

## Matthew J. Salganik

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### Employment

Professor, Department of Sociology, Princeton University, 2013 - present  
Faculty Associate, Office of Population Research, 2007 - present  
Faculty Associate, Center for Information Technology Policy, 2008 - present  
Faculty Associate, Center for Health and Wellbeing, 2014 - present  
Faculty Associate, Program in Statistics and Machine Learning, 2014 - present  
Faculty Associate, Center for the Study of Democratic Politics, 2015 - present  
Faculty Associate, Global Health Program, 2016 - present  
Faculty Associate, Kahneman-Treisman Center for Behavioral Science & Public Policy, 2016 - present  
Associated Faculty, Princeton Institute for Computational Science and Engineering, 2017 - present  
Faculty Fellow, Mathey College, 2014 - present

Visiting Professor, Cornell Tech, 2015 - 2016

Senior Researcher, Microsoft Research New York City, 2013-14

Assistant Professor, Department of Sociology, Princeton University, 2007-13

### 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

Leo Goodman Early Career Award, American Sociological Association, Sec. on Methodology, 2015  
Elected to Sociological Research Association, 2013  
Jonathan Dickinson Bicentennial Preceptorship, Princeton University, 2010  
Outstanding Statistical Application Award, American Statistical Association, 2008  
Outstanding Article Award, American Sociological Association, Sec. on Mathematical Sociology, 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. 2018. *Bit by Bit: Social Research in the Digital Age*. Princeton, NJ:Princeton University Press. <http://www.bitbybitbook.com>

## Papers

- Feehan, D.M., Mahy, M, and Salganik, M.J. 2017. “The network survival method for estimating adult mortality: Evidence from a survey experiment in Rwanda.” *Demography*, in press. [replication code]
- Feehan, D.M., and Salganik, M.J. 2016. “Generalizing the network scale-up method: A new estimator for the size of hidden populations.” *Sociological Methodology*, 46(1): 153-186. [replication code]
- Feehan, D.M., Umubyeyi, A. Mahy, M., Hladik, W., and Salganik, M.J. 2016. “Quantity vs quality: A survey experiment to improve the network scale-up method.” *American Journal of Epidemiology*, 183(8): 747-757. [replication data and replication code] 
- White, R.G., Hakim, A.J., Salganik, M.J., Spiller, M.W., Johnston, L.G., Kerr, L.R.F.S., Kendall, C., Drake, A., Wilson, D., Orroth, K., Egger, M., and Hladik, W.W. 2015. “Strengthening the Reporting of Observational Studies in Epidemiology for Respondent-Driven Sampling Studies: STROBE-RDS Statement.” *Journal of Clinical Epidemiology*, 68(12):1463-1471. 
- Salganik, M.J., and Levy, K.E.C. 2015. “Wiki surveys: Open and quantifiable social data collection.” *PLoS ONE*, 10(5): e0123483. [replication data and code] 
- Gile, K.G., Johnston, L.G., and Salganik, M.J. 2015. “Diagnostics for respondent-driven sampling.” *Journal of the Royal Statistical Society, Series A (Statistics in Society)*, 178(1):241-269. [replication code] 
- 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. [replication data and code] 
- 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. [replication data and code] 
- Goel, S. and Salganik, M.J. 2010. “Assessing respondent-driven sampling.” *Proceedings of the National Academy of Sciences*, 107:6743-6747. [partial replication data] 
- 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:iii11-iii15. 
- 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. [replication data] 
- 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. 2008. “Leading the herd astray: An experimental study of self-fulfilling prophecies in an artificial cultural market.” *Social Psychology Quarterly*, 71:338-355. [replication data] 
- 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. [[replication data](#)]

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, American Sociological Association, Section on Mathematical Sociology

## Book chapters

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. [[replication data](#)]

## Research grants

PI, Alfred P. Sloan Foundation, 2016. “Creating an Open Review Toolkit for Academic Books.” (\$20,000 direct costs).

PI, Facebook Faculty Research Grant, 2015. (\$25,000 direct costs).

