Yotam Shmargad

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Employment

Assistant Professor (2018 – present)
School of Government & Public Policy, University of Arizona — Tucson, AZ
School of Sociology (Courtesy Appointment), University of Arizona — Tucson, AZ

Assistant Professor (2014 – 2018)
School of Information, University of Arizona — Tucson, AZ

Education

Ph.D. Marketing (2014)
Kellogg School of Management, Northwestern University — Evanston, IL

M.S. Marketing (2011)
Kellogg School of Management, Northwestern University — Evanston, IL

M.S. Operations Management (2008)
Columbia University — New York, NY

B.S. Mathematics and Applied Science (2006)
University of California, Los Angeles — Los Angeles, CA

Research Interests

Online Behavior, Social Networks, Political Communication

Peer-Reviewed Journal Articles

Klar, Samara, Yanna Krupnikov, John Ryan, and Kathleen Searles, and Yotam Shmargad. 2020. "Using Social Media to Promote Academic Research: Identifying the Benefits of Twitter for Sharing Academic Work." *PLOS One*. *https://doi.org/10.1371/journal.pone.0229446*.

Shmargad, Yotam and Lisa Sanchez. 2020. "Social Media Influence and Electoral Competition." *Social Science Computer Review*. *https://doi.org/10.1177/0894439320906803*.

Shmargad, Yotam and Samara Klar. 2020. "Sorting the News: How Ranking by Popularity Polarizes Our Politics. *Political Communication. https://doi.org/10.1080/10584609.2020.1713267*.

Shmargad, Yotam and Samara Klar. 2019. "How Partisan Online Environments Shape Communication with Political Outgroups." *International Journal of Communication*. *https://ijoc.org/index.php/ijoc/article/download/10127/2657*.

Shmargad, Yotam. 2018. "Twitter Influencers in the 2016 U.S. Congressional Races." *Journal of Political Marketing. https://doi.org/10.1080/15377857.2018.1513385*.

Shmargad, Yotam. 2018. "Structural Diversity and Tie Strength in the Purchase of a Social Networking App." *Journal of the Association for Information Science and Technology*. *https://doi.org/10.1002/asi.23997*.

Williams, Betsy, Catherine Brooks, and Yotam Shmargad. 2018. "How Algorithms Discriminate Based on Data They Lack: Challenges, Solutions, and Policy Implications." *Journal of Information Policy. https://doi.org/10.5325/jinfopoli.8.2018.0078*.

Klar, Samara and Yotam Shmargad. 2017. "The Effect of Network Structure on Preference Formation." *Journal of Politics. https://doi.org/10.1086/689972*.

Shmargad, Yotam and Jameson Watts. 2016. "When Online Visibility Deters Social Interaction: The Case of Digital Gifts." *Journal of Interactive Marketing*. *https://doi.org/10.1016/j.intmar.2016.01.004*.

Working Papers

Shmargad, Yotam, Kevin Coe, Kate Kenski, and Stephen Rains. "Backing Off or Ramping Up? Community Feedback and the Dynamics of Online Incivility." *Invited for second round review at Social Science Computer Review.*

Jin, Rongbo, Meltem Odabaş, Samarth Puri, Yotam Shmargad, and Chris Weber. "Negativity on Twitter by 2016 U.S. Congressional Candidates." *Under review.*

Shmargad, Yotam. "The Influencer Ecosystem in the 2018 U.S. Primaries." *Manuscript in preparation.*

Rains, Stephen, Yotam Shmargad, Steven Bethard, Kevin Coe, Kate Kenski. "The Sophistication of Russian Troll Efforts During the 2016 U.S. Electoral Season." *Manuscript in preparation.*

Shmargad, Yotam. "Donor Networks and Social Media Influencers in the 2018 U.S. Congressional Primaries." *Data analysis in progress.*

Other Peer-Reviewed Articles

Rains, Steve, Yotam Shmargad, Kate Kenski, Kevin Coe, Bulut Ozler, and Steve Bethard. 2019. "Local Governance, Civil Discourse, and Social Media: Charting Incivility from and Directed at Tucson-Area Elected Officials." *Making Action Possible for Southern Arizona.*

Peer-Reviewed Book Chapters

Klar, Samara and Yotam Shmargad. 2020. "Curating the News: How Social Media Facilitates Selective Exposure." *University Press of Kansas.* Edited by Eric M. Patashnik and Wendy J. Schiller.

