

Sandra Matz

Curriculum Vitae

Department of Psychology
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Research Interests

Big Data, Psychographic Profiling, Psychological Fit, Personality, Computer-Human Interaction

Education

- Since 10/2013 **Ph.D. in Psychology**
University of Cambridge (UK)
- Thesis: Psychological Fit in Consumption - A Big Data Approach
 - Supervisor: Professor John Rust
- 09/2016 – 12/2016 **Visiting Researcher**
University of Texas at Austin, Department of Psychology
- Sponsor: Professor Sam Gosling
- 04/2016 - 06/2016 **Visiting Researcher**
Stanford Graduate School of Business (Management Group)
- Sponsor: Professor Michal Kosinski
- 10/2009 - 08/2013 **B.Sc. in Psychology (Distinction)**
Albert-Ludwigs-University Freiburg (Germany)
- Thesis: Tell me what you like and I tell you who you are: Development and preliminary validation of the preference-based personality questionnaire (PPQ)
- 10//2011 - 07/2012 **One-year-visiting student in Politics, Psychology and Sociology**
University of Cambridge (UK)

Publications

Refereed journal articles

- Matz, S. C.**, Gladstone, J. J., & Stilwell, D. (in press). In the World of Big Data, Small Effects Can Still Matter: Reply to Boyce et al. *Psychological Science*
- Matz, S. C.**, Gladstone, J. & Stilwell, D. (2016). Money Buys Happiness if Spending Fits our Personality. *Psychological Science*, 27(5), 715-725.
- Behrendt, P., **Matz, S. C.** & Goeritz, A. (2016). An integrative model of leadership behaviour. *Leadership Quarterly* (available online).
- Kosinski, M., **Matz, S. C.**, Gosling, S., Popov, V. & Stilwell, D (2015). Facebook as a Social Science Research Tool: Opportunities, Challenges, Ethical Considerations and Practical Guidelines. *American Psychologist*, 70(6), 543-56.

Manuscripts under review

- Matz, S. C.**, Kosinski, M., & Stillwell, D. (R&R at the Journal of Marketing Research). *Psychographic Targeting as an Effective Approach to Persuasive Communication*.
- Matz, S. C.**, Segalin, C., Stillwell, D., Müller, S. R. & Bos, M. (under review). *Personality-customized communication: Using computational methods to predict the personal appeal of marketing images*.

Manuscripts in preparation

- Matz, S. C.** & Netzer, O. (invited manuscript for Current Opinion in the Social and Behavioral Sciences). *Using Big Data to Understand Consumers*.
- Matz, S. C.**, Menges, J., Schwartz, A. & Stillwell, D. (in prep). Predicting income from Facebook profile information.
- Matz, S. C.** & Gladstone, J.J. (in prep). The financial consequences of kindness: Why agreeableness is a trait the poor cannot afford.
- Matz, S. C.**, Kosinski, M., Tkalcic, M., & Gladstone, J. (in prep). Personality-based user similarity increases the predictive power of collaborative filtering algorithms.
- Matz, S. C.** & Harari, G. (in prep). Mobile Assessment Methods for Marketing Research.
- Idani, A, Kohli, P, Kosinski, M, **Matz, S. C.** & Stillwell, D. (in prep). Personality predictions from online behavioural traces are as accurate as self-report.

Book chapters

- Matz, S. C.** & Hirsh, J. (in press). Marketing and Personality. In Carducci, B. J. (eds), *The Wiley Encyclopedia of Personality and Individual Differences*. John Wiley & Sons, Inc.
- Matz, S. C.** (2016). *Personality-customised advertising in the digital environment*. In C. Jansson-Boyd & M. Zawisza (eds), *International Handbook of Consumer Psychology*. Taylor & Francis.
- Matz, S. C.**, Chan, Y. & Kosinski, M. (2016). Models of Personality. In Tkalcic, Decarolis, Kosir & Odić (eds), *Emotions and Personality in Personalized Systems*. Springer
- Behrendt, P. & **Matz, S. C.** (2014). Wie Sie Probleme lösen anstatt sie zu fokussieren. In A. Ryba, D. Pauw, D. Ginati & S. Rietmann (Hrsg.), *Professionell coachen. Das Methodenbuch*: Beltz.

