

Zeve Sanderson

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Profile

Social scientist working across research, product, and policy on information quality, AI, search engines, and online platforms. Currently Information Quality Lead on Google’s Trust team and a 2026–27 Schuster Media & Technology Fellow at Harvard’s Shorenstein Center. Previously founding Executive Director of NYU’s Center for Social Media, AI, & Politics.

Experience

Google

New York, NY

Information Quality Lead, Trust

2025 – Present

- Lead product and regulatory strategy on information quality and AI transparency, advising senior leaders and working across Product, Engineering, Legal, Policy, and Program Management teams.
- Drove a unified, cross-organizational strategy for supporting user information literacy in connection with the EU AI Act’s transparency requirements (Article 50).
- Lead a high-visibility, executive-sponsored initiative—reporting directly to a VP—spanning emerging product, policy, and communications, with a central information-literacy dimension; currently my primary focus.
- Develop applied research on emerging information-integrity areas, including AI transparency, agentic AI, and information-literacy product features.
- Build external research partnerships and internal programs—including a research digest and talk series—that bring leading researchers and evidence into the organization, translating findings into recommendations for product, policy, and leadership teams.
- Manage a team of four analysts whose work spans content safety, children’s online safety, frontier AI, and content access.

NYU Center for Social Media, AI, & Politics (CSMaP)

New York, NY

Founding Executive Director (2019–2025) · Lab Manager (2017–2019)

2017 – 2025

- Built and managed a 20-person interdisciplinary research, engineering, and operations team conducting 50+ projects on generative AI, search engines, social media platforms, and political information.
- Led and co-authored experimental and computational research published in journals including *Nature*, *PNAS Nexus*, and *Big Data & Society*.
- Developed the Center’s growth and operations strategy, helping raise approximately \$20M in institutional funding and overseeing research operations, staffing, budgeting, and partnerships.
- Oversaw large-scale research infrastructure, including data collection systems and approximately 250TB of social media and digital trace data.
- Managed relationships with policymakers and contributed to regulatory and policy processes in the United States and Europe, including an amicus brief in *Moody v. NetChoice* and comments to OSTP, the European Commission, and UK Ofcom.

National Democratic Institute

Washington, D.C.

Consultant, Democracy & Information Integrity

2022 – 2024

- Advised five country offices across Eurasia on the implications of AI, social platforms, and changes in the information environment for democratic institutions.
- Developed and presented the strategic framework for a new regional center focused on democracy and information integrity, subsequently launched in Vilnius, Lithuania.

FELLOWSHIPS & AFFILIATIONS

Schuster Media & Technology Fellow

2026–27

Harvard Shorenstein Center

Technology & Policy Fellow

2025

Georgetown McCourt School of Public Policy

Affiliate

2024–25

Harvard Berkman Klein Center

Research Fellow

2024–25

NYU Center for Technology Policy

EDUCATION

PhD, Communication Science

ABD

Vrije Universiteit Amsterdam

MA, Political Science

2020

New York University · GPA: 4.0

BA, Political Science

2015

Brown University · GPA: 4.0

Selected Publications & Research

Kylan Rutherford, **Zeve Sanderson**, Jonathan Nagler, and Joshua A. Tucker

From Search Engines to Answer Engines: Testing the Effects of Traditional and AI Search Engines on Belief in Misinformation. Preprint (2026)

David Lang, Benjamin Listyg, Brennah V. Ross, Anna Vinals Musquera, and **Zeve Sanderson**

Age Verification and Public Adaptation: A Pre-Registered Synthetic Control Multiverse. **Journal of Law & Empirical Analysis** (2026)

Megan A. Brown, Andrew Gruen, Gabe Maldoff, Solomon Messing, **Zeve Sanderson**, and Michael Zimmer

Web Scraping for Research: Legal, Ethical, Institutional, and Scientific Considerations. **Big Data & Society** (2025)

Zeve Sanderson, Joshua A. Tucker, and Wei Zhong

It Works When It Works: Measuring the Direct and Indirect Effects of AI Labels on Political Images. Preprint (2025)

Kevin Aslett, **Zeve Sanderson**, William Godel, Nathaniel Persily, Jonathan Nagler, and Joshua A. Tucker

Online Searches to Evaluate Misinformation Can Increase Its Perceived Veracity. **Nature** (2024)

Christopher K. Tokita, Kevin Aslett, William P. Godel, **Zeve Sanderson**, Joshua A. Tucker, Jonathan Nagler, Nathaniel Persily, and Richard Bonneau

Measuring Receptivity to Misinformation at Scale on a Social Media Platform. **PNAS Nexus** (2024)

Kevin Aslett, **Zeve Sanderson**, William Godel, Nathaniel Persily, Jonathan Nagler, Richard Bonneau, and Joshua A. Tucker

Testing the Effect of Information on Discerning the Veracity of News in Real Time. **Journal of Experimental Political Science** (2024)

William Godel, **Zeve Sanderson**, Kevin Aslett, Jonathan Nagler, Richard Bonneau, Nathaniel Persily, and Joshua A. Tucker

Moderating with the Mob: Evaluating the Efficacy of Real-Time Crowdsourced Fact-Checking. **Journal of Online Trust and Safety** (2021)

Policy & Field Building

Policy submissions & comments. Contributed to an amicus brief in *Moody v. NetChoice* and submissions to the White House Office of Science and Technology Policy, European Commission, UK Ofcom, and other public bodies.

NSF Research Coordination Network. Led development of a multi-stakeholder research network focused on online information ecosystems, connecting researchers across disciplines and institutions.

CSMaP Election Seminar Series. Organized a seminar series connecting researchers working on elections, political communication, online platforms, and emerging technology.

NSF Cross-Disciplinary Workshop on Election Security. Organized a cross-disciplinary workshop bringing together researchers working on election security across social science and technical fields.

Advisory roles. Research Advisory Council, Siegel Family Endowment; Princeton Accelerator Data Safety Monitoring Board; NewsGuard Advisory Board.

Speaking & Media

50+ invited talks and briefings. Academic, government, and industry audiences include the U.S. State Department, USAID, United Nations Commission for Social Development, OpenAI, Meta Oversight Board, Stanford, Carnegie Mellon, and MoffettNathanson, where I delivered a keynote on the future of search.

75+ media stories and interviews. Print, radio, television, and podcast appearances include NPR, *The New York Times*, NBC News, CBS News, TIME, Associated Press, C-SPAN, and Al Jazeera English.

Selected Public Writing

We Failed the Misinformation Fight. Now What? — *Noema* (2025)

A Dangerous Plan to “Win” the AI Race Is Circulating — *The Washington Post* (2025)

People Trust Themselves More Than They Trust the News. They Shouldn’t. — *Columbia Journalism Review* (2024)

Additional writing in Lawfare, Tech Policy Press, *Barron’s*, and other outlets.