Shmargad, Yotam and Samara Klar. 2019. "Using Online Experiments to Study Political Decision Making." *Oxford Encyclopedia of Political Decision Making.* Edited by David P. Redlawsk.

Shmargad, Yotam. 2018. "Long Ties as Equalizers." *Networks, Hacking, and Media.* Edited by Barry Wellman, Laura Robinson, Casey Brienza, Wenhong Chen, and Shelia Cotten.

Shmargad, Yotam and Jameson Watts. 2018. "Ideological Capital, Networks, and Social Media Strategies." *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives, and Practices.* Edited by John Branch, Marcus Collins, and Eldad Sotnick-Yogev.

Peer-Reviewed Conference Proceedings

Sadeque, Farig, Stephen Rains, Yotam Shmargad, Kate Kenski, Kevin Coe, and Steven Bethard. 2019. "Incivility Detection in Online Comments." *Joint Conference on Lexical and Computational Semantics.* Minneapolis, Minnesota.

Shmargad, Yotam. 2017. "Network Perspectives on Privacy and Security in the Internet of Things: From Actor-Network Theory to Social Network Analysis." *AAAI Spring Symposium.* Palo Alto, California.

Shmargad, Yotam and Jameson Watts. 2016. "Strangers You May Know: Social Surveillance and Intimacy Online." *iConference.* Philadelphia, Pennsylvania.

Watts, Jameson and Yotam Shmargad. 2015. "Social Visibility and the Gifting of Digital Goods." *ACM Conference on Online Social Networks.* Palo Alto, California.

Shmargad, Yotam. 2014. "Social Media Broadcasts and the Maintenance of Diverse Networks." *International Conference on Information Systems.* Auckland, New Zealand.

Grants and Awards

Partner Site, Summer Institute in Computational Social Science, 2020, $10,000

"Detecting Incivility in 2020 Presidential Primary Candidate Social Media Posts Utilizing Interdisciplinary Methods," National Institute for Civil Discourse, University of Arizona, 2019, $24,985.50

"Local Governance, Civil Discourse, and Social Media: Charting Incivility From and Directed at Tucson's Elected Officials," Making Action Possible, Economic and Business Research Center, University of Arizona, 2019, $7,500

Doctoral Travel Grant, American Statistical Association, 2012, $800

Best Physical Sciences Article Award, UCLA Undergraduate Science Journal, 2005, $1,000

Honors Program Research Grant, Irving and Jean Stone, 2004, $1,000

REU Research Grant, National Science Foundation, 2004, $2,500

Workshops and Symposia

Participant. News Coverage of US Elections, *Social Science Research Council*, Brooklyn, New York, April 2020 (delayed due to Covid-19).

Participant. Text Mining for Behavioral and Social Sciences Research, *National Institutes of Health*, Washington, D. C., August 2019.

Organizer. Methods for Computational Politics: Bot Detection, Sentiment Analysis, and Statistical Network Models, *University of Arizona*, Tucson, Arizona, April 2019.

Instructor. Application Programming Interfaces. *Summer Institute in Computational Social Science*, Boulder, Colorado, August 2018.

Instructor. Constructing Ego Networks from Retweets. *Arizona Methods Workshop*, Tucson, Arizona, January 2018.

Instructor. Constructing Ego Networks from Retweets. *North American Social Networks Conference*, Washington, D.C, July 2017.

Participant. Ideological Capital, Networks, and Social Media Strategies. *Ross School of Business Digital Marketing Symposium*, Ann Arbor, Michigan, October 2016.

Participant. The News Feed Algorithm and the Spread of Political Information through Social Networks. *ICWSM Workshop on Auditing Algorithms*, Oxford, England, May 2015.

Invited Talks and Panels

Political Polarization and Shared Attention on Twitter. *Department of Communication, University of Utah*, Salt Lake City, Utah, September 2020 (Cancelled due to Covid-19).