Conference Publications

- Matz, S. C.** (forthcoming). *The benefits of personality-tailored communication*. 2nd International Convention of Psychological Science, Vienna.
- Matz, S. C.**, & Gladstone, J. (2017). *Nice Guys Finish Last: Agreeableness is Linked to Negative Financial Outcomes in Low-Income Individuals*. 18th Annual Meeting of the Society for Personality and Social Psychology, San Antonio.
- Matz, S. C.**, Gladstone, J., & Stillwell, D. (2016). *Money Buys Happiness if Spending Fits our Personality*. 18th European Conference on Personality, Timisoara (Romania).
- Matz, S. C.**, Segalin, C., Stillwell, D., & Bos, M. (2016). Using algorithms to increase the personal appeal of commercial images. 28th Annual APS Convention, Chicago.

- Matz, S. C.**, Gladstone, J., & Stillwell, D. (2016). *Money Buys Happiness if Spending Fits our Personality*. 17th Annual Meeting of the Society for Personality and Social Psychology, San Diego.
- Matz, S. C.**, Popov, V., Stillwell, D., & Kosinski, M. (2015). *Using the Big Five for personality-customised advertising on Facebook*. 16th Annual Meeting of the Society for Personality and Social Psychology, Long Beach.
- Matz, S. C.**, Chan, Y. E. F., Popov, V., Stillwell, D., & Kosinski, M. (2014). *Using Big Data in real-life online marketing: personality-targeted and tailored advertisements on Facebook*. 26th Annual APS Convention, San Francisco.

Invited Talks

- Matz, S. C.** (2017). The Promises and Perils of Psychographic Targeting: A Look into the Future. Microsoft EXPLAIN, Berlin
- Matz, S. C.** (2017). Big Data, Psychographic Profiling, and the Future of Digital Communication. President Lecture. Berlin School of Creative Leadership, Berlin.
- Matz, S. C.** (2016). *Using Big Data and Psychological Theory in Customer-Centric Marketing*. Marketing Seminar, ESADE Business School, Barcelona.
- Matz, S. C.** (2016). *Using Big Data and Psychological Theory in Customer-Centric Marketing*. Marketing Seminar, London Business School, London.
- Matz, S. C.** (2016). *Using Big Data and Psychological Theory in Customer-Centric Marketing*. Marketing Seminar, Columbia Business School, New York.
- Matz, S. C.** (2016). *Psychology gone wild: A Big Data approach to psychological research*. Social and Personality Psychology Seminar, University of Texas, Austin.
- Matz, S. C.** (2015). *Big Data Assessment: Predicting Psychological Traits from Digital Footprints*. Keynote at the VII Brazilian Congress for Psychological Assessment, Sao Paulo.
- Matz, S. C.** (2015). *Using Big Data in personality-customised advertising*. Keynote at the DataIQ Summit, London.
- Matz, S. C.** (2014). *Using preference-based predictions of personality for customised advertising on Facebook*. Invited talk at the WWBP, University of Pennsylvania.

Selected Media Coverage

- Selected UK/US media coverage on “Money Buys Happiness When Spending Fits Our Personality” in the Telegraph ([here](#)), the Independent ([here](#)), Washington Post ([here](#)), Chicago Tribune ([here](#)), CNBC ([here](#)), the World Economic Forum ([here](#)) .
- Op-Ed on “We Need to Learn How to Control Psychological Targeting” ([here](#)) in response to an article about the application of psychological targeting in the Trump’s 2016 presidential campaigns ([here](#)).
- Interview with Psychology Today on “Creating Ads We’d be Glad to See” [here](#).
- Interview in ‘DIE WELT’ on the topic of “Recruitment via Facebook”. Published on February 2, 2014 [here](#).

