

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 Action and Social Movements, Collective Behavior, Social Networks, Culture, Theory, Social Epidemiology, Philosophy of Science

### Employment

- 2008- Assistant Professor of Economic Sociology, M.I.T.
- 2006-08 Robert Wood Johnson Scholar in Health Policy, Harvard University

### Honors and Awards

- 2009 Outstanding Publication Award in Mathematical Sociology, American Sociological Association (with Michael Macy)
- 2006 Outstanding Publication Award in Mathematical Sociology, American Sociological Association (with Robb Willer and Michael Macy)
- 2004-06 Russell Sage Doctoral Fellowship, Cornell University
- 2002-04 NSF IGERT Fellowship in Non-linear Dynamics and Chaos, Cornell University

### Grants

- 2009-12 Principal Investigator, James S. McDonnell Foundation Grant on Studying Complex Systems for "Experimental Investigations into the Effects of Network Structure on Social Contagions" (\$259,000)
- 2009-10 NEC Corporation Fund for Research in Computers and Communications, Annual Competition Award (\$50,000)
- 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

- 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 Outstanding Publication Award 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 Outstanding Publication Award in Mathematical Sociology, American Sociological Association

## Other Publications

- 2009 Centola, D. & D. Heckathorn. "The Co-Evolution of Identity and Incentives: A Model of Micromobilization in Social Movements." In *The Handbook of Rational Choice Social Research*, edited by Rafael Wittek, Victor Nee, and Tom Snijders. New York: Russell Sage Press.
- 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

- "Design for Studying Topology and Dynamics of Social Networks," U.S. Patent Pending (Submitted April 17, 2007)

## Teaching

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

## Invited Talks

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 Workshop Presentations

“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.

## Research Positions

- 2001-02 The Brookings Institution, Center for Social and Economic Dynamics  
Visiting Researcher
- 1998-2001 Tufts University, Center for Computational Modeling  
Development Team Member, NetLogo Agent-Based Modeling Environment  
Lead Researcher, Evolution of Altruistic and Cooperative Habits (EACH) Project

## Professional Service and Activities

- 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, Rationality & Society, Journal of the European Physical Society, Organization Science, JASSS, Computational Management and Organization Theory, Journal of Mathematical Sociology, Social Forces*

## Press and Media Coverage

*The Industry Standard, PCWorld* (March 2009) "Social Cliques Carry Over to the Internet"

*The Harvard Gazette* (November 2007) "A Smaller World But Not More Intimate: Connectedness Spreads Germs, Information – but Not Behavior"

## Memberships

American Sociology Association

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