

MICHAEL ROBERT HAUPT, PHD

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EDUCATION

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

Journal Articles

Haupt, M.R., Weiss, S. M., Calac, A. J., Salazar, S., Larsen, M. Z., Mackey, T. K. (forthcoming).

Investigating GLP-1 sourcing preferences on social media and motivations for use: survey with choice-based conjoint (CBC) exercise. *Plos One*.

Haupt, M. R., Yang, J. S., Nali, M., & Mackey, T. K. (forthcoming). Investigating purchasing preferences of cannabis products on social media: conjoint analysis and online survey. *Journal of Cannabis Research*.

Ashraf, A. R., Fittler, A., **Haupt, M. R.**, McMann, T., Li, J., & Mackey, T. K. (forthcoming). How AI Curates Evidence on a Contested Health Topic: A Consumer Health Information Quality Assessment of Generative AI and Conventional Search Responses to Tylenol–Autism Queries. *JAMIA Open*.

Haupt, M. R., Massillon, D., Yang, L., Chen, Y., Natarajan, A., Ward, S. R., & Mackey, T. K. (2026). Prompt engineering experiment on ChatGPT's ability to recommend orthopedic surgeons. *International Journal of Medical Informatics*, 106581.

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

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 150th 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 150th 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 150th 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 5th 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

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

Research Positions

San Diego Supercomputer Center Research Scientist	August 2025 – <i>present</i> <i>San Diego, CA</i>
University of California, San Diego Postdoctoral Researcher	August 2024 – August 2025 <i>San Diego, CA</i>
Global Health Policy and Data Institute Research Fellow	March 2020 – <i>present</i> <i>San Diego, CA</i>
Stanford Graduate School of Business – Behavioral Lab Research Coordinator	June 2015 – June 2016 <i>Stanford, CA</i>

Faculty Positions

Quantitative Methods in the Social Sciences, Columbia University Adjunct Assistant Professor	September 2026 – <i>present</i> <i>New York, NY</i>
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Journal Editorial Service

JMIR Infodemiology Associate Editor	July 2024 – <i>present</i>
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Undergraduate Research Assistantships

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

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"
2023	Sanford Institute for Empathy and Compassion – Seed Grant (\$30,000) (Co-PI) "Patient Experience Regarding Seeking Permanent female Contraception and Technology Influences (PERSPeCTive)"
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>
Quantitative Methods in the Social Sciences, Columbia University	Course Instructor	Quantitative Theory and Methodology for the Social Science	GR5010 (3 credits)	Fall 2026
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

GRADUATE STUDENT ADVISING

<i>Trainee Name</i>	<i>Program/Training Period</i>	<i>Thesis Title</i>	<i>Role</i>
Dyuthi Dinesh	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)

Jay Jun	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)
Hiral Diwanji	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
Baishui Hu	MAS, Clinical Research (UCSD) (2023)	An Angle to the Development of Organ Donation by Analyzing Social Media	Committee member of Masters Thesis

INDUSTRY EXPERIENCE

Haupt Data Insights <i>President and Founder</i>	September 2024 – <i>Present</i> <i>New York, NY</i>
- Founded data analytics firm that specializes in brand strategy consulting and communications research	
Insight Strategy Group (Currently known as “Marketcast”) <i>Senior Quantitative Analyst</i>	September 2017 – April 2019 <i>New York, NY</i>
- 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 <i>Intern Analyst</i>	November 2016 – February 2017 <i>Hoboken, NJ</i>
- 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