Awards and Honours

- 04/2016 **Top 30 Thinkers under 30**
Pacific Standard Magazine
Recognizes young men and women predicted to have a serious impact on the social, political, and economic issues
- 02/2010 – present **Full Undergraduate and Graduate scholarship**
German National Academic Foundation
Total amount: \$115,000
- 02/2016 **DatalQ Big Data 100 of 2016**
Recognizes the 100 most influential data marketers in the UK
- 09/2016 **Kurt Hahn Scholarship**
Total amount: £ 3,000 (~ \$4,500)
- 07/2015 **Accenture Innovation Award** (with Prof. Michal Kosinski)
Total amount: \$25,000
- 02/2015 **DatalQ Big Data 100 of 2015**
Recognizes the 100 most influential data marketers in the UK
- 07/2014 **DatalQ New Talent Award for Data Marketers under 30**
Recognizes a young talent in data-driven marketing

Research and Professional Experience

- 06/2016 – present **Research Consultant**
Disney Research
 - Analysis and presentation of large-scale behavioural data
- 04/2014 – 07/2016 **External Consultant**
Grayling, Edelman and VisualDNA (projects worth \$200,000)
 - Presentations on personality-customized online marketing
 - Implementation and evaluation of personality-customised marketing campaigns (improvement of key metrics by up to 4,000%)
 - Design and analysis of a large cross-national study on the psychology of entrepreneurs (published report accessible [here](#))
- 09/2015 – 12/2015 **Research Associate**
Disney Research Pittsburgh
 - Research in the area of personalized user experience
 - Presentation of findings to internal stakeholders
 - Summary of findings in a scientific publication
- 01/2014 – 04/2014 **Junior Psychometrician**
University of Cambridge Psychometrics Centre
 - Validation of a working memory test for Pearson Assessment

- 10/2012 – 06/2013 **Research and Project Assistant**
 Department of Work Psychology, University of Freiburg
 - Video ratings of recorded project meetings
 - Statistical analysis of results
- 02/2011 – 04/2011 **Human Resource Internship**
 Novartis AG (Switzerland)
 - Social media recruitment sourcing for emerging markets
 - Improving candidate experience on the Novartis website
- 04/2010 – 06/2011 **Research Assistant**
 Department of Social Psychology & Methodology, University of Freiburg
 - Data collection, preparation and preliminary analysis

Teaching experience

- Lectures and Workshops **Theme Leader of the “Big Data” topic**
 Junior Researcher Programme, University of Cambridge
 Insights for Impact report [here](#).
- Guest lecturer in Personality**
 Sutton Trust Summer School, University of Cambridge
- Guest lecturer in Consumer Psychology**
 London Metropolitan University
- Instructor of several R and Concerto courses**
 University of Cambridge Psychometrics Centre
- Instructor of Level A/B courses in occupational test use**
 University of Cambridge Psychometrics Centre
- Supervision **Supervision of undergraduate dissertation projects**
 Department of Psychology, University of Cambridge
- TA work **MBA class on “Big Data in Business”**
 Judge Business School, University of Cambridge
- Replication course**
 Social Sciences Research Methods Center, University of Cambridge
- Social Psychology lecture**
 Department of Social Psychology & Methodology, University of Freiburg

Skills

Languages	German (native speaker), English (fluent), French (basic), Italian (basic), Spanish (basic)
Programming	R (fluent), Python (basics), HTML (basics), MySQL (basics)
Survey Design	Concerto (adaptive testing platform, advanced), Qualtrics (advanced)
Data Analysis	<ul style="list-style-type: none">▪ Basic inferential statistics (regression, ANOVA etc.)▪ Advanced statistical modelling methods (SEM, factor analysis, IRT, multilevel modelling)▪ Applied machine learning techniques (SVM, OLS, LASSO, NLP)

Professional Associations

Reviewer	Psychological Science Cyberpsychology, Behavior and Social Networking PLoS ONE Social Science Computer Review
Affiliations	Association for Psychological Science (APS) Society for Personality and Social Psychology (SPSP) Association for Consumer Research (ACR)

Referees

Prof Michal Kosinski
Stanford Graduate School of Business
Email: michalk@stanford.edu

Prof Jochen Menges
WHU Otto Beisheim School of Management
Email: jochen.menges@whu.edu

Prof John Rust
The Psychometrics Centre
University of Cambridge
Email: jnr24@cam.ac.uk

Dr David Stillwell
Judge Business School
University of Cambridge
Email: d.stillwell@jbs.cam.ac.uk

Dr Maarten Bos
Research Scientist at Disney Research
Email: mbos@disneyresearch.com

Prof Samuel Gosling
University of Texas at Austin
Email: samg@austin.utexas.edu