/18-9/19)

- Led research for the Instagram Bullying Team, authoring the company's strategy to reduce bullying by 50% and coordinating research across multiple teams
- Co-created AI-triggered Comment Warning ("Are you sure you want to post this?") and two other features that proved effective at reducing bullying among Instagram's 1+ billion users, as described in *Time Magazine*, *The New York Times*, *The Wall Street Journal*, and elsewhere
- Spearheaded and managed development of new machine learning models to detect bullying

Founding Executive Director & Senior Research Scientist, Stanford SPARQ:

Social Psychological Answers to Real-world Questions, Stanford, CA (8/13-6/18)

- Cofounded and led Stanford Psychology Department "do tank" that partners with industry and government to create science-powered products for lessening social disparities
- Managed team of 2-4 staff researchers and 5-7 graduate students to conduct applied research with Delete Blood Cancer, Vardhman Textiles, U.S. Department of Justice, and many others
- Served as editor-in-chief of [SPARQtools](#), which translate basic research for practitioners
- Directed strategy, hiring, partnerships, and fundraising; controlled \$1.2 million annual budget

Vice President, Content, The Tech Museum of Innovation, San José, CA (5/10-11/11)

- Led exhibit research, design, and evaluation for hands-on science and tech museum that serves 500K guests annually in the U.S.'s most ethnically diverse metro market
- Launched \$20 million renovation, combining human-centered design and behavioral science methods to direct the research, design, build, and evaluation of 3 new galleries
- Managed 6 directs and ~10 contractors; liaised with board of 40 Silicon Valley executives

Principal, Alana Conner Consulting, San Francisco, CA (1/13-6/18)

- Founded and led consultancy that researches, designs, and evaluates products to enhance the wellbeing of diverse populations around the world, for clients that include the World Bank, Kaiser Permanente, W.W. Norton & Company, and Facebook

Senior Research Associate, Sociometrics Corporation, Los Altos, CA (9/04-2/05)

- Researched, designed, and evaluated NIH-funded, interactive HIV/AIDS prevention websites for frontline healthcare providers and educators
- Coauthored *The Complete HIV/AIDS Teaching Kit* book and online activities (Springer, 2007)

WRITING & SPEAKING EXPERIENCE

Coauthor, *Clash! How to Thrive in a Multicultural World*, Penguin (12/11-12/12)

- Secured advance and co-wrote (with Stanford professor Hazel Rose Markus) popular book that diagnoses and offers solutions to the root cause of many cultural conflicts
- Promoted book with essays and appearances via NPR, PRI, MSNBC, *The New York Times*, *Psychology Today*, *Edge*, *The Huffington Post*, and many other print, online, and broadcast outlets
- Delivered 75+ talks at TEDx, Google, Facebook, Logitech, International Monetary Fund, SIGGRAPH, Games for Health, and numerous universities and conferences on 5 continents

Senior Editor, *Stanford Social Innovation Review*, Stanford, CA (3/05-4/10)

- Edited or authored 350+ features, essays, and news articles for commercial magazine that presents the best ideas in social change to business, government, and nonprofit leaders
- Doubled circulation; won 7 Ozzie and Maggie Awards; hired and managed 25 contractors

RESEARCH EXPERTISE

Methods: Surveys, A/B tests, in-depth interviews, focus groups, diary studies, randomized controlled trials, field trials, red-team exercises, content analysis of texts, images, and artifacts

Contexts: Fieldwork in 10 countries, including Indian textile manufacturing mills, Nigerian small businesses, Japanese sporting events, Indonesian refugee camps, and Brazilian engineering firms

Tools: SPSS, R, PROCESS, NVivo, Qualtrics, Optimal Workshop, G Suite, iMovie

Topics: Behavioral nudges, culture clashes, culture change, conflict, aggression, bias, discrimination, harassment, health disparities, hierarchy, diversity, equity, inclusion, product inclusion

EDUCATION AND AWARDS

Stanford d.school, Executive Certificate, Human-Centered Design

University of California, San Francisco, Postdoctoral Fellowship, Psychology and Medicine
Robert E. Harris Award for Outstanding Research, NIH National Research Service Award

Stanford University, Ph.D., Social and Cultural Psychology

NSF Graduate Research Fellowship, AAAS Mass Media Fellowship, Stanford Graduate Fellowship

Yale University, B.A., Psychology and Philosophy

Cum laude, Distinction in the Major, Mellon Undergraduate Research Grant

Moscow State University, Semester abroad; coursework in psychology & Russian literature

PATENT

Fogu, F., Yuan, M., Shapira, Y., & **Conner, A.** (2021). Notifying users of offensive content. *U.S. Patent Application No. 16/548,683*.

