

CURRICULUM VITAE

(UPDATED 3/10/15)

Michael Walton Macy

Goldwin Smith Professor of Arts and Sciences

Department of Sociology

Department of Information Science

Cornell University

Ithaca, NY 14853

mwm14@cornell.edu

EDUCATION:

Ph.D. Sociology, Harvard University

MA Education, Stanford University

BA Government, Harvard University

ACADEMIC POSITIONS:

2011-12: Research Fellow, Center for Advanced Study in the Behavioral Sciences

2008-11: Non-Resident Fellow, Brookings Institution, Washington, D.C.

2007- : Goldwin Smith Professor of Arts and Sciences, Cornell University.

2006- : Professor, Faculty of Computing and Information Science, Cornell

2002-06: Chair, Department of Sociology, Cornell University.

1997-07: Professor, Department of Sociology, Cornell University.

1992-96: Associate Professor, Department of Sociology, Brandeis University.

1993-94: Visiting Associate Professor of Social Studies, Harvard University.

1986-91: Assistant Professor, Department of Sociology, Brandeis University.

1985-86: Lecturer in Social Studies, Harvard University.

1981-85: Teaching Fellow in Social Studies and Sociology, Harvard University.

EDITORIAL AND PROFESSIONAL SERVICE POSITIONS:

2015: Chair, International Conference on Computational Social Science, June 8-11, 2015, Helsinki, Finland

2015: Organizer and Discussant, Panel on Virtual Labs, AAAS Annual Meeting, San Jose, CA. Feb. 15, 2015.

2014-15: Co-editor, *The Digital Socioscope: Using Twitter to Study Human Behavior*, I. Weber, Y. Mejova, and M. Macy, eds. Cambridge University Press.

- 2013: Editorial Board, *Journal of Web Science*
- 2012: Editorial Board, *Journal of Statistical Physics*
- 2012-14: Organizing Committee, Workshop on Mathematics of Social Learning, Institute for Pure and Applied Mathematics, UCLA
- 2012-13: Co-editor (with Scott Golder), Special Issue of *Cyberpsychology, Behavior, and Social Networking*.
- 2011-12: Co-editor (with Santo Fortunato and Sidney Redner), Special Issue on Social Science Applications of Statistical Mechanics, *Journal of Statistical Physics*
- 2011-12: Steering Committee, WebSci 2012
- 2008-09: High Performance Computing Task Force, Cyberinfrastructure Council of the National Science Foundation.
- 2007-09: Teragrid Science Advisory Board, National Science Foundation
- 2006-09: Advisory Board, Network Bench, Indiana University School of Information
- 2007: Guest editor, *Proceedings of the National Academy of Sciences*.
- 2006-08: Editorial Board, *Social Psychology Quarterly*
- 1998-01: Editorial Board, *American Journal of Sociology*
- 1998-99 Chair, Section on Rational Choice, American Sociological Association
- 1997-99: Editorial Board, *Advances in Group Processes*
- 1997-99: Editorial Board, *Journal for Artificial Societies and Social Simulation*
- 1996-98: Editorial Board, *Social Psychology Quarterly*
- 1994-96: Editorial Board, *American Sociological Review*

PEER-REVIEWED PUBLICATIONS:

- Della Posta, Daniel J., Yongren Shi, and Michael W. Macy, "Why Do Liberals Drink Lattes?" In Press, *American Journal of Sociology*.
- State, Bogdan, Ingmar Weber, Patrick Park, and Michael Macy. "The Mesh of Civilizations." In Press. *PLoS One*.
- Tsvetkova, Milena and Michael W. Macy. "The Social Contagion of Anti-Social Behavior." *Sociological Science* February, 2015.
- Macy, Michael. 2015. "Big Theory: A Trojan Horse for Economics?" In press. *Review of Behavioral Economics*.
- Tsvetkova, Milena and Michael W. Macy. Feb. 2014. "The Social Contagion of Generosity." *PLoS ONE* 9(2): e87275. doi:10.1371/journal.pone.0087275.

- Golder, Scott and Michael Macy. 2014. "Digital Footprints: Opportunities and Challenges for Social Research." *Annual Review of Sociology*, Vol. 40.
- Macy, Michael and Milena Tsvetkova, "The Signal Importance of Noise," *Sociological Methods and Research*, October 2013.
- Fortunato, Santo, Michael Macy, Sidney Redner. 2013. "Statistical Mechanics and Social Sciences." *Journal of Statistical Physics* 151: 1-8.
- Barash, Vladimir, Chris Cameron, and Michael W. Macy. 2012. "Critical Phenomena in Complex Contagions." *Social Networks*, 34: 451-461.
- Golder, Scott and Michael W. Macy. 2011. "Diurnal and Seasonal Mood Vary with Work, Sleep and Daylength Across Diverse Cultures." *Science*, 333: 1878- 1881.
- Flache, Andreas and Michael W. Macy. 2011. "Local Convergence and Global Diversity: From Interpersonal to Social Influence." *Journal of Conflict Resolution* 55: 970-995.
- Flache, Andreas and Michael W. Macy. 2011. "Small Worlds and Cultural Polarization." *Journal of Mathematical Sociology*, 34: 146-76.
- Wu, Shaomei, C. Tan, J.M. Kleinberg, and M.W. Macy. 2011. "Does Bad News Go Away Faster?" *Proceedings of ICWSM*.
- Wu, Shaomei, Shenwei Liu, Dan Cosley, and Michael Macy. "Mining Collective Local Knowledge from Google MyMaps." 2011. *Proceedings of the 20th International Conference on World Wide Web*.
- Eagle, Nathan, Michael W. Macy, and Rob Claxton. 2010. "Network Diversity and Economic Development." *Science*, 328: 1029-1031.
- Willer, Robb, Ko Kuwabara, and Michael W. Macy. 2009. "The False Enforcement of Unpopular Norms." *American Journal of Sociology*. 115: 451-490.
- Lazer, D et al. 2009. "Computational Social Science." *Science*, 323: 721-723.
- Van de Rijt, and M. Macy. 2009. "The Problem of Order: Egoism or Autonomy?" *Advances in Group Processes* 26: 25-51.
- Van de Rijt, A., D. Siegel, and M. Macy. 2009. "Neighborhood Chance and Neighborhood Change." *American Journal of Sociology*, 114:1166-80.
- Centola, D. and M. Macy. 2007. "Complex Contagions and the Weakness of Long Ties." *American Journal of Sociology* 113:702-34.
- Kuwabara, K., R. Willer, M. Macy, R. Mashima, S. Terai, and T. Yamagishi. 2007. "Culture, Identity, and Structure in Social Exchange: A Web-based Trust Experiment in the U.S. and Japan." *Social Psychology Quarterly*, 70: 461-79.
- Macy, M. and A. Flache. 2007. "Collective Action and the Empirical Content of Stochastic Learning Models." *American Journal of Sociology*, 112:1546-54.

