

Matthew J. Salganik

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Employment

Princeton University, Assistant Professor, Department of Sociology, 2007-
Faculty Associate, Office of Population Research, 2007-
Faculty Associate, Center for Information Technology Policy, 2008-

Education

Ph.D., Sociology (with distinction), Columbia University, 2007
Thesis: *Success and failure in cultural markets*
Committee chair: Duncan Watts

M.A., Sociology, Cornell University, 2003
Thesis: *Sampling, estimation, and variance estimation in hidden populations
using respondent-driven sampling*
Committee chair: Douglas Heckathorn

B.A., Mathematics, Emory University, 1998

Honors and awards

Jonathan Dickinson Bicentennial Preceptorship, Princeton University, 2010
Outstanding Statistical Application Award, American Statistical Association, 2008
Outstanding Article Award, ASA Mathematical Sociology Section, 2005
Fulbright Fellowship with additional support from the Netherland-America Foundation, 2002
(taken at University of Groningen, The Netherlands)
NSF Graduate Research Fellowship, 2001
NSF IGERT Fellowship, Cornell Interdisciplinary Graduate Training in Nonlinear Systems, 2000

Book

Salganik, M.J. 2014 (expected). *Bit by Bit: Social Research in the Digital Age*. Under contract with Princeton University Press.

Forthcoming papers

Salganik, M.J. 2013. "Network sampling." *Annual Review of Sociology*, invited submission.

Papers

Salganik, M.J. 2012. "Commentary: Respondent-driven sampling in the real world." *Epidemiology*, 23:148-150.

Salganik, M.J., Fazito, D., Bertoni, N., Abdo, A.H., Mello, M.B., and Bastos, F.I. 2011. "Assessing network scale-up estimates for groups most at risk for HIV/AIDS: Evidence from a multiple method study of heavy drug users in Curitiba, Brazil." *American Journal of Epidemiology*, 174:1190-1996.

- Salganik, M.J., Mello, M.B., Abdo, A.H., Bertoni, N., Fazito, D., and Bastos, F.I. 2011. "The game of contacts: Estimating the social visibility of groups." *Social Networks*, 33:70-78.
- Goel, S. and Salganik, M.J. 2010. "Assessing respondent-driven sampling." *Proceedings of the National Academy of Sciences*, 107:6743-6747.
- McCormick, T., Salganik, M.J., and Zheng, T. 2010. "How many people do you know? Efficiently estimating personal network size." *Journal of the American Statistical Association*, 105:59-70.
- Bernard, H.R., Hallett, T., Iovita, A., Johnsen, E.C., Lyerla, R., McCarty, C., Mahy, M., Salganik, M.J., Saliuk, T. Scutelnicuic, Shelley, G.A., Sirinirund, P. Wier, S., and Stroup, D.F. 2010. "Counting hard-to-count populations: The network scale-up method for public health." *Sexually Transmitted Infections*, 86:ii11-ii15.
- Salganik, M.J. and Watts, D.J. 2009. "Web-based experiments for the study of collective social dynamics in cultural markets." *Topics in Cognitive Science*, 1:439-468.
- Goel, S. and Salganik, M.J. 2009. "Respondent-driven sampling as Markov chain Monte Carlo." *Statistics in Medicine*, 28:2202-2229.
- Salganik, M.J. and Watts, D.J. 2009. "The puzzling nature of success in cultural markets." in *The Oxford Handbook of Analytical Sociology*, Peter Hedstrom and Peter Bearman (eds.), Oxford: Oxford University Press.
- Salganik, M.J. and Watts, D.J. 2008. "Leading the herd astray: An experimental study of self-fulfilling prophecies in an artificial cultural market." *Social Psychology Quarterly*, 71:338-355.
- Salganik, M.J., Dodds, P.S., and Watts, D.J. 2006. "Experimental study of inequality and unpredictability in an artificial cultural market." *Science*, 311:854-856.
 Reprinted in:
Judgement and Decision Making, 2009. Chater, Nick (ed). London: Sage Publications.
- Zheng, T., Salganik, M.J. and Gelman., A. 2006. "How many people do you know in prison?: Using overdispersion in count data to estimate social structure in networks." *Journal of the American Statistical Association*, 101:409-423.
 Outstanding Statistical Application Award, American Statistical Association
- Salganik, M.J. 2006. "Variance estimation, design effects, and sample size calculation for respondent-driven sampling." *Journal of Urban Health*, 83:98-111.
- Salganik, M.J. and Heckathorn, D.D. 2004. "Sampling and estimation in hidden populations using respondent-driven sampling." *Sociological Methodology*, 34:193-239.
 Outstanding Article Award, ASA Mathematical Sociology Section

Working papers

- Salganik, M.J. and Levy, K. E. C. "Wiki surveys: Open and quantifiable social data collection."
<http://arxiv.org/abs/1202.0500>

Research grants

- PI, Google Faculty Research Award, 2011-2012. "Wiki surveys: Advances in bottom-up social data collection." (\$42,054 direct costs).

