

# MICHAEL ROBERT HAUPT

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## EDUCATION

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**UNIVERSITY OF CALIFORNIA, SAN DIEGO** September 2019 – Present

Doctor of Philosophy in Cognitive Science (Candidate)  
*Advisors:* Seana Coulson, PhD & Timothy K. Mackey, PhD

**COLUMBIA UNIVERSITY** September 2016 – May 2017

Master of Arts – Quantitative Methods in the Social Sciences (Data science focus)

**UNIVERSITY OF MICHIGAN – ANN ARBOR** September 2011 – May 2015

Bachelor of Arts – Anthropology & Psychology (Double concentration)  
*Supplemental Studies – Program in Entrepreneurship*

## PUBLICATIONS

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### *Journal Articles*

**Haupt, M. R.**, Cuomo, R., Cui, M., & Mackey, T. K. (2024). Is This Safe? Examining Safety Assessments of Illicit Drug Purchasing on Social Media Using Conjoint Analysis. *Substance Use & Misuse*, *0*(0), 1–13.

**Haupt, M. R.**, Chiu, M., Chang, J., Li, Z., Cuomo, R., & Mackey, T. K. (2023). Detecting nuance in conspiracy discourse: Advancing methods in infodemiology and communication science with machine learning and qualitative content coding. *Plos one*, *18*(12), e0295414.

Baumgartner, J. N., **Haupt, M. R.**, & Case, L. K. (2023). Chronic pain patients low in social connectedness report higher pain and need deeper pressure for pain relief. *Emotion*.

Larsen, M. Z., **Haupt, M. R.**, McMann, T., Cuomo, R. E., & Mackey, T. K. (2023). The Influence of News Consumption Habits and Dispositional Traits on Trust in Medical Scientists. *International Journal of Environmental Research and Public Health*, *20*(10), 5842.

**Haupt, M. R.**, Cuomo, R., Li, J., Nali, M., & Mackey, T. K. (2022) The Influence of Social Media Affordances on Drug Dealer Posting Behavior across Multiple Social Networking Sites (SNS). *Computers in Human Behavior Reports*, 100235

Kaufman, R. A.\* , **Haupt, M. R.\***, & Dow, S. P. (2022). Who's in the Crowd Matters: Cognitive Factors and Beliefs Predict Misinformation Assessment Accuracy. *Proceedings of the ACM on Human-Computer Interaction*, *6*(CSCW2), 1-18. \*= Co-first authors

Calac, A. J., **Haupt, M. R.**, Li, Z., & Mackey, T. (2022). Spread of COVID-19 Vaccine Misinformation in the Ninth Inning: Retrospective Observational Infodemic Study. *JMIR Infodemiology*, 2(1), e33587.

**Haupt, M. R.**, Weiss, S. M., Chiu, M., Cuomo, R., Chein, J. M., & Mackey, T. (2022). Psychological and situational profiles of social distance compliance during COVID-19. *Journal of Communication in Healthcare*, 0(0), 1–10.

**Haupt, M. R.**, Xu, Q., Yang, J., Cai, M., & Mackey, T. K. (2021). Characterizing Vaping Industry Political Influence and Mobilization on Facebook: Social Network Analysis. *Journal of Medical Internet Research*, 23(10), e28069.

Xu, Q., Yang, J., **Haupt, M.R.**, Cai, M., Nali, M.C., Mackey, T.K. (2021) Digital Surveillance to Identify California Alternative and Emerging Tobacco Industry Policy Influence and Mobilization on Facebook. *Int. J. Environ. Res. Public Health*, 18, 11150.

**Haupt, M. R.**, Li, J., & Mackey, T. K. (2021). Identifying and characterizing scientific authority-related misinformation discourse about hydroxychloroquine on twitter using unsupervised machine learning. *Big Data & Society*, 8(1)

**Haupt, M. R.**, Jinich-Diamant, A., Li, J., Nali, M., & Mackey, T. K. (2021). Characterizing Twitter User Topics and Communication Network Dynamics of the “Liberate” Movement during COVID-19 using Unsupervised Machine Learning and Social Network Analysis. *Online Social Networks and Media*, 21, 100114.

Mackey, T. K., Purushothaman, V., **Haupt, M.**, Nali, M. C., & Li, J. (2021). Application of Unsupervised Machine Learning to Identify and Characterise Hydroxychloroquine Misinformation on Twitter. *The Lancet Digital Health*, 3(2), e72–e75.

#### *Handbook Chapters*

Coulson, S., & **Haupt, M. R.** (2021). Frame Semantics Variation: Avoiding Disease versus Protecting Health. *Cognitive Sociolinguistics Revisited*, 48, 81.

