Dr. MICHAL KOSINSKI

Professor of Organizational Behaviour, Stanford University (USA)

Michal Kosinski is an Assistant Professor at Stanford Graduate School of Business and coordinates the myPersonality project, which involves global collaboration between over 200 researchers, analysing the detailed psycho-demographic profiles of over eight million Facebook users.

His work analyses people by means of their Facebook Likes and shows how digital footprints can predict a person's sexual orientation, political views and interests. Michal studies humans through the lenses of the digital footprints they leave behind while using digital platforms and devices.

Michal Kosinski holds a doctorate in Psychology from the University of Cambridge, and two Master degrees : in Psychometrics and Social Psychology. I was the Deputy Director of the University of Cambridge Psychometrics Centre, a researcher at Microsoft Research, and a post-doctoral scholar at Stanford's Computer Science Department.

Michal Kosinski has become world famous because US President Donald Trump is said to have used his technology during his election campaign - supported by Cambridge Analytica.

Topics (Selection):
- The End of Privacy
- Predicting personality from human face
- Open Data, Machine Learning and AI
- Social influence on social media

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