SUMER S. VAID

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Updated: January 2024

ACADEMIC APPOINTMENTS

Harvard Business School — Boston, MA
Postdoctoral Scholar (Research Associate) — 2024–Present
Negotiations, Organizations and Marketing Unit
Advisors: Ashley Whillans and Michael Norton

EDUCATION

Stanford University — Stanford, CA
Ph.D. in Communication (Media Psychology), Advisor: Gabriella M. Harari — 2018–2023
Department of Communication

- Thesis: "Social Media Sensitivity Across People, Places, Platforms, Types of Use and Time"

Committee: Jeffrey T. Hancock, Byron B. Reeves, Nilam Ram, Sandra Matz

Stanford University — Stanford, CA
M.A. in Communication — 2018–2022
Department of Communication

University of Chicago — Chicago, IL
M.A. in Social Sciences (Psychology); Certificate in Computational Social Science — 2014–2018
Department of Psychology; Social Sciences Division

- Thesis: "A Psychological Portrait of Cross-Platform Social Media Use"

University of Chicago — Chicago, IL
B.A. in Psychology, with General and Departmental Honors — 2014–2018
Department of Psychology; The College

- Thesis: "Positive Implicit Bias Towards High-Status Individuals"

Stanford University — Stanford, CA
Silicon Valley Innovation Academy (Enterprise Track) — Summer, 2017
STAT 203: Introduction to Regression & Analysis of Variance

Stanford University — Stanford, CA
Certificate of Intensive Study in Technology and Innovation — Summer, 2016

Stanford University — Stanford, CA
Education Program for Gifted Youth; Course in Cosmology — Summer, 2012

EMPIRICAL PAPERS IN REVISION

1. Matz, S. C., Teeny, J., **Vaid, S. S.**, Harari, G. M., & Cerf, M. (2023). The Potential of Generative AI for Personalized Persuasion at Scale. In-Revision at Scientific Reports. https://doi.org/10.31234/osf.io/rn97c

2. Roshanaei, M., **Vaid, S. S.**, Courtney, A., Soh, S., Zaki, J., & Harari, G. M. (2023). Contextualizing Meaningful Social Interactions and Momentary Well-Being in Everyday Life. In-Revision at Social Psychological and Personality Science. https://doi.org/10.31234/osf.io/gu4pv

3. **Vaid, S. S.**, Kroencke, L., Roshanaei, M., Talaifar, S., Hancock, J., Back, M., Gosling, S., Ram, N., & Harari, G. M. (2023). Social Media Sensitivity. In-Revision at Scientific Reports. https://doi.org/10.31234/osf.io/yfp45

4. Miller, D., Sibi, S., Johns, M., Mok, B., **Vaid, S.S.**, Sirkin, D., Ju, W. (in revision). Exploring Silent Failures and Task Focus in Partially Automated Driving. Human Factors.

REFEREED EMPIRICAL PAPERS

1. Roehrick, K.*, **Vaid, S. S.***, & Harari, G. M. (2023). Situating Smartphones in Everyday Life: Personality Traits and Situational Context Shape Momentary Smartphone Use. Journal of Personality and Social Psychology. 125 (5), 1096–1118. https://doi: 10.1037/pspp0000478. * indicates shared first authorship and equal contributions.

2. **Vaid, S. S.**, & Harari, G. M. (2021). Who uses what and how often?: Personality predictors of multiplatform social media use among young adults. Journal of Research in Personality, 91, 104005. https://doi.org/10.1016/j.jrp.2020.104005

3. Harari, G. M., **Vaid, S. S.**, Müller, S. R., Stachl, C., Marrero, Z., Schoedel, R., Bühner, M., & Gosling, S. D. (2020). Personality Sensing for Theory Development and Assessment in the Digital Age. European Journal of Personality, 34(5), 649–669. https://doi.org/10.1002/per.2273

4. Stachl, C., Pargent, F., Hilbert, S., Harari, G. M., Schoedel, R., **Vaid, S.S.**, Gosling, S. D., & Bühner, M. (2020). Personality Research and Assessment in the Era of Machine Learning. European Journal of Personality, 34(5), 613–631. https://doi.org/10.1002/per.2257

5. Khwaja, M., **Vaid, S. S.**, Zannone, S., Harari, G. M., Faisal, A. A., & Matic, A. (2019). Modeling Personality vs. Modeling Personalidad: In-the-wild Mobile Data Analysis in Five Countries Suggests Cultural Impact on Personality Models. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 3(3), Article 3.