- Centola, D., V. Eguiluz, and M. Macy. 2007. "Cascade Dynamics of Complex Propagation." *Physica A*, 374: 449-456.
- Macy, M. and A. van de Rijt. 2006. "Ethnic Preferences and Residential Segregation: Theoretical Explorations Beyond Detroit." *Journal of Mathematical Sociology* 30: 275-88.
- Van de Rijt, A. and M. Macy. 2006. "Power and Dependence in Intimate Exchange." *Social Forces*, 84:1455-70.
- Flache, A. and M. Macy. 2006. "Bottom-up Modelle sozialer Dynamiken. Agentenbasierte Computermodellierung und methodologischer Individualismus." *KölnerZeitschrift für Soziologie und Sozialpsychologie*, pp. 536-560 in Diekmann, Andreas (ed.), *Methoden der Sozialforschung*. Wiesbaden: VS-Verlag für Sozialwissenschaften.
- Centola, D., R. Willer, and M. Macy. 2005. "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms." *American Journal of Sociology*, 110:1009-1040.
- Simpson, B. and M. Macy. 2004. "Power, Identity, and Collective Action in Social Exchange." *Social Forces* 82:1373-1409.
- Vasi, I and M. Macy. 2003. "The Mobilizer's Dilemma." *Social Forces*. 81: 983-1002.
- Flache, A. and M. Macy. 2002. "Stochastic Collusion and the Power Law of Learning." *Journal of Conflict Resolution*. 46:629-653.
- Macy, M. and R. Willer. 2002. "From Factors to Actors: Computational Sociology and Agent-Based Modeling." *Annual Review of Sociology*, 28:143-66.
- Macy, M. and A. Flache. 2002. "Learning Dynamics in Social Dilemmas." *Proceedings of the National Academy of Sciences*, 99: 7229-36.
- Macy, M. and Y. Sato. 2002. "Trust, Cooperation, and Market Formation in the U.S. and Japan." *Proceedings of the National Academy of Sciences*, 99: 7214-20.
- Strang, D. and M. Macy. 2001. "'In Search of Excellence': Fads, Success Stories, and Adaptive Emulation." 2001. *American Journal of Sociology*, 107: 147-82.
- Simpson, B. and M. Macy. 2001. "Collective Action and Power Inequality: Coalitions in Exchange Networks." *Social Psychology Quarterly*, 64: 88-102.
- Strang, D. and M. Macy. 2001. "'In Search of Excellence': Fads, Success Stories, and Communication Bias." *Best Paper Proceedings*, Academy of Management.
- Kitts, J., M. Macy, and A. Flache. 1999. "Structural Learning: Attraction and Conformity in Task-Oriented Groups." *Computational and Mathematical Organization Theory*. 5: 129-45.
- Boone, R. T. and M. Macy. 1999. "Unlocking the Doors to Prisoner's Dilemma:

- Dependence, Selectivity, and Cooperation." *Social Psychology Quarterly*, 62: 32-52.
- Macy, M. and J. Skvoretz. 1998. "The Evolution of Trust and Cooperation Between Strangers: A Computational Model." *American Sociological Review*. 63: 638-660.
 - Boone, R.T. and M. Macy. 1998. "Dependence and Cooperation in the Game of Trump." *Advances in Group Processes*. 15:161-86.
 - Macy, M. 1998. "Social Order in an Artificial World." *Journal of Artificial Societies and Social Simulation*. Vol 1, no. 1.
 - Macy, M. 1997. "Identity, Interest, and Emergent Rationality." *Rationality and Society*, 9: 427-48.
 - Flache, A. and M. Macy. 1996. "The Weakness of Strong Ties: Collective Action Failure in Highly Cohesive Groups." *Journal of Mathematical Sociology*, 21:3-28.
 - Macy, M. 1996. "Natural Selection and Social Learning in Prisoner's Dilemma: Co-adaptation with Genetic Algorithms and Artificial Neural Networks." *Sociological Methods and Research*, 25:103-137.
 - Macy, M. and A. Flache. 1995. "Beyond Rationality in Theories of Choice." *Annual Review of Sociology*, 21:73-91.
 - Macy, M. 1995. "PAVLOV and the Evolution of Cooperation: An Experimental Test." *Social Psychology Quarterly*, 58:74-87.
 - Bainbridge, W., E. Brent, K. Carley, D. Heise, M. Macy, B. Markovsky and J. Skvoretz. "Artificial Social Intelligence." 1994. *Annual Review of Sociology*. 20: 407-36.
 - Macy, M. "Backward-Looking Social Control." 1993. *American Sociological Review*, 58: 819-836.
 - Macy, M. 1993. "Social Learning and the Structure of Collective Action." *Advances in Group Processes*, 10: 1-36.
 - Macy, M. 1991. "Chains of Cooperation: Threshold Effects in Collective Action." *American Sociological Review*, 56: 730-47.
 - Macy, M. 1991. "Learning to Cooperate: Stochastic and Tacit Collusion in Social Exchange." *American Journal of Sociology*, 97:808-43.
 - Macy, M. 1990. "Learning Theory and the Logic of Critical Mass." *American Sociological Review*, 55:809-826.
 - Macy, M. 1990. "Reply to Swistak." *Rationality and Society*. 2:242-248.
 - Macy, M. 1989. "Walking Out of Social Traps: A Stochastic Learning Model for Prisoner's Dilemma." *Rationality and Society*. 1:197-219.
 - Macy, M. 1989. "Classes of Persons or Classes of Positions: A Test of the Empty Places Hypothesis." *National Journal of Sociology*. 3:159-198.

