

Creative and versatile behavioral scientist with proven track record of increasing user privacy, security, safety, and trust through end-to-end, multi-method, multidisciplinary research. Skillful advocate who effectively collaborates with XFN leadership to understand and meet the needs of diverse users. Award-winning author, multimedia storyteller, and translator of insights into action.

## RESEARCH EXPERIENCE

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

- Lead UX research on trust, product inclusion, and human-AI relationships for Assistant
- Originated emotional trust workstream; created and validating emotional trust metrics
- Shared product inclusion research on [VoiceTalks](#), Google's Webby Award-winning talk show

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

- Led user research on abuse, health, and toxicity, as discussed on [Freakonomics Radio](#)

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

- Led research for the Instagram Bullying Team, first-authoring the company's strategy to reduce bullying by 50% and coordinating research across multiple Facebook teams
- Spearheaded and managed the development of new AI classifiers that fairly detect bullying among teens, as described by [The New York Times](#), [Time Magazine](#), and others
- 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 by [Time Magazine](#), [The Wall Street Journal](#), and others

### **Cofounder, Executive Director, & Senior Research Scientist, Stanford SPARQ:**

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

- Co-founded and led the Stanford Psychology Department's "do tank," which partners with industry and government to design interventions that lessen racial and class disparities
- Served as editor-in-chief of [SPARQ's Diversity and Inclusion Toolkit](#) and other multimedia experiences that translate basic social science research into tools for practitioners
- Managed team of 3-6 researchers and designers to conduct applied research with Prudential Financial, the U.S. Department of Justice, Delete Blood Cancer, and many others
- 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
- Hired and managed 6 direct reports; liaised with board of 40 Silicon Valley executives

### **Principal, Alana Conner Consulting, San Francisco, CA (1/05-present)**

- Founded and lead consultancy that researches, designs, and evaluates products that enhance the wellbeing of diverse communities around the world, for clients that include The World Bank, Kaiser Permanente, Stanford School of Medicine, W. W. Norton & Co., and Facebook

## MULTIMEDIA STORYTELLING 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, BayCHI, and many other companies and conferences

### **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
- Hosted [Social Innovation Conversations podcast](#), with 1m+ subscribers on 7 continents

### **Freelance Science Communicator (6/02-present)**

- Write articles, develop documentaries, design websites, create in-person and online interactive experiences, and speak about science for National Geographic Television, WGBH, Mirabel Pictures, Outlier.org, *The New York Times Magazine*, and others

## RESEARCH EXPERTISE

**Topics:** Privacy, security, trust, safety, online abuse, aggression, misinformation, culture clashes, culture change, bias, prejudice, discrimination, status, dominance, diversity, equity, and inclusion

**Methods:** Survey, A/B test, randomized controlled trial, field trial, interview, focus group, diary study, ethnography, contextual inquiry, log analysis, content analysis, and red-team exercise

**Contexts:** Fieldwork in 10 countries, including with migrant workers in Indian textile mills, tsunami survivors in Indonesian refugee camps, and low-income child musicians of color in the U.S.

## EDUCATION AND AWARDS

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

**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**

## OTHER SKILLS AND EXPERIENCE

Former Resident Fellow of Stanford frosh dorm dedicated to multicultural learning. Ad hoc reviewer for *Psychological Science*, *Health Psych*, etc. Highly proficient in Russian. Bicycle team captain.

## PATENT

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

## SELECT POPULAR WORKS

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

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.

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

## SELECT 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.

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 India and North America](#). *JPSP*, 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.