CHAPTERS AND EDITORIALS

1. **Vaid, S. S.**, Harari, G. M., & Matz, S. C. (In-Revision). Digital Media and Personalized Persuasion. In J. D. Teeny, P. E. Richard, & A. Luttrell (Eds.), The Handbook of Personalized Persuasion: Theory and Application. Routledge (Taylor & Francis).

2. **Vaid, S. S.** (2023). Paradigm shifts in digital personalization. Nature Reviews Psychology, 2(7), Article 7. https://doi.org/10.1038/s44159-023-00202-y

3. **Vaid, S. S.**, Abdullah, S., Thomaz, E., & Harari, G. M. (2021). Ubiquitous Computing Technologies and Machine Learning Techniques for Investigating Person-Environment Interactions: Opportunities, Challenges & Future Directions. In P. Harms, S. Read, & A. J. Slaughter (Eds.), Emerging Approaches to Measuring and Modeling the Person and Situation. Elsevier

4. **Vaid, S. S.**, & Harari, G. M. (2019). Smartphones in Personal Informatics: A Framework for Self-Tracking Research with Mobile Sensing. In H. Baumeister & C. Montag (Eds.), Digital Phenotyping and Mobile Sensing. Springer. https://doi.org/10.1007/978-3-030-31620-4$_5$

SELECTED WORK IN PROGRESS

1. **Vaid, S.S.**, Hancock, J.T., Bailenson, J., & Harari, G.M. (in prep). Disinformation Across Modalities: Individual Differences in Suspectibility and Responses to Multi-modal Fake News.

2. **Vaid, S.S.**, Peters, H., Soh, S.J., Vinoya, N., Talaifar, S.T., Matz, S.C., & Harari, G.M. (in prep). Nudging Momentary Extraversion and Wellbeing Through A Context Intervention: A Field Experiment.

3. **Vaid, S. S.**, Kroencke, L., Roshanaei, M., Talaifar, S., Hancock, J.T., Back, M., Gosling, S., Ram, N., Matz, S.C., & Harari, G. M. (in prep). Social Media Sensitivity Across Platforms.

4. **Vaid, S. S.**, Roshanei, M., Soh, S.J., Courtney, A.L., Hancock, J. T., Gosling, S., Ram, N., Zaki, J., Matz, S.C., & Harari, G. M. (in prep). Social Media Sensitivity Across Types of Use.

5. **Vaid, S. S.**, Roshanei, M., Soh, S.J., Talaifar, S., Courtney, A.L., Hancock, J. T., Gosling, S., Ram, N., Zaki, J., Matz, S.C., & Harari, G. M. (in prep). Social Media Sensitivity Across Time.

6. **Vaid, S.S.** & Whillans A.V. (in prep). Psychological Fit Between Personality and Daily Time Use Predicts Wellbeing Outcomes.

7. Wu, Y., Dong, Y., **Vaid, S.S.**, Harari, G. M., & Noh, H. Y. (in prep). Emotion Recognition Using Footstep-Induced Floor Vibration Signals.

8. Chi, Y.C., **Vaid, S.S.**, & Harari, G.M. (in-prep). Deriving Psychologically Meaningful Features from GPS Data: A Framework and Empirical Illustration.

9. **Vaid, S.S.**, *Stogianni, E., & Harari, G.M. (in-prep). Personality Moderates The Link Between Social Media Use and Psychological Wellbeing.

10. **Vaid, S.S.**, Hancock, J.T., Woodworth M.C., & Harari, G.M. (in-prep). Everyday Behavioral Profiles of The Dark Triad: A Smartphone Sensing Paradigm.