- Macy, M. 1988. "New-Class Dissent Among Social-Cultural Specialists: The Effects of Occupational Self-Direction and Location in the Public Sector." *Sociological Forum*, 3:325-356.
- Macy, M. 1988. "Value Theory and the Golden Eggs: Appropriating the Magic of Accumulation." *Sociological Theory*, 6:131-152.

GRANTS AND FELLOWSHIPS:

- 2014-17: Principal Investigator, "Tracking Critical Mass Outbreaks in Social Contagions," MINERVA. \$2,084,002.
- 2014-15: Co-PI (with David Grusky, Stanford), "A New Infrastructure for Monitoring Social Class Networks." National Science Foundation SES-1357488. \$116,924.
- 2015-16: Principal Investigator, "Doctoral Dissertation Research (Patrick Park): "The Strength of Long Ties." National Science Foundation SES-1434164, \$15,000.
- 2014-15: Principal Investigator, " Doctoral Dissertation Research (Yongren Shi): A Study of Opinion Polarization Using Amazon Book Data." National Science Foundation SES-1303533, \$15,000.
- 2013-14: Principal Investigator, "Generalized Reciprocity," National Science Foundation SES 1260348. \$115,412.
- 2013-14: Principal Investigator, "Doctoral Dissertation Research (Milena Tsvetkova): The Social Contagion of Generosity," National Science Foundation SES-1303526. \$15,000.
- 2012-13: Principal Investigator, "Empires of Fortune," Department of Defense, Subcontract Award, \$30,000.
- 2012-14: Principal Investigator, " Comparative Network Analysis: Mapping Global Network Structure." National Science Foundation." SES 1226483. \$435,000.
- 2011-12: Research Fellow, Center for Advanced Study in the Social and Behavioral Sciences, Stanford University.
- 2010- : Yahoo Research! Seminar on Social Science in the Age of Networks (\$4K/year, on-going).
- 2011-12: Google Research Grant to Advance Understanding of Social Networks (\$800,000). With Jon Kleinberg (PI) and six other faculty at Cornell.
- 2009-14: "Collaborative Research: Design Principles for Information Networks Supporting the Social Production of Knowledge." (Jon Kleinberg, PI). National Science Foundation Program on Human Centered Computing, \$2M "to develop design principles for social computing applications in which knowledge is produced by large, loosely coordinated groups of people." IIS 0910664.

- 2007-10: "Computer Science Research Using the Cornell Web Lab to Study Social and Information Processes on the Web" (William Arms PI). \$897657.
- 2006-08: Principal Investigator, "Very Large Semi-Structured Datasets for Social Science Research." With William Arms, Dan Huttenlocher, Jon Klineberg, and David Strang. \$2 million over two years, to move a copy of the Internet Archive to Cornell and develop test bed applications on diffusion and network dynamics.
- 2005-07: Principal Investigator, "Getting Connected: Social Science in the Age of Networks." With Dan Huttenlocher and Geri Gay. \$350K for three-year initiative to promote interdisciplinary network research at Cornell.
- 2007-08: Principal Investigator, National Science Foundation Dissertation Improvement Fellowship for Tom Lento, on diffusion in on-line networks.
- 2006-08: Principal Investigator, National Science Foundation Dissertation Improvement Fellowship for Ko Kuwabara, on reputation and uncertainty
- 2006-08: Principal Investigator, National Science Foundation Dissertation Improvement Fellowship for Steve Benard, on Intergroup Conflict
- 2005-07: Co-Principal Investigator, National Science Foundation Program on Human and Social Dynamics. "Disseminating Computational Modeling in the Social Sciences."
- 2005-06: Principal Investigator, National Science Foundation Program on Human and Social Dynamics. "Network Topology and the Dynamics of Collective Action."
- 2004-05: Summer Research Fellow, Tohuko University, Sendai, Japan (for collaboration with Prof. Yoshimichi Sato on trust and mobility in the U.S. and Japan).
- 2004-05: Principal Investigator, National Science Foundation Dissertation Improvement Fellowship for Robert Willer, for laboratory research to test a status theory of collective action.
- 2003-04: Principal Investigator, National Science Foundation two-year grant to study popular enforcement of unpopular norms ("The Emperor's Dilemma"), using agent-based models and laboratory experiments with human subjects.
- 2002-03: Research Fellowship, Netherlands Institute for Advanced Study, Wassenaar, NL, in conjunction with a Fellowship from the Fetzer Institute (supplement to NIAS fellowship).

- 2000-01: Principal Investigator, National Science Foundation one-year grant for web-based laboratory to study trust and cooperation in the U.S. and Japan (with Toshio Yamagishi).
- 1999-00: Principal Investigator, National Science Foundation two-year grant for laboratory experiments to study coalition formation in exchange networks.
- 1998-99: Principal Investigator, National Science Foundation Dissertation Improvement Fellowship for James Kitts, to study group solidarity in contemporary American communes.
- 1995-7: Principal Investigator, National Science Foundation three-year grant for laboratory experiments to study "exit effects," dependency, and commitment in social dilemma situations.
- 1995: Summer Research Fellow, Netherlands Institute for Advanced Study, Wassenaar, the Netherlands.
- 1993-4: Principal Investigator, National Science Foundation SGER grant for laboratory experiments to test learning-theoretic model of collective action.
- 1991: Principal Investigator, National Science Foundation Instrumentation and Laboratory Improvement Grant to establish a computer-based Laboratory for the Social Sciences at Brandeis.
- 1991: Mazer Fellowship, Brandeis University.
- 1991: Manheimer Term Assistant Professor of University Studies at Brandeis.
- 1989: Sloan Foundation Special Leave Grant (one semester) for development of a laboratory-based curriculum for introductory courses in sociology.
- 1989: Perlmutter Fellowship for Contributions to Teaching (semester leave and research funding).
- 1987: Sloan Foundation Summer Grant for development of software designed to introduce quantitative reasoning and research among liberal-arts undergraduates.
- 1986: Sloan Foundation Summer Grant for development of quantitative methods curriculum.
- 1983: Merit Fellow, Harvard University (Full-expense, dissertation-support stipend awarded annually to eight fourth-year students in the Graduate School of Arts and Sciences in recognition of highest academic standing).
- 1982: Awarded "Distinction" (highest ranking), General Examination in Sociology, Harvard University.
- 1981: National Science Foundation (honorable mention).

