Damon M. Centola

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Education

Ph.D.   Sociology, Cornell University, 2006
MA   Sociology, Cornell University, 2004
BA   Philosophy/Logic, Marlboro College, 1997, *summa cum laude*

Appointments

2021-   Elihu Katz Professor of Communication, Sociology and Engineering
           University of Pennsylvania
2019-21 Professor of Communication, Annenberg School for Communication
           Professor of Engineering (secondary), School of Engineering and Applied Sciences
           Professor of Sociology (secondary), School of Arts and Sciences
           University of Pennsylvania
2019-   Senior Fellow, Penn LDI Center for Health Incentives and Behavioral Economics
2019-   Faculty, Penn Population Studies Center
2015-   Faculty, Penn Master of Behavioral and Decision Sciences Program
2013-   Faculty, Penn Warren Center for Network and Data Sciences
2013-   Director, Network Dynamics Group
2013-19 Associate Professor, Annenberg School for Communication & School of Engineering
           and Applied Sciences, University of Pennsylvania
2008-13 Assistant Professor, MIT Sloan School of Management
2006-08 Robert Wood Johnson Scholar in Health Policy, Harvard University
2001-02 Visiting Scholar, The Brookings Institution

Research

Social Change, Diffusion of Innovations and Ideas, Simple and Complex Contagion, Structural Inequality, Medical Bias, Collective Intelligence, Social Epidemiology, Collective Action, Social Norms, Sustainability and Climate Change, Cultural Evolution, Social Networks, Centrality and Influence, Online Experimental Methods, Computational Social Science

Awards and Fellowships

2025   Best Paper Award, Journal of Social Computing
2019   Harrison White Outstanding Book Award, American Sociological Association
2019   Top Paper Award in Health Communication, International Communication Association
2018   Best Paper Award, International Conference on Computational Social Science
2017   James Coleman Award for Outstanding Article, American Sociological Association
2016   Wharton Mack Institute Fellow
2014-15 Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University

2014-15   Fellow, Lenore Annenberg and Wallis Annenberg Endowment for Communication
2014   US Patent #8713143, "A Method of Creating Social Networks to Facilitate Behavior Change"
2012   Kavli Frontiers of Science, National Academy of Sciences
2011   Leo Goodman Early Career Award in Sociological Methodology, American Sociological Association
2011   Award for Outstanding Article in Mathematical Sociology, American Sociological Association
2010   MIT Faculty Prize for Research in Computers and Communications
2009   Award for Outstanding Article in Mathematical Sociology, American Sociological Association
2006   Award for Outstanding Article in Mathematical Sociology, American Sociological Association
2004   Columbia University Exchange Scholar Fellowship
2004   NSF EITM Summer Fellowship
2002   Cornell University Russell Sage Fellowship
2002   NSF IGERT Fellowship in Non-linear Dynamics and Chaos
2000   Santa Fe Institute CSSS Fellowship

Grants

2024-25   Co-PI (with Adriana Perez, Carmen Alvarez and Margarita Garay Zarco) Penn4C - Faculty & Community-Partnered Pilot Grant Program for "LCH Community Health Center Patient Engagement: A Collaboration Exploring Digital Determinants of Health for Promoting Health Equity"
2024-25   Co-Investigator (with Francesca Lopez) Spencer Foundation Vision Grant for "Connecting Interdisciplinary Experts: A Strategic Network Alliance to Leverage Countermeasures to Misinformation in Education"
2022-24   PI, Penn Medical Communication Research Institute Grant for "An Experimental Implementation Study to Evaluate the Effects of Networked Collective Intelligence on Medical Bias in a Medical Training Center" ($50,000 direct)
2022-24   PI, Perbak Capital Partners Grant for "Identifying Market Conditions for Sentiment Cascades and Crash Risk" ($100,000 direct)
2022-24   Co-PI, John Templeton Foundation Grant for "The Impact of Social Norms on Virtue" ($299,742 direct) with Liane Young.
2021-23   PI, Robert Wood Johnson Pioneer Grant for "Network Science to Improve Health Equity in Underserved Online Communities" ($658,143)
2021-23   PI, The Sachs Program for Arts Innovation Grant for "Devising new artistic approaches for enabling the public to experience and explore scientific breakthroughs in the study of structural racism and sexism." ($3,000)
2019-20   PI, Facebook Grant for "Networked Crowdsourcing: An Online Experiment in Content Moderation" (with Doug Guilbeault) ($96,000 direct)
2017-19   PI, NIH Grant for "Using Social Networks to Improve Scientific Communication about Tobacco Use" ($50,000, direct)
2016-19   PI, Robert Wood Johnson Pioneer Grant for "Improving Medical Decision Making through the Wisdom of Crowds" ($390,041)
2016-19   Co-PI, Swedish Foundation Grant for "Career Development Workshops to Promote Analytical Sociology" (with Peter Hedstrom, Elizabeth Bruch, and Emily Erikson) ($109,350 direct)
2016-17   PI, Penn Center for Online Learning Course Development Award for "Network Dynamics and Social Behavior" ($17,000 direct)
2014-17   Co-PI (with Urmimala Sarkar, UCSF), NIH R01 Grant for "Influencing Cervical Cancer Prevention and Detection through Social Media," ($1,885,685)
2014-16   Co-PI (with Christine Dehlendorf, UCSF), Hewlett Foundation Grant for "Effects of Peer Influence on Long-Acting Reversible Contraceptive Use" ($423,500 direct)
2013-14   PI, Annenberg National Health Communication Study Seed Grant for "How Online Networks Impact Health Outcomes" ($35,000, direct)

2009-12   PI, James S. McDonnell Foundation Complex Systems Grant for "Experimental Investigations into the Effects of Network Structure on Social Contagions" ($259,000 direct).

2004-05   Co-Investigator (with Michael Macy), NSF Human and Social Dynamics Grant for "Network Topology and the Dynamics of Collective Action" ($90,946).

Books

Centola, Damon. (Forthcoming: October 2026) *Goodthink: The New Science of Collective Intelligence*. Cambridge, MA: MIT Press.
- Translations into Korean, Chinese
- Selected Reviews & Coverage: Forbes

Centola, Damon. 2021. *Change: How to Make Big Things Happen*. New York: Little, Brown & Co.
- Translations into Chinese, Romanian, Korean, Russian, Dutch, Thai, Japanese, Italian, Turkish, Portuguese (Brazil)
- Selected Reviews & Coverage: Nature, New York Journal of Books, The New York Times, NPR Hidden Brain, Radio Times, Inside Higher Ed, Annual Reviews, The Current, Ottawa Writers Festival, ABC Australia, Times of India, Fast Company

Centola, Damon. 2018. *How Behavior Spreads: The Science of Complex Contagions*. Princeton, NJ: Princeton University Press.
- 2019 Harrison White Outstanding Book Award, American Sociological Association
- Translations into Chinese, Arabic, Polish
- Selected Reviews & Coverage: Science, The Journal of Mathematical Sociology, Information, Communication & Society, New Scientist, MIT Sloan Management Review, Strategy + Business, The American Interest, American Journal of Sociology, Contemporary Sociology

Peer-Reviewed Articles

Isch, Calvin and Damon Centola. 2026. *Journal of Social Computing*. "Experimental Evidence That Social Learning in Structured Information-Sharing Networks Corrects Anchoring Bias."

Guilbeault, Douglas and Damon Centola. 2025. *Journal of Social Computing*. "Structural Synchronization in the Classification of Controversial Content." vol. 6, no. 4, pp. 287-299.
- 2025 Best Paper Award, *Journal of Social Computing*

Ethan Goh, et al. 2025. *Nature Communications Medicine.* "ChatGPT Influence on Medical Decision-Making, Bias, and Equity: A Randomized Study of Clinicians Evaluating Clinical Vignettes."

Centola, Damon et al. 2023. *Proceedings of the National Academy of Sciences*. "Experimental evidence for structured information-sharing networks reducing medical errors." Aug;120(31).
TIME, Forbes

Constantino, et al. 2022. *Psychological science in the public interest*. "Scaling up change: A critical review and practical guide to harnessing social norms for climate action." 23(2), 50-97.

Centola, Damon 2022. *Trends in Cognitive Sciences*. "The Network Science of Collective Intelligence." Vol. 26 (11): 923–941.
- Feature Review

Centola, Damon et al. 2021. *Nature Communications*. "The Reduction of Race and Gender Bias in Clinical Treatment Recommendations Using Clinician Peer Networks in an Experimental Setting." 12, 6585.
- Selected as *Nature Communications* feature article in Social Sciences
Kaiser Health News, LATimes

Guilbeault, Doug and Damon Centola. 2021. *Nature Communications*. "Topological Measures for Identifying and Predicting the Spread of Complex Contagions." 12, 4430.

- Selected as *Nature Communications* feature article in Applied Physics and Mathematics
  FastCompany, PNAS, Cosmos, Washington Post

Guilbeault, Doug, Andrea Baronchelli and Damon Centola. 2021. *Nature Communications*. "Experimental Evidence for Scale-Induced Category Convergence across Populations." 12, 327.
- Cognitive Science Society's Computational Modeling Prize in Applied Cognition
  Science Daily, Technology Networks

Brackbill, Devon and Damon Centola. 2020. *PlosOne*. "Impact of network structure on collective learning: An experimental study in a data science competition." 15(9): e0237978.

Guilbeault, Doug and Damon Centola. 2020. *PlosOne*. "Networked Collective Intelligence Improves Dissemination of Scientific Information Regarding Smoking Risks." 15(2): e0227813.
  News Medical

Dehlendorf, Christine, et al. 2020. *Contraception*. "Birth Control Connect: a randomized trial of an online group to disseminate contraceptive information."

Zhang, Jingwen and Damon Centola. 2019. *Annual Review of Sociology*. "Social Networks and Health: New Developments in Diffusion, Online and Offline." Vol. 45(1):91-109.
  Science, PNAS, Annual Reviews Magazine

Zhang, Jingwen et al. 2019. *Preventive Medicine*. "Facts or stories? How to use social media for cervical cancer prevention: A multi-method study of the effects of sender type and content type on increased message sharing." 126 (105751).
- 2019 Top Paper Award, Health Communication Division, International Communication Association

Le, Gem et al. 2019. *Plos One*. "Perceptions of cervical cancer prevention on Twitter uncovered by different sampling strategies." Feb 11;14(2):e0211931.

Becker, Joshua, Ethan Porter and Damon Centola. 2019. *Proceedings of the National Academy of Sciences*. "The Wisdom of Partisan Crowds." 116 (22) 10717-10722.
  Harvard Business Review

Lyson, Helena et al. 2019. *Journal of Cancer Education.* "Social media as a tool to promote health awareness: results from an online cervical cancer prevention study." 34(4):819-822.

Guilbeault, Doug, Joshua Becker and Damon Centola. 2018. *Proceedings of the National Academy of Sciences*. "Social Learning and Partisan Bias in the Interpretation of Climate Trends." 115 (39) 9714-9719.
- Featured Cover Article
- 2018 Best Paper Award, International Conference on Computational Social Science
  Washington Post, PBS News Hour, Bloomberg

Centola, Damon, Joshua Becker, Devon Brackbill, and Andrea Baronchelli. 2018. *Science*. "Experimental Evidence for Tipping Points in Social Convention." 360: 1116-19.
- 2019 Honorable Mention for Granovetter Award for Outstanding Article, Mathematical Sociology Section, American Sociological Association
  The Atlantic, Scientific American , Fast Company, Wired

Fox, E., et al. 2017. *Contraception.* "Birth Control Connections: the Effect of Online Social Communication on Contraceptive Attitudes. 96(4), 290-291.

Becker, Joshua, Devon Brackbill, and Damon Centola. 2017. *Proceedings of the National Academy of Sciences*. "Learning Is Robust to Noise in Decentralized Networks." 114:E9184.

Becker, Joshua, Devon Brackbill, and Damon Centola. 2017. *Proceedings of the National Academy of Sciences*. "Network Dynamics of Social Influence in the Wisdom of Crowds." 114 (26): E5070-E5076.
- 2018 Honorable Mention for Outstanding Article, Mathematical Sociology Section, American Sociological Association
  Harvard Business Review

Zhang, Jingwen et al. 2016. *Preventive Medicine Reports*. "Support or Competition? How Online Social Networks Increase Physical Activity: A Randomized Controlled Trial." (4): 453-458.
  TIME, CBS News, US News & World Report, The Wall Street Journal, The New York Times

Centola, Damon. 2015. *American Journal of Sociology.* "The Social Origins of Networks and Diffusion." 120 (5): 1295-1338.
- Featured Lead Article

- 2017 James Coleman Award for Outstanding Article, Rationality and Society Section, American Sociological Association

Science Newsline

Centola, Damon and Andrea Baronchelli. 2015. *Proceedings of the National Academy of Sciences.* "The Spontaneous Emergence of Conventions: An Experimental Study of Cultural Evolution." 112 (7): 1989-1994.

- 2015 Selected as one of the best papers of the year by the section on Communication, Information, Technologies and Media Sociology, American Sociological Association

Washington Post, Chicago Tribune, NPR Newsworks, Huffington Post

Zhang, Jingwen et al. 2015. *Data In Brief.* "Identifying the effects of social media on health behavior: Data from a large-scale online experiment." (5): 453-457.

Zhang, Jingwen et al. 2015. *Preventive Medicine Reports.* "Efficacy and causal mechanism of an online social media intervention to increase physical activity: Results of a randomized controlled trial." (2): 651–657.

NPR Newsworks, Tech Times, The Economic Times

Centola, Damon and Arnout van de Rijt. 2014. *Social Science and Medicine.* "Choosing Your Network: Social Preferences in an Online Health Community." 125: 19-31.

Teyhen, D., et al. 2014. *Mil. Med.* "Incentives to Create and Sustain Healthy Behaviors: Technology Solutions and Research Needs." (179) 12:1419.

Teyhen, D., et al. 2014. *JOSPT.* "Key Enablers to Facilitate Healthy Behavior Change." (44) 378-387.

Centola, Damon. 2013. *Circulation.* "Social Media and the Science of Health Behavior." (127) 2135-2144.

Centola, Damon. 2013. *Rationality and Society.* "Homophily, Networks, and Critical Mass: Solving the Start-up Problem in Large Group Collective Action." (25) 3-40.

Centola, Damon. 2013. *Journal of Statistical Physics.* "A Simple Model of Stability in Critical Mass Dynamics." 151 (1) 238-253

Centola, Damon. 2011. *Science.* "An Experimental Study of Homophily in the Adoption of Health Behavior." 334:1269-72.

CNN, La Repubblica

Centola, Damon. 2010. *Science.* "The Spread of Behavior in an Online Social Network Experiment. 329:1194-7.

- 2011 Award for Outstanding Article in Mathematical Sociology, American Sociological Association
- 2011 Award for Outstanding Contribution to Sociological Methodology, American Sociological Association

The New York Times, Wired

Centola, Damon. 2008. *Journal of Mathematical Sociology.* "Failure in Complex Networks." 33(1): 64-68.

Centola, Damon and Michael Macy. 2007. *American Journal of Sociology.* "Complex Contagions and the Weakness of Long Ties." 113: 702-34.

- 2009 Award for Best Publication in Mathematical Sociology, American Sociological Association
- Reprinted 2012 in *Small Worlds Research*, by Sebastian Schnettler. New York: Russell Sage Press.

Centola, Damon, Juan Carlos Gonzalez-Avella, Victor Eguiluz, and Maxi San Miguel. 2007. *Journal of Conflict Resolution.* "Homophily, Cultural Drift, and the Co-Evolution of Cultural Groups." 51: 905-929.

PC World

Centola, Damon, Victor Eguiluz, & Michael Macy. 2007. *Physica A.* "Cascade Dynamics of Complex Propagation." 374: 449-456.

Centola, Damon, Robb Willer, and Michael Macy. 2005. *American Journal of Sociology.* "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms." 110(4):1009-40.

- 2006 Award for Best Publication in Mathematical Sociology, American Sociological Association
- Reprinted 2012 in *Small Worlds Research*, by Sebastian Schnettler. New York: Russell Sage Press.

Peer-Reviewed Chapters

Centola, Damon. Forthcoming. "Cultural Tipping Points, Complex Contagion and the Ethics of Change," in *Nobel Volume on Networks.* (Oxford: Oxford University Press.)

Centola, Damon. 2023. "The Paradox of Behavior Change and the Science of Network Diffusion" in *The SAGE Handbook of Social Network Analysis.*

Centola, Damon. 2022. "Complex Contagions," in *Research Handbook on Analytical Sociology*, edited by Gianluca Manzo. Cheltenham (UK): Edward Elgar (Elgar Advanced Introduction Series).

Centola, Damon 2021. "Influencers, Backfire Effects and the Power of the Periphery," in *Personal Networks,* edited by Mario L. Small, Brea L. Perry, Bernice Pescosolido, and Edward Smith. Cambridge (UK): Cambridge University Press.

Zhang, Jingwen and Damon Centola. 2018. "How Social Networks Shape Social Comparison," in *Social Comparison, Judgment & Behavior,* edited by Jerry Suls. New York: Oxford University Press.

Douglas Guilbeault, Joshua Becker and Damon Centola. 2018. "Complex Contagions: A Decade in Review," in *Spreading Dynamics in Social Systems*, edited by Yong Yeol Ahn and Sune Lehmann. New York: Springer Nature.

Centola, Damon and M. Macy. 2005. "Social Life in Silico: The Science of Artificial Societies," in *The Handbook of Group Processes*, edited by Susan Whelan. New York: Russell Sage Press.

Policy Reports

Centola, Damon. 2020. "The Complex Contagion of Doubt in the Anti-Vaccine Movement," *Annual Report of the Sabin-Aspen Vaccine Science & Policy Group*.
Science, PNAS, Forbes

Op-Ed and Commentary

Centola, Damon. 2021. "Medical bias can be deadly. Our research found a way to curb it ." *LA Times.*

Centola, Damon. 2021. "The Dangers of Social Media." *The Bottom Line.*

Centola, Damon. 2021. "TikTok Stars Shouldn't Hawk Vaccines." *The Philadelphia Inquirer.*

Centola, Damon. 2021. "How to turn the tide on vaccine hesitancy: Apply an algorithm that actually works." *The Hill.*

Centola, Damon. 2021. "The Contagion of Doubt: Vaccines and Social Media." *Psychology Today*.

Centola, Damon. 2020. "Considering network interventions." *Proceedings of the National Academy of Sciences*.

Centola, Damon. 2020. "Why Social Media Makes Us More Polarized and How to Fix It." *Scientific American*

Centola, Damon. 2019. "Physician Networks and the Complex Contagion of Clinical Treatment." *JAMA Network Open*

Centola, Damon. 2019. "Influential Networks." *Nature Human Behavior*.

Centola, Damon. 2019. "The 25 Percent Tipping Point for Social Change." *Psychology Today*.

Centola, Damon. 2018. "Which is Better, Support or Competition?" *Psychology Today*.

Centola, Damon. 2018. "The Truth About Behavioral Change." *MIT Sloan Management Review*.

Centola, Damon. 2018. "What Can 'Alice in Wonderland' Tell Us About Life Online?" *Psychology Today*.

Centola, Damon. 2018. "Social Learning and Political Polarization" *Psychology Today*.

Centola, Damon. 2015. "Controlling Public Opinion: What the Debate over 'The Dress' Reveals." *The Conversation*. April 07 Issue.

Patents and Technologies

2014   "Establishing A Social Network" (Inventor, US Patent# 8713143)
2002   "Net Logo" Agent Based Modeling Environment (Developer, Release 1.0)

Invited Talks and Keynote Addresses

Boston Federal Reserve, February 2026
Case Western School of Medicine Distinguished Speaker Series, January 2026
(Keynote) International Conference on Social Computing, Shanghai, China, December 2025
UCSF PRISM Workshop, San Francisco, CA December 2025
Rita Allen Foundation, Princeton, NJ, October 2025
(Keynote) Texas Council for Developmental Disabilities, October 2025
(Keynote) Georgia State, Center for the Economic Analysis of Risk, August 2025
City of Philadelphia, Mayor's Office of Education, Philadelphia, PA August 2025
Institute of Cognitive Sciences, University of Lyon, France, June 2025
Leiden University, Netherlands, June 2025
Public Lecture, Pakhuis de Zwijger (Center for Art and Activism), Amsterdam, June 2025
CMU, Pittsburgh, PA, April 2025
(Keynote) UVA, "Contagion and Democracy", Charlotte, VA, April 2025
Penn Pop Center, Philadelphia, PA, April 2025
(Keynote) Harvard School of Public Health, Boston, MA, March 2025
Stanford Medical School Center for Clinical Excellence, Palo Alto, CA, February, 2025
(Keynote) Alliance for Continuing Medical Education, Orlando, FL, January, 2025
Langley Labs, Langley, VA, December 2024
(Keynote) SFI/DIMACS, Rutgers University, October 2024
(Keynote) Sitra, Finland, October 2024
(Keynote) Community for Rigor NINDS, Philadelphia, PA September 2024
Northwestern, SCISS, August 2024
M.I.T., GraphEx2024, July 2024
Aspen Institute, Spencer Foundation Convening, Washington, DC, May 2024
NYU Abu Dhabi, April 2024
Annenberg Networks Conference, USC, Los Angeles, March 2024
(Keynote) Samsung, Seoul, South Korea, January 2024
Nobel Symposium, Lund, Sweden, August 2023
Google, August 2023
Great Place To Work, June 2023
(Keynote) Workshop on the Frontiers of Network Science, NYU, May 2023
National Cancer Institute, May 2023
Interurban Clinicians Club, April 2023
Center for Norms and Behavioral Change, University of Pennsylvania, February 2023
Ontario Soil Network, Ontario, Canada, January 2023
National Health Service, London, UK, December 2022
Oslo Metropolitan University, Oslo, Norway, November 2022
Workshop on Digital Networks, Provence, France, November 2022
Boston College, Department of Psychology & Neuroscience, October 2022
(Keynote) Man Group Alternative Investing Symposium, Oxford, UK, September 2022
(Keynote) 17th Annual Social Simulation Conference, Milan, Italy, September 2022
Eramet Executive Series on Organizational Change, Paris, France, September 2022
(Keynote) Schusterman Family Philanthropies, Israel, June 2022
(Keynote) The Nature Conservancy, May 2022
(Keynote) NIH, Catalyzing Communities of Research Rigor, May 2022
(Keynote) Inter-American Development Bank, April 2022

Sandia National Labs, April 2022
Stanford, Graduate School of Business, April 2022
Penn Medicine, Family Medicine Residents Colloquium, April 2022
Stanford Medicine, Clinical Excellence Research Center, March 2022
Harvard Law School, March 2022
Arthur Murray Foundation, March 2022
(Keynote) GOED Exchange Annual Meeting, February 2022
Hong Kong Polytechnic, February 2022
Harvard, Shorenstein Center, January 2022
(Keynote) Stretch Conference, December 2021
(Keynote) KES Global Exchange Twitter Conference, December 2021
Institute of International Finance, November 2021
IU Medical School, Indiana Immunization Coalition, October 2021
(Keynote) Health Progress and Equity Network National Meeting, October 2021
Penn, Medical Communication Symposium, October 2021
DARPA Symposium, October 2021
(Keynote) Asia Forum on Enterprise for Society, September 2021
(Keynote) System Dynamics Conference, July 2021
RWJ Foundation, July 2021
(Keynote) KES Global Exchange, June 2021
Nudgestock, June 2021
Ottawa Writers Festival, June 2021
US Embassy New Delhi, June 2021
(Keynote) WLA Annual Meeting, May 2021
UNC Charlotte, Computer Science Department, May 2021
Moore Foundation, May 2021
Columbia Club of NYC, March 2021
Wharton Club of NYC, March 2021
Penn Club of NYC, March 2021
University of Toronto, March 2021
Moore Foundation, March 2021
Harvard Club NYC, March 2021
Harvard, GSE-LILA, February 2021
McGill University, November 2020
European Research Council, November 2020
Brown University, November 2020
University of Cambridge, July 2020
Cornell, Department of Natural Resources, April 2020
Annual Reviews, Shot of Science, April 2020
Penn, LDI Fellow Retreat, January 2020
Princeton, Woodrow Wilson School, October 2019
Northwestern, Kellogg School of Management, September 2019
(Keynote) Greater Philadelphia Economy League Annual Meeting, September 2019
Aspen Institute, Vaccine Science & Policy Group, September 2019
(Keynote) Climate Land Use Alliance Annual Meeting, September 2019
Penn Sociology, September 2019
Yale Sociology, September 2019
Harvard Club of New York, May 2019
Princeton, Workshop on Vaccination, May 2019
(Keynote) University of Utrecht, International Meeting on Experimental and Behavioral Social
Science Conference, May 2019
Wharton Club of New York, April 2019
Carnegie Mellon, Complex Social Systems Seminar Series, April 2019

National Institute for Mathematical and Biological Synthesis, Tennessee, April 2019
Cornell Tech Graduate Center, March 2019
CUNY Graduate Center, March 2019
Penn, Regional Alumni Club in Jacksonville, January 2019
UCSF, PRISM Health Symposium, December 2018
Stanford, EE Computer Systems Colloquium, November 2018
Penn, Social and Behavioral Science Workshop, November 2018
Penn, Social Norms and Informal Institutions Lecture, November 2018
Penn, Penndemic 2018, October 2018
Smithsonian Institution, October 2018
Microsoft, Workplace Analytics Workshop, October 2018
Amazon Headquarters, Seattle, Washington, October 2018
Penn, Workshop on Norms and Behavior Change, October 2018
NSF, Distinguished Lecture Series, September 2018
Penn Medicine, Neurosurgery Grand Rounds, September 2018
NIH, Meeting on Misinformation and Social Media, August 2018
Princeton, Woodrow Wilson School, August 2018
(Keynote), ICCS, Network Interventions for Social Good, Cambridge, MA, July 2018
(Keynote), IC2S2, Kellogg School of Management, July 2018
Academy of Behavioral Medicine, Hilton Head, June 2018
HB Sports and Entertainment STTAR Summit, June 2018
(Keynote) American Heart Association, June 2018
Penn, IT Symposium, May 2018
(Keynote), Washington University in St. Louis Medical School Symposium, Missouri, April 2018
Stanford, Social Media and Democracy Workshop, California, April 2018
Santa Fe Institute, New Mexico, April 2018
Mailman School of Public Health, Columbia University, April 2018
The National Academies of Sciences, Engineering, Medicine, Washington, D.C., March 2018
Knowledge Teach-In, Penn, March 2018
UCSF, PRISM Conference, December 2017
NYU, Center for Data Science, December 2017
University of Chicago, Computational Social Science Workshop, November 2017
Penn-CMU, Roybal Center on Behavioral Economics and Health Annual Meeting, October 2017
(Keynote) cSCAN, Glasgow, Scotland, October 2017
Santa Fe Institute, New York, July 2017
Analytical Sociology Workshop, Stockholm, Sweden, June 2017
UC Davis, Re-computing Social Sciences Workshop, May 2017
(Keynote) Society for Adolescent Health and Medicine, New Orleans, March 2017
UCLA, California Center for Population Research, February 2017
Harvard, GSE, February 2017
Drexel, Department of Psychology, January 2017
Penn, Behavioral Economics and Health Symposium, December 2016
UCSF, Center for Vulnerable Populations, December 2016
(Keynote) American Heart Association Annual Innovation Forum, Chicago, November 2016
(Keynote) Social Informatics 2016, Seattle, November 2016
Penn-CMU, Roybal Center on Behavioral Economics Annual Meeting, October 2016
Penn, Psychology and Evolutionary Biology, October 2016
Princeton, Department of Sociology, October 2016
Yale, YINS Workshop, September 2016
Stanford, Department of Psychology, July 2016
(Keynote) Norms, Actions and Games Conference, Toulouse, June 2016
WZB Berlin Science Center, Berlin, June 2016
Sorbonne, Paris, June 2016

Institute for Advanced Study, Sweden, June 2016
Cornell, Department of Communications, April 2016
Duke, Department of Sociology, April 2016
(Keynote) Center for Mathematical Sciences Annual Symposium, Auckland, NZ, February 2016
(Keynote) AAAI & World Wide Web and Population Health (W3PHI), February 2016
Northwestern, Kellogg, January 2016
Microsoft Research, Redmond, WA, January 2016
Penn, Language and Cultural Evolution Workshop, December 2015
Penn, Health Communication Speaker Series, December 2015
Penn, Perelman School of Medicine, December 2015
Penn, Elihu Katz Symposium, November 2015
Penn, Warren Center for Network and Data Sciences, October 2015
Colby, Sociology Seminar, October 2015
Rutgers, Center for Cognitive Science, September 2015
ICA Panel on Computational Social Science, Puerto Rico, May 2015
Northwestern, Institute on Complex Systems, May 2015
USC, Gould School of Law, April 2015
Stanford, Psychology Department, April 2015
Stanford, Media X, March 2015
Stanford, Center for Advanced Study in the Behavioral Sciences, February 2015
Northeastern, Network Science Seminar, February 2015
(Keynote) Center for Mathematical Sciences Annual Symposium, Auckland, NZ, December 2014
Columbia, Department of Sociology, Columbia University, November 2014
NIH, National Cancer Institute, Shady Grove, MD, November 2014
Berkeley, Department of Sociology, October 2014
(Keynote) Johns Hopkins, Bloomberg School of Public Health Symposium, October 2014
Cornell, Computational Social Science Seminar, September 2014
Stanford, Symposium on Computational Social Science, August 2014
Penn, Wharton School, August 2014
Microsoft, New York City, June 2014
McDonnell Foundation, Complex Systems Scholars Symposium, May 2014
Penn, Department of Sociology, April 2014
Stony Brook, Institute for Advanced Computational Science, April 2014
UCLA, Institute for Pure and Applied Mathematics, January 2014
Berkeley, Simons Center for the Theory of Computing, November 2013
Harvard, U.S.-China Health Summit, October 2013
Penn, Behavioral Ethics Seminar, Philosophy Department, October 2013
Penn, Decision Process Seminar, Wharton School, October 2013
(Keynote) R.I.T. Big Data Conference, October 2013
Princeton, NIH RAPIDD Workshop, Epidemiology and Networks, October 2013
ASA, Web-Based Social Science Forum, August 2013
Apple, Cupertino, CA, June 2013
UCSF, Center for Vulnerable Populations, UCSF, May 2013
Scott & White Healthcare, Austin, TX, May 2013
Harvard, Causal Inference Conference, May 2013
U.S. Surgeon General's Office, Program for Health Innovation, April 2013
M.I.T, Future ICT Conference, February 2013
M.I.T., Plenary Speaker, Future of Health and Wellness, February 2013
Yale, School of Public Health, January 2013
National Academy of Sciences, Kavli Frontiers of Science Symposium, December 2012
Penn, Annenberg School of Communications, December 2012
Northeastern, Complex Systems Seminar Series, October 2012
Duke Medical School, October 2012

Johns Hopkins Medical School, October 2012
Yale, Sociology Department, September 2012
Boston U., Health Policy Institute, September 2012
Boston U., School of Management, May 2012
M.I.T., Learning Information Decision Sciences Seminar, May 2012
Santa Fe Institute, Science Board Symposium, May 2012
Stanford, Demography and Population Biology, August 2011
Stanford, Research on Algorithms and Incentives in Networks Seminar, June 2011
Columbia, ISERP Seminar, May 2011
Stanford, Economic Networks Seminar, May 2011
Stanford, IRISS Board of Trustees, May 2011
M.I.T., Europe Conference, Vienna, Austria, March 2011
U. of Chicago, Graduate School of Business, March 2011
Princeton, Department of Sociology, November 2010
M.I.T., Industrial Liaison Program, October 2010
ISI Foundation, Complex Systems Lab, Torino, Italy, June 2010
ESCP Europe Business School, May 2010
U. of Maryland, Center for Scientific Computation & Mathematical Modeling, April 2010
(Keynote) Warwick Medical School, Health Sciences Research Institute, March 2010
Warwick Center for Complex Systems, March 2010
Harvard Business School, February 2010
Northeastern, Department of Physics, February 2010
John Snow, Inc., December 2009
NYU Stern, September 2009
Microsoft Research, July 2009
Institute for Cross-Disciplinary Physics and Complex Systems, July 2009
M.I.T., Media Lab, June 2009
M.I.T., Engineering Systems Design Group, May 2009
Stanford, Department of Sociology, April 2009
Princeton, Woodrow Wilson School, April 2009
Berkeley, Department of Sociology, April 2009
Harvard, Kennedy School of Government, April 2009
M.I.T., Organization Studies Group, April 2009
Harvard, Berkman Center / Harvard Law School, April 2009
M.I.T., Sloan School of Management, February 2009
M.I.T., Industrial Liaison Program, December 2008
Princeton, Economic Sociology Workshop, November 2008
Stanford, Networks Seminar, October 2008
M.I.T., Laboratory for Information and Decision Sciences, October 2008
Harvard, Graduate School of Education, May 2008
Harvard, Graduate School of Education, February 2008
Stanford, Graduate School of Business, January 2008
M.I.T., Sloan School of Management, January 2008
Northwestern, Department of Sociology, December 2007
NYU, Department of Sociology, December 2007
U. of Wisconsin, Department of Sociology, Madison, December 2007
Harvard, Workshop on Applied Statistics, October 2007
Harvard, Culture and Social Analysis Workshop, October 2007
Mediterranean Institute for Advanced Studies, August 2007
M.I.T., Economic Sociology Seminar, September 2006
Santa Fe Institute, July 2006
Princeton, Complex Systems Workshop, May 2006
Columbia, Collective Dynamics Group, September 2005

European Science Foundation International Meeting on Physics of Risk, November 2004

Selected Conference and Working Group Presentations

"Complex Centrality and Predicting Influence," ASA Regular Session, August 2023.

"Social tipping points for unprecedented change," EU Learn, Knowledge Talks on Tipping Points, threats and opportunities, June 2022.

"Reduction of race and gender bias in recommendations for clinical treatment using a clinician peer network based intervention in experimental setting," Annual ICA Conference, May 2022.

"Influencers and Misinformation," DARPA Studying Long-Tailed Influencer-Enabled Crowd Extremism, October 2021

"Facts or Stories? How to Use Social Media for Cervical Cancer Prevention: A Multi-Method Study and Randomized Controlled Trial of the Effects of Sender Type and Content Type on Message Shares," International Communication Association Conference, May 2019

"Experimental Studies of Critical Mass Dynamics in the Emergence of Social Norms", American Sociological Association, August 2018

"Collective Intelligence in Medical Decision Making", IGNITE Talk, RWJF Pioneer Gathering, NYC, October 2016

"Hacking the System of Networked Social Influence," Wharton School, University of Pennsylvania, December 2015

"Spontaneous Social Conventions," Analytical Sociology Conference, Cambridge, MA, June 2015.

"Emergent Social Networks," ASA Mathematical Sociology Regular Session, Denver, August 2012.

"Dynamics of Emergent Social Structure," INAS, Columbia University, June 2012.

"New Experiments on Social Behavior," Economic Sociology Working Group, M.I.T. November 2009.

"Free Riding and The Stability of Collective Action" ASA Invited Session on Future Directions in Mathematical Sociology, San Francisco August 2009.

"Dynamics of Diffusion on Social Networks," ASA Invited Session on Networks, San Francisco August 2009.

"Diffusion and Network Dynamics," BCNet Workshop: Trends and Perspective in Complex Networks, Barcelona, Spain December 2008.

"New Theory and Experiments on the Diffusion of Behavior," DIMACS Working Group on Social and Biological Contagion, Rutgers, NJ November 2008.

"Diffusion of Health Behavior: A Social Network Experiment," Robert Wood Johnson Annual Meeting, Aspen, May 2008.

"New Theory and Experiments in Diffusion Studies," American Sociological Association Annual Meeting, New York City, August 2007.

"An Experimental Study of Social Diffusion," Robert Wood Johnson Annual Meeting, Aspen, May 2007

"New Approaches to Diffusion on Social Networks," Robert Wood Johnson Seminar Series, Harvard School of Public Health, March 2007

"Empirical Implications of Mathematical Models in Sociology," Research Group on Social Epidemiology, Harvard School of Public Health, November 2006.

"Free Riding and the Strength of Weak Incentives," Inter-Ivy Sociology Conference, Cornell University, March 2006.

"Complex Contagions and the Weakness of Long Ties," First International Workshop on Games, Networks, and Cascades, New York City, October 2005.

"Social Networks and Collective Action," Cornell University Sociology Conference, Ithaca, NY, October 2004.

"Purposive, Solidary, and Instrumental Incentives in the Mobilization of American Social Groups" (w/Matt Grossman), Empirical Implications of Theoretical Models (EITM), NSF Workshop, Duke University, July 2004.

"The Stability of Cultural Diversity on Dynamic Networks," First International Winter School on Physics of Socio-Economic Systems, University of Konstanz, February 2004

Graduated Ph.D. Advisees

Doug Guilbeault	Annenberg	2020	Assoc. Prof. Stanford University
Sijia Yang	Annenberg	2019	Asst. Prof. UW Madison
Joshua Becker	Annenberg	2018	Asst. Prof. Univ. London
Jingwen Zhang	Annenberg	2016	Assoc. Prof. UC Davis
Devon Brackbill	Annenberg	2016	Senior Data Scientist, Amazon

Departmental and University Service

University of Pennsylvania
2025-   Graduate Council of Faculty
2025-   Annenberg Committee on Building Community
2024-   Disciplinary Hearing Committee
2022-23 Katz Colloquium Committee
2023   (Chair) Faculty Hiring Committee
2019-   Data-Driven Discovery Working Group
2019-23 University Senate Executive Committee
2019-23 Graduate Studies Committee
2018-   Social and Behavioral Science Initiative
2018-19 Digital Media and Technology Committee
2018   Tenure Review Committee
2017-   Ph.D. Admissions Committee
2017-   Senior Fellow, Penn LDI, Center for Health Incentives and Behavioral Economics
2016-   Mentor, Master of Behavioral and Decision Sciences Program
2015   Tenure Review Committee
2015   Speakers Series Committee
2014   Co-Organizer (with Shawndra Hill), Warren Center Symposium
2013   Co-Organizer, Warren Center Distinguished Lecture Series
2013   Faculty Member, Warren Center for Network and Data Sciences
2013   University Committee on Research (Alternate)

M.I.T.
2012-13 Member, M.I.T. Committee on Curriculum Design
2012-13 Co-Organizer (with Ozge Karanfil), System Dynamics Society Colloquium
2011-12 Member, M.I.T. Faculty Reappointment Subcommittee
2011-12 Scientific Advisory Committee, Workshop on Information and Decision in Social Networks
2008-12 Organizer, Social Dynamics Seminar, M.I.T./Harvard University
2009-12 System Dynamics and Economic Sociology Ph.D. Recruitment Committees

Professional Service

2022-   U.S. Department of State Speaker Program
2021-   Scientific Advisory Board, Starling Trust
2020-   Editorial Board, Social Psychological Quarterly
2020-22 James S. McDonnell Foundation Advisory Panel
2018   Rationality and Society Awards Committee, ASA
2018   Organizer, ASA Pre-Conference on Computational Sociology

2017-19	IC2S2 Program Committee Member
2017	Mathematical Sociology Awards Committee, ASA
2017	Co-Organizer, Analytic Sociology Faculty Mentoring Symposium, Stockholm, Sweden, June 2017 (with Peter Hedstrom, Emily Erikson and Elizabeth Bruch)
2015-	ASA Section Proposal, Analytical Sociology Section, (with Emily Erikson, Peter Hedstrom, and Elizabeth Bruch)
2015-	Series Co-Editor, Princeton University Press Series in Analytical Sociology
2014	Program Committee, International Conference on Social Informatics (DYAD)
2013-15	Elected Council Member, Mathematical Sociology Section, American Sociological Association
2012-	Editorial Board, *Journal of Mathematical Sociology*
2012	Scientific Advisory Committee, ECCS'12 Data-Driven Modeling of Contagion Processes
2012	ASA Mathematical Sociology Section Award Committee Member
2011-13	Consulting Editor, *American Journal of Sociology*
2011	Organizer, Regular Sessions on Social Networks: Session on Homophily and Tie Dynamics Session on New Theoretical and Empirical Approaches Session on Norms and Networks Session on Organizational and Economic Networks ASA Annual Meeting, Las Vegas, NV
2007	Organizer, Robert Wood Johnson Brown Bag Seminar Series, Harvard University
2005	Co-Organizer, International Workshop on "Games, Networks, and Cascades," New York City (with Michael Macy and Vincent Buskens)
2003	Organizer, Interdisciplinary Seminar on Network Dynamics, Cornell University

Reviewer

Science, Nature, Nature Communications, Nature Human Behaviour, PNAS, Physical Review Letters, American Journal of Sociology, American Sociological Review, American Journal of Epidemiology, Annual Review of Sociology, American Political Science Review, Management Science, Journal of Communication, Computational Management and Organization Theory, Organization Science, Social Forces, Rationality & Society, Journal of the European Physical Society, JASSS, Journal of Mathematical Sociology, PLoS One, National Science Foundation, The Lancet, The National Academies Institute of Medicine

Selected Consulting & Advisory Clients

Industry:	Amazon, Apple, Ben & Jerry's, Cigna, General Motors, Microsoft, NBA, Samsung
Government:	US Army, DOD, DARPA, US Department of State, NHS Britain
Philanthropic:	Moore Foundation, RARE, Bridge Alliance, The Nature Conservancy, Unify America

Other Training and Service

2015-	Wilderness First Responder, Stanford University