

CURRENT POSITION	Assistant Professor Institute for Analytical Sociology Linköping University Norra Grytsgatan 10 S-601 74 Norrköping, Sweden Email: marc.keuschnigg@liu.se Personal webpage: keuschnigg.org Web profiles: Google Scholar , ResearchGate	
RESEARCH INTERESTS	<ul style="list-style-type: none"> Social norms, in particular - Cooperation - Normative change - Context effects on norm-adherence 	<ul style="list-style-type: none"> Social inequality, in particular - Cumulative advantage - Discrimination - Life satisfaction
	<ul style="list-style-type: none"> Social dynamics, in particular - Peer influence and diffusion - Markets and networks - Crowd wisdom 	<ul style="list-style-type: none"> Empirical methods, in particular - Computational social science - Survey research - Experiments (lab, online, field)
ACADEMIC POSITIONS	Assistant Professor at the Institute for Analytical Sociology Linköping University, Sweden	2016–
	Visiting Professor (W3) of Empirical Economic Sociology Friedrich-Alexander-University Erlangen-Nuremberg	2015–2016
	Principal Investigator of the DFG funded project “External Validity of Sociological Experiments”	2015–2017
	Post-doctoral Fellow Department of Sociology, LMU Munich	2012–2015
	Visiting Researcher in India St. Aloysius College, Mangalore, Karnataka	2010
	Research Assistant Department of Sociology, LMU Munich Chair of Prof. Norman Braun, PhD.	2006–2012
ADMINISTRATIVE TASKS	Head of the Experimental Laboratory <i>MEx</i> Department of Sociology, LMU Munich	2015–2017
	Committee member for establishing a Graduate School of Sociology Department of Sociology, LMU Munich	2014–2015
	Representative of the mid-level faculty Department of Sociology, LMU Munich	2010–2012, 2013–2014
	Project coordinator for establishing Bachelor and Master Programs Department of Sociology, LMU Munich	2006–2010
EDUCATION	Habilitation in Sociology, Linköping University, Sweden	due in spring 2018
	Dr. rer. pol. in Sociology, LMU Munich Thesis: <i>The Bestseller Phenomenon: Inequality in Cultural Markets</i>	2012
	Diploma in Sociology, LMU Munich Thesis: <i>Determinants of Economic Growth in Asia</i>	2006
	Student of Sociology, Regional Economics, and Business, LMU Munich	1999–2006
	Abitur (high school diploma), Rudolf-Steiner-Schule München-Daglfing	1999

AWARDS AND
HONORS

- 2017 Robert K. Merton Award for the best paper in analytical sociology. Awarded by the International Network of Analytical Sociology for a field experiment on the broken windows thesis (published in *Rationality and Society* 2015).
- 2016 Karl Polanyi Award for the best paper in economic sociology. Awarded by the ‘Economic Sociology’ section of the German Sociological Association for a study on valuation in cultural markets (published in *Poetics* 2015).
- 2014 Anatol Rapoport Award from the ‘Model Building and Simulation’ section of the German Sociological Association for a field experiment on the broken windows thesis (published in *Rationality and Society* 2015).
- 2012 Summa cum laude for my dissertation *Das Bestseller-Phänomen*, LMU Munich (published by *VS Springer* 2012).

FUNDING

- 2016 Research grant from the Royal Swedish Academy of Sciences and travel grant from the Swedish Knut and Alice Wallenberg Foundation; 5,600 Euro.
- 2015 DFG funding for the project “External Validity of Sociological Experiments” (KE 2020/2-1); 126,500 Euro; role: principal investigator.
- 2010 Three month fellowship and research funding for Karnataka, India; Bavarian Government, MELESSA (DFG GRK 801); 4,800 Euro.

ARTICLES IN
REFEREED
JOURNALS

- [13] Keuschnigg, M., N. Lovsjö, and P. Hedström (2018) Analytical Sociology and Computational Social Science. *Journal of Computational Social Science* 1(1):3-14.
- [12] Keuschnigg, M. and F. Kratz (2017) Thou Shalt Recycle: How Social Norms of Environmental Protection Narrow the Scope of the Low-Cost Hypothesis. *Environment and Behavior*, Online First.
- [11] Keuschnigg, M. and T. Wimmer (2017) Is Category Spanning Truly Disadvantageous? New Evidence from Primary and Secondary Movie Markets. *Social Forces* 96(1):449-479.
- [10] Keuschnigg, M. and C. Ganser (2017) Crowd Wisdom Relies on Agents’ Ability in Small Groups with a Voting Aggregation Rule. *Management Science* 63(3):818-828.
- [9] Keuschnigg, M., F. Bader, and J. Bracher (2016) Using Crowdsourced Online Experiments to Study Context-dependency of Behavior. *Social Science Research* 59:68-82.
- [8] Keuschnigg, M. and T. Wolbring (2016) The Use of Field Experiments to Study Mechanisms of Discrimination. *Analyse & Kritik* 38(1):179-201.
- [7] Keuschnigg, M. (2015) Product Success in Cultural Markets: The Mediating Role of Familiarity, Peers, and Experts. *Poetics* 51:17-36.
- [6] Keuschnigg, M. and T. Wolbring (2015) Disorder, Social Capital, and Norm Violation: Three Field Experiments on the Broken Windows Thesis. *Rationality and Society* 27(1):96-126.
- [5] Keuschnigg, M. and J. Schikora (2014) The Dark Side of Leadership: An Experiment on Religious Heterogeneity and Cooperation in India. *Journal of Socio-Economics* 48:19-26.
- [4] Wolbring, T., M. Keuschnigg, and E. Negele (2013) Needs, Comparisons, and Adaptation: The Importance of Relative Income for Life Satisfaction. *European Sociological Review* 29(1):86-104.
- [3] Keuschnigg, M., H. Birke, and K. Schmidt (2013) Erfolgsprognose im Buchmarkt [Predicting Success in the Book Market]. *Medienwirtschaft* 10(1):16-22.