PI, Google Faculty Research Award, 2010-2011. “Developments in bottom-up social data collection.” (\$70,000 direct costs).

PI, Google People and Innovation Lab. 2010-2011. “Bottom-up social data collection in organizations.” (\$25,000 direct costs).

Co-PI, National Science Foundation. 2009-2013. “Robust Socio-Technological Networks: An Inter-Disciplinary Approach to Theoretical Foundation and Experimentation.” (\$1,100,000).

PI, National Institutes of Health (R01). 2009-2012. “Improvements to Respondent-Driven Sampling for the Study of Hidden Populations.” (\$447,694).

PI, Google Faculty Research Award. 2009-2010. “Bottom-up social data collection: Community-generated and community-sorted information.” (\$70,000 direct costs).

Co-PI, Joint United Nations Program on HIV/AIDS (UNAIDS). 2009. “Network Scale-up Method to Estimate the Size of the Illicit Drug User Population in Curitiba, Brazil.” (\$41,900 direct costs).

Teaching

Graduate:

Web-based Social Research: Spring 2008, Fall 2010
Advanced Social Network Analysis: Fall 2008, Fall 2010
Social Statistics: Spring 2009
Causal Inference: Spring 2008

Undergraduate:

Social Networks: Fall 2007, Fall 2008, Fall 2010
Introduction to Data Analysis: Fall 2006

Invited presentations

MIT, Conference on Collective Intelligence, Apr 2012
Yale, Social Networks Working Group, Apr 2012
Columbia, Networks and Time Seminar, Apr 2012
UNAIDS-CDC Workshop on the Network Scale-up Method (New York, NY), Mar 2012
Wisconsin, Department of Sociology, Havens Center, Mar 2012
Princeton, Political Methodology Seminar, Feb 2012
Northwestern, Kellogg School of Management, Department of Marketing, Feb 2012
Yale, School of Management, Organizational Behavior Group, Jan 2012
NYU, Department of Sociology, Jan 2012
Princeton University Investment Co. (PRINCO), Jan 2012
Legg Mason Capital Management, Oct 2011
MIT, Sloan School of Management, Department of Marketing, Oct 2011
University of Essex, Workshop on Respondent-Driven Sampling, June 2011
Oxford, Saïd School of Business, June 2011
Oxford, Nuffield Network Seminar, June 2011
National University of Rwanda, School of Public Health, May 2011
Wikimedia Foundation, May 2011
CMU, Department of Computer Science, Intelligence Seminar, Apr 2011
Princeton, Department of Economics, Industrial Relations Section, Mar 2011
Institut National de la Santé et de la Recherche Médicale (INSERM), Mar 2011
Organization for Economic Co-operation and Development (OECD), Mar 2011
Michigan, Center for the Study of Complex Systems, Mar 2011
UMass-Amherst, Computational Social Sciences Initiative, Feb 2011
Michigan, Workshop on Skill, Luck, and Success in Complex Systems, Feb 2011

