Jessica Bodford, Ph.D.
DIRECTOR OF RESEARCH

EXPERIENCE

RESEARCH MANAGER, Meta Platforms, Inc.
March 2018 – Present; Menlo Park, CA

Manage a geographically distributed team of senior qualitative and quantitative researchers and research managers. Drive insights to inform organizational direction, long-term vision, and immediate product, policy, and process decisions. Build and foster constructive relationships with cross-functional partner teams. Secure operating budget and headcount for team growth and operations. Recruit talent based on business priorities and team strengths.

MIXED-METHODS RESEARCHER, Facebook, Inc.
July 2017 – March 2018; Menlo Park, CA

Conduct rigorous mixed-methods research to inform product and policy strategy across teams. Inform long-term direction, immediate-term decisions, and experiment design through insights. Drive halfwise planning based on research outcomes.

RESEARCH INTERN and CONTRACTOR, Facebook, Inc.
August 2015 – May 2017; Menlo Park, CA

Lead product teams on multi-market international field research to inform early product design. Secure prioritization of new product features stemming from internship insights. Lead cross-functional hackathons, workshops, and design sprints.

EDUCATION

DOCTOR OF PHILOSOPHY, Arizona State University
2012 – 2017; Phoenix, AZ

Social Psychology; focus in Quantitative Methods. Areas of study: Cybersecurity, hacker decision-making.

BACHELOR OF SCIENCE, University of North Carolina
2008 – 2012; Chapel Hill, NC

Quantitative Psychology, *summa cum laude*. Bachelor of Arts: Spanish. Minor: Information Science. Certification: Carolina Research Scholar.

SUMMARY

I lead the Central Integrity Ecosystems Research team, which predicts and mitigates online harms stemming from sociopolitical crises around the world. Our team triangulates attitudinal and behavioral signals to identify spikes in harmful content across the platform, assesses the risks of global events to recommend where we should focus our time and efforts, and tests solutions to minimize those risks to our users.

SKILLS

Leadership: Management, Cross-functional partnerships, Strategic influence, Public speaking, Business and org strategy, Talent acquisition, Resource allocation.

Methods: Survey design, Quantitative analysis, Interview and focus group moderation, Grounded theory, Diary study design, Participant observation, Usability testing, Jobs-to-be-Done.

PULSE

(*1-year averages*)
Manager: 91.5%; Collaboration: 89.8%, Team impact: 92.8%, People: 91.5%.

Personal: 65.5%; Daily work: 77.0%, Career: 68.4%.

CONTACT

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SELECTED PUBLICATIONS

Bodford, J. E., Bunker, C. J., & Kwan, V. S. Y. (2021). Does perceived social networking site security arise from actual and perceived physical safety? *Computers in Human Behavior*.

Redmiles, E. M., **Bodford, J. E.**, & Blackwell, L. (2019). "I just want to feel safe": A Diary study of safety perceptions on social media. *Association for the Advancement of Artificial Intelligence (AAAI)*.

Bodford, J. E. & Kwan, V. S. Y. (2017). A Game theoretical approach to hacktivism: Is Attack likelihood a product of risks and payoffs? *Cyberpsychology, Behavior, and Social Networking*. doi:10.1089/cyber.2016.0706

Bodford, J. E., Kwan, V. S. Y., & Sobota, D. S. (2017). Fatal attractions: Attachment to smartphones predicts dangerous and socially inappropriate multitasking behaviors. *Cyberpsychology, Behavior, and Social Networking*, 20(5), 320-326.

Bodford, J. E. (2017). Loneliness in modern life. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.) *The Encyclopedia of Evolutionary Psychological Science*. New York, NY: Springer Publishing.

Bodford, J. E. (2017). Blurring safety between online and offline worlds: Archival, correlational, and experimental evidence of generalized threat in the digital age [Dissertation]. Tempe, AZ: Arizona State University.

Adelman, R. M., Herrmann, S. D., **Bodford, J. E.**, Graudejus, O., Okun, M. A., & Kwan, V. S. Y. (2016). Feeling closer to the future self and doing better: Temporal psychological mechanisms underlying academic performance. *Journal of Personality*, 85(3), 398-408.

Kwan, V. S. Y. & **Bodford, J. E.** (2015). The Psychological impacts of cyberlife engagement. In R. A. Scott & S. M. Kosslyn (Eds.) *Emerging Trends in the Social and Behavioral Sciences*. Thousand Oaks, CA: Wiley Publications.

Bodford, J. E. & Hussong, A. M. (2013). Moderators of the relationship between religiosity and alcohol use in college students. *Journal of Psychology and Theology*, 41(1), 78-93.

AWARDS

National Science Foundation (NSF) Graduate Research Fellow

Facebook, Inc. Dissertation Fellow

Graduate & Professional Student Association (GPSA) Outstanding Mentor Award

SELECTED SPEAKING ENGAGEMENTS

User perceptions of safety, security, and privacy. *EMERGE: emergeconf.io* (May 2020).

"I just want to feel safe": A Diary study of safety perceptions on social media. *The Association for the Advancement of Artificial Intelligence* (June 2019).

Social Identity Verification Methods. *Google's Annual Risk Salon: Deflect Conference* (May 2018).

A Game theoretical approach to hacktivism: Is Attack likelihood a product of risks and payoffs? *The Society for Personality and Social Psychology* (January 2017).

Cyberpsychology: The interdisciplinary study of social psychological processes in the digital age. *The Association for Psychological Science* (May 2016).

Driving, interrupted: Attachment to cell phones predicts life-threatening polychronic behaviors. *Graduate & Professional Student Association Interdisciplinary Research Symposium* (March 2015).