[2] Keuschnigg, M. (2012) Konformität durch Herdenverhalten: Theorie und Empirie zur Entstehung von Bestsellern [Conformity Through Herd Behavior: On the Emergence of Bestsellers]. *Kölner Zeitschrift für Soziologie und Sozialpsychologie* 64(1):1-36.

[1] Keuschnigg, M. and T. Wolbring (2012) Reich und zufrieden? Theorie und Empirie zur Beziehung von Wohlstand und Lebenszufriedenheit [Rich and Satisfied? On the Association of Wealth and Life Satisfaction]. *Berliner Journal für Soziologie* 22(2):189-216.

BOOKS AND
EDITED
VOLUMES

Keuschnigg, M. and T. Wolbring (in preparation): *Städte, Märkte, Netzwerke: Eine Wirtschaftssoziologie für das 21. Jahrhundert*. Stuttgart: Fink/UTB.

Keuschnigg M. and T. Wolbring (eds., 2015) *Experimente in den Sozialwissenschaften. Sonderband der Sozialen Welt*. Baden-Baden: Nomos.

Keuschnigg M. and T. Wolbring (eds., 2014) *Experimente. Themenheft der Sozialen Welt* 65(2):135-273.

Braun, N., M. Keuschnigg, and T. Wolbring (2013) *Wirtschaftssoziologie I: Grundzüge*. Berlin: De Gruyter, 2nd edition.

Braun, N., M. Keuschnigg, and T. Wolbring (eds., 2013) *Wirtschaftssoziologie II: Anwendungen*. Berlin: De Gruyter, 2nd edition.

Keuschnigg M. (2012) *Das Bestseller-Phänomen: Die Entstehung von Nachfragekonzentration im Buchmarkt*. Wiesbaden: VS Springer.

BOOK
CHAPTERS

* with peer review

[10] * Keuschnigg, M. (forthcoming) Granovetter's Threshold Model. In: Holzer, B. and C. Stegbauer (eds.) *Schlüsselwerke der Netzwerkforschung*. Wiesbaden: Springer VS.

[9] * Keuschnigg, M. and J. Schikora (2018) Analyzing the Effects of Cultural Heterogeneity on Cooperative Behavior Using a Laboratory Experiment in India. In *SAGE Research Methods Cases*.

[8] * Bader, F. and M. Keuschnigg (2018) Conducting Large-Scale Online Experiments on a Crowdsourcing Platform. In *SAGE Research Methods Cases*.

[7] * Keuschnigg, M. and T. Wolbring (2016) Robert K. Merton: Self-fulfilling Prophecy & Matthew Effect. Pp.177-184 in: Kraemer, K. and F. Brugger (eds.) *Schlüsselwerke der Wirtschaftssoziologie*. Wiesbaden: Springer VS.

[6] Wolbring, T. and M. Keuschnigg (2015) Feldexperimente in den Sozialwissenschaften: Grundlagen, Herausforderungen, Beispiele. Pp.219-249 in: Keuschnigg, M. and T. Wolbring (eds.) *Experimente in den Sozialwissenschaften. Sonderband der Sozialen Welt*. Baden-Baden: Nomos.

[5] * Keuschnigg, M. (2014) Imitation und Konformität. Pp.903-934 in: Braun, N. and N.J. Saam (eds.) *Handbuch Modellbildung und Simulation in den Sozialwissenschaften*. Wiesbaden: Springer VS.

[4] Keuschnigg, M. (2013) Stars und ihre Entstehung. Pp.173-192 in: Braun, N., M. Keuschnigg, and T. Wolbring (eds.) *Wirtschaftssoziologie II*. Berlin: De Gruyter.

[3] Keuschnigg, M. and J. Groß (2013) Nationale und internationale Einkommensverteilung. Pp.195-226 in: Braun, N., M. Keuschnigg, and T. