

Curriculum Vitae

Damon M. Centola

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Education

- Ph.D. 2004-06 Cornell University, Sociology
Thesis: *Simple Models of Collective Behavior*
- M.A. 2002-04 Cornell University, Sociology
- B.A. 1994-97 Marlboro College, Philosophy/Logic
Thesis: *An Exegesis of Heidegger's Sein und Zeit
summa cum laude*

Research and Teaching Interests

Collective Behavior, Collective Action, Social Networks, Social Epidemiology, Philosophy of Science

Professional Appointments

- 2011 Visiting Fellow, IRISS, Stanford University
- 2010 Visiting Fellow, CSSO, Princeton University
- 2008- Assistant Professor of Economic Sociology, M.I.T.
- 2006-08 Robert Wood Johnson Scholar in Health Policy, Harvard University
- 2001-02 Visiting Scholar, The Brookings Institution

Honors and Awards

- 2011 Goodman Award for Outstanding Contribution to Sociological Methodology, American Sociological Association
- 2011 Award for Best Publication in Mathematical Sociology, American Sociological Association
- 2010 MIT / NEC Corporation Fund Award for Research in Computers and Communications (\$50,000)

- 2009 Award for Best Publication in Mathematical Sociology, American Sociological Association
- 2006 Award for Best Publication in Mathematical Sociology, American Sociological Association
- 2002 NSF IGERT Fellowship in Non-linear Dynamics and Chaos, Cornell University

Grants

- 2009-12 Principal Investigator, James S. McDonnell Foundation Grant for "Experimental Investigations into the Effects of Network Structure on Social Contagions" (\$259,000)
- 2004-05 Co-Investigator, NSF Human and Social Dynamics Grant for "Network Topology and the Dynamics of Collective Action" with Michael Macy (\$90,946)

Peer Reviewed Publications

- 2010 Centola, D. "The Spread of Behavior in an Online Social Network Experiment." *Science*.
2011 Award for Best Publication in Mathematical Sociology, American Sociological Association
2011 Goodman Award for Outstanding Contribution to Sociological Methodology, American Sociological Association
- 2009 Centola, D. "Failure in Complex Social Networks." *Journal of Mathematical Sociology*.
- 2007 Centola, D. & M. Macy. "Complex Contagions and the Weakness of Long Ties." *American Journal of Sociology*.
2009 Award for Best Publication in Mathematical Sociology, American Sociological Association
- 2007 Centola, D., J. Gonzales-Avella, V. Eguiluz, & M. San Miguel. "Homophily, Cultural Drift, and the Co-Evolution of Cultural Groups." *Journal of Conflict Resolution*.
- 2007 Centola, D., V. Eguiluz, & M. Macy. "Cascade Dynamics of Complex Propagation." *Physica A*.
- 2005 Centola, D., R. Willer, & M. Macy. "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms." *American Journal of Sociology*.
2006 Award for Best Publication in Mathematical Sociology, American Sociological Association

Other Publications

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

Patents and Technologies

- "Design for Studying Topology and Dynamics of Social Networks," U.S. Patent Pending
- "NetLogo" Agent Based Modeling Environment (Development Team, 1998-2001)

Teaching

Artificial Societies
Applied Social Dynamics
Social Networks
Collective Action and Collective Behavior

Invited Talks

Research on Algorithms and Incentives in Networks Seminar, Stanford University, June 2011
Institute for Social and Economic Research and Policy, Columbia University, May 2011
Economic Networks Workshop, Stanford University, May 2011
IRISS Board of Trustees, Stanford University, May 2011
2011 MIT Europe Conference, Vienna, Austria, March 2011
Graduate School of Business, University of Chicago, March 2011
Department of Sociology, Princeton University, November 2010
Industrial Liaison Program, M.I.T., October 2010
ISI Foundation, Complex Systems Lab, Torino, Italy, June 2010
ESCP Europe Business School, May 2010
Center for Scientific Computation & Mathematical Modeling, University of Maryland, April 2010
Warwick Medical School, Health Sciences Research Institute (Keynote Address), March 2010
Warwick Center for Complex Systems, March 2010
Harvard Business School, February 2010
Department of Physics, Northeastern University, 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
The Media Lab, M.I.T., June 2009
Engineering Systems Design Group, M.I.T., May 2009
Department of Sociology, Stanford University, April 2009
Woodrow Wilson School, Princeton University, April 2009
Department of Sociology, University of California, Berkeley, April 2009
Kennedy School of Government, Harvard University, April 2009
Organization Studies Group, M.I.T., April 2009
Berkman Center / Harvard Law School, Harvard University, April 2009
Marketing Department, M.I.T., February 2009
Industrial Liaison Program, M.I.T., December 2008
Economic Sociology Workshop, Princeton University, November 2008
Networks Workshop, Stanford University, October 2008
Laboratory for Information and Decision Sciences, M.I.T., October 2008
Project Zero, Harvard University, May 2008
School of Education, Harvard University, February 2008
Graduate School of Business, Stanford University, January 2008
Sloan School of Management, M.I.T., January 2008
Department of Sociology, Northwestern University, December 2007
Department of Sociology, New York University, December 2007
Department of Sociology, University of Wisconsin, Madison, December 2007
Workshop on Applied Statistics, Harvard University, October 2007
Culture and Social Analysis Workshop, Harvard University, October 2007
Mediterranean Institute for Advanced Studies, August 2007

Economic Sociology Workshop, M.I.T., September 2006
Santa Fe Institute, July 2006
Complex Systems Workshop, Princeton University, May 2006
Collective Dynamics Group, Columbia University, September 2005
European Science Foundation International Meeting on Physics of Risk, November 2004

Selected Conference and Working Group Presentations

- "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.

Professional Service and Activities

2011-13 Consulting Editor, *American Journal of Sociology*

2011-12 Member, M.I.T. Faculty Reappointment Subcommittee

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
American Sociological Association Annual Meeting, Las Vegas, NV

2011 Scientific Advisory Committee, Workshop on Information and Decision in Social Networks, M.I.T.

2008-09 Organizer, Social Dynamics Seminar, M.I.T./Harvard University

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

Occasional Reviewer: *American Journal of Sociology, American Sociological Review, Social Forces, Science, PNAS, Rationality & Society, Journal of the European Physical Society, Organization Science, JASSS, Computational Management and Organization Theory, Journal of Mathematical Sociology, PLoS One*

Press and Media Coverage

September 2010 "Better Health Through Social Networking" (based on Centola, 2010 *Science*)
The New York Times, Business Week, Reuters, Science News, Wired Magazine, Nature News, Scientific American

March 2009 "Social Cliques Carry Over to the Internet" (based on Centola et al. 2007 *Journal of Conflict Resolution*)
The Industry Standard, PCWorld

Memberships

American Sociology Association
Sections on: Collective Behavior & Social Movements, Mathematical Sociology, Rationality & Society, Economic Sociology, Culture, Theory

Other Activities

- Volunteer: Habitat for Humanity, Volunteers for Peace
- Executive Producer: Max von Mosch Orchestra, *Black Perigord*