#### Under Review

**Haupt, M.R.**, Cuomo, R., Mackey, T. K., Coulson, S. The Role of Narcissism and Motivated Reasoning on Misinformation Propagation. *Scientific Reports*.

## **PRESENTATIONS**

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### *Refereed Presentations*

- Haupt M, Cuomo R, Mackey TK. Evaluating Influential Features of Social Media Posts Advertising Illicit Drugs Using Conjoint Analysis. College on People with Drug Dependence (CPDD) 2023 Annual Meeting, June 21, 2023; Denver, Colorado.
- Haupt M. Investigating Infodemics Combining Natural Language Processing, Qualitative Content Coding, and Data-drive UX Personas. American Public Health Association 150<sup>th</sup> Annual Meeting, November 6-9 2022; Boston, MA. Oral presentation.

- Haupt M, Shah S, Cuomo RE, Mackey T. The Influence of Dispositional Traits on Trust in Medical Scientists. American Public Health Association 150<sup>th</sup> Annual Meeting, November 6-9 2022; Boston, MA. Oral presentation.
- Haupt M, Coulson S, Cuomo RE, Mackey T. Examining the Influence of Dispositional Traits on Misinformation Propagation and Correction. American Public Health Association 150<sup>th</sup> Annual Meeting, November 6-9 2022; Boston, MA. Oral presentation.
- Haupt M, Coulson S, Mackey T. Examining Associations between Personality and Dispositional Traits with Spreading and Correcting Misinformation on Social Media. PRISM Health Symposium, December 2021; San Francisco, CA (**Best Rapid Fire Presentation by Trainee Award**)
- Haupt M. Characterizing Twitter Reaction to Pfizer Vaccine Announcement. UConn Center for mHealth and Social Media 5<sup>th</sup> Annual Conference, May 2021. Oral presentation.
- Haupt M, Li J, Mackey T. Examining Misinformation Spread of Scientific Evidence on Hydroxychloroquine Twitter Discourse using Machine Learning and ‘Echo’ Scores. PRISM Health Symposium, December 2020; San Francisco, CA. Oral presentation.

#### *Invited Talks*

- Columbia University, Quantitative Methods in the Social Sciences, November 2023 “Panel on Data Science in the Political World”
- Columbia University, Quantitative Methods in the Social Sciences Research Seminar, March 2022 “Two Year Review of Social Media Research during the COVID Era”
- Ryerson University, Social Media Lab, November 2021 “The Use of Scientific Authority when Examining Misinformation Spread on Twitter”
- American Public Health Association (APHA), October 2021 “Using Social Network Analysis, Natural Language Processing, and Online Experiments for Public Health Research”
- UC San Diego, California, March 2021 “Misinformation Spread & Scientific Authority”
- Columbia University, Quantitative Methods in the Social Sciences Research Seminar, January 2021 “Social Media Research during the COVID Era”

## **CONFERENCE POSTERS**

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2022	Haupt M, Purushothaman V, Cui M, Mackey T. Using Conjoint Analysis to Assess Influential Features of Social Media Posts Advertising Illicit Drugs. Promoting Research in Social Media and Health Annual Meeting (PRISM), November 30, 2022. Poster Presentation
2022	Calac A, Haupt M, Li Z, Mackey T. #COVIDIsAirborne: A Twitter Infodemiology Study. 13th Annual CUGH Global Health Conference, March 30, 2022; virtual conference. Poster presentation
2022	Haupt M, Xu Q, Yang J, Cai M, Mackey TK. Network Analysis of Vaping Industry Influence and Mobilization on Facebook. Society for Research on Nicotine and Tobacco 28th Annual Meeting, March 15-18, 2022; Baltimore, MD. Poster presentation
2021	Haupt M, Cuomo R, Li J, Mackey TK. An Affordance Perspective for Examining Drug Dealer Behavior across Social Networking Sites (SNS). Promoting Research in Social Media and Health Annual Meeting (PRISM), December 3, 2021. Poster Presentation

- 2021 Haupt M, Calac A, Bardier C, Li J, Mackey T. Identifying Prevalent Themes and Influential Users in Reaction to Pfizer Vaccine Announcement on Twitter. American Public Health Association (APHA) Annual Meeting, October 24-27,2021. ePoster presentation.
- 2021 Bardier C, Haupt M, Calac A, Li J, Mackey T. Assessing differences in online discourse of COVID-19 misinformation on twitter by ethnicity. American Public Health Association (APHA) Annual Meeting, October 24-27,2021. ePoster presentation.
- 2021 Haupt M, Mackey T. Investigating Misinformation Spread of Hydroxychloroquine Twitter Discourse using Natural Language Processing. CUGH 2021 Annual Conference, March 12-14,2021. ePoster presentation.
- 2021 Mackey T, Li J, Purushothaman V, Haupt M, Nali M, Calac A. Identifying and Characterizing the Multifaceted Forms of the COVID-19 Infodemic Using Big Data, Machine Learning, and Network Analysis. CUGH 2021 Annual Conference, March 12-14,2021. ePoster presentation.
- 2017 Haupt M. Using the Internet to Find Love? How Demographic Factors Influence Opinions about Online Dating. The New York Chapter of the American Association for Public Opinion Research. New York, NY.
- 2014 Arango A, Opperman K. J, Cole-Lewis Y, Thomas T, Haupt M, Gipson P. Y, & King C.A. Peer Bullying Victimization and Perpetration, Social Connectedness and Suicide-Related Outcomes among Adolescents. American Association of Suicidology. Los Angeles, CA.

