

Matthew J. Salganik

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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

Employment

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

Honors and awards

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

Publications

McCormick, Tyler, Matthew J. Salganik, and Tian Zheng. "How many people do you know? Efficiently estimating personal network size." *Journal of the American Statistical Association*, in press.

Salganik, Matthew J. and Duncan J. Watts. 2009. "Web-based experiments for the study of collective social dynamics in cultural markets." *Topics in Cognitive Science*, 1:439-468.

Goel, Sharad and Matthew J. Salganik. 2009. "Respondent-driven sampling as Markov chain Monte Carlo." *Statistics in Medicine*, 28:2202-2229.

Salganik, Matthew J. and Duncan J. Watts. 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, Matthew J. and Duncan J. Watts. 2008. "Leading the herd astray: An experimental study of self-fulfilling prophecies in an artificial cultural market." *Social Psychology Quarterly*, 71:338-355.

Salganik, Matthew J., Peter S. Dodds, and Duncan J. Watts. 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, Tian, Matthew J. Salganik, and Andrew Gelman. 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, Matthew J. 2006. "Confidence intervals, design effects, and sample size calculation for respondent-driven sampling." *Journal of Urban Health*, 83:98-111.

Salganik, Matthew J. and Douglas D. Heckathorn. 2004. "Sampling and estimation in hidden populations using respondent-driven sampling." *Sociological Methodology*, 34:193-239.

Outstanding Article Award, ASA Mathematical Sociology Section

Research grants

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

PI, National Institute of Health (R01). 2009-2012. "Improvements to Respondent-Driven Sampling for the Study of Hidden Populations." (\$278,070 direct costs).

PI, Google. 2009-2010. "Bottom-up social data collection: Community-generated and community-sorted information."

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:

Social Statistics: Spring 2009

Advanced Social Network Analysis: Fall 2008

Web-based Social Research: Spring 2008

Causal Inference: Spring 2008

Undergraduate:

Social Networks: Fall 2007, Fall 2008

Introduction to Data Analysis: Fall 2006

Invited presentations

Duke, Department of Sociology, Sept 2009

Brazilian National AIDS Program, Workshop on RDS data analysis, 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

Centers for Disease Control and Prevention (CDC), 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
American Sociological Association Annual Meeting,
 Session on the future of mathematical sociology, 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 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

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

American Economic Review
American Journal of Sociology
Annals of Applied Statistics
Journal of Drug Issues
Journal of Economic Behavior & Organization
National Science Foundation
PNAS
Social Psychology Quarterly
Sociological Methodology
Sociological Methods & Research