

*Information Justice: The Histories and Futures of Technology and Social Categories*

My dissertation examines two controversies related to emergent uses of social media data in psychological research and application. It focuses on controversies surrounding studies of facial gaydar and the use of psychographic targeting by Cambridge Analytica in the 2016 US presidential election to explore the historical foundations and possible futures of how social media data is transforming digital subjectivity, propaganda, and scientific practice. Each controversy is analyzed in a case study that explores the issues specific to that study in relation to broader patterns across contexts to identify emergent trends in the use of social media data in psychological research. Research questions include how researchers conceptualize socially constructed categories such as personality and sexuality, and how they understand the political and justice implications of their work. Qualitative Content Analysis is used to analyze extant texts relevant to each case. In each study, findings related to scientific practice, research ethics, and justice are identified. Recommendations for more valid, more ethical, and more just research practice are discussed.