GRANTS AND AWARDS

- Human-Centered AI Google Cloud Credit Award, Stanford University   2022–2023
  Monetary Value: $ 98,000
- Research Assistantship at Journal of Online Trust & Safety, Stanford Internet Observatory   2023
  Monetary Value: $76,000 (fully funded for 3 academic quarters)
- King Center for Global Development Graduate Research Funding, Stanford University   2022–2022
  Monetary Value: $8,000
- Computational Social Science Fellowship, Institute for Research in Social Sciences, Stanford University   2022
  Monetary Value: $5,000
- Ric Weiland Graduate Fellowship, Stanford University,   2021–2021
  Monetary Value: $5,000
- McCoy Center for Ethics Fellowship, Stanford University   2021–2021
  Monetary Value: $3,000
- Association for Research in Personality Emerging Scholar & Diversity Award, Stanford University   2020
  Monetary Value: $250
- Stanford Center on Democracy Research Grant, Stanford University   2020
  Monetary Value: $1500
- Lawrence A. Kimpton Fellowship, University of Chicago   2018
  Monetary Value: -
- SPSP Diversity Fund Undergraduate Award, University of Chicago   2018
  Monetary Value: $200
- PRISM Summer Research Award, University of Chicago   2017
  Monetary Value: $5,000
- Careers in STEM Research Award, University of Chicago   2017
  Monetary Value: $1,000
- College Research Fellowship, University of Chicago   2017
  Monetary Value: -
- Norman Hendry Anderson Research Fund Grant, University of Chicago   2016
  Monetary Value: $500
- Norman Henry Anderson Research Fund Grant, University of Chicago   2016
  Monetary Value: $500

- Best Customer Development Award (ENGR 145), Stanford University   2016
  Monetary Value: -
- Dean's Fund for Student Life Award, University of Chicago   2016
  Monetary Value: $1500
- Dean's List 2014-2018, University of Chicago   2014
  Monetary Value: -

INVITED TALKS, SYMPOSIA AND PRECONFERENCES

1. ***Vaid, S. S.** & Whillans, A.V. (2024, February). Does Time-Use Predict Happiness When Daily Decisions Fit Our Personality? Talk presented at Preconference on Personality Science, Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.

2. Harari, G.M., Bayer, J.B., Peters, H., & ***Vaid, S.S.** (2024, February). Psychology of Media & Technology Preconference. Co-organized a preconference at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

3. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2024, February). Social Media Sensitivity Across Types of Use and Time. Invited Talk presented at the Stanford Communities Project Meeting (Remote).

4. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2023, November). Social Media Sensitivity Across People and Places. Invited Talk presented at the Department of Communication Colloquium 2023, Stanford, CA.

5. ***Vaid, S.S**, Hancock, J.T., Bailenson, J., & Harari, G.M. (2023, May). Disinformation Across Modalities. Talk presented at the International Communication Association Annual Conference 2023, Toronto, Canada.

6. ***Vaid, S.S**, Hancock, J.T., Bailenson, J., & Harari, G.M. (2023, May). Disinformation Across Modalities. Talk presented at the International Communication Association Annual Conference 2023, Toronto, Canada.

7. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2023, May). Social Media Sensitivity Across People and Places. Talk presented at the International Communication Association Annual Conference 2023, Toronto, Canada.

8. Harari, G.M., Bayer, J.B., Peters, H., & ***Vaid, S.S.** (2023, February). Psychology of Media & Technology Preconference. Co-organized a preconference at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

9. ***Vaid, S.S.**, Peters, H., Bayer, J.B, Matz, S., & Harari, G.M. (2023, February). Contextualizing Psychological States and Digital Media Behaviors in Everyday Life. Co-Chaired a symposium at the Society for Social and Personality Psychology Annual Convention, Atlanta, GA, USA.

10. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2023, February). Social Media Sensitivity Across People, Places and Platforms. Talk presented Contextualizing Psychological States and Digital Media Behaviors in Everyday Life (Symposium), Society for Social and Personality Psychology Annual Convention, Atlanta, GA, USA.

