Joseph L. Sutherland

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Education

Columbia University
Ph.D., Political Science, 2020
M.Phil., Political Science, 2018
  Distinction in Methods
M.A., Political Science, 2016

Washington University in St. Louis
B.A., Political Science *(prize for top thesis)*

Professional Experience

2021–	**Emory University**, Director, Center for AI Learning Assistant Teaching Professor, QTM Visiting Assistant Professor, QTM (2021–2023)	Atlanta
2021–	**Washington University in St. Louis**, Fellow, Weidenbaum Center on the Economy, Government, and Public Policy	Atlanta
2022–2023	**Amazon**, General Manager (L7), Advertising	Atlanta
2021–2022	**Cisco Systems**, Director, CX Cloud	Atlanta
2019–2021	**Search Discovery**, Director, Data Science	Atlanta
2018–2020	**Johns Hopkins University**, Research Fellow, Initiative for Sustainable Energy Policy (ISEP)	Atlanta
2018–2019	**Peachtree Artificial Intelligence Group**, President (acquired by Search Discovery)	Atlanta
2017–2018	**Princeton University**, Research Fellow, Center for the Study of Democratic Politics	New York
2015–2018	**Columbia University**, Research and Teaching Fellow, Department of Political Science	New York
2014–2018	**Prattle**, Co-founder, Director of Quantitative Analytics, Senior Data Scientist (acquired by Liquidnet)	New York

2011-2013	**The White House**, Presidential Advance Associate (2011-2013), Washington, D.C. White House Intern (2011), Office of Scheduling & Advance

Honors and Awards

2022	The American Social Survey (TASS) Faculty Grant, Washington University ($60,000)
2022–2025	Non-Resident Fellow, Weidenbaum Center on the Economy, Government, and Public Policy, Washington University
2018–2020	Dissertation Development Grants, Columbia University ($3,000 each)
2014–2020	Dean's Fellow, Columbia University
2018	Distinction for examinations performance (econometrics), Columbia University
2017	Graduate Research Fellowship, *Honorable Mention*, National Science Foundation

Publications

1. "The Effect of Gender on Interruptions at Congressional Hearings," with Mike Miller. *American Political Science Review*, 2022.

2. "Have State Policy Agendas Become More Nationalized?", with Dan Butler. *Journal of Politics*, 2022.

3. "Keeping Your Mouth Shut: Spiraling Self-Censorship in the United States", with James L. Gibson. *Political Science Quarterly*, 2023. Previously SSRN (13,549 views).

4. "Encouraging Black and Latinx Radio Audiences to Register to Vote: A Field Experiment", with Hayley Cohen, Jose Gonzalez, Donald P. Green, and Michelle Zee. *American Politics Research*, 2023.

5. "Freedom Inquiries: Self-Censorship in the United States, 1954–2019" with James L. Gibson. Forthcoming in *The Freedom Inquiries* book, 2023.

6. "Three Essays on the Study of Nationalization with Automated Content Analysis", *ProQuest, Columbia University,* 2020.

7. "Multilevel Customer Segmentation for Off-Grid Solar in Developing Countries: Evidence from Solar Home Systems in Rwanda and Kenya," with Ryan Kennedy, Sini Numminen, and Johannes Urpelainen. *Energy,* (186), 2019.

8. "How Ideology Fuels Affective Polarization," with Jon Rogowski. *Political Behavior,* 2016, 1-24.

Book Projects

1. "It's Coming From Inside The House: Antidemocratic Behavior Among Members of Congress," with Mike Miller. Proposal in review at Oxford.

Invited Public Presentations

1. "The 3 Misconceptions of Artificial Intelligence in Business," Keynote, Operator's Guild Conference, Sonoma Valley, California, 2022.

2. "DataBlitz at Emory University," Faculty/Industry Judge, Atlanta, Georgia, 2022.

3. "Cookieless Attribution with Randomized Controlled Trials," Columbus Web Analytics Meeting, Columbus, Ohio, 2021.

4. "Randomized Controlled Trials in Digital Advertising," Digital Analytics Power Hour, 2021.

5. "Natural Language Processing in Digital Advertising," Digital Analytics Power Hour, 2021.

6. "DataBlitz at Emory University Panel: Data Disruptions," Panel Member, Atlanta, Georgia, 2021.

7. "Natural Language Processing and Machine Learning for Latent Trait Analysis in Surveys," American Association for Public Opinion Research, 2020.

8. "Econometric Methodologies Using Machine Learning," Kennesaw State University, Marietta, Georgia, 2020.

9. "Introduction to Artificial Intelligence for Executives," DAA ONE Conference, Chicago, Illinois, 2020.

10. "How Artificial Intelligence is Changing Audiences and Experiences, and What to Do About It," Search Discovery's Quarterly Client Summit, 2020.

11. "Introduction to Artificial Intelligence for Executives," Digital Analytics Association, Atlanta, Georgia, 2020.

12. "Employing Artificial Intelligence for Personalization in Healthcare," Domopalooza, Salt Lake City, Utah, 2020.

13. "Three Misconceptions of Artificial Intelligence," Harvard Business School Club, Atlanta, Georgia, 2019.

14. "Introduction to Text Analytics and Natural Language Processing," Data Science ATL Conference at Georgia State University, Atlanta, Georgia, 2019.

15. "Employing Natural Language Processing in Marketing," Nashville Technology Council Analytics Summit, 2019.

16. "Artificial Intelligence and Ethics," Marketing Artificial Intelligence Conference, Cleveland, Ohio, 2019.

17. "Three Misconceptions of Artificial Intelligence," Basis Tech Finance and Regulation Conference, New York, New York, 2019.

18. "Mansplaining the Law: The Effect of Gender on Interruptions in Congressional Testimony," Natural Language Processing Working Group, Department for Advanced Computing, Georgia Tech, 2018.

19. "Employing Natural Language Processing in Survey Research," Department of Political Science, Emory University, 2018.

20. "Employing Natural Language Processing in Survey Research," Department of Political Science, Pennsylvania State University, 2018.

21. "Mansplaining the Law: The Effect of Gender on Interruptions in Congressional Testimony," Department of Political Science, Pennsylvania State University, 2018.

22. "Mansplaining the Law: The Effect of Gender on Interruptions in Congressional Testimony," Text-as-Data Conference, University of Washington, 2018.

23. "Applications of Text-as-Data in the Legal Industry" (with Brian Mink), Data Science ATL Conference at Georgia Tech, Atlanta, Georgia, 2018.

24. "Introduction to Text-as-Data (Two-Day Workshop)," Data Science ATL Conference at Georgia Tech, Atlanta, Georgia, 2018.

25. "Are Governors More Likely to Keep Their Promises Under Unified Government? Agenda Speech and Legislative Outcomes," APSA State Politics and Policy, Penn State, 2018.

26. "Applying Artificial Intelligence and Machine Learning to Quantify Central Bank Sentiment," National Association of Business Economists, Seattle, Washington, 2017.

27. "Political Surrogates, Minimal Effects, and Campaign Dynamics in the 2012 Presidential Election," Department of Political Science, Columbia University, New York City, New York, 2017.

28. "Are Governors More Likely to Keep Their Promises Under Unified Government? Agenda Speech and Legislative Outcomes," Northeast Political Science Association, Philadelphia, Pennsylvania, 2017.

29. "Are Governors More Likely to Keep Their Promises Under Unified Government? Agenda Speech and Legislative Outcomes," APSA State Politics and Policy, St. Louis University, Missouri, 2017.

30. "Are Governors More Likely to Keep Their Promises Under Unified Government? Agenda Speech and Legislative Outcomes," Midwest Political Science Association, Chicago, Illinois, 2017.

31. "Introduction to R: How to Transition from STATA," Applied Statistics for Social Science, Columbia University, New York City, New York, 2017.

32. "Introduction to Text-as-Data," Department of Political Science, Columbia University, New York City, New York, 2017.

33. "Introduction to R and LaTeX," Department of Political Science, Columbia University, New York City, New York, 2017.

34. "Introduction to Text-as-Data," Columbia School of Journalism and the Institute for Data Science, Columbia University, New York City, New York, 2016.

35. "Scaling the Tower of Babel: Divergent Policy Implications Among Translated and Native-Language Central Bank Communications," Computational Approaches to Social Modeling, Seattle, Washington, 2016.

36. "Microservice Architectures for Scalable Text Processing," Open Data Science, Boston, Massachusetts, 2016.

37. "Introduction to Text-as-Data," School of International Studies, Columbia University, New York City, New York, 2016.

38. "Introduction to R and LaTeX," School of International Studies, Columbia University, New York City, New York, 2016.

39. "How I Learned to Let Go and Love Python," School of International Studies, Columbia University, New York City, New York, 2016.

40. "Send in the Clones? The Effect of Surrogates on Candidate Support," Midwest Political Science Association, Chicago, Illinois, 2014. Recipient of the Antoinette Dames Prize for Outstanding Research.

41. "Send in the Clones? The Effect of Surrogates on Candidate Support," National Council, Washington University in St. Louis, 2014.

Professional Activities and Memberships

Advisor, Tech Talent Project (Partnership for Public Service), 2021–Present
Referee, American Journal of Political Science, 2016–Present
Referee, Political Behavior. 2016–Present
Referee, Political Research Quarterly, 2016–Present
Referee, Workshop on the Computational Analysis of Law, 2017–Present
Member, Atlanta Economics Club at the Federal Reserve, 2018–Present
Ex-Officio Committee Member, Board of Trustees, Washington University in St. Louis 2010–2011
Member, American Political Science Association, Section of Methodology
Member, Midwest Political Science Association, Section of Methodology
Member, Society for Political Methodology
Member, American Academy of Political Science
Member, American Economics Association
Member, Text as Data Association
Member, American Association for Public Opinion Research
Member, American Association of Computing Machinery

Courses Taught

Emory: Special topics in data analytics, Special topics in data science for startups and enterprises, Elections forecasting with machine learning. **Columbia:** Research design and quantitative methods, Introduction to American politics, The American congress. **Professionally:** Introduction to text-as-data (NLP), Introduction to artificial intelligence for executives, Latent traits analysis.

