Michal Kosinski

Michal is a psychologist and data scientist. His research focuses on studying humans through the lenses of digital footprints left behind while using digital platforms and devices.

He is an Assistant Professor at Stanford Graduate School of Business. Michal holds a PhD in Psychology from University of Cambridge, an MPhil in Psychometrics, and a MS in Social Psychology. Michal coordinates the myPersonality project, which involves global collaboration between over 200 researchers, analyzing the detailed psycho-demographic profiles of over 8 million Facebook users. While at Cambridge University, he started an open-source online adaptive testing platform Concerto and ApplyMagicSauce.com predictive engine.

Previously, Michal was the Deputy Director of the University of Cambridge Psychometrics Centre, a researcher at Microsoft Research, and a post-doc at Stanford's Computer Science Department. Prior to entering academia, Michal founded a successful ITC start-up and served as a brand manager for a major digital brand.