AWARDS AND RECOGNITION:

- 2011: American Sociological Association Award for Best Paper, Section on Rationality and Society, for "The False Enforcement of Unpopular Norms" (with Robb Willer and Ko Kuwabara).
- 2009: American Sociological Association Award for Best Paper in Mathematical Sociology for "Complex Contagions and the Weakness of Long Ties" (with Damon Centola).
- 2008: CITASA Award for Public Sociology for "Next Generation Cyber-infrastructure."
- 2007: American Sociological Association Award for Best Paper in Mathematical Sociology for "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms" (with Damon Centola and Robb Willer).
- 1999: Academy of Management OMT Best Paper Award for "'In Search of Excellence': Fads, Success Stories, and Communication Bias" (with David Strang).
- 1993: American Sociological Association Theory Prize, for "Social Learning and the Structure of Collective Action."

INVITED LECTURES:

- TBA. Leibniz Institute for the Social Sciences, University of Cologne. June 22, 2015.
- Opening address, International Conference on Computational Social Science, Helsinki, Finland, June 8-11, 2015.
- "Computational Social Science." KAIST, May 11, 2015.
- "Big Data in Political and Cultural Context," Yonsei University, May 8, 2015.
- "The Uncertainty Paradox." Institute for Theoretical and Computational Physics, University of Granada. June 15-18, 2015.
- TBA. Microsoft Research, NYC. April 16, 2015.
- "The Relational Revolution." Dept. of Sociology, University of Iowa, March 23, 2015.
- "The Relational Revolution." Desautels Faculty of Management, McGill University, Feb. 20, 2015.
- "The Relational Revolution," Keynote address, SocInfo2014, 6th International Conference on Social Informatics, Nov. 10-13, Barcelona, Spain.
<http://socinfo2014.org/keynotes/>

- “Digital Footprints and the Relational Revolution,” Johnson Graduate School of Management, Cornell University, Oct. 17, 2014.
- “A New Era of Computational Social Science,” Dean’s Advisory Committee Meeting, Cornell University, Oct. 10, 2014.
- Panel on Big Data and Social Science, Blouin Creative Leadership Summit, New York, NY. Sept. 23, 2014.
- “Big Data in an Era of Little Theory.” Panel on “Theory in an Era of Big Data,” American Sociological Association, San Francisco, August 18, 2014.
- “The Mesh of Civilizations in the Global Network of Digital Communications,” Conference on the New Computational Sociology, Stanford, August 15, 2014.
- “Why Do Liberals Drink Lattes?” Warren Center Distinguished Speaker Series, Univ. of Pennsylvania, May 7, 2014.
- “The Mesh of Civilizations in the Global Network of Digital Communications,” keynote address, Physics of Socio-Economic Systems, Dresden, March 31, 2014.
- “The Mesh of Civilizations in the Global Network of Digital Communications,” University of Lugano, March 28, 2014
- “Big Data and Temporal Rhythms,” Center for Developmental Sciences, University of North Carolina, March 24, 2014.
- “The Mesh of Civilizations in the Global Network of Digital Communications,” American Academy of Arts and Sciences Annual Meeting, Feb. 17, 2014.
- “Computational Models of Social Learning,” Workshop on Mathematics of Social Learning, Institute for Pure and Applied Mathematics, UCLA, January 6, 2014.
- Panel member, “Big Data,” Blouin Creative Leadership Summit, NYC, Sept. 24, 2013.
- Special Workshop on Computational Modeling, American Sociological Association Annual Meeting, New York City, August, 2013.
- Course on Computational Modeling, Lipari Summer School on Dynamic Networks and Social Behavior, July 6-13, 2013.
- “Data, Theory, and Network Autocorrelation,” Workshop on Theory and Mechanisms of Social Interactions in the Big Data Era, Mallorca, Spain, May 6-8, 2013.
- “Footprints in the Sand: The Digital Traces of Social Life.” USC Marshall School of Business, Conference on Social and Business Informatics, April 26, 2013.
- “Footprints in the Sand: The Digital Traces of Social Life.” Department of Sociology, Northwestern University, April 25, 2013.

- "Why Do Liberals Drink Lattes?" Department of Sociology, University of North Carolina, April 4, 2013.
- "Why Do Liberals Drink Lattes?" Singapore Management University, Feb. 25, 2013.
- "Why Do Liberals Drink Lattes?" Workshop in Networks, Stern School of Business, Sept. 28-9, 2012.
- "Computational Social Science in the Digital Age," Department of Sociology, Columbia University, Sept. 27, 2012.
- Invited delegate, Louise Blouin Creative Leadership Summit, New York, Sept. 20-21, 2012.
- "The Relational Revolution: How Online Networks Are Transforming Behavioral Science," Lawrence Livermore National Lab. August 27-29, 2012.
- "Social Science with Social Media." Behavioral Science Summit, Center for Advanced Studies in the Behavioral Sciences, Stanford, June 29, 2012.
- "Why Do Liberals Drink Lattes?" The International School and Conference on Network Science, Northwestern University, June 20-22, 2012.
- "Maybe Andy Warhol was Right?" 9th Annual Seoul Digital Forum, Seoul, Korea, May 22-24, 2012.
- "Footprints in the Sand: Social Science with Social Media." University of Utrecht, May 20-21, 2012.
- "A Network Theory of Critical Mass." International Workshop on Networked Social Movements and Network Theory, at the Annenberg School for Communication, University of Southern California, April 26-7, 2012.
- "Network Structure and the Diffusion of Religious and Normative Pathogens," Institute For Mathematical Behavioral Sciences, University of California at Irvine, January 27-8, 2012.
- "The Self-Organization of Ghastly Behavior." Department of Management Science and Engineering and SCANCOR, Stanford University. Halloween, 2011.
- "Digital Media and The Relational Revolution in Social Science," Keynote address, Third International Conference on Social Informatics, 6 - 8 October, 2011, Singapore Management University.
- "Social Contagions and the Signal Importance of Noise." University of Alaska, Sept. 21-23, 2011.
- "The Science of Strange Behavior," Future of DRMS Workshop, Carnegie Mellon University, May 6-7, 2011.