PI, National Institutes of Health (R01-HD075666), 2012-2016. “Improvements to the Network Scale-Up Method for Studying Hard-to-Reach Populations.” (\$534,521).

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: Mung Chiang).

PI, National Institutes of Health (R01-HD062366), 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) (PI: Francisco Bastos).

## Teaching

Graduate

Computational Social Science: [Fall 2012](#), [Fall 2014](#), [Fall 2016](#)

Web-based Social Research: [Spring 2008](#), [Fall 2010](#)  
Advanced Social Network Analysis: [Fall 2008](#), [Fall 2010](#)  
Social Statistics: [Spring 2009](#), [Spring 2013](#)  
Advanced Data Analysis for the Social Sciences: [Spring 2015](#)  
Causal Inference: [Spring 2008](#)

Undergraduate:

Social Networks: [Fall 2007](#), [Fall 2008](#), [Fall 2010](#), [Spring 2013](#), [Spring 2015](#), [Spring 2017](#)  
Introduction to Data Analysis: [Fall 2006](#)

## Invited presentations

Michigan, Institute for Social Research, Oct 2017  
MIT, Institute for Data, Systems, and Society, Sept 2017  
ICWSM, May 2017  
Indiana, Karl F. Schuessler Lecture in the Methodologies of Social Research, Apr 2017  
Oxford, Oxford Internet Institute, Mar 2017  
MIT, Sloan-IDSS, Mar 2017  
AT&T Research, Dec 2016  
Renaissance Technologies, Nov 2016  
University of Washington, Data Science Seminar, Nov 2016  
SocInfo (keynote), Nov 2016  
Microsoft Research (Redmond), Nov 2016  
Johns Hopkins, Population Research Center, Sep 2016  
New York City Data Science Seminar, Sept 2016  
SIAM annual meeting (keynote), Jul 2016  
International Conference on Computational Social Science (keynote), Jun 2016  
Chicago, Department of Sociology, May 2016  
Berkeley, Simons Institute for the Theory of Computing, April 2016  
Berkeley, Department of Sociology, Feb 2016  
Stanford, Human-Computer Interaction Seminar, Jan 2016  
MIT, Institute for Data, Systems, and Society, Dec 2015  
MIT, Political Methodology Seminar, Dec 2015  
Columbia, Department of Sociology, Mar 2015  
Harvard, Department of Sociology, Mar 2015  
Cornell Tech, Connective Media Program, Nov 2014  
Cornell, Department of Sociology, Oct 2014  
Duke, Duke Population Research Institute (DuPRI) & Duke Network Analysis Center (DNAC), Sep 2014  
UNAIDS/WHO Reference Group on Estimates, Modeling, and Projection, Jun 2014  
Princeton, Workshop on Identifying and Addressing Challenges in Survey Research, May 2014  
Rutgers, DIMACS Workshop on Social Media, Apr 2014  
Penn, Annenberg School for Communication & Warren Center for Network and Data Science, Apr 2014  
Michigan, RWJ Scholars in Health Policy Program, Apr 2014  
Dartmouth, Interdisciplinary Network Research Group, Jan 2014  
NYU, Applied Quantitative Research Workshop, Dec 2013  
Berkeley, Simons Institute, Unifying Theory and Experiment for Large-Scale Networks, Nov 2013  
NYU, Department of Information, Operations, & Management Sciences, Oct 2013  
Columbia Business School, Networks Workshop, Oct 2013  
Yale, Quantitative Methodology Seminar, Sept 2013  
Microsoft Research (New York), Feb 2013  
Legg Mason Retirement Advisory Council, Feb 2013  
Stanford, Department of Sociology, Jan 2013  
Facebook (New York), Dec 2012  
Microsoft Research (New York), Nov 2012  
Facebook (Menlo Park), Oct 2012  
Stanford, Graduate School of Business, Organizational Behavior, Oct 2012

CDC, Workshop on Respondent-Driven Sampling, Aug 2012  
Census Bureau, Center for Statistical Research and Methodology, July 2012  
UC-Berkeley, School of Information, DataEdge Workshop, June 2012  
LinkedIn, May 2012  
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, Said 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  
Pontifícia 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

