Hunter Priniski

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Websites
jpriniski.github.io
Google Scholar
(Citations: 238; H-index: 8)

Overview

My cognitive and data science research integrates psychological experiments on individuals and networked groups, open-source software development, and large-scale analyses of social media to understand how interactions in online environments influence people's beliefs. My research informs interactive, community-based interventions aimed at crowdsourcing underrepresented narratives and facilitating grassroots activism. I actively advocate for technology and urban development that harnesses—rather than limits—our individual and collective agency, and I publish my work extensively in high-impact academic journals and conferences.

Positions

Postdoctoral Researcher, Department of Psychology, UCLA, August 2024 - current.

Education

PhD, Computational Cognition, 2024
University of California, Los Angeles, CA
Dissertation: Belief dynamics in online social networks (*Kate Gordon Moore Award*)
Advisor: Keith Holyoak

BS, Mathematics, 2017, *summa cum laude*
Barrett, The Honors College
Arizona State University, Tempe, AZ

Fellowships

Edwin W. Pauley Fellowship, UCLA, $2022 - 2023$
Dissertation Year Fellowship, UCLA, $2023 - 2024$

Proceedings & Publications

Priniski, J. H., Linford, B., Morstatter, F., Brantingham, J., & Lu, H. (2025). Effect-prompting shifts causal relations expressed during online communication. In Proceedings of the 47th Annual Meeting of the Cognitive Science Society.

Priniski, J. H., Linford, B., Krishna, S., Morstatter, F., Brantingham, J., & Lu, H. (2024). Online network topology shapes personal narratives and hashtag generation. In Proceedings of the 46th Annual Meeting of the Cognitive Science Society.

Linford, B., **Priniski, J. H.**, & Lu, H. (2024). Social Sampling in Decision Making for Online and Offline Activities. In Proceedings of the 46th Annual Meeting of the Cognitive Science Society.

Priniski, J.H., Verma, I., & Morstatter, F. (2023). Pipeline for modeling causal beliefs from natural language. In Proceedings of the 61st Annual Meeting of the Association for Computational Linguistics (Volume 3: System Demonstrations) (pp. 436-443).

Priniski, J. H., & Holyoak, K.J. (2022). A Darkening Spring: How Preexisting Distrust Shaped COVID-19 Skepticism. *PLOS One 17*(1).

Adams, C., Bozhidarova, M., Chen, J., Gao, A., Liu, Z., **Priniski, J.H.**, Lin, J., Sonthalia, R., Bertozzi, A. L. & Brantingham, P. J. (2022). Knowledge Graphs of the QAnon Twitter Network. Proceedings of the *2022 IEEE International Conference on Big Data.*

Harandizadeh, B., **Priniski, J.H**., Morstatter, F. (2022). Keyword Assisted Embedded Topic Modeling. *Proceedings of the 15th ACM International Conference on Web Search and Data Mining.*

Priniski, J.H., McClay, M., & Holyoak, K.J. (2021). Rise of QAnon: A Mental Model of Good and Evil Stews in an Echochamber. In T. Fitch, C. Lamm, H. Leder, & Te ßmar-Raible (Eds.) *Proceedings of the 43rd Annual Conference of the Cognitive Science Society.* Austin, TX: Cognitive Science Society.

Lee, J., **Priniski, J.H**., Valderrama, S., & Holyoak, K.J. (2021). Disgraced professionals: Revelation of immorality decreases evaluations of professional competence and accomplishment. In T. Fitch, C. Lamm, H. Leder, & Te ßmar-Raible (Eds.) *Proceedings of the 43rd Annual Conference of the Cognitive Science Society.* Austin, TX: Cognitive Science Society.

Priniski, J.H., Mokhberian, N., Harandizadeh, B., Morstatter, F., Lerman, K., Lu., H., Brantingham, J.B. (2021). Mapping Moral Valence of Tweets Following the Killing of George Floyd. In K. McKeown & T. Abdelzaher (Eds.), *Proceedings of the 6th International Workshop on Social Sensing.* AAAI. Menlo Park, CA: USA.

Priniski, J.H. & Holyoak, K.J. (2020). Crowdsourcing to Analyze Belief Systems Underlying Social Issues. In S. Denison, M. Mack, Y. Xu, & B.C. Armstrong (Eds.), *Proceedings of the 42nd Annual Conference of the Cognitive Science Society.* Austin, TX: Cognitive Science Society.

Priniski, J.H. & Horne, Z. (2019). Crowdsourcing effective educational interventions. In A.K. Goel, C. Seifert, & C. Freksa (Eds.), *Proceedings of the 41st Annual Conference of the Cognitive Science Society.* Austin, TX: Cognitive Science Society.

Priniski, J.H. & Horne, Z. (2018). Attitude Change on Reddit's Change My View. In T.T. Rogers, M. Rau, X. Zhu, & C. W. Kalish (Eds.), *Proceedings of the 40th Annual Conference of the Cognitive Science Society* (pp. 2276-2281). Austin, TX: Cognitive Science Society.

