JASON B GREENFIELD

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EDUCATION

Princeton University, Princeton, NJ   Sep 2025 - Present
Ph.D. Candidate in Computer Science
Advisor: Manoel Horta Ribeiro

Amherst College, Amherst, MA   Sep 2016 - May 2020
Bachelor of Arts in Computer Science, Political Science
Honors: *magna cum laude with distinction* (GPA 3.90)

University of Bristol, Bristol, UK   Jan - Jun 2019
Study abroad coursework in Computer Science and Politics

RESEARCH INTEREST

How humor helps hate spread across online platforms with a focus on social science research methods for working with multimodal platforms such as TikTok, YouTube, and podcasts.

ACADEMIC AND PROFESSIONAL EXPERIENCE

Center for Social Media and Politics at NYU, *Research Engineer,* New York, NY   Feb 2022 - Jun 2025
Managed data infrastructure for the lab and provided technical support to researchers. Trained machine learning and statistical models, designed and implemented data collectors, and created custom datasets. Contributed to research projects on topics including multimodal methods, information diffusion across languages, sentiment about the economy on social media, and moderated content on social media. Hosted weekly office hours and Data Science Reading Group.

Recorded Future, *Data Engineer II,* Somerville, MA   Aug 2020 - Feb 2022
Improved and maintained data collection pipeline for over 500 criminal underground marketplaces and fora. Increased collection by an average of 300% and speed of collection by 80% for top-tier sources. Implemented new metrics, early-alerting system, and dashboard for developers to more efficiently monitor data feeds and remotely control web scrapers. Researched authorship attribution model to link threat actors across multiple digital personas.

Berkman Klein Center For Internet & Society, *Research Assistant,* Cambridge, MA   Jun 2019 - Aug 2020
Assisted the Assembly: Disinformation project by staffing Assembly Forums and conducting independent research projects. Produced a thirty-page written report on the present threats from foreign influence campaigns, emerging tools of disinformation, and responses to threats from various sectors of society. Helped draft course syllabi, outline grant proposals, and edit research papers.

Amherst College Thesis Research, *Advisor: Thomas L. Dumm*, Amherst, MA   Aug 2019 – May 2020
Researched the use of humor by the extreme right to make their messages more appealing and acceptable to mainstream audiences. Analyzed over 4 million instances of joking behavior on 4chan's Politically Incorrect board measuring the virality, offensiveness, and content of each. Theorized the progression of viewers from laughing at, liking, or retweeting an extremist joke to fully identifying with the joke's hateful ideology.

Machine Learning Research Fellowship, *Research Fellow*, Amherst, MA   Jun - Jul 2018
Researched misinformation by designing algorithm to identify a news article's source. Scraped data using Selenium WebDriver in Python. Encoded text data into 52 unique features and performed dimensionality reduction to visualize the relationship between articles. Trained machine learning model that predicted the original source of an article with 80.70% accuracy. Presented findings and scientific poster at Amherst Research Symposium (Sep 2018).

PEER-REVIEWED PUBLICATION

Josephine Lukito, Maggie Macdonald, Bin Chen, Megan A Brown, Stephen Prochaska, Yunkang Yang, Jason Greenfield, Jiyoun Suk, Wei Zhong, Ross Dahlke, Porismita Borah. "Candidates Be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Elections." *Social Media + Society*, 2025. https://doi.org/10.1177/20563051251337541.

Hannah Waight, Solomon Messing, Anton Shirikov, Margaret E Roberts, Jonathan Nagler, Jason Greenfield, Megan A Brown, Kevin Aslett, Joshua A Tucker. "Quantifying Narrative Similarity Across Languages." *Sociological Methods & Research*, 2025. https://doi.org/10.1177/00491241251340080.

Josephine Lukito, Jason Greenfield, Yunkang Yang, Ross Dahlke, Megan A Brown, Rebecca Lewis, Bin Chen. "Audio-As-Data Tools: Replicating Computational Data Processing." *Media and Communication*, 2024. https://doi.org/10.17645/mac.7851.

