Sofia Jaime

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SUMMARY

Mixed-methods researcher with 5+ years of experience studying how people make decisions, interpret categories and experience technology. Plans and runs end-to-end studies with qualitative methods (focus groups, in-depth interviews, field research in 3 countries) and quantitative methods (questionnaire design, randomized experiments, platform engagement data, scale validation). Research on privacy attitudes toward targeted ads (10,000+ participants recruited through Meta ads) and on fairness in machine learning (ACM FAccT). Experienced in translating findings into recommendations for clients, policy partners and multidisciplinary teams.

EDUCATION

University of California, Irvine — PhD Candidate, Sociology (candidacy June 2026), GPA 3.9/4.0 — Expected 12/27
University of California, Irvine — MA, Demographic and Social Analysis — 03/26
Universidad Carlos III de Madrid — MA, Social Sciences (Juan March Institute; full scholarship) — 2022
Comillas Pontifical University — MA, International Development Cooperation — 2020
University of Buenos Aires — BA, Sociology, Cum Laude (exchange at LMU Munich, 2018) — 2019

RESEARCH EXPERIENCE

Market and User Researcher — Youniversal (remote, Buenos Aires) — Jun 2024 – Present

- **Workplace inclusion study (client: JAE3, Argentina, 2024).** Designed two online questionnaires (executives and employees) and analyzed responses from 251 people (168 executives, 83 employees); weighted the snowball sample and tested subgroup differences. Delivered a client report that the client used as evidence to design workplace inclusion policies.
- **Digital learning platform for women entrepreneurs (client: Pro Mujer, Latin America, 2024).** Analyzed engagement data from 80,000+ enrollments and compared enrollment-to-graduation conversion across programs: conversion nearly doubled year over year (6.8% to 13.2%). Profiled graduates by age, education, connectivity and migrant status, and structured the insights for the client's 2024 impact report.

Graduate Student Researcher, Race and Ethnicity Measurement — UC Irvine — Mar 2025 – Present

- Co-designed a randomized split-ballot survey experiment (4 question versions) testing how the wording and response options of race and ethnicity questions change how people identify themselves; fielded in the 2026 AmericasBarometer (LAPOP).
- Designing and leading focus groups and interviews with field interviewers in Colombia, Ecuador and Costa Rica, coordinating with national survey firms, to explain why survey and census estimates of Black self-identification diverge.
- Built a reproducible R pipeline for cross-national household survey data (approx. 15,000 respondents) on how appearance shapes identity and outcomes: weighted regression models, adjusted predictions and publication-ready figures.

Graduate Student Researcher, Measuring Undergraduate Success Trajectories — UC Irvine — Oct 2024 – Present

- Led an end-to-end study of approx. 100,000 student survey records on how career services and club participation shape college-to-career outcomes; presented at the ISA RC28 conferences (UCLA 2025; Seville 2026).
- Validated survey scales of occupational preferences with confirmatory and exploratory factor analysis (N = approx. 15,000).
- Built reproducible R data pipelines shared by a multidisciplinary research team; mentored 10+ undergraduate researchers; secured 2 grants ($750 and $1,500) to present findings to research, policy and university audiences.

Scientific Researcher (full-time) — LMU Munich, Statistics and Data Science Chair — Nov 2022 – Oct 2023

- Designed randomized survey experiments and fielded social media surveys through Meta ads and Qualtrics with 10,000+ participants on privacy norms and attitudes toward targeted advertising; presented at AAPOR 2023.
- Studied how ethnic classifications affect the fairness of machine learning decision systems; published at ACM FAccT 2024.
- Led 3 end-to-end research projects and applied machine learning in 5+ projects with public agencies, companies and NGOs.
- Taught a graduate methods course to 10+ MSc students; organized Women in Data Science Munich 2023 (80+ attendees).

