

# MICHAEL ROBERT HAUPT, PHD

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## EDUCATION

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### UNIVERSITY OF CALIFORNIA, SAN DIEGO

September 2019 – June 2024

Doctor of Philosophy in Cognitive Science

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

Kaufman, R., Broukhim, A., & **Haupt, M.** (2025). WARNING This Contains Misinformation: The Effect of Cognitive Factors, Beliefs, and Personality on Misinformation Warning Tag Attitudes. *Proceedings of the ACM on Human-Computer Interaction*, 9(7), 1-32.

McMann, T. J., **Haupt, M. R.**, Le, N., Backes-Jedrzejek, K., Meurice, M. E., Li, Z., & Mackey, T. K. (2025). Multiplatform characterization of online permanent female contraception discussion among social media users: analysis of Twitter and Reddit. *Reproductive Health*.

Reese, M., Mehta, Y. A., **Haupt, M. R.**, Dennis, D., Becker, M., Clark, R. C., & Reid, C. M. (2025). Academic Influence and Industry Funding in Nerve Allograft Research: A Coauthorship Network Analysis. *Plastic and Reconstructive Surgery*, 155(3), 632e.

**Haupt, M. R.**, Cuomo, R., Mackey, T. K., & Coulson, S. (2024). The role of narcissism and motivated reasoning on misinformation propagation. *Frontiers in Communication*, 9.

**Haupt, M. R.\***, Yang, L.\*, Purnat, T., & Mackey, T. (2024). Evaluating the Influence of Role-Playing Prompts on ChatGPT's Misinformation Detection Accuracy: Quantitative Study. *JMIR Infodemiology*, 4(1), e60678. \*= Co-first authors

McMann, T. J., **Haupt, M. R.**, Le, N., Meurice, M. E., Li, J., Cuomo, R. E., & Mackey, T. K. (2024). Abortion pill marketing and sourcing on twitter following Dobbs v. Jackson supreme court ruling. *The European Journal of Contraception & Reproductive Health Care*, 0(0), 1–6.

- 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.

## **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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2024	McMann T, Haupt M, Salazar S, Le N, Backes-Jedrzejek K, Meurice M, Li Z, Mackey TK. Multiplatform Characterization of Online Permanent Female Contraception Discussion Among Social Media Users: Analysis of Twitter and Reddit. American Public Health Association Annual Meeting, Oct 28, 2024; Minneapolis, MN. Poster Presentation
2024	Mackey TK, Haupt M, Yang L. The Impact of Identity Prompts on ChatGPT’s Misinformation Detection. American Public Health Association Annual Meeting, Oct 29, 2024; Minneapolis, MN. Poster Presentation
2023	Yang L, Haupt M, Mackey T. The Impact of Identity Prompts on ChatGPT’s Misinformation Detection. Promoting Research in Social Media and Health. December 2023. Poster Presentation.
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 POSITIONS

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### ***Journal Editorial Service***

**JMIR Infodemiology**

Associate Editor

2024 – *present*

### ***Research Positions***

**Global Health Policy and Data Institute**

Research Fellow

March 2020 – *present*

*San Diego, CA*

**Stanford Graduate School of Business – Behavioral Lab**  
Research Coordinator

June 2015 – June 2016  
Stanford, CA

***Undergraduate Research Assistantships***

**Ross School of Business** – Dr. Jeffrey Sanchez-Burks  
**Emotion and Self-Control Lab** – Dr. Ethan Kross  
**Rachel Upjohn Depression Center** – Dr. Cheryl King  
**Institute for Social Research** – Dr. Shinobu Kitayama

May 2014 – May 2015, *Ann Arbor, MI*  
September 2014 – May 2015, *Ann Arbor, MI*  
May 2013 – September 2014, *Ann Arbor, MI*  
September 2012 - May 2013, *Ann Arbor, MI*

**GRANTS**

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2023	<b>Center for Anti-Counterfeiting Michigan State University’s Center for Anti-Counterfeiting and Product Protection (A-CAPP) – Research Award (\$30,000) (Co-PI)</b> “Investigating Safety Perceptions of Online Drug Purchasing Behaviors using Conjoint Analysis”
2023	<b>Sanford Institute for Empathy and Compassion – Seed Grant (\$30,000) (Co-PI)</b> “Patient Experience Regarding Seeking Permanent female Contraception and Technology Influences (PERSPeCTive)”
2022	<b>Sawtooth Software Academic Grant</b> (Full access to proprietary software)
2021	<b>Sanford Institute for Empathy and Compassion – Seed Grant (\$30,000) (Co-PI)</b> “Examining Associations between Misinformation Spread, Empathy, and Narcissism Online across COVID-19 Discourse using Big Data and Social Network Analysis”

**TEACHING EXPERIENCE**

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<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 Instructor + Designed Curriculum	Intro to Social Network Analysis: Theory and Clinical Applications	CLRE 234 (2 units)	Winter 2024 Winter 2023 Summer 2022
Master of Advanced Studies in Clinical Research Program, UC San Diego	Course Instructor + Designed Curriculum	Directed Studies in Advanced Statistics – Using k-means clustering to create data-driven persona models	CLRE 260 (2 units)	Fall 2023
Cognitive Science, UC San Diego	Teaching Assistant	Cognitive Consequences of Technology, Prof Jim Hollan	COGS 10 (4 units)	Spring 2020
Cognitive Science, UC San Diego	Teaching Assistant	Analogy and Conceptual Systems, Prof Seana Coulson	COGS 151 (4 units)	Winter 2020

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## GRADUATE STUDENT ADVISING

<i>Trainee Name</i>	<i>Program/Training Period</i>	<i>Thesis Title</i>	<i>Role</i>
<b>Dyuthi Dinesh</b>	MA, Quantitative Methods in the Social Sciences (Columbia Univ)(2025)	Sharing is (S)caring: Exploring Psychological, Political and Social Factors in Misinformation Propagation	Thesis Advisor (External)
<b>Jay Jun</b>	MA, Quantitative Methods in the Social Sciences (Columbia Univ)(2025)	Understanding Online Purchasing Behavior for Cannabis and GLP-1s through Social media and Personality Factors	Thesis Advisor (External)
<b>Hiral Diwanji</b>	MAS, Clinical Research (UCSD) (2024)	Opioids for Chronic Pain in Cancer Patients: A Retrospective Analysis on Patient Demographics and Hospitalization Frequencies	Committee member of Masters Thesis
<b>Baishui Hu</b>	MAS, Clinical Research (UCSD) (2023)	An Angle to the Development of Organ Donation by Analyzing Social Media	Committee member of Masters Thesis

## INDUSTRY EXPERIENCE

<b>Insight Strategy Group</b> (Currently known as “Marketcast”) <i>Senior Quantitative Analyst</i>	September 2017 – April 2019 <i>New York, NY</i>
<ul style="list-style-type: none"> <li>- Oversee design and implementation of quantitative research studies for industries in technology, entertainment, and finance</li> <li>- Analyze data and interpret findings from correlations, regressions, factor analysis, and clustering techniques to produce actionable insights from research</li> </ul>	
<b>SKIM Analytics</b> <i>Intern Analyst</i>	November 2016 – February 2017 <i>Hoboken, NJ</i>
<ul style="list-style-type: none"> <li>- Analyze data from discrete choice modeling studies to determine change in market share of consumer products and visualize results to clients</li> <li>- Evaluate open-ended responses from consumers and identify themes to better understand reasoning for purchasing decisions</li> </ul>	

## 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