UNDER REVIEW

Jason Greenfield, Stephanie Wang, Samuel Jung, Sanjana Gautam, Kevin Yang, Danaé Metaxa. "What's Political on TikTok? Investigating Perceptions, Prevalence, and Predictors of User Exposure to Political Content on TikTok."

Sang Jung Kim, Jason Greenfield. "Transgressive Playfulness Captured in Republican Campaign Ads with Guns."

Ross Dahlke, Rebecca Lewis, Jason Greenfield, Josephine Lukito, Megan A. Brown, Bin Chen, Yunkang Yang. "The secret sauce of the right-wing media economy: A multimodal case study of Alex Jones."

Stephen David Prochaska, Meredith L. Pruden, Yini Zhang, Yunkang Yang, Josephine Lukito, Bin Chen, Wei Zhong, Ross Dahlke, Megan Brown, Jason Greenfield, Jiyoun Suk, Porismita Borah. "Cross-platformization of right-wing media: How U.S. right-wing outlets curate their social media timelines on Twitter and Truth Social."

OTHER RESEARCH OUTPUTS

Nina Lutz, Stephen Prochaska, Laura Kurek, Marianne Aubin Le Quéré, Jason Greenfield, Joseph S. Schafer, Phil Tinn, Daniel Schroeder, Shiva Darian, Sukrit Venkatagiri, Ahmer Arif, Anirban Sen, Joyojeet Pal, and Kate Starbird. 2025. "Beyond Information: Online Participatory Culture and Information Disorder." https://doi.org/10.1145/3715070.3748289.

Megan A Brown, Josephine Lukito, Jason Greenfield, Bin Chen, Sarah Graham, Sarah Shugars, Meredith Pruden. "The State of Digital Media Data Research, 2024." https://doi.org/10.26153/tsw/51921.

Jason Greenfield. "multimodal_video_clustering," Python package for multimodal video embedding and analysis. https://github.com/jasonbgreenfield/multimodal_video_clustering.

Jason Greenfield. "The Far Right Use Memes and Jokes to Make Their Messages of Hate More Mainstream and Jeffrey Epstein Didn't Kill Himself ." Undergraduate honors thesis submitted to the Political Science Department at Amherst College.

PEER-REVIEWED CONFERENCE ACCEPTANCES (non-proceeding)

"Did Podcasts Help Trump Win Young Men? A Gendered Theory of the Podcast Ecosystem," Western Political Science Association, 2026. *(with Melina Much, Kylan Rutherford, Joshua Tucker, and Jonathan Nagler)*.

"Partisan Warriors and the Dynamics of Cross-Cutting Incivility," American Political Science Association, 2025. *(with Keyeun Lee and Sang Jung Kim)*.

"Transgressive Playfulness Captured in Republican Campaign Ads with Guns," American Political Science Association, 2024. *(with Sang Jung Kim)*.

"Quantifying Narrative Reuse across Languages," American Political Science Association, 2024. *(with Hannah Waight, Megan Brown, Kevin Aslett, Margaret E. Roberts, Anton Shirikov, Jonathan Nagler, Joshua A. Tucker, Solomon Messing)*.

"Analyzing Economic Views via Social Media Posts versus Survey Data," American Political Science Association, 2024. *(with Suzanna Linn, Patrick Y. Wu, Joshua A. Tucker, Jonathan Nagler)*.

"Candidates Be Postin': Platform and Partisan Preferences in the 2022 US Midterms," American Political Science Association, 2024. *(with Maggie Macdonald, Megan Brown, Josephine Lukito, Wei Zhong, Ross Dahlke, Yunkang Yang, Bin Chen)*.

"From Politics to Products: Identifying and Analyzing Advertisements in Far-Right Audio Media," International Communication Association, 2024. *(with Ross Dahlke, Josephine Lukito, Patrick Schwabl, Marvin Stecker, Dror Walter)*.

"Candidates Be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Election," International Communication Association, 2024. *(with Bin Chen, Josephine Lukito, Maggie Macdonald, Wei Zhong, Jiyoun Suk, Porismita Borah, Yunkang Yang, Megan Brown, Stephen Prochaska, Ross Dahlke)*.

