

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 (2010)

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

Social Media, Political Networks, Algorithmic Discrimination, Online Privacy,
Experimental and Quasi-Experimental Design

Peer-Reviewed Journal Articles

Shmargad, Yotam. 2018. "Twitter Influencers in the 2016 U.S. Congressional Races." *Journal of Political Marketing (forthcoming)*. DOI: <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*, 69(5), p. 660-674. DOI: <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*, 8, p. 78-115. DOI: <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*, 79(2), p. 717-721. DOI: <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*, 36, p. 1-14. DOI: <https://doi.org/10.1016/j.intmar.2016.01.004>.

Working Papers

Shmargad, Yotam and Samara Klar. "How Partisan Online Environments Shape Encounters with Political Outgroups." *Revise and resubmit*.

Shmargad, Yotam, Lisa Sanchez, and Limin Zhang. "Social Media and the Competitiveness of U.S. Elections." *Under review*.

Shmargad, Yotam and Samara Klar. "Sorting the News: How Ranking by Popularity Polarizes Our Politics." *Under review*.

Shmargad, Yotam, Kevin Coe, Kate Kenski, and Steve Rains. "Backing Off or Ramping Up? Incivility Dynamics and Audience Feedback." *Manuscript in preparation*.

Odabaş, Meltem, Samarth Puri, Yotam Shmargad, and Chris Weber. "#NotMyPresident: How Negative Sentiment Helped Democrats in the 2016 U.S. Congressional Elections." *Manuscript in preparation*

Peer-Reviewed Book Chapters

Shmargad, Yotam and Samara Klar. 2018. "Using Online Experiments to Study How Social Networks Shape Political Decisions." *Oxford Encyclopedia of Political Decision Making (forthcoming)*. Edited by William R. Thompson.

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 & Eldad Sotnick-Yogev.

Peer-Reviewed Conference Proceedings

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.

Invited Talks and Panels

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.

Workshops and Symposia

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

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

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

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

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

Conference Presentations

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, District of Columbia, July 2017.

Corrosive Density, *North American Social Networks Conference (NASN)*. Washington, District of Columbia, 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

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

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

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

Editorial Board Member (SAGE Open, 2016-2019)

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

Article Reviewer (American Behavioral Scientist, Applied Sciences, Behavioral Sciences, Big Data & Society, Entropy, iConference, JASIST, Journal of Politics, Marketing Science, PLOS One, Policy Studies Journal)

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

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

Search Committee Member (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)

Doctoral Thesis Committee Chair (Limin Zhang)

Doctoral Thesis Committee Member (Brian Atkinson, Michael Jenkins, David Sidi, Farig Sadeque, Gretchen Stahlman, Attila Varga)

Undergraduate Honors Thesis Advisor (Sydney Komro)

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

Awards and Grants

Doctoral Travel Grant, American Statistical Association, 2012

Best Physical Sciences Article Award, UCLA Undergraduate Science Journal, 2005

Honors Program Research Grant, Irving and Jean Stone, 2004

REU Research Grant, National Science Foundation, 2004

Teaching Interests

Computational Social Science, Digital Politics, Data Science, Social Network Analysis, Econometric Modeling

Teaching Experience

2019	University of Arizona, Undergraduate Politics in the Digital Age
2017-2019	University of Arizona, Masters/Ph.D. Computational Social Science
2014-2017	University of Arizona, Undergraduate Quantitative Methods for the Digital Marketplace
2015	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