- “Local Convergence and Global Polarization.” University of Buffalo. April 29, 2011.
- “Complex Contagions and Critical Mass.” Statistical and Applied Mathematical Sciences Institute, Durham, NC. March 21, 2011.
- “Culture Wars and Network Autocorrelation,” Workshop on “Web Science Meets Network Science,” March 4-6, Northwestern University.
- “Local Convergence and Global Polarization.” Sunbelt Networks Conference, St. Petersburg, FL, Feb. 12, 2011.
- “Social Contagions and the Signal Importance of Noise.” Northeastern University, Dec. 7, 2010.
- “Diurnal Rhythms in Collective Mood are Revealed in Social Media,” Keynote address, ACM International Workshop on Connected Multimedia, Oct. 29, 2010, Florence, Italy.
- “Online Networks: Opportunities and Challenges.” Schroeder Institute, Oct. 1, 2010.
- “Social Contagions and the Signal Importance of Noise.” Workshop In Networks, Stern School of Business, Sept. 24, 2010.
- “Social Contagions and the Signal Importance of Noise.” Academy of Management Annual Meeting, Montreal, August, 2010.
- “Agent-based Computational Models and Social Simulation,” Workshop on “New Models and Methods in the Social Sciences,” Stanford University, July 22, 2010.
- “Network Science Meets Web Science.” INSA 2010, Riva Del Garda, Italy, July 3, 2010.
- “New Directions in Text Analysis.” Sponsored by the Institute for Quantitative Social Science, Harvard, University, as part of the Eric M. Mindich Experimental Social Science series. May 21-22, 2010.
- “Computational Social Science,” Sponsored by the Institute for Quantitative Social Science, Harvard, University, May 10-11, 2010.
- “Network Multidimensionality In The Digital Age.” Annenberg School for Communication & Journalism, University of Southern California, Feb. 18-19, 2010.
- “The Length of Weak Ties.” Yale School of Management, Nov. 3, 2009.
- “The Length of Weak Ties.” Workshop on Information and Networks, Stern School of Management, NYU, Sept. 25-6, 2009.

- "Resistance is Futile: Cultural Assimilation and the Signal Importance of Noise." Northwestern Institute on Complex Systems, Kellogg School of Management, Sept. 1-3, 2009.
- "A Relational Species," Plenary Session on "The Evolution of Altruism," American Sociological Association, August 11, 2009.
- "Accidental Explanation: The Signal Importance of Noise," Theory Section Mini-Conference, American Sociological Association, August 8, 2009.
- "New Models and Methods in the Social Sciences: Agent-Based Modeling," Stanford University, August 6, 2009.
- "Social Order and Complex Networks," NSF-ANR Workshop on Dynamics in the Human Sciences: Cognitive, Behavioral, and Social Complexity," Reims, France, April 26-27, 2009.
- "Using Telephone Logs to Study Social Networks at the Population Level," Studying Society in a Digital World, Princeton University, April 23-24, 2009.
- "The Origin and Impact of Norms," Origins Symposium, Arizona State University, April 3-6, 2009.
- "Social Contagions and On-line Networks," Media, Technology, and Society Colloquium Series, Northwestern University, Nov. 20, 2008.
- "Social Contagions and On-line Networks," Stern School of Business, New York University, Nov. 13, 2008
- "Social Mechanisms and Generative Explanations: Computational Models with Double Agents." Sorbonne Conference on Social Mechanisms and Analytical Sociology, 17-18 October 2008.
- "The Social Dynamics of Online Networks." Unilever SPARK Workshop, Cambridge University, October 9-10, 2008.
- "Agents and Avatars: A New Era of Computational Social Science." Keynote Address for the International Workshop on Challenges and Visions in the Social Sciences, Eidgenössische Technische Hochschule (ETH Zurich), August 18, 2008.
- "Testing Hypotheses with Computational Models," 20th Annual Group Processes Conference, July 31, 2008.
- "Agent-based Computational Models and Social Simulation," Workshop on "New Models and Methods in the Social Sciences," Stanford University, July 8, 2008.
- "The Social Dynamics of Online Networks." Brookings Institution, January 16, 2008; Indiana University January 29, 2008; Annenberg School, USC, January 31, 2008; Duke University February 15, 2008.

- “An Overview and Examples of Agent-Based Modeling,” Agent-Based Modeling and Spatial Population Dynamics, Brookings Institution, Dec. 5-6, 2007.
- “The Hidden World of Interaction: Flagship Projects in e-Social Science,” Third International Conference on e-Social Science, University of Michigan, October 8, 2007.
- “Computational Methods and the Future of Mathematical Sociology,” Panel on “The Future of Mathematical Sociology,” American Sociological Association Annual Meeting, New York, August, 2007.
- Discussant, Panel on Organizational Behavior, American Sociological Association Annual Meeting, New York, August, 2007.
- “Social Life in Silico,” National Institutes of Health, July 13, 2007.
- “Social Contagions.” Conference on Diffusion in Networks, The University of Essex, July 17, 2007.
- “Digital Traces: New Opportunities for Social Science.” 3rd International Conference on Communities and Technologies. Michigan St. Univ. June 30, 2007.
- “Complex Contagions and Network Topology.” Conference on the Contribution of Complex Systems Approaches to Population Health. Center for the Study of Complex Systems, University of Michigan, May 30, 2007.
- “Tolerance, Multiculturalism, and Color Blindness.” Lake Arrowhead Conference on Human Complex Systems, April 25, 2007.
- “Remembering Robin Williams.” Eastern Sociological Society Annual Meeting, Philadelphia, PA. March 15, 2007.
- “The Length of Weak Ties.” Center for the Study of Economy and Society, Cornell University, Oct. 20, 2006.
- “Emergent Segregation: Tolerance, Multiculturalism, and Color Blindness.” National Institutes of Health, Sept. 27, 2006.
- “Social Contagions.” National Institutes of Health, Sept. 27, 2006.
- “Turning the Internet Archive into a New Cybertool for Social Science Research.” Second International Conference on e-Social Science , Manchester, UK, 30 June 2006.
- “Maybe It’s not such a Small World After All: Spatial Networks and Complex Contagions.” SAID Business School, Oxford University, UK. 27 June, 2006.
- “From Wayback Machine to WebLab: Social Computing in the Age of Networks.” Oxford Internet Institute, UK, 26 June, 2006.