## ACADEMIC RESEARCH POSITIONS

**Global Health Policy and Data Institute** March 2020 – *present*  
*Pre-Doctoral Research Fellow* San Diego, CA

- Lead investigator on projects related to public health and social media research using machine learning, natural language processing, and social network analysis
- Areas of research include political mobilization on social media, online communication dynamics, and misinformation spread
- Funded by the Tobacco-Related Disease Research Program (TRDRP) High Impact Pilot Research Grant

**Stanford Graduate School of Business – Behavioral Lab** June 2015 – June 2016  
*Research Coordinator* Stanford, CA

- Coordinate online and in-person studies with faculty and graduate students. Topics of studies range from judgment and decision-making, hiring biases, and how organizational hierarchies impact group dynamics
- Program surveys on Qualtrics and SurveyMonkey

*(Undergraduate Research Assistantships)*

**Ross School of Business – Dr. Jeffrey Sanchez-Burks** May 2014 – May 2015, *Ann Arbor, MI*  
**Emotion and Self-Control Lab – Dr. Ethan Kross** September 2014 – May 2015, *Ann Arbor, MI*  
**Rachel Upjohn Depression Center – Dr. Cheryl King** May 2013 – September 2014, *Ann Arbor, MI*  
**Institute for Social Research – Dr. Shinobu Kitayama** September 2012 - May 2013, *Ann Arbor, MI*

## GRANTS

- 2023 **Center for Anti-Counterfeiting Michigan State University's Center for Anti-Counterfeiting and Product Protection (A-CAPP) – Research Award (\$30,000) (Co-PI)**  
"Investigating Safety Perceptions of Online Drug Purchasing Behaviors using Conjoint Analysis"
- 2022 **Sawtooth Software Academic Grant** (Full access to proprietary software)
- 2021 **Sanford Institute for Empathy and Compassion – Seed Grant (\$30,000) (Co-PI)**  
"Examining Associations between Misinformation Spread, Empathy, and Narcissism Online across COVID-19 Discourse using Big Data and Social Network Analysis"

## TEACHING EXPERIENCE

<i>Department</i>	<i>Role</i>	<i>Course Title</i>	<i>Num</i>	<i>Terms</i>
Master of Advanced Studies in Clinical Research Program, UC San Diego	Course	Intro to Social Network	CLRE 234	Winter 2024
	Instructor	Analysis: Theory and Clinical		Winter 2023
	+ Designed Curriculum	Applications		Summer 2022
Master of Advanced Studies in Clinical Research Program, UC San Diego	Course	Directed Studies in Advanced	CLRE 260	Fall 2023
	Instructor	Statistics – Using k-means		
Cognitive Science, UC San Diego	Teaching Assistant	Cognitive Consequences of	COGS 10	Spring 2020
		Technology, Prof Jim Hollan		
Cognitive Science, UC San Diego	Teaching Assistant	Analogy and Conceptual Systems, Prof Seana Coulson	COGS 151	Winter 2020

## INDUSTRY EXPERIENCE

**Insight Strategy Group** (Currently known as "*Marketcast*") September 2017 – April 2019  
*Senior Quantitative Analyst* New York, NY

- Oversee design and implementation of quantitative research studies for industries in technology, entertainment, and finance
- Analyze data and interpret findings from correlations, regressions, factor analysis, and clustering techniques to produce actionable insights from research

**SKIM Analytics** November 2016 – February 2017  
*Intern Analyst* Hoboken, NJ

- Analyze data from discrete choice modeling studies to determine change in market share of consumer products and visualize results to clients
- Evaluate open-ended responses from consumers and identify themes to better understand reasoning for purchasing decisions

## SKILLS

**Statistical Programs** R, SPSS, Excel **Programming Languages** Python, HTML **Biometrics Devices** Tobii eye-tracking monitors, ECG Biopac devices (blood pressure, impedance, heart rate) **Survey Platforms** Qualtrics, SurveyMonkey **Visual Graphic Programs** Adobe Photoshop, Adobe Illustrator, PowerPoint