

## Dr. MICHAL KOSINSKI



**Professor of Organizational Behaviour, Stanford University  
(USA)  
Pioneer in Digital Behaviour Analysis**

Michal Kosinski is an Associate Professor of Organizational Behaviour at Stanford University's Graduate School of Business. His research interests encompass both human and artificial cognition and his current work centers on examining the psychological processes in Large Language Models and leveraging Artificial Intelligence, Machine Learning, Big Data, and computational techniques to model and predict human behaviour.

He showed that people can be analysed by means of their Facebook Likes and 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. Thus he was behind the first press article warning against Cambridge Analytica. His research exposed the privacy risks they exploited and assessed the effectiveness of their methods. Michal's role in uncovering their actions is described in Steven Levy's insightful book "Facebook: The Inside Story" and Sander van der Linden's article, "Weapons of Mass Persuasion."

He earned a Ph.D. in psychology from the University of Cambridge and two master's degrees in psychometrics and social psychology. Before his current appointment, he held positions as a post-doctoral scholar in Stanford's Computer Science Department, Deputy Director of the University of Cambridge Psychometrics Centre, and a researcher in Microsoft Research's Machine Learning Group.

Michal is the co-author of the Handbook of Social Psychology and Modern Psychometrics, two popular textbooks, and has published over 100 peer-reviewed papers in prominent journals such as Proceedings of the National Academy of Sciences and Nature Computational Science. He is among the Top 1% of the Highly Cited Researchers according to Clarivate and his research has inspired a cover of The Economist, a 2014 theatre production titled "Privacy," several TED talks, and a video game. It has been featured in thousands of press articles, books, podcasts, and documentaries. He received a Rising Star award from the Association of Psychological Science (2015) and an Early Achievement Award from the European Association of Personality Psychology (2023).

### **Topics (Selection):**

- The End of Privacy
- Predicting personality from human face
- Social influence on social media
- Navigating the AI Revolution: Impacts on Organizations, Societies, and Individuals
- Harnessing the Power of Artificial Intelligence to Improve Decision-Making