Columbia, Mailman School of Public Health, HIV Center, June 2010
University of Chicago, Booth School of Business, Organizations and Markets Workshop, May 2010
Yale, Center for Interdisciplinary Research on AIDS, April 2010
Stanford, Methods of Analysis Program in the Social Sciences, Mar 2010
Princeton, Department of Psychology, Social Research Seminar, Feb 2010
Princeton University Board of Trustees, Jan 2010
CDC, Workshop on Respondent-Driven Sampling (Santo Domingo, Dominican Republic), Oct 2009
Duke, Department of Sociology, Sept 2009
Brazilian National AIDS Program, Workshop on Respondent-Driven Sampling, Aug 2009
Pontificia Universidade Católica do Paraná, School of Public Health, Aug 2009
UNAIDS/WHO Reference Group on Estimates, Modeling, and Projection, Dec 2008
UC-Berkeley, Department of Demography, Dec 2008
University of Washington, Center for Statistics in the Social Sciences (CSSS), Oct 2008
World Pension Forum, Aug 2008
GE Research, Whitney Symposium, June 2008
Oxford, Nuffield Network Seminar, May 2008
Columbia, Department of Electrical Engineering, Digital Video and Multimedia Lab, Apr 2008
Princeton, Office of Population Research (OPR), Feb 2008
CDC, Workshop on Respondent-Driven Sampling (Atlanta, GA), Feb 2008
Santa Fe Institute, Jan 2008
Princeton, Center for Information Technology Policy, Dec 2007
American Association for Public Opinion Research (AAPOR), New York Chapter, Nov 2007
UCSF, Center for AIDS Prevention Studies, Oct 2007
Penn State, Quantitative Social Science Initiative, Oct 2007
MIT-Harvard Economic Sociology Seminar, Oct 2007
Princeton, Political Methodology Workshop, Oct 2007
University of Pennsylvania, Department of Sociology, Sept 2007
Session on the Future of Mathematical Sociology (ASA annual meeting), Aug 2007
University of Chicago, Department of Sociology, Nov 2006
Yale, Department of Sociology, Nov 2006
Princeton, Department of Sociology, Nov 2006
UMass-Amherst, Department of Sociology, Oct 2006
UCLA, Department of Sociology, Oct 2006
UC-Irvine, Department of Sociology, Oct 2006
Northwestern, Department of Sociology, Oct 2006
Cornell, Summer Math Institute, July 2006
New York City Computational Economics Workshop, Mar 2006

Conference presentations

American Sociological Association Annual Meeting, Aug 2011
American Sociological Association Annual Meeting, Aug 2010
American Sociological Association Annual Meeting, Aug 2008
American Sociological Association Annual Meeting, Aug 2006
Inter-Ivy Sociological Symposium, Apr 2006
American Sociological Association Annual Meeting, Aug 2005
Sunbelt Social Networks Conference, May 2004
American Sociological Association Annual Meeting, Aug 2003
Joint Statistical Meetings, Aug 2003
Sunbelt Social Networks Conference, Feb 2003

Public datasets

Data from *Success and Failure in Culture Markets*

All data collected during my dissertation, a series of 4 web-based experiments ($n = 27,267$)

<http://opr.princeton.edu/archive/cm/>

Data from “The game of contacts: Estimating the social visibility of groups”

<http://opr.princeton.edu/archive/gc/>

Data from “Assessing network scale-up estimates for groups most at risk for HIV/AIDS: Evidence from a multiple method study of heavy drug users in Curitiba, Brazil.”

<http://opr.princeton.edu/archive/nsum>

Professional experience

Mathematical Statistician, U.S. Census Bureau, 1998 - 2000

Worked on the project to estimate the undercount in the 2000 Census

Duties included research on sampling design and estimation

Reviewer

Administrative Science Quarterly, AIDS & Behavior, American Economic Review, American Journal of Epidemiology, American Journal of Sociology, American Sociological Review, Annals of Applied Statistics, Epidemiology, Field Methods, Journal of Drug Issues, Journal of Economic Behavior & Organization, Journal of the American Statistical Association, Journal of the Royal Statistical Society, National Science Foundation, PLoS ONE, PNAS, Social Networks, Social Psychology Quarterly, Sociological Methodology, Sociological Methods & Research

Graduate student advising (current)

Dissertation committees, chair:

Dennis Feehan (Sociology & Demography)

Dissertation committees, member:

Naomi Sugie (Sociology & Demography)

Harlan Yu (Computer Science)

Lauren Senesac (Sociology)

Sean Gerrish (Computer Science)

Elizabeth Sully (Demography & Public Policy)

Graduate student advising (completed)

Dissertation committees, member:

Amir Goldberg (Sociology)

Jonathan Chang (Electrical Engineering)

Taniecea Arceneaux (Applied Math)

Departmental and University Service

Co-organizer, Culture and Inequality Seminar Series (2007-2009)

Graduate Committee, Department of Sociology (2008-09 & 2010-11)

Computing Committee, Office of Population Research (2007-present)

Executive Committee for the Program in Information Technology and Society (2010-present)

Advisory Council for Center for the Study of Social Organization (2011-present)