11. ***Vaid, S.S.**, Kroencke, L., Orben, A., Ellison, N., Valkenburg, P. M., & Harari, G.M. (2022, May). Digital Media and Wellbeing: Unpacking the Heterogeneity of Users, Uses and Effects. Co-chaired a symposium at the International Communication Association Annual Conference 2022, Paris, France.

12. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2022, May). Social Media Sensitivity Across People and Places. Talk Presented at Digital Media and Wellbeing: Unpacking the Heterogeneity of Users, Uses and Effects (Symposium), Communication and Technology Division, International Communication Association Annual Conference, Paris, France.

13. ***Vaid, S.S.**, Harari, G.M., & Reeves, B. (2022, May). It's Time to Personalize Media Psychology: Moving from Nomothetic to Idiographic Research. Extended Abstract Presented at Communication & Technology Division, International Communication Association Annual Conference, Paris, France.

14. Roehrick, K.C., ***Vaid, S.S.**, & Harari, G.M. Situating Smartphones in Everyday Life: Personality Traits and Situational Context Shape Momentary Smartphone Use. Talk Presented at Mobile Communication Division, International Communication Association Annual Conference, Paris, France.

15. ***Vaid, S.S.**, Kroencke, L., Roshanei, M., Talaifar, S., Hancock, J.T., Back, M.D., Gosling, S.D., Ram, N., & Harari, G.M. (2022, May). Social Media Sensitivity Across People and Places. **Invited Talk** presented at Institute of Psychological Methods and Diagnostic, Ludwig Maximilian University of Munich, Munich, Germany.

16. Roehrick, K.C., ***Vaid, S.S.**, & Harari, G.M. (2022, May). Situating Smartphones in Everyday Life: Personality Traits and Situational Context Shape Momentary Smartphone Use. Invited Talk presented at Institute of Psychological Methods and Diagnostic, Ludwig Maximilian University of Munich, Munich, Germany.

17. ***Vaid, S.S.**, Kroencke L., Talaifar S.T., Back, M.D., Gosling, S.D., & Harari G.M. (2022, February). Person-Specific Effects of Social Media Use on Wellbeing. /textbfData Blitz Presented at Society for Personality and Social Psychology Annual Convention Psychology of Media and Technology Pre-conference, San Francisco, CA, USA.

18. Talaifar, S., Harari, G.M., Marrero, Z., Stachl, C., **Vaid, S. S.**, & Gosling, S.D. (2021, February). Using Smartphone Sensing to Describe Behavior During the COVID-19 Pandemic. Talk presented at the annual meeting of the Society for Personality and Social Psychology, Virtual.

19. Marrero, Z., Gosling, S.D., Harari, G., Stachl, C., **Vaid, S.S.** (2020, February). Detecting Depression from Daily Behaviors Sensed by Smartphone: Cross-validation (Machine Learning) VS In-Sample Regression Approaches. Data Blitz presented at the annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

TEACHING

Lead Instructor

- **COMM 103S: Digital Media & Personalization** Summer 2023
  Stanford University, CA

Teaching Assistant

- **COMM 172: Media Psychology** Spring 2022
  Instructor: Byron Reeves, Stanford University, CA
- **COMM 258: Censorship & Propaganda** Winter 2022
  Instructor: Jennifer Pan, Stanford University, CA
- **COMM 145: Personality & Digital Media** Spring 2021
  Instructor: Gabriella M. Harari, Stanford University, CA
- **COMM 172: Media Psychology** Spring 2021
  Instructor: Byron Reeves, Stanford University, CA
- **COMM 108: Media Processes & Effects** Fall 2020
  Instructor: Anna D. Gibson, Stanford University, CA
- **COMM 145: Personality & Digital Media** Spring 2020
  Instructor: Gabriella M. Harari, Stanford University, CA