- “From Wayback Machine to WebLab: Social Computing in the Age of Networks.” Keynote Address, The Seventh International Conference on Web-Age Information Management, Hong Kong, China, 17-19 June, 2006,
- “Complex Contagion and the Weakness of Long Ties.” The Trans-Atlantic Initiative on Complex Organizations and Networks, ETH, Zurich, Switzerland, June 12, 2006.
- “Maybe It’s not such a Small World After All: Spatial Networks and Complex Contagions.” Center for Advanced Study, Univ. of Illinois at Urbana Champaign, Feb. 28, 2006.
- “Maybe It’s not such a Small World After All: Spatial Networks and Complex Contagions.” Sloan School of Business, MIT, Feb. 15, 2006.
- “Maybe It’s not such a Small World After All: Spatial Networks and Complex Contagions.” Graduate School of Business, University of Chicago, Jan. 23, 2006.
- “Maybe It’s not such a Small World After All: Spatial Networks and Complex Contagions.” Center for Complex Systems, University of Michigan, Nov. 10, 2005.
- “Next Generation Cybertools,” “Social Networks and Cyberinfrastructure Workshop” at National Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign, November 3-5, 2005.
- “The Emperor’s Dilemma: Popular Enforcement of Unpopular Norms,” Cambridge Colloquium on Complexity and Social Networks, Kennedy School of Government, Harvard University, Feb. 14, 2005.
- “Complex Networks and the Human Flock,” Computer Science Colloquium, Cornell University, Feb. 10, 2005.
- “Group Dynamics in Silico,” Workshop on Human Behavioral Modeling, Virginia Modeling Analysis and Simulation Center, January 4, 2005.
- Keynote Address, Agent 2004 Conference, Argonne National Laboratory and University of Chicago, Oct. 7, 2004.
- Didactic seminar on “Social Simulation,” American Sociological Association Annual Meeting, August, 2004.
- “The Devil Company: Networks and Naked Emperors.” Russell Sage Foundation, July 19, 2004.
- “The Emperor’s Dilemma: Popular Enforcement of Unpopular Norms.” Center for Studies in Demography and Ecology, University of Washington, January 9, 2004.

- “The Emperor’s Dilemma: Popular Enforcement of Unpopular Norms.” University of Groningen, November 20, 2003 and University of Utrecht, December 8, 2003.
- “Maybe It’s Not Such a Small World Afterall.” University of Groningen, Nov. 12, 2003.
- “Group Polarization and Dynamic Networks,” CEFOM Symposium on Trust in Groups from Cross-Societal Perspectives, Sapporo, Japan, Sept. 27, 2003.
- “Dynamic Networks and Emergent Structure” European Social Simulation Association, Groningen, NL, Sept. 20, 2003.
- “Culture Wars and Dynamic Networks,” Department of Sociology, University of Utrecht, Netherlands, Sept. 11, 2003.
- “The Emperor’s Dilemma: Popular Enforcement of Unpopular Norms.” 10th International Conference on Social Dilemmas, Marstrand, Sweden, Aug. 20, 2003.
- “The Value of Computational Theory,” American Sociological Association Theory Mini-Conference on “The Value of Formal Theory,” Atlanta, August 18, 2003.
- “Culture, Mobility and Trust.” ASA Mini-Conference on “The Social Aspects of Rationality,” Atlanta, August 15, 2003.
- “From Factors to Actors: Agent-based Models and Artificial Social Life.” Panel on “Artificial Agent Societies: A Computational Future for the Social Sciences.” American Association for the Advancement of Science, Denver, February 13, 2003.
- “Polarization in Dynamic Networks: A Hopfield Model of Emergent Structure,” National Academy of Sciences Workshop on Dynamic Social Network Modeling and Analysis, Washington, D.C., November 7-9, 2002.
- “The Emperor’s Dilemma: Norms and the Enforcement of False Belief.” Swedish Collegium for Advanced Studies in the Social Sciences, Uppsala May 17-18, 2002.
- “From Factors to Actors: Agent-Based Modeling and Social Complexity” Swedish Collegium for Advanced Studies in the Social Sciences, May 25, 2002.
- “Fads, Feuds, and Fiascos: Distributed Learning and Social Traps.” Stanford University, January 7, 2002.
- “Trust, Cooperation, and Market Formation in the U.S. and Japan.” Institut Universitaire de Hautes Etudes Internationales, Geneva, Switzerland, November 9-10, 2001.
- “Learning Dynamics in Social Dilemmas,” Sackler Colloquium on Adaptive Agents, Intelligence and Emergent Human Organization: Capturing Complexity Through Agent-Based Modeling.” National Academy of Sciences, Irvine, CA, October 5, 2001.