## Conference presentations

American Sociological Association Annual Meeting (2003, 05, 06, 08, 10, 11, 12, 14, 15, 16)  
Sunbelt Social Networks Conference (2003, 04)  
Inter-Ivy Sociological Symposium (2006)  
Joint Statistical Meetings (2003)

## Graduate student advising

current	Joshua Goldstein	Public Policy	Member
current	Celeste Marin	Demography	Member
current	Manish Nag	Sociology	Member
current	Han Zhang	Sociology	Chair
2017	Andrew Ledford	Sociology	Member
2016	Patrick Ishizuka	Sociology & Demography	Member
2016	Lauren Senesac	Sociology	Reader
2016	Jonathan Tannen	Public Policy	Member
2015	Dennis Feehan	Demography	Chair
2015	Elizabeth Sully	Demography & Public Policy	Member
2015	Sarah Brayne	Sociology	Reader
2015	Allison Schnable	Sociology	Reader
2014	Naomi Sugie	Sociology & Demography	Member
2104	David Pedulla	Sociology	Reader
2013	Sean Gerrish	Computer Science	Reader
2012	Amir Goldberg	Sociology	Member
2012	Harlan Yu	Computer Science	Reader
2012	Craig Upright	Sociology	Reader
2012	Taniecea Arceneaux	Applied Mathematics	Reader
2011	Jonathan Chang	Electrical Engineering	Reader

## 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>

Data from “Wiki surveys: Open and quantifiable social data collection.”

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

## Open source software

**networkreporting:** Tools for using Network Reporting Estimators [[CRAN](#)], [[Github](#)]  
**allourideas.org:** website for hosting pairwise wiki surveys [[Github](#)]  
**Open Review Toolkit:** Enables Open Review of academic books [[Github](#)]

## Departmental and university service

Member, Undergraduate Curriculum Committee, Center for Statistics and Machine Learning (2016-present)  
Member, Executive Committee, Center for Statistics and Machine Learning (2016-present)  
Member, Executive Committee, Center for Information Technology Policy (2016-present)  
Member, Ad Hoc Calendar Reform Committee (2016-present)  
Member, University Committee on Classrooms and Schedule (2016-present)  
Member, Institutional Review Board for Human Subjects (2012-2016)  
Member, Advisory Council, Center for the Study of Social Organization (2011-present)  
Member, Executive Committee, Program in Information Technology and Society (2010-present)  
Member, University Task Force on Statistics and Machine Learning (2014-15)  
Chair, Computing Committee, Office of Population Research (2012-16)  
Chair, Faculty Search Committee, Department of Sociology (2014-15)  
Chair, Website Committee, Department of Sociology (2014-15)  
Member, University Committee on Public Lectures (2012-14)  
Member, Graduate Committee, Department of Sociology (2014-15, 2012-13, 2010-11, 2008-09)  
Organizer, Theorodology Workshop (2014-15, 2012-13)  
Co-organizer, Culture and Inequality Seminar, Department of Sociology (2007-09)  
Member, Computing Committee, Office of Population Research (2007-12)

## Professional service

Summer Institute in Computational Social Science, Co-founder and Co-director (2016-present)  
Russell Sage Foundation Advisory Committee on Computational Social Science, Member (2016-present)  
Goodman Award Committee Member, ASA Methodology Section (2016)  
Dissertation-in-progress Award Committee Member, ASA Mathematical Sociology Section (2016)  
Russell Sage Foundation Working Group on Computational Social Science, Member (2015-present)  
ASA Mathematical Sociology Section, Council Member (2012-2015)  
Dissertation-in-progress Award Committee Chair, ASA Mathematical Sociology Section (2015)  
Coleman Award Committee Member, ASA Mathematical Sociology Section (2014)  
Collective Intelligence 2014, Organizing Committee Member (2014)  
Thematic Session Organizer, American Sociological Association Annual Meeting, New York, NY (2013)  
Best Article Award Committee, ASA Mathematical Sociology Section (2012)

## Reviewer

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