

CHRIS LARKIN

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EXPERIENCE

Facebook

Staff UX Quantitative Researcher

March 2021 - June 2024

London, UK

- Led on cross-org quantitative research in the Core Ads Ecosystem team, driving both foundational understanding and tactical product direction.
- Designed and implemented experiments and post-hoc causal evaluations to understand the impact of regulatory or industry changes (e.g. iOS 14.5 ATT) on user behaviour and sentiment.
- Led efforts to explore unified ranking between organic and sponsored content in feed, executing foundational experimental work, and driving alignment among company leadership.
- Served as the point of contact for two large tracking surveys (Better Ads Experience and Peer Benchmarking), supporting other researchers and cross-functional partners in leveraging the data to aid decision making, and socialising findings with both research and product group leadership.

The Behavioural Insights Team

Senior Advisor

October 2014 - March 2021

London, UK & New York, USA

- Led research programmes to improve a wide range of policy design and service delivery issues through the application of behavioural science, and experimental and quasi-experimental methods.
- Collaborated with senior stakeholders at all levels of government to design and implement rigorous policy evaluations.
- Worked on over 70 applied research projects, with specific expertise in randomised controlled trials, and quasi-experimental evaluations spanning a wide range of policy areas including economic mobility, civic engagement, recruitment, housing instability, welfare, administrative and regulatory compliance, and tax and fine payment rates.
- In the UK, worked directly with government departments (including DfE, BIS, DWP, the CO, and Number 10 Downing Street) supporting and leading on the design of strategically-important policy evaluations.

Ministry of Housing, Communities and Local Government

Evaluation Specialist

September 2015 - July 2016

London, UK

- Seconded to MHCLG for two days a week to support the design of the department's first randomised controlled trial, evaluating a large social cohesion program that aimed to improve social and economic outcomes for long-term settled migrants.

Department for Work and Pensions

Behavioural Insights Specialist

July 2015 - May 2016

London, UK

- Seconded to DWP for two days a week to advise on the integration of behavioural science and experimental methods to the development of labour market policy.

Internal Revenue Service - Centre of Fiscal Studies

Junior researcher

January 2012 - May 2012

Quito, Ecuador

- Researched Ecuadorian tax policy, wrote short memos for senior staff, analysed household consumption patterns, and worked on a report comparing the Ecuadorian system to other Latin American, North American, and European systems.

Buckinghamshire County Council

Lead on the Children in Care Council

December 2008 - September 2009

Aylesbury, UK

- Planned and established an advocacy group for looked after young people under the care of Buckinghamshire County Council to facilitate sustained and representative service-user engagement.

EDUCATION

Birkbeck College, University of London

expected 2025

Doctor of Philosophy - PhD, Economics

London School of Economics & Political Science

September 2014

Master of Science - MSc, Political Science & Political Economy

Soka University of America

May 2013

Bachelor of Arts - BA, International Studies

SCHOLARLY PUBLICATIONS

- Linos, E., Lasky-Fink, J., Larkin, C., Moore, L., & Kirman, E. (2023). [The formality effect](#). *Nature Human Behaviour*.
- Larkin, C., Sanders, M., Andresen, I., & Algate, F. (2019). [Testing local descriptive norms and salience of enforcement action: A field experiment to increase tax collection](#). *Journal of Behavioural Public Administration*, 2(1): 1-11.
- Larkin, C., Bryan, C., & Sackett, A. (2018). [Testing for the additive effect of goal setting and goal striving interventions](#). *OSF Pre-registration*.

POLICY REPORTS

- McNair, S., Ní Chonaire, A., Barry, R., Leak-Smith, L., Larkin, C., Loke, T., & Lawrence, J. (2021). [Dealing new data: What bank transactions can tell us about gambling behaviour. Results from a two-part feasibility study](#). The Behavioural Insights Team, UK.
- Lohmann, S., Kettle, S., Wills Silva, M., Méndez, D., Cole, J., Larkin, C., & Keleher, A. (2020). [Improving school management in Guatemala with rules of thumb](#). The Behavioural Insights Team, UK and the Guatemalan Ministry of Education.
- Larkin, C. (2019). [Applied behavioral science and civic engagement: A how-to guide and future directions](#).
- Ministry of Housing, Communities, and Local Government. (2018). [Measuring the impact of Community-Based English Language Provision: Findings from a randomised controlled trial](#). United Kingdom, Her Majesty's Stationery Office.
- Glazebrook, K., Larkin, C., & Costa, E. (2017). [Improving engagement with pension decisions: The results from three randomised controlled trials: A report prepared by the Behavioural Insights Team](#). The UK government's Pension Wise service.
- Tupper, A., Broad, R., Emanuel, N., Hollingsworth, A., Hume, S., Larkin, C., Ter Meer, J., & Sanders, M. (2017). [Children's social care — Quantitative data analysis: Research report](#). Department for Education, UK.
- Costa, E., Larkin, C., Sanders, M., & Park, T. (2016). [Smart meters derogation guidance: Supporting energy supplier applications for trials of in-home display alternatives](#). Department for Energy and Climate Change, UK.
- Kirkman, E., Sanders, M., Emanuel, N., & Larkin, C. (2016). [Does participating in social action boost the skills young people need to succeed in adult life? Evaluating Youth Social Action: Final report](#). Cabinet Office, UK.
- Broad, R., & Larkin, C. (2015). [Exploring adoption 'matching' decisions: A report from the Behavioural Insights Team](#). Department for Education, UK.

SELECTED TALKS AND PRESENTATIONS

- Cornell Tech, Postgraduate seminar (New York, USA) *Frontiers of Behavioral Science in Tech* February 2020
- Bright Spots Summit (Baltimore, USA) *Behavioral insights and civic engagement strategies* February 2018
- Queen Mary University, Postgraduate finance seminar (London, UK) *Behavioural economics and evaluation methodologies* February 2016
- London School of Economics and Political Science, MPP seminar (London, UK) *Policy advice and evaluation* February 2016

PROGRAMMING AND LANGUAGES

**Programming and
Markup Languages**

R, Stata, Python, SQL, HTML, L^AT_EX

Statistical training

Experimental design, matching, regression discontinuity
difference-in-difference, synthetic control, cluster analysis,
regression, survey design

REFERENCES

Available upon request