

## Summary

*I am a postdoctoral researcher who utilises natural experiments in digital footprints to understand human behaviour.*

My specialism is quantitative social science and I have training in psychology, econometrics, and machine learning. I currently work on an ERC-funded project at the University of Oxford to understand the formation, maintenance, and perception of elite groups in society.

Through my consultancy roles with multiple financial institutions, I identify individual differences in spend, digital engagement, and online browsing behaviour, then build

machine learning models to predict future behaviour.

I act as an advisor to MPs and Peers, ministerial departments, agencies, and public bodies, as well as think tanks and charities.

I've also worked on industry-funded projects at the Alan Turing Institute, Lloyds Banking Group, Schrodgers Personal Wealth, The British Museum, and Player LENS.

My doctoral research examined the evolutionary drivers of inequality.

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## Education

PhD Psychology <b>University of Warwick</b> Passed with no corrections	COVENTRY, UK 2018
MSc Behavioural and Economic Science <b>University of Warwick</b> Passed with distinction	COVENTRY, UK 2014
BSc Psychology <b>University of Warwick</b>	COVENTRY, UK 2013

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## Professional Appointments

Brasenose College, University of Oxford <b>Junior Research Fellowship</b> Appointed as the William Golding Junior Research Fellow for Arts, Humanities, and Social Sciences	OXFORD, UK 2021–2024
Department of Social Policy and Intervention, University of Oxford <b>Postdoctoral Fellow in Computational Social Science</b> Funded by the European Research Council	OXFORD, UK 2020–Present
Warwick Business School <b>Honorary Postdoctoral Fellow</b> Awarded for my work on gambling-related harm	COVENTRY, UK 2020–Present
Behavioural Science Group, Warwick Business School <b>Postdoctoral Research Fellow in Behavioural Science</b> Funded by Lloyds Banking Group	COVENTRY, UK 2018–2020
The Alan Turing Institute <b>Project Lead</b> Funded by Player LENS	BRITISH LIBRARY, UK 2018
<b>Visiting Behavioural Scientist</b> Funded by The British Museum	2018

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## Publications

### Refereed Journal Articles

Muggleton, N., Parpart, P., Newall, P., Leake, D., Gathergood, J., & Stewart, N. (2021). Gambling-related harm in mass transaction data. *Nature Human Behaviour*, 5 (3), 319–326. doi: 10.1038/s41562-020-01045-w

Muggleton, N. K., Tarran, S., & Fincher, C. L. (2019). Who punishes promiscuous women? Both women and men are prejudiced towards sexually-accessible women, but only women inflict costly punishment. *Evolution and Human Behavior*, 40 (3), 259–268. doi: 10.1016/j.evolhumbehav.2018.12.003.

Muggleton, N. K., & Fincher, C. L. (2018). You're not my type: Do conservatives have a bias for seeing long-term mates? *Evolution and Human Behavior*, 39 (6), 652–663. doi: 10.1016/j.evolhumbehav.2018.06.009.

Muggleton, N. K., & Fincher, C. L. (2017). Unrestricted sexuality promotes distinctive short- and long-term mate preferences in women. *Personality and Individual Differences*, 111 (1), 169–174. doi: 10.1016/j.paid.2017.01.054

Muggleton, N. K., & Fincher, C. L. (2016). The effects of disease vulnerability on preferences for self-similar scent. *Evolutionary Psychological Science*, 2 (2), 129–139. doi: 10.1007/s40806-016-0043-y

#### Manuscripts in Submission

Muggleton, N., Trendl, A., Walasek, L., Leake, D., Gathergood, J., & Stewart, N. Inequality at work and status-signalling luxury consumption. *Revise and Resubmit, PNAS*.

Muggleton, N. & Fincher, C. Opportunity, economic inequality, and ecology: Individual and ecological differences interact to produce world-wide variation in gender values. *Revise and Resubmit, Current Research in Ecological and Social Psychology*.

