Dr. MICHAL KOSINSKI



Professor at The University of Hong Kong
Pioneer in Digital Behaviour Analysis

Michal Kosinski is a Professor at The University of Hong Kong. After twelve years at Stanford University, where he was most recently an Associate Professor of Organizational Behaviour at the Graduate School of Business, he joined the University of Hong Kong as a full professor.

His research interests encompass both human and artificial cognition and his current work centres on examining the cognition and behaviour of frontier AI-theory of mind, reasoning, agency, and visual cognition, using experimental and psychometric methods developed to study human psychology. He has been running LLM experiments since 2019, years before ChatGPT. He also leverages Artificial Intelligence, Machine Learning, Big Data, and computational techniques to model and predict human behaviour. He showed that people can be analysed by means of their Facebook Likes and how digital footprints can predict a the sexual orientation, political views and interests of people. Michal studies humans through the lenses of the digital footprints they leave behind while using digital platforms and devices. Thus he was behind the first press article warning against Cambridge Analytica. His research exposed the privacy risks they exploited and assessed the effectiveness of their methods. His role in uncovering their actions is described in the insightful book of Steven Levy: The Inside Story and the article of Sander van der Linden, Weapons of Mass Persuasion.

He earned a Ph.D. in psychology from the University of Cambridge and two master degrees in psychometrics and social psychology. Before joining the University of Hong Kong, he was Associate Professor of Organizational Behaviour at Graduate School of Business of Stanford University, post-doctoral scholar in Computer Science Department at Stanford, Deputy Director of the University of Cambridge Psychometrics Centre, and a researcher at the Machine Learning Group of Microsoft Research.

Michal is co-author of the Handbook of Social Psychology and Modern Psychometrics, two popular textbooks, and has authored papers in leading journals, including Proceedings of the National Academy of Sciences, Nature Computational Science, and Psychological Science, with more than 30,000 citations. He is ranked among the Top 0.2% of Highly Cited Researchers worldwide. His research has inspired a cover of The Economist, a 2014 theatre production titled Privacy, several TED talks, and a video game. It has been featured in thousands of press articles, books, podcasts, and documentaries. He received a Rising Star award from the Association of Psychological Science (2015) and an Early Achievement Award from the European Association of Personality Psychology (2023).

Topics (Selection):

- What leaders overestimate and underestimate about AI
- The psychology of AI
- What AI can infer about people from their digital footprints - the science behind the Cambridge Analytica story