- "Trust, Cooperation, and Market Formation in the U.S. and Japan." Sackler Colloquium on Adaptive Agents, Intelligence and Emergent Human Organization: Capturing Complexity Through Agent-Based Modeling." National Academy of Sciences, Irvine, CA, October 5, 2001.
- "Sociology and the Sciences of Complexity," (Organizer, Presider, and Presenter). Theory Section Miniconference, ASA, August, 2001.
- "Dedicated Followers of Success: A Computational Model of Fashionable Innovation" Carnegie Mellon University, May, 2001.
- "Computational Sociology and Agent-Based Modeling," University of Stockholm, May, 2001.
- "Identity and Interest in Social Movements: A Comment on McAdam's Introduction to the Second Edition of Political Process and the Development of Black Insurgency." SUNY Stony Brook, November 13, 2000.
- "The Secret of Failure: How Worthless Ideas Spread among Rational Skeptics," Department of Sociology, University of Washington, May, 2000.
- "The Secret of Failure: How Worthless Ideas Spread among Rational Skeptics." Computational Workshop, Anderson School of Business, UCLA, November 5, 1999.
- "On-Line Anarchy: A Test of Network-Distributed Social Control." Mayhew Lecture, University of South Carolina, April 2, 1999.
- "Are Games Really Played by the Rules?" Departments of Philosophy and Social and Decision Sciences, Carnegie Mellon University, October, 1998.
- "Are Games Really Played by the Rules?" Workshop on the New Institutionalism, Russell Sage Foundation, September, 1998.
- "Structural Learning: Attraction and Conformity in Task-Oriented Groups." Preferences Workshop, MacArthur Foundation, Chicago, March, 1998.
- "Cooperation and Computational Theory." International Conference on Computer Simulation and the Social Sciences. Cortona, Italy, Sept. 1997.
- "Self-Organizing Friendship Networks and Social Dilemmas: Clique Formation in a Highly Cohesive Group." Center for Advanced Studies in the Social and Behavioral Sciences, March, 1997.
- "Identity, Interest, and Organic Solidarity: An Evolutionary Synthesis," Panel on Solidarity and Inequality: Trends, Theory, and Policy, Groningen, NL, June 26-28, 1996
- "Identity, Interest and the Emergence of Collective Action: An Evolutionary Approach." Institut für Philosophie, Universität Bayreuth, Bayreuth, Germany, June, 1996.

- “The Leper Colony Experiments,” Jagiellonian University, Krakow, Poland, June, 1996.
- “Telltale Signs for Trusting Strangers,” Sante Fe Institute, August, 1996.
- “Telltale Signs for Trusting Strangers,” Department of Sociology, University of Arizona, March, 1996.
- “Identity and Interest in Collective Action,” University of Groningen, NL, July, 1996.
- “Artificial Social Intelligence,” Department of Sociology, University of Groningen, NL, December, 1995.
- “Learning to Cooperate with Strangers,” Department of Sociology, University of Utrecht, NL, December, 1995.
- “Cultural Evolution and Social Learning in Prisoner's Dilemma: Co-adaptation with Genetic Algorithms and Artificial Neural Networks,” Netherlands Institute for Advanced Studies, Wassenaar, Netherlands, June, 1994.
- “Social Learning and Prisoner’s Dilemma,” Department of Sociology, University of Iowa, Fall, 1993.
- “Social Learning and the Structure of Collective Action.” International Institute of Sociology, Bielefeld, Germany, June, 1994.
- “Artificial Social Intelligence,” University of Illinois at Urbana, May, 1993.
- “Walking Out of Social Traps,” International Institute of Sociology, Rome, 1992.

CHAPTERS, REVIEWS, AND ENCYCLOPEDIA ENTRIES

- Golder, S. and M. Macy. “The Twitter Socioscope: Opportunities and Challenges for Online Social Research.” *The Digital Socioscope: Using Twitter to Study Human Behavior*, I. Weber, Y. Mejova, and M. Macy, eds. Cambridge University Press.
- Della Posta, D. and M. Macy. “Networks, Polarization, and Social Order.” *Order On The Edge Of Chaos: Social Psychology And The Problem Of Social Order*, E. Lawler, ed. Cambridge Univ. Press.
- Macy, M. Review of Padgett and Powell, *The Emergence of Organizations and Markets*, *Science*, March, 2013.
- Golder, S. and M. Macy. “Social Science with Social Media,” *ASA Footnotes*, January, 2012.
- Macy, M. “Social Mechanisms and Generative Explanations: Computational Models with Double Agents,” with Damon Centola, Andreas Flache, Arnout van de Rijt, and Robb Willer. Forthcoming in P. Demeulenaere (editor), *Analytical Sociology and Social Mechanisms*, Cambridge University Press.

- Macy, M. and A. Flache. 2012. "Learning Dynamics in Social Dilemmas." N. Seel (Ed.) *Encyclopedia of the Sciences of Learning*, Springer.
- Macy, M. and A. Flache. "Social Dynamics from the Bottom Up: Agent-Based Models of Social Interaction." *Oxford Handbook of Analytical Sociology*, Oxford University Press, 2009.
- Macy, M., S. Benard, and A. Flache. Forthcoming 2012. "Learning and Evolution." In Edmonds and Moss, eds. *Simulating Social Complexity*.
- Macy, M. 2008. Review of Epstein, J. *Generative Social Science: Studies in Agent-Based Computational Modeling*. *American Journal of Sociology* 114:546-9.
- Macy, M. 2007. Review of Cook, Hardin, and Levi, *Cooperation Without Trust? Social Forces* 86:851-853.
- Macy, M. 2006. "Rational Choice," in P. Burke, ed. *Contemporary Social Psychological Theories*. Stanford Univ. Press.
- Macy, M. 2006. Entries on "Action Theory" and "Evolution." *The Cambridge Dictionary of Sociology*, edited by Bryan Turner, Cambridge University Press.
- Macy, M. and S. Benard. 2006. Entry on "Collective Action." *The Cambridge Dictionary of Sociology*, edited by Bryan Turner, Cambridge University Press.
- Macy, M. and A. van de Rijt. 2006. Entries on "Exchange Theory" and "Game Theory." *The Cambridge Dictionary of Sociology*, edited by Bryan Turner, Cambridge University Press.
- Macy, M. and A. van de Rijt. 2006. Entry on "Game Theory." *Blackwell Encyclopedia of Sociology*, edited by George Ritzer.
- Centola, Damon and M. Macy. 2005. "Social Life *In Silico*: the Science of Artificial Societies." Pp. 273-283, *Handbook of Group Research and Practice*, edited by Susan Wheelan. Sage Publications.
- Flache, A. and M. Macy. 2006. "Learning and Framing in Social Exchange." Springer series on *Critical Issues in Social Justice*, edited by M. Lerner.
- Boone, R. T. and M. Macy. 2004. "Dependence and Cooperation in Fuzzy Dilemmas: The Effects of Environmental and Endowment Uncertainty." In R. Suleiman, D. Budescu, & D. Messick, eds., *Contemporary Psychological Research on Social Dilemmas*." Cambridge University Press.
- Macy, M. "Learning Theory." 2004. In G. Ritzer, ed. *Encyclopedia of Social Theory*. Sage Publications.
- Macy, M., J. Kitts, A. Flache, and S. Benard. 2003. "Polarization in Dynamic Networks: A Hopfield Model of Emergent Structure." In R. Breiger and K. Carley, eds. *Dynamic Social Network Modeling and Analysis*. National Academy Press.