Muggleton, N., Quispe-Torreblanca, E., Leake, D., Gathergood, J., & Stewart, N. Spending entropy and future financial distress. *Submission to Marketing Science imminent*. doi: 10.31234/osf.io/qabgm.

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### Awards, Fellowships, and Grants

**2021** Appointed William Golding Junior Research Fellow for Arts, Humanities, and Social Sciences at Brasenose College, Oxford

**2018** PhD student publication of the year, University of Warwick

**2018** Research-funded grant, The Alan Turing Institute and The British Museum

**2018** European Human Behaviour and Evolution Association's (EHBEA) Student Research Grant

**2017** Experimental Psychological Society's (EPS) Grindley Grant

**2016** EHBEA Student Research Grant

**2015** University of Warwick PhD Fellowship in Psychology

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### Impact and Media

#### Impact

**Lloyds Banking Group** *Ongoing*

Advisory work on ways in that the bank can support and identify vulnerable customers.

**Department for Digital, Culture, Media, and Sport** *Ongoing*

Engagement with senior civil servants in reform of the 2005 Gambling Act; ran a workshop of gambling research for departmental civil servants; submission of evidence and consultation in the ongoing review.

**Gambling Commission** *Ongoing*

Presentation on gambling and the associated financial, social, and health outcomes in financial transaction big data.

**All Party Parliamentary Group on Gambling Harm** *Ongoing*

Brief to group of MPs (chaired by Carolyn Harris MP) on research pertaining to gambling-related harm.

**Gamban** *Ongoing*

Advising and strategising pathways to impact with Director of External Affairs, Matt Zarb-Cousin.

**Centre for Social Justice** *Ongoing*

Presentation to policy institute; support in policy design.

**Money and Mental Health** *Ongoing*

Engagement with the charity, including running workshops for practitioners from ten of the largest financial institutions in the UK, strategising ways that banks can protect vulnerable customers.

**Gambling With Lives** *Ongoing*

Ongoing engagement with the charity, including research presentations and discussing strategies for reform.

**Lord Browne of Ladyton** *Ongoing*

Briefing of findings; support in the preparation of written parliamentary questions; ongoing consultation to support gambling reform agenda.

**Lord Foster of Bath** *Ongoing*

Preparing briefing notes; engagement with Peers for Gambling Reform; support in the preparation of oral parliamentary questions.

**All Party Parliamentary Group on Betting and Gaming** *November 2021*

Invited to Parliament to brief to group of MPs (chaired by Scott Benton MP) on research pertaining to gambling-related harm.

**Lord Colville, Viscount Colville of Culross** *October 2021*

Briefing of findings; support in the preparation of written parliamentary questions; ongoing consultation to support gambling reform agenda.

**Ministerial Briefing** *April 2021*

Briefing on gambling-related harm to John Whittingdale MP (Minister of State for Media and Data) and Jo Churchill MP (Under-Secretary of State for Prevention, Public Health and Primary Care).

- Peers for Gambling Reform** *March 2021*  
Brief to group of Peers (led by Lord Foster of Bath) on research pertaining to gambling-related harm.
- Social Market Foundation** *January 2021*  
Presentation to policy institute; support in policy design.
- Public Health England** *September 2020*  
Presentation on gambling and the associated financial, social, and health outcomes in financial transaction big data.
- Schroders Personal Wealth** *2020*  
Co-wrote a technical paper outlining the state of the nation's finances during Covid-19.
- The British Museum** *2018*  
Advisor to The Museum on ways to leverage data science to improve visitor experience. Resulted in several white papers, presentations to Museum stakeholders, and changes to the audio guide.
- Player LENS** *2018*  
Advisor to the CEO on ways to leverage data science to improve the ways in which football agents estimate player value.

