

Mary Sanford

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Current Position

RFF-CMCC EUROPEAN INSTITUTE ON ECONOMICS AND THE ENVIRONMENT

Postdoctoral Researcher, CAPABLE project

SINCE SEPT 2023

Education

UNIVERSITY OF OXFORD, OXFORD, UK

Doctor of Philosophy, Social Data Science

2019-2023

Master of Science, Computational Social Science

2017-2018

(Distinction)

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PENNSYLVANIA, USA

Bachelor of Arts in Cognitive Science

2013-2017

(Benjamin Franklin Scholar; GPA 3.91/4.00, summa cum laude)

RWTH AACHEN UNIVERSITY, AACHEN, GERMANY

Visiting Student/Research Intern

MAY-JULY 2016

Publications

1. Ettinger, J., **Sanford, M.**, Painter, J., Walton, P., Holmes, D., & Otto, F. (2023). [Climate attribution on Twitter: How Australian climate action groups framed the 2019-2020 Black Summer bushfire](#). Oxford Open Climate Change, 3(1).
1. **Sanford, M.**, Witkowska, M., Gifford, R., & Formanowicz, M. (2023). [Emotional framing in online environmental activism: Pairing a Twitter study with an offline experiment](#). Frontiers Environmental Psychology. 13(1099331).
2. **Sanford, M.** & Lorimer, J. (2022). [Veganuary and the vegan sausage \(t\)rolls: Conflict and commercial engagement in online climate-diet discourse](#). Nature Humanities and Social Sciences Communications. 9(455), 2022.
3. Lalanne, G., **Sanford, M.**, Kessler, M., & Youcefi, D. (2021). 'What can we learn from sustainability reports?' OECD Science, Technology, and Industry Working Papers. Paris: OECD Publishing.
4. **Sanford, M.**, Painter, J., Yasseri, T., & Lorimer, J. (2021) [Controversy around climate change reports: a case study of Twitter responses to the 2019 IPCC report on land](#). Climatic Change. 167(3), 59.

5. **Sanford, M., Hohlfeld, O., and Henze, M. (2017).** [Veiled in Clouds? Assessing the Prevalence of Cloud Computing in the Email Landscape.](#) 2017 IEEE/IFIP TMA Network Traffic Measurement and Analysis Conference.

Working papers

1. Sanford, M. and Painter, J. “Blah, blah, blah’ or ‘real progress’? Divergences between mainstream and social media discourses after COP26, and why they matter.

Projects in development

- Quantification of fashion influencer carbon footprints via social media data and development of a conceptual and methodological framework to assess their influenced emissions
- *With Dr Waqas Ejaz* Relations between media consumption patterns and environmental behaviour & policy preferences in large-scale multi-country survey work
- *With Prof Robert Gifford* Exploration of support for degrowth/postgrowth/agrowth policies conditioned on communication with different frames
- *With the Climate Social Science Network* A review of the state of environmental communications research
- *With social psychologists at the University of Padua* Relations between economic inequality and support for systemic political, social, and economic reforms to support climate change adaptation and mitigation
- *With Soheil Shayegh* Investigations of external pressures behind corporate ESG activities and greenwashing

Invited Talks and Conference Presentations

Centre for Economic Policy Research (CEPR) Seminar series	2023
International Association for Media and Communication Research (IAMCR)	2023
World Economic Forum Global Shapers Munich,	2023
General Online Research Conference (GOR)	2022
International Conference on Language and Social Psychology	2022
International Conference on Computational Social Science	2021
NetSci	2021
Annual Livestock, Environment and People Conference	2020
NetSci	2020
IEEE/IFIP TMA Network Traffic Measurement and Analysis Conference	2017

Teaching

Advanced Statistics for Internet Research (University of Oxford)	2023
Introduction to Python Programming (University of Oxford)	2019
Advanced Decision Systems (University of Pennsylvania)	2017
Introduction to Cognitive Science (University of Pennsylvania)	2015, 2016
Networked Systems and Social Engineering (University of Pennsylvania)	2015, 2016

Grants

1. Grand Union DTP ESRC Advanced Quantitative Methods Studentship (~£150k)
2. Rosemary D. Mazzatenta Award (\$1000)
3. Undergraduate Research Opportunities Program Scholarship, Dr. Carl-Arthur Pastor Foundation (€1200)
4. MAKI Female Mentoring and Network Programme Grant (~€300)

Media appearances

BBC Scotland, TV interview, October 2021.

The Conversation, October 2021. [Social media is reducing climate change debates to your views on veganism.](#)

Non-Academic Positions

ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD), PARIS, FR 2021-2022
Consultant for the Science, Technology, and Innovation Directorate

MESAIC TECHNOLOGY GMBH, HAMBURG, DE 2018-2019
Product Manager for Artificial Intelligence

Data and Methods Training

Natural Language Processing for Social Data Science, Network Science and Applications, Python for Social Data Science, Advanced Statistics, Research Design & Ethics

Programming

Python (Advanced), R (Advanced), Gephi (Advanced), SQL (Good), MPlus (Good)

Languages

English (native), French (advanced), German (advanced), Italian (intermediate), Arabic (beginner)