Backing Off or Ramping Up? Community Feedback and the Dynamics of Online Incivility. *Research Convening, National Institute for Civil Discourse*, Tucson, Arizona, September 2019.

Social Media and the Competitiveness of U.S. Elections. *Management Information Systems, Eller College of Management, University of Arizona*, Tucson, Arizona, January 2019.

Sorting the News: How Ranking by Popularity Polarizes Our Politics. *Department of Information Science*. Boulder, Colorado, November 2018.

Social Media and the Rise of Dark Horse Candidates. *Department of Political Science*, Boulder, Colorado, September 2018.

Social Media and the Rise of Dark Horse Candidates. *Summer Institute in Computational Social Science*, Boulder, Colorado, August 2018.

I, Human. *Theorizing the Web*, New York, New York, April 2017 (moderator).

Network Analysis with Social Media Data. *iSpace Tech Talk, University of Arizona Library*, Tucson, Arizona, February 2017.

Long Ties as Equalizers. *School of Sociology, University of Arizona*, Tucson, Arizona, January 2017.

Twitter Data Mining. *iSpace Tech Talk, University of Arizona Library*, Tucson, Arizona, November 2016.

How our Networks Shape our Privacy. *Social Media Lab, Ted Rogers School of Management, Ryerson University*, Toronto, Canada, April 2016.

Privacy, Apple and the FBI. *Center for Digital Society and Data Studies, University of Arizona*, Tucson, Arizona, March 2016 (panelist).

How our Networks Shape our Privacy. *Management Information Systems, Eller College of Management, University of Arizona*, Tucson, Arizona, September 2015.

How our Networks Constrain our Behavior. *Graduate Interdisciplinary Program in Statistics, University of Arizona*, Tucson, Arizona, March 2015.

Conference Presentations

Donor Networks and Social Media Influencers in the 2018 Congressional Primaries. *American Political Science Association Conference (APSA)*, Washington, D.C., August 2019.

Backing Off or Ramping Up? Community Feedback and the Dynamics of Online Incivility. *American Political Science Association Conference (APSA)*, Washington, D.C., August 2019.

The Influencer Ecosystem in the 2018 U.S. Primaries. *Preconference on Politics and Computational Social Science (PaCSS)*, Washington, D.C., August 2019.

The Influencer Ecosystem in the 2018 U.S. Primaries. *Political Networks Conference (PolNet)*, Durham, North Carolina, May 2019.

Sorting the News: How Ranking by Popularity Polarizes Our Politics. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2019.

#NotMyPresident: How Negative Sentiment Helped Democrats in the 2016 U.S. Congressional Elections. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2019.

Social Media and the Rise of Dark Horse Candidates. *Preconference on Politics and Computational Social Science (PaCSS)*, Boston, Massachusetts, August 2018.

Social Media and the Rise of Dark Horse Candidates. *International Conference on Computational Social Science (IC2S2)*, Evanston, Illinois, July 2018.

Social Media and the Rise of Dark Horse Candidates. *Political Networks Conference (PolNet)*, Arlington, Virginia, June 2018.

How Partisan Online Environments Shape Encounters with Political Outgroups. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2018.

The Role of Twitter in the 2016 U.S. Congressional Races. *North American Social Networks Conference (NASN)*, Washington, D.C., July 2017.

Corrosive Density, *North American Social Networks Conference (NASN)*. Washington, D.C., July 2017.

Network Perspectives on Privacy and Security in the Internet of Things: From Actor-Network Theory to Social Network Analysis. *AAAI Symposium on Computational Context*, Palo Alto, California, March 2017.

Diffusion Disparities in Competitive Settings. *INFORMS Annual Meeting*, Nashville, Tennessee, November 2016.

Polarization in Congressional Caucuses. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2016.

The Monetization of Information Broadcasts: A Natural Experiment on an Online Social Network. *AAAI Symposium on Observational Studies through Social Media*, Palo Alto, California, March 2016.

Strangers You May Know: Social Surveillance and Intimacy Online. *iConference*, Philadelphia, Pennsylvania, March 2016.

The Effect of Network Structure on Preference Formation. *NYU-CESS Experimental Political Science Conference*, New York, New York, February 2016.