#### Media

The Guardian • The Daily Mail • Mail Online • The Daily Telegraph • BBC Radio 4 (You and Yours) • BBC Radio 5 Live (Phil Williams) • Times Radio • New Scientist • New Statesman • The Register • PsyPost • The Science of Sex Podcast • The Psychology of Attractiveness Podcast

### Conference and Academic Talks

- May 2021, Social Inequality Research Group, University of Oxford**  
Status signalling and inequality in the workplace.
- January 2021, CEBI Research Group, University of Oxford**  
Measuring well-being from digital footprints: a behavioural science approach.
- April 2019, EHBEA, Université Toulouse 1 Capitole**  
A 54-nation study of ecology, opportunity, and economic inequality.
- December 2018, Data Study Group, The Alan Turing Institute**  
Player pathways: modelling career paths that deliver success.
- September 2018, Seminar Series, The Alan Turing Institute**  
Listening to the crowd: data science to understand The British Museum visitors.
- June 2018, Seminar Series, The Alan Turing Institute**  
Using Natural Language Processing to uncover user sentiment on Twitter.
- April 2018, EHBEA, University of Pécs**  
Ecological predictors of female sexual suppression.
- April 2017, EHBEA, École Normale Supérieure**  
He's not my type: Do conservative women only see long-term mates?
- August 2016, International Society for Human Ethology, University of Stirling**  
Sociosexuality predicts women's short- and long-term mate preferences.
- August 2016, International Society for Human Ethology, University of Stirling**  
Disease vulnerability and preferences for self-similar scent.
- May 2016, Department of Psychology seminar series, University of Warwick**  
Perceived vulnerability to disease moderates attraction to immunologically similar scent.
- May 2016, Postgraduate Research Day, University of Warwick**  
Unrestricted sexuality promotes greater distinction in women's short- and long-term mate preferences.
- April 2016, EHBEA, London School of Hygiene and Tropical Medicine**  
Sexually unrestricted women have more distinctive short- and long-term mate preferences.

### Teaching

- Undergraduate University of Birmingham  
**Natural Sciences Book Club** *2018–2019*  
Invited as visiting lecturer to first-year undergraduates.
- Academic Skills for Psychologists** University of Warwick  
Seminars with first-year undergraduates. *2016–2018*

<b>Research Methods in Psychology</b> Workshops with first-year undergraduates.	2015–2018
<b>Human Sexuality</b> Lectures and seminars with third-year undergraduates.	2015–2017
Postgraduate	University of Oxford
<b>Evaluation Methods</b> Lectures with graduate students.	2020–2022
<b>Quantitative Methods</b> Summative feedback and marking for graduate students.	2020–2022
	University of Warwick
<b>Advanced Qualitative and Quantitative Analysis</b> Lectures and workshops with graduate students.	2016–2017
<b>Methods &amp; Analysis in Behaviour Science</b> Lectures, workshops, and marking for graduate students.	2015–2018
<b>Issues in Psychological Science</b> Workshops and practicals with graduate students.	2015–2017
<b>Behavioural Science: Implications and Applications</b> Workshops with graduate students.	2015–2016
<b>Psychological Models of Choice</b> Lectures and workshops with graduate students.	2015–2016
Supervision	
<b>Dissertation titles TBD</b> Postgraduate dissertations (x2 students)	2021–2022
<b>The impact of Universal Basic Income on ethnic minority groups</b> Postgraduate dissertation (x1 student)	2020–2021
<b>Relationship Satisfaction and Female Intrasexual Competition</b> Undergraduate dissertation (x2 students)	2017–2018
<b>Punishment of Promiscuous Females in an Ultimatum Game</b> Undergraduate dissertation (x1 student)	2017–2018
Qualification	
<b>Teaching and Learning in Higher Education</b>	2015

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## Skills

**Languages:** HTML,  $\LaTeX$ , MATLAB, R, Shell/Bash, SQL, Python

**Platforms:** Amazon Web Services, Domino, Linux, MacOS, Model Maker, PsychoPy, Pycharm, Slurm, SPSS, Teradata

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## Professional History

**Management Consultant (Graduate Scheme), Deloitte LLP** 2014–2015

**Investment Banking (Internship Programme), Credit Suisse** 2011

**Gap Year Intern Programme (Futures Scheme), IBM** 2009–2010