

**Killian McLoughlin**

Yale University  
 Department of Psychology  
 Kirtland Hall, 2 Hillhouse Avenue  
 New Haven, CT 06511

[killian.mcloughlin@yale.edu](mailto:killian.mcloughlin@yale.edu)

(203) 999-2069

**Education**


---

<b>2020 – Present</b>	<b>PhD Social Psychology</b> P.I.: Prof. Molly Crockett	<b>Yale University</b>
<b>2017-2018</b>	<b>MSc Social Data Analytics</b> <b>Thesis:</b> Exploratory computational analysis of political advertisements on Facebook: Ireland’s abortion referendum	<b>University College Dublin</b>
<b>2015-2017</b>	<b>HDip Psychology with Distinction</b> <b>Thesis:</b> Predicting implicit prejudice against women using feminist attitudes, gender self-esteem and gender in an Irish population	<b>Trinity College Dublin</b>
<b>2011 – 2015</b>	<b>BA Philosophy with English Literature</b>	<b>University College Dublin</b>

**Research Interests**


---

I am a computational social scientist interested in leveraging novel methods to address questions about the interaction between technology and human psychology. In particular, I am interested in how online social networks motivate social and political behaviours like emotion expression and misinformation dissemination. I am also interested in how we can design interventions to change those motivations.

**Research Experience**


---

<b>2018 - 2020</b>	<b>Lab Technician</b>	<b>Crockett Lab, Yale University (PI: Molly Crockett)</b>
	<ul style="list-style-type: none"> <li>▪ Involved in all stages of research on projects relating to moral outrage, fake news and disinformation, and online shaming.</li> <li>▪ Co-developed a machine-learning, natural language classifier for moral outrage detection.</li> <li>▪ Scraped, wrapped and visualized large datasets, including Twitter and Facebook datasets.</li> <li>▪ Developed psychological experiments in MatLab, Python and JavaScript for lab and online studies.</li> <li>▪ Supervised and trained undergraduate research assistants.</li> <li>▪ Developed pipelines for open science practices in the lab, including reproducible code formats and web-hosting pipelines.</li> </ul>	

**2018 - 2019**                      **Postgraduate Fellow**                      **Dynamics Lab, UCD (PI: Diane Payne)**

- Implemented a web-browser plugin to crowdsource political ads on Facebook.
- Maintained a [real-time public database](#) of those ads.
- Conducted topic modelling, geospatial mapping, sentiment and network analyses across the data.
- Presented results to academics, international media, and politicians.

## Publications

---

Brady, W.J., **McLoughlin, K.L.**, Doan, T., & Crockett, M.J. (2021). How social learning amplifies moral outrage in online social networks. *Science Advances*, 7(33). <https://doi.org/eabe5641>  
[\[article\]](#)[\[materials\]](#)

Earp, B.D., **McLoughlin, K.L.**, Monrad, J.T., Clark, M.S., & Crockett, M.J. (2021). How social relationships shape moral wrongness judgments. *Nature Communications*, 12(1).  
<https://doi.org/10.1038/s41467-021-26067-4>  
[\[article\]](#)[\[materials\]](#)

Gollwitzer, A., **McLoughlin, K.L.**, Martel, C., Marshall, J., Höhs, J.M., & Bargh, J.A. (2021). Linking self-reported social distancing to real-world behavior during the COVID-19 pandemic. *Social Psychological and Personality Science*. <https://doi.org/10.1177/19485506211018132>  
[\[article\]](#)[\[materials\]](#)

Brady, W.J. & **McLoughlin, K.L.** (forthcoming). How social media contexts affect the expression of moral emotions. *Psychology of Technology Handbook*. Guilford Press.  
[\[PDF\]](#)

Brady, W.J., **McLoughlin, K.L.**, & Crockett, M.J. (forthcoming). Measuring specific social emotions in social media language. *The Atlas of Language Analysis in Psychology*. Guilford Press.  
[\[PDF\]](#)

Brady, W.J., **McLoughlin, K.L.**, Torres, M., & Crockett, M.J. (in prep). Overperception of collective outrage in online social networks inflates beliefs about intergroup hostility.

Carolan, L., Dwyer, C., **McLoughlin, K.L.**, & Payne, D. (in prep). Online political ads, transparency and democracy during Ireland's abortion referendum.

**McLoughlin, K.L.**, Brady, W.J., & Crockett, M.J. (in prep). Moral outrage as an engine for political misinformation on social media.

**McLoughlin, K.L.**, Brady, W.J., Luo, K., & Crockett, M.J. (in prep). Moral outrage is a marker for hate speech online.

## Conference Presentations

---

**McLoughlin, K.L.**, Brady, W.J., & Crockett, M.J. (Nov, 2021). Moral outrage and the spread of misinformation and factually-accurate news across social media platforms. Talk presented virtually at the Technology, Mind, and Society Conference

**McLoughlin, K.L.**, Brady, W.J., Luo, K., & Crockett, M.J. (Feb, 2021). Moral outrage drives engagement with disinformation across platforms. Talk presented virtually at annual meeting of the Society of Personality and Social Psychology.

**McLoughlin, K.L.**, Brady, W.J., & Crockett, M.J. (Feb, 2020). Moral outrage fuels the spread of false news online. Data blitz presented at the annual meeting of the Society of Personality and Social Psychology, New Orleans, LA.

**McLoughlin, K.L.**, Brady, W.J., & Crockett, M.J. (Feb, 2019). Do perceptions of online outrage vary by political ideology. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Portland, OR.

## Teaching

---

**Introduction to Cognitive Science**, Fall 2021. Teaching Fellow, Yale University.

**Political Psychology of Social Media**, Fall 2021. Guest Lecture, University of Toronto.

## Methodological Contributions

---

**Digital Outrage Classifier.** A psychologically-informed advanced neural network capable of detecting expression of moral outrage at scale in social media text.

[\[code\]](#)

**Social Media Simulator.** Tools to emulate a social media environment within online behavioral experiments.

**Experiment Hosting Pipeline.** A guide to developing, hosting, and databasing online psychological experiments using free, open-source tools.

## Coding Languages

---

**Primary:** Python (*Pandas, Tweepy, Numpy, SciPy, Seaborn, Matplotlib, Keras, Tensorflow, Selenium, NetworkX, Nxviz*)

**Secondary:** MatLab (*Psychtoolbox*), JavaScript (*PsychoJS, jsPsych, jQuery, node.js*), R (*tidyverse, ggplot2, tweetscores*), Bash, SQL, PHP