

# Robin Gomila

PhD, Social Psychology, Princeton University

robin.gomila@gmail.com

## SUMMARY

I am a Quantitative UX Researcher at Meta. Prior to joining Meta, I was Lecturer in Statistical Methods at Princeton University. I obtained my PhD in Social Psychology at Princeton in 2020. My research has used qualitative and quantitative methods—online, in the lab, and the field—to study the various links between social norms, deviance, and individual and social change. Specifically, my scholarship has explored how public acts of deviance from negative norms may foster positive change. I have also worked with the ACLU on the links between race and the failure of the parole and probation system in Montana, and I have published influential articles on research methods for psychological science, with a particular emphasis on experimental methods.

## EXPERIENCE

### Meta, New York, NY

#### Quantitative UX Researcher

February 2022 - PRESENT

### Princeton University, Princeton, NJ

#### Lecturer in Statistical Methods for Psychological Science

June 2020 - January 2022

- I built and taught a three-course sequence in research methods for psychological research. This one-year program explores a wide-array of topics, including causality, experimental design, multivariate regression analysis, social network analysis, text analysis, and regression discontinuity design.

### Princeton University, Princeton, NJ

#### Graduate Researcher

September 2015 - June 2020

- I completed a PhD in Social Psychology and Social Policy under the supervision of Betsy Levy Paluck. I designed a field experiment on deviance and social change in the Satmar community in Brooklyn, NY, which is an extremely conservative group within the ultra-Orthodox Jewish community. My research also includes a large-scale field experiment on social change in social networks (56 middle-schools), as well as online surveys and behavioral games studies. All of my fieldwork includes both qualitative and quantitative data collection and analysis.
- My research was published in top psychology, public policy, and

## SKILLS

### Research Methodologies

Survey Design and Analysis, SurveyToGo, Experimental Design, Interview / Contextual Inquiry, Ethnography, Kish Grid, Qualtrics, Behavioral Game Studies, Longitudinal Studies, Literature Review

### Statistical Methods

Causal Inference, Hypothesis Testing, Econometrics, Simple and Multiple Regression, Multilevel Modeling, Instrumental Variable Analysis, Inverse Probability Weighting, Social Network Analysis

### Software

R, R Markdown, Git, STATA, LaTeX

### Other Skills

Presentation, Public Speaking, Academic Writing, Teaching, Mentoring

## AWARDS, GRANTS, & FELLOWSHIPS

**Teaching Award**, Princeton University, 2020.

**Laurance S. Rockefeller Prize Fellowship**, University Center for Human Values, Princeton University, 2019–2020.

**Hamid Biglari \*87 Behavioral Science Fellowship**, Princeton School of Public and

methods journals, including *Behavioural Public Policy*, *the Journal of Experimental Psychology: General*, and the *Journal of Social and Political Psychology*.

## **American Civil Liberties Union (ACLU), Montana Office Consultant**

September 2018 - March 2019

- I collaborated with the ACLU on a project exploring how the probation and parole system in Montana may increase racial inequalities with respect to imprisonment.
- This led me to co-author a report titled [Set Up to Fail, Montana's Probation and Parole System](#).

## **EDUCATION**

### **Princeton University, Princeton, NJ**

#### **PhD in Social Psychology**

SEPTEMBER 2015 - JUNE 2020

### **Paris-Descartes University, Paris (France)**

#### **B.A. in Psychology**

SEPTEMBER 2010 - JUNE 2013

## **SELECTED PUBLICATIONS**

Gomila, R., Yaffe, N.M., & Paluck, E.L. (in prep.) [The consequences of deviating from social norms: A field experiment in the Hasidic community](#). [Chapter 4 of dissertation].

Gomila, R., & Paluck, E.L. (2020) [The emergence of deviance: Experiments testing the personal effects of violating a social norm](#). *PsyArXiv*, DOI: 10.31234/osf.io/xk3zw

Gomila, R., Shepherd, H., & Paluck, E.L. (2020). [Network insiders and observers: Who can identify influential people?](#) *Behavioural Public Policy*. DOI: 10.1017/bpp.2020.8

Gomila, R., & Paluck, E.L. (2020). [The social and psychological characteristics of norm deviants: A field study in a small cohesive university campus](#). *Journal of Social and Political Psychology*, 8(1), 220–245. DOI: 10.5964/jspp.v8i1.1134

Gomila, R. (2020). [Logistic or linear? Estimating causal effects of experimental treatments on binary outcomes using regression analysis](#). *Journal of Experimental Psychology: General*. DOI: 10.1037/xge0000920

Gomila, R., Littman, R., Blair, G., & Paluck, E.L. (2017). [Audio recording interviews to eliminate ongoing data-fabrication: Evidence from a large-scale field experiment in Nigeria](#). *Social Psychological and Personality Science*, 8(4), 424–433. DOI: 10.1177/1948550617691101

International Affairs,  
Princeton University, 2018.

**Joint Degree Program  
Fellowship in Social Policy**,  
Princeton School of Public  
and International Affairs,  
Princeton University,  
2016–2018.

## **LANGUAGES**

English, French (native),  
Italian

## **SERVICE**

**Associate Editor:** Journal of  
Social and Political  
Psychology (2020 – present)

**Reviewer:** *PNAS*, *American  
Political Science Review*,  
*Journal of Experimental  
Psychology: General*,  
*Perspectives on Psychological  
Science*, *Emotion*

**Co-Instructor for the Prison  
Teaching Initiative:**  
Introduction to Psychology,  
East Jersey State Prison,  
Rahway

## **MISCELLANEA**

**Professional poker player**  
(2007–2008)

Green Card Holder