ACADEMIC PUBLICATIONS

Conner, A. L., Boles, D. Z., Markus, H. R., Eberhardt, J. L., & Crum, A. J. (2019). Americans' health mindsets: content, cultural patterning, and associations with physical and mental health. *Annals of Behavioral Medicine, 53*(4), 321-332.

Acs, G., Maitreyi, A., **Conner, A. L.**, Markus, H. R., Patel, N. G., Lyons-Padilla, S., & Eberhardt, J. L. (2018). *Measuring Mobility from Poverty*. The Urban Institute / U.S. Partnership on Mobility from Poverty.

Turnwald, B. P., Jurafsky, D., **Conner, A.**, & Crum, A. J. (2017). Reading between the menu lines: Are restaurants' descriptions of "healthy" foods unappealing? *Health Psychology, 36*(11), 1034.

Conner, A. L., Cook, K. S., Correll, S. J., Markus, H. R., Moss-Racusin, C. A., Muller, C. B., ... & Simard, C. (2014). Obscuring gender bias with "choice." *Science, 343*(6176), 1200-1200.

Savani, K., Markus, H.R., and **Conner, A.L.** (2008). Let your preference be your guide? The relationship between preferences and choices in Indian and North American contexts. *Journal of Personality and Social Psychology, 95*, 861-876.

Conner Snibbe, A., & Markus, H.R. (2005). You can't always get what you want: Educational attainment, agency, and choice. *Journal of Personality and Social Psychology, 88*, 703-720.

Kitayama, S., **Conner Snibbe, A.**, Markus, H.R., & Suzuki, T. (2004). Is there any "free" choice? Cognitive dissonance in two cultures. *Psychological Science, 15*, 527-533.

Adler, N.E., & **Conner Snibbe, A.** (2003). The role of psychosocial processes in explaining the SES-health gradient. *Current Directions in Psychological Science, 12*, 119-123.

Conner Snibbe, A., Kitayama, S., Markus, H.R., Suzuki, T., (2003). They saw a game: A Japanese and American (football) field study. *Journal of Cross-Cultural Psychology, 34*(5), 581-595.

Conner Snibbe, A., & Markus, H.R. (2002). The psychology of religion and the religion of psychology. *Psychological Inquiry, 13*, 229-234.

Markus, H.R., Ryff, C., **Conner, A.L.**, Barnett, K.L., & Pudberry, E. (2000). Themes and variations in American understandings of responsibility. In A. Rossi (Ed.), *Caring and Doing for Others: Social Responsibility in the Domains of Family, Work, and Community*. Chicago: University of Chicago Press.

SELECT POPULAR PUBLICATIONS

Conner, A.L. (2018). [How to discuss your differences with others](#). *Psychology Today*.

Conner, A.L. (2017). [Islamic terrorism and domestic mass shootings may have the same cause](#). *Quartz*.

Markus, H. R., & **Conner, A.L.** (2014). *Clash!: How to Thrive in a Multicultural World*. Penguin.

Conner, A.L. & Markus, H.R. (2012). You think, therefore I am. *This Explains Everything*. Harper Perennial.

Conner, A.L. & Markus, H.R. (2011). The culture cycle. *This Will Make You Smarter*. Harper Perennial.

Amarillas, A., **Conner, A.L.**, Akers, D. D., Solomon, J., & DiClemente, R. J. (2007). *The Complete HIV/AIDS Teaching Kit: With CD-ROM*. Springer Publishing Company.

Schwartz, B., Markus, H. R., & **Snibbe, A.C.** (2006). [Is freedom just another word for many things to buy](#). *New York Times Magazine*, 6, 14-15.

OTHER SKILLS AND EXPERIENCE

Former Resident Fellow of a Stanford frosh dorm, proficient in Russian, bike commuter & traveler