Student feedback:

- Joe was one of the most impressive instructors I have come across to date, across all the professors I've had. Not only is Joe incredibly knowledgeable in the field of politics, but he also possesses the special skill of presenting these concepts in a fascinating, relatable, and clear manner to his students. I highly recommend him to anyone looking for an instructor who is both brilliant and accommodating.

- This class was one of the best courses I have taken at Emory. Dr. Sutherland was so great and really cared about our learning. He really knew how to tailor our learning towards applying it to the future. I really like the occasional special lectures on career building and technology outside of college. I will definitely be recommending this course and Dr. Sutherland to other students. Thanks for a great semester!

- Once in a while, you meet an instructor who is amazing. He taught lectures on statistical programming that were excellent, by the way. Every week he explains concepts in a simple, intuitive way. I am probably as non-mathematically inclined as students come, but, thanks to

Joe's patient explanations, I UNDERSTAND STATS. He's super nice and encouraging too, and so wonderfully patient when I ask inanely-phrased questions like "what's this Y change when X changes by one unit thing?" Joe's strong at teaching the Stats portion of things, AND the Theory portion of things.

For an up-to-date inventory of courses and workshops taught, please visit `https://joesuth.com/`.

Students Advised

Manqing Lizzy Fang ("Evaluating Leadership Signal Mechanisms Behind Herding Behaviors in Financial Markets", 2022, Emory, *highest honors*). Placement: Credit Suisse.

Open-Source Software

doc2text: Extract messy text blocks from images with computer vision when other software fails. In the top 0.1% of projects on GitHub, with more than 1,000 stars (akin to Facebook "likes") and 50 forks. Link: `http://github.com/jlsutherland/doc2text`.

Press

1. "Women In Congress Are More Likely To Be Interrupted In Hearings According To New Research," Forbes, 2022. Link: `https://www.forbes.com/sites/erinspencer1/2022/06/23/women-in-congress`-interrupted-in-hearings-according-to-new-research/?sh=3d5ff2103ff5

2. "Mentor Collective shakes off its boots to scale student support services," TechCrunch, 2022. Link: `https://techcrunch.com/2022/01/24/mentor-collective-series-a/`

3. "We Can't Lose Sight of Humanity in Our Pursuit of AI, Says This Expert," Marketing AI Institute, 2020. Link: `https://www.marketingaiinstitute.com/blog/expert-spotlight-joe-sutherland`

4. "Search Discovery Expands Machine Learning and Artificial Intelligence Service Offerings with Acquisition of Peachtree AI," PRNewsWire, 2019. Link: `https://www.prnewswire.com/news-releases/search-discovery-expands-machine-learning-` and-artificial-intelligence-service-offerings-with-acquisition-of-peachtree-ai-300814443.html

5. "Long After Janet Yellen Leaves, Interest Rates Will Bear Her Mark," WSJ, 2018. Link: `https://www.wsj.com/articles/long-after-janet-yellen-leaves-interest-rates-will-bear-her-mark-1517409314?tesla=y`

6. "Robots Want to Find Meaning, Too: The Super Bowl Indicator Has a Robot Equivalent," Bloomberg, 2018. Link: `https://www.bloomberg.com/amp/view/articles/2018-03-20/the-super-bowl-indicator-has-a-robot-equivalent`

7. "Warren Buffet is Just an Average Employee," Bloomberg, 2018. Link: `https://www.bloomberg.com/view/articles/2018-03-19/warren-buffett-is-just-an-average-employee`

8. "Spurious correlations are kryptonite of Wall St's AI rush," Financial Times, 2018. Link: `https://www.ft.com/content/f14db820-26cd-11e8-b27e-cc62a39d57a0`

9. "Visible CFOs Linked to Lower Stock Volatility," CFO, 2018. Link: `http://ww2.cfo.com/investor-relations-banking-capital-markets/2018/01/visible-cfos-linked-lower-stock-volatility/`

10. "New analysis proves Trump's tweets attacking companies are mostly just distractions," Quartz, 2017. Link: `https://qz.com/907408/new-analysis-proves-trumps-tweets-attacking-companies-are-mostly-just-distractions`

11. "Hawks and doves: a visual history of Fed sentiment," Financial Times, 2017. Link: `https://www.ft.com/content/a37d916e-08f7-11e7-97d1-5e720a26771b`