Kwon, K.H., **Priniski, J.H.**, & Chanda, M. (2018). Disentangling User Samples: A Supervised Machine Learning Approach to Proxy-population Mismatch in Twitter Research. *Communication Methods and Measures, 12*(2), 216-237.

Kwon, K.H., **Priniski, J. H.**, Sarkar, S., Shakarian, J. & Shakarian, P. (2017). Crisis and Collective Problem Solving in Dark Web: An Exploration of a Black Hat Forum. In A. Gruzd, J. Jacobson, & P. Mai (Eds.), *Proceedings of the 8th International Conference on Social Media & Society.* New York City, NY: Association for Computing Machinery.

Preprints

Priniski, J.H., Solanki, P., & Horne, Z. (2024). A computational framework for distinguishing motivated reasoning and practical rationality. PsyArXiv.

Priniski, J.H. (2024). Conquering images and the basis of transformative action. arXiv preprint arXiv:2407.11254.

Presentations & Talks

Priniski, J.H. (2024, Oct) *Cognitive complexity and network structure shape narrative interaction in online social networks.* Policy & Internet, University of Sydney, Australia.

Priniski, J.H. (2023, Oct) *Belief dynamics in a hashtag generation game.* Cognitive Forum, University of California, Los Angeles.

Priniski, J.H. (2022, July) *Modeling causal relations in natural language: why do it, why it's difficult, paths forward.* 1st Edinburgh Computational Cognitive Science Workshop, University of Edinburgh, Scotland.

*Horne, Z. & ***Priniski, J.H.** (2021, Dec) *Correcting misconceptions in the lab and wild. DeepMind*, London, U.K. (Remote).

Priniski, J.H.. (2021, June). *Mapping Moral Valence of Tweets Following the Killing of George Floyd.* 6th International Workshop on Social Sensing (Remote).

Priniski, J.H. (2021, January). *Guiding Intervention Development with Naturalistic Data.* Guest lecture in *Naturalistic data in psychology.* Department of Psychology and Language Sciences, University of Edinburgh, Scotland (Remote).

Priniski, J.H. (2020, July). *Crowdsourcing to Analyze Belief Systems Underlying Social Issues.* 42nd Annual Conference of the Cognitive Science Society, Toronto, CA.

Poster Presentations

Priniski, J. H., Linford, B., Krishna, S., Morstatter, F., Brantingham, J., & Lu, H. (2024). *Online network topology shapes personal narratives and hashtag generation.* Proceedings of the 43rd Annual Meeting of the Cognitive Science Society, Rotterdam, Netherlands.

Linford, B., **Priniski, J. H.**, & Lu, H. (2024). *Social Sampling in Decision Making for Online and Offline Activities.* Proceedings of the 43rd Annual Meeting of the Cognitive Science Society, Rotterdam, Netherlands.

Priniski, J.H., McClay, M., & Holyoak, K.J. (2021, July). *Rise of QAnon: A Mental Model of Good and Evil Stews in an Echochamber.* Poster session presented at the 43rd Annual Conference of the Cognitive Science Society, Vienna, Austria (Remote).

Priniski, J.H. & Horne, Z. (2020, July). *Intuitive theories of persuasion shape engagement in discussion of polarizing issues.* Poster session presented at the 42nd Annual Conference of the Cognitive Science Society, Toronto, CA (Remote).

Priniski, J.H. & Horne, Z. (2019, July). *Crowdsourcing effective educational interventions.* Poster session presented at the 41st Annual Conference of the Cognitive Science Society, Montreal, CA.

Priniski, J.H. & Horne, Z. (2019, February). *Crowdsourcing Attitude Change from Reddit's Change My View.* Poster session presented at the Society for Personality and Social Psychology Intervention Science Preconference, Portland, OR.

Priniski, J.H. & Horne, Z. (2018, July). *Attitude Change on Reddit's Change My View.* Poster session presented at the 40th Annual Conference of the Cognitive Science Society, Madison, WI.

Teaching

Teacher Assistant
Thinking (Graduate), Department of Psychology, UCLA, Winter 2023
Cognitive Psychology Laboratory, Department of Psychology, UCLA, Winter 2021
Signal Detection Theory – Psychophyiscal Theories and Methods, Fall 2020

Introduction to Psychology, Fall 2019

Technical

Relevant Coursework
ASU: Differential Equations, Linear Algebra, Real Analysis, Computational Methods, Mathematical Statistics, Probability Theory (*undergraduate*); Graph Theory, Game Theory, Linear Modeling (*graduate*)
UCLA: Computational cognitive modeling, probability theory, cognitive AI (*graduate*)

Computing Languages
Python (numpy, pandas, spacy, psychopy, HuggingFace, OpenAI, pytorch), R (tidyverse, brms, rstan), MATLAB (psychtoolbox)

Computational Analyses and Methods
Bayesian data analysis and cognitive modeling of higher-level cognition; Language modeling with transformers; Analyses of online behavior using NLP, network science, and Big Data mining