Guest Lectures

- **Social Media and Mobile Sensing** 2022
  Mobile Sensing and Behavioral Metrics, School of Management, University of St. Gallen, Switzerland
- **Digital Media and Personalization** 2022
  COMM 111S: Digital Media and Social Networks, Stanford, CA
- **Screening for Impulsivity on Digital Media Platforms** 2022
  COMM 172/272: Media Psychology, Stanford, CA
- **Digital Media** 2021
  Digital Footprints and AI for Psychometrics (School of Management), University of St. Gallen, Switzerland
- **Personalization** 2021
  COMM 145/245: Personality Digital Media. Stanford University, CA, USA
- **Personality Predictors of Multiplatform Social Media Use** 2020
  COMM 145/245: Personality Digital Media. Stanford University, CA, USA

Representative Poster Presentations

- Soh, S.J., **Vaid, S.S.**, Talaifar, S., & Harari, G.M. (2022, Febrary). Daily Smartphone Use and Well-being During COVID-19: The Moderating Role of Self-Perceived Compulsive Use. Poster presented at the Psychology of Media and Technology Preconference at the annual meeting of the Society for Personality and Social Psychology, San Francisco, California
- **Vaid, S. S.** & Harari., G.M. (2020, February). Investigating Individual Differences in Passive and Active Social Media Use. Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, Louisiana.
- **Vaid, S. S.**, Hancock, J.T., Woodworth, M., & Harari, G. M. (2020, February). Sensing The Dark Triad With Smartphones: Everyday Behavioral Manifestations of Psychopathy, Machiavellianism, and Narcissism. Poster presented at International Communication Association Annual Conference (virtual), 2020.
- Chaikulngamdee, C., **Vaid, S. S.**, Appel, R., & Harari, G. M. (2020, February). Self-Tracking for Self-Insight and Behavior Change. Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, Louisiana.
- **Vaid, S. S.** & Harari, G.M. (2020). Deconstructing Social Media Use Across Four Platforms: Individual Differences in Active and Passive Social Media Behaviors in Facebook, Snapchat, Instagram & Twitter. Poster presented at International Communication Association Annual Conference (virtual), 2020.
- **Vaid S. S.** & Harari, G.M. (2020). Investigating Individual Differences in Passive and Active Social Media Use. Poster presented at Society for Personality and Social Psychology Annual Convention, 2020.
- **Vaid, S.S.** & Harari, G.M. (2019). A Psychological Portrait of Cross-Platform Social Media Use. Poster presented at Society for Personality and Social Psychology Annual Convention, 2019.

Mentorship

High School Students

1. Taylor Melind (2023)
   Status: College Applications Under Review

2. Christina Sun (2023)
   Status: College Applications Under Review

3. Erick Lagos (2023)
   Status: College Applications Under Review

Undergraduate Students

4. Kathy Chen (2018-2020)
   Status: Formerly at UC Berkeley

5. Rachel Xu (2018-2020)
   Status: Formerly at Foothill College/UC Berkeley

6. Dax Duong (2019-2020)
   Status: Currently at WikiHow, formerly at Stanford

Predoctoral and Graduate Students

7. Eleni Stogianni (2019-present)
   Status: Formerly at Foothill College, currently at Stanford &Veteran's Center

8. Ayesha Riaz (2020-present)
   Status: Formerly Student in Pakistan; Currently Ph.D. Candidate at UKentucky

9. Vindhya Vishwanath (2020-present)
   Status: Student in India / Currently Researcher at IIT-Bombay

10. Smrithi Srinivas (2020-present)
    Status: Student in India / Currently Master's Student at Imperial College, London

11. Kathryn Sam (2020-present)
    Status: Student in India / Ph.D. Applications Under Review

12. Alison Fernandes (2020-present)
    Status: Student in India / Ph.D. Applications Under Review

ACADEMIC SERVICE

Ad-Hoc Reviewer

- Computers in Human Behavior (x2)
- Cyberpsychology, Behavior and Social Networking
- Social Science Computer Review
- BMC Medical Education
- Psychological Reports
- Psychology of Popular Media

Department Service

- Social Chair and Graduate Student Representative (2020-2022