"Dancing to the partisan beat: A comparative analysis of political parties' TikTok use across Europe," Midwest Political Science Association, 2024. *(with Christian Pipal, Natalia Umansky, Johannes B. Gruber, Aleksandra Urman)*.

"Digital Battlegrounds: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Elections," Midwest Political Science Association, 2024. *(with Wei Zhong, Ross Dahlke, Josephine Lukito, Maggie Macdonald, Megan A. Brown, Bin Chen, Jiyoun Suk, Porismita Borah, Yunkang Yang, Stephen Prochaska)*.

"Circulation of Russian State Media Narratives in the U.S. Media Ecosystem," American Political Science Association, 2023. *(with Hannah Waight, Kevin Aslett, Megan Brown, Anton Shirikov, Jonathan Nagler, Margaret E. Roberts, Joshua A. Tucker, Solomon Messing)*.

"The Secret Sauce of the U.S. Right-Wing Media Economy: A Multimodal Case Study of Alex Jones and Infowars," International Communication Association, 2023. *(with Ross Dahlke, Yunkang Yang, Josephine Lukito, Bin Chen, Megan Brown, Rebecca Lewis, Porismita Borah, Jordan Foley)*.

INVITED TALKS	"What's Political on TikTok? Prevalence, Perceptions, and Predictors," *Poster presentation at the Yale FDS New Directions in Social Algorithms Research workshop*. Yale University, Connecticut. October 2025.

"Applying Narrative Diffusion Techniques to Election Misinformation on TikTok," *Presentation to the Security, Trust, and Safety Initiative at Cornell Tech*. Cornell Tech, New York. October 2024.

"Supporting the Stack: Considerations in the Ongoing Development, Deployment and Maintenance of Computational Communication Research Infrastructure," *Presentation and panel discussion at the 74th International Communication Association Conference*. Gold Coast, Australia. June 2024.

"Scraping, Storing, and Sharing: Coordinating Best Practices to Save Researchers' Time," *Presentation and panel discussion at the Post-API Conference*. University of Pennsylvania, Pennsylvania. October 2023.

"Legal and Social Implications of Dark Web Data and Cyber Threat Intelligence," *Presentation to the Information Security Law & Policy course at Northeastern School of Law*. Northeastern University, Massachusetts. March 2022 and July 2022.

"Classifying News Articles Using Machine Learning," *Scientific Poster at the Amherst Research Symposium*. Amherst College, Massachusetts. September 2018.

PROFESSIONAL AFFILIATIONS	Center for Information Technology Policy, Princeton University, *Graduate Student*	2025 - Present
	Humans and Machines Lab, Princeton University, *Graduate Student*	2025 - Present
	Media & Democracy Data Cooperative, UT Austin, *Executive Board Member*	2022 - Present
	American Political Science Association, *Member*	2023 - Present
	International Communication Association, *Member*	2023 - Present
	Amherst Program in Critical Theory, *Research Fellow*	2017 - 2018
	National Eagle Scout Association, *Eagle Scout*	2016 - Present

PROFESSIONAL SERVICE	Reviewer for ACM Conference on Human Factors in Computing Systems	2025
	Reviewer for International AAAI Conference on Web and Social Media	2025
	Co-organizer for International Communication Association Pre-Conference Hackathon	2024
	Reviewer for Journal of Quantitative Description: Digital Media	2024
	Reviewer for Computational Communication Research	2024
	Reviewer for Behavior Research Methods	2024

TEACHING	CSMaP Data Science Reading Group, *Organizer*	Feb 2022 - Jun 2025
	Information Security Law & Policy, Northeastern School of Law, *Teaching Assistant*	Summer 2022
	Amherst College Emergency Medical Services, *Senior EMT*	Sep 2019 - May 2020

HONORS & AWARDS	**Magna Cum Laude with Distinction** | *Amherst College*	May 2020
	Alpha Delta Phi Award | *Amherst College*	Mar 2020