- Macy, M. and W. Luke. 2002. "Artificial Societies." In Szmataka, Lovaglia and Wysienska, eds., *The Growth of Social Knowledge: Theory, Simulation, and Empirical Research in Group Processes*. NY: Praeger.
- Review of Jackson, *Management Gurus and Management Fads*. In *Administrative Science Quarterly*, 2002.
- Review of Cook, *Trust in Society*. In *Contemporary Sociology*, July 2002.
- Macy, M. "Social Simulation." 2001. In Smelser, N. and P. Baltes, eds., *International Encyclopedia of the Social and Behavioral Sciences*. Amsterdam: Elsevier.
- Macy, M. and D. Strang. 2001. "Dedicated Followers of Success: A Computational Model of Fashionable Innovation." In A. Lomi and E. Larsen, eds. *Simulating Organizational Societies: Theories, Models and Ideas*. Cambridge, MA: MIT Press.
- Flache, A., M. Macy, and W. Raub. 2000. "Do Company Towns Solve Free Rider Problems? A Sensitivity Analysis of a Rational-Choice Explanation." In W. Raub and J. Wessie, eds. *The Management of Durable Relations*. Amsterdam: Thela Thesis.
- Review of Willer, *Network Exchange Theory*. In *American Journal of Sociology*, 2000.
- Macy, M. "Social Order and Emergent Rationality." 1998. In A. Sica, ed. *Social Theory: The Philosophical Debates*. Blackwell.
- Review of Szmataka, Skvoretz, and Berger, *Status, Network, and Structure: Theory Development in Group Processes*. In *Social Forces*. 77:378-9, 1998.
- Review of Vanberg, *Rules and Choice in Economics*. In *Contemporary Sociology*, 1996. 25(2):279-80.
- Review of Marwell and Oliver, *The Critical Mass in Collective Action*. In *Contemporary Sociology*. 1994. 23(5):663-4.
- Review of Kohn and Slomczynski, *Social Structure and Self-Direction*. In *Sociological Inquiry*. 1993. 63(1):106-9.
- Review of Grimes, *Class in Twentieth Century American Sociology*. In *Contemporary Sociology*, 1992. 21(3):333-4.
- Review of Cook and Levi, *The Limits of Rationality*. In *Social Forces* 1992.70(3):826-8.
- Macy, M. "Social Class." 1992. *The Encyclopedia of Language and Linguistics*. Elsevier Science/Pergamon Press.
- Review of Opp, *The Rationality of Political Protest*. In *Contemporary Sociology* 1991. 20(1):67-8.
- Macy, M. 1989. "Alienation, Exploitation, and Value" In M. Milgate and C. Welch, eds., *Critical Issues in Social Thought*, Academic Press.
- Review of Hanagan and Stephenson, *Confrontation, Class Consciousness, and the Labor Process: Studies in Proletarian Class Formation*. In *Social Forces* 1987. 66(2):564-5.

COURSES TAUGHT:

Graduate:

- Social Dynamics
- Identity and Interest in Collective Action
- Theory Workshop
- Artificial Societies: Computational Models of Social Order and Change
- Statistical Modeling

Undergraduate:

- Six Pretty Good Books (prototype for the new University Courses curriculum at Cornell).
- The Science of Social Behavior (capstone seminar)
- Class Structure and Consciousness
- Group Solidarity
- Sociological Theory
- Introduction to Sociology
- Statistics

GRADUATE STUDENT PLACEMENTS (BY RECENCY):

- 1) Milena Tsvetkova, Oxford Internet Institute
- 2) Michael Genkin, Singapore Management University
- 3) Matt Hoffberg, Director of Product Management at Pearson North America
- 4) Scott Golder, Founding Data Scientist, Context Relevant Corp.
- 5) Shaomei Wu, Facebook Data Science
- 6) Vladimir Barash, Harvard Berkman Center and Morningside Analytics
- 7) Steve Benard, Indiana University
- 8) Damon Centola, MIT; Annenberg School, U. Penn
- 9) Ko Kuwabara, Columbia University
- 10) Tom Lento, Facebook Data Science
- 11) Arnout van de Rijt, SUNY Stonybrook
- 12) Robb Willer, University of California at Berkeley; Stanford
- 13) Bogdan Vasi, Columbia University; University of Iowa
- 14) Mariana Klochko, Ohio State University
- 15) Brent Simpson, University of South Carolina
- 16) James Kitts, Columbia University; U. Mass Amherst

UNIVERSITY SERVICE:

- Presider, Panel on Network Science, Sesquicentennial Celebration
- Organizer and host for AD White Visiting Professorship for Duncan Watts, 2013-18.
- Getting Connected Seminar Series (funded by Yahoo Research), 2010-2015.

- Faculty Non-Resident Fellow, Keeton House, Cornell, 2014-17.
- Director, Age of Networks Project, Inst. for Social Sciences, Cornell, 2005-08
- Department Chair, Sociology, Cornell, 2002-06
- Search Committee, Einaudi Center Director, Cornell University, 2002-03
- Faculty Senate, Cornell University, 2000-02
- Dean's Advisory Committee on Promotions, Cornell University, 2000-03
- Co-Director, Multidisciplinary Research on Orgs & Institutions, Cornell, 1999-01
- Director of Graduate Studies, Sociology, Cornell University 1997-2000
- Truman Fellowship Committee, Cornell, 1999-00
- Cornell University Social Science Task Force 1998-99