Scientific Researcher and Statistics Team Lead (full-time) — European Social Survey (UPF) Jan 2022 – Oct 2022

- Led the statistics team at the survey methodology centre of the cross-national European Social Survey; estimated 20+ structural equation models to evaluate the measurement quality of survey questions and authored 5+ technical reports.
- Prepared and harmonized datasets of 100,000+ observations in R, maintaining 10+ GitHub repositories.

ADDITIONAL RESEARCH EXPERIENCE

- **Experimental fieldwork** — UC3M, EFFORT Project (2021): supervised sessions and collected observational data for a computer-administered classroom experiment and eye-tracking tests with students.
- **Survey and index design** — Economía Feminita and Fundar (2021): designed an opinion survey of parliamentary candidates and an index scoring gender-related policy proposals.
- **In-depth interviews** — Gino Germani Research Institute, University of Buenos Aires (2017–2018): conducted, coded and analyzed in-depth interviews on people's occupational trajectories.

SELECTED PUBLICATIONS AND MANUSCRIPTS

- Jaime, S. & Kern, C. (2024). Ethnic Classifications in Algorithmic Fairness: Concepts, Measures and Implications in Practice. *Proceedings of the ACM Conference on Fairness, Accountability, and Transparency (FAccT '24)*, 237–253. doi.org/10.1145/3630106.3658902
- Jaime, S. & Ganzeboom, H.B.G. (2025). A Socio-Economic Index for Occupational Stratification in Argentina: With Insights for Comparative Research. *Social Indicators Research*. doi.org/10.1007/s11205-025-03582-1
- Sacco, N., Rodríguez de la Fuente, J. & Jaime, S. (2022). *Cocina para el Análisis de las Clases Sociales en Argentina* [book, in Spanish]. Digital edition; forthcoming in print from Eudeba.
- Jaime, S. How White is the White Nation? The Moving Boundary and Fixed Floor of Whiteness in Argentina. Under review, *American Journal of Sociology*. Winner, Robin M. Williams Jr. Award for Best Empirical Paper, UC Irvine (2026).
- Jaime, S., Melamed, S., Valencia-López, E.E., Mcdossi, O. & Arum, R. Institutional Engagement and the Reproduction of Inequality: How Clubs and Career Services Shape Career Self-Efficacy in College. Under review, *Social Science Research*.
- Telles, E., Jaime, S., Abascal, M. & Lowe, R. Who Is Black in the Americas? The Effect of Race and Ethnicity Question Formats. In preparation for submission to *Nature*.

TEACHING, PRESENTATIONS AND SERVICE

- More than a decade of teaching in Argentina, Spain, Germany and the US, in English and Spanish: a graduate methods course (LMU Munich), undergraduate courses (UC Irvine; Universidad Carlos III de Madrid), graduate courses (Tres de Febrero and Formosa National Universities), and seven years teaching English, including Cambridge exam preparation.
- 25+ conference and workshop presentations, including the American Sociological Association Annual Meeting (2025), Population Association of America (2026), AAPOR (2023), European Workshop on Algorithmic Fairness (2023) and the International Sociological Association Research Committee 28 on Social Stratification and Mobility (ISA RC28: UCLA 2025; Seville 2026).
- Tutorial organizer and leader on fair and inclusive AI, Cyber-Physical Systems and Internet of Things Week (2025); secured $3,000 to fund it. Reviewer, Workshop on Algorithmic Fairness, NeurIPS 2024.

SKILLS

Methods: questionnaire design, randomized survey experiments, classroom and eye-tracking experiments, focus groups, in-depth interviews, field research, qualitative coding and analysis, engagement and conversion analysis, scale development and validation (CFA/EFA/SEM), regression and multilevel models, machine learning, participant recruitment through social media ads

Tools: R (advanced), Python (intermediate), SPSS, Stata, Qualtrics, Meta Ads, Git/GitHub, LaTeX | **Languages:** Spanish (native), English (C1), Italian (B1)