How our Networks Shape our Privacy. *INFORMS Annual Meeting*, Philadelphia, Pennsylvania, November 2015.

Information Diffusion in Competitive Settings. *Conference on Complex Systems (CCS)*, Tempe, Arizona, September 2015.

The Effect of Network Structure on Public Opinion. *American Political Science Association Annual Meeting (APSA)*, San Francisco, California, September 2015.

Social Media Broadcasts and the Maintenance of Diverse Networks. *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, December 2014.

An Experimental Study of Information Diffusion in Competitive Settings. *Marketing Science*, Atlanta, Georgia, June 2014.

An Experimental Study of Information Diffusion in Competitive Settings. *INSNA Sunbelt*, St. Pete Beach, Florida, February 2014.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site. *Joint Statistical Meetings*, San Diego, California, July 2012.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site. *Marketing Science*, Boston, Massachusetts, June 2012.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site. *Trans-Atlantic Doctoral Conference*, London, England, May 2012.

Academic Service

Member, Poster Award Committee, Political Networks Conference, 2019

Member, Undergraduate Committee, School of Government & Public Policy, University of Arizona, 2019

Member, Computational Social Science Certificate Committee, College of Social and Behavioral Sciences, University of Arizona, 2017-2019

Editorial Board Member, SAGE Open, 2016-2019

Advisory Board Member, Center for Digital Society and Data Studies, College of Social and Behavioral Sciences, University of Arizona, 2016-2019

Member, Dissertation Award Jury, Association for Information Science and Technology, 2016

Affiliate Member, Graduate Interdisciplinary Program in Statistics, University of Arizona, 2015-2019

Article Reviewer (American Behavioral Scientist, Animal Behaviour, Applied Sciences, Behavioral Sciences, Big Data & Society, Entropy, iConference, International Journal of Environmental Research and Public Health, Journal of the Association for Information Science and Technology, Journal of Politics, Marketing Science, PLOS One, Policy Studies Journal, Public Opinion Quarterly, Social Science Computer Review)

Director of Undergraduate Studies, School of Information, University of Arizona, 2016-2018

Curriculum Committee Member, School of Information, University of Arizona, 2015-2018

Member, Dissertation Award Jury, Association for Information Science and Technology, 2016

Member, Search Committee, School of Information, University of Arizona, 2016

Search Committee Chair, School of Information, University of Arizona, 2015

Peer Review Committee Member, School of Information, University of Arizona, 2015

Member, Doctoral Thesis Committee (Brian Atkinson, Michael Jenkins, Farig Sadeque, Attila Varga)

Advisor, Undergraduate Honors Thesis (Sydney Komro)

Undergraduate Independent Study Advisor (Jack Dalton, Phillip Johnson, Juan Reyes-Flores, Jason Forrester, Samarth Puri, Jordan Sandler, Alexandria Wauneka)

Teaching Interests

Computational Social Science, Digital Politics, Research Methods

Teaching Experience

2019-2020	University of Arizona, Undergraduate Politics in the Digital Age
2017-2020	University of Arizona, Masters/Ph.D. Computational Social Science
2019	University of Arizona, Masters/Ph.D. Digital Research in Politics and Policy
2014–2017	University of Arizona, Undergraduate Quantitative Methods for the Digital Marketplace
2016	University of Arizona, Undergraduate Introduction to Data Science
2012–2013	Kellogg School of Management, Ph.D. Teaching Assistant, Multivariate Statistics
2010–2013	Kellogg School of Management, Executive MBA Teaching Assistant, Marketing Strategy
2012	Kellogg School of Management, MBA Teaching Assistant, Pricing and Promotions
2011–2012	Kellogg School of Management, MBA Teaching Assistant, Marketing Management
2008	Columbia Business School, Executive MBA Teaching Assistant, Decision Models
2008	Columbia Business School, MBA Teaching Assistant, Operations Management
2005–2006	UCLA Academic Advancement Program Tutor, C++ Programming

Relevant Work Experience

2009   Plaxo, Inc.
                Data and Web Analyst

2007   Intel, Inc.
                Marketing Analyst

2004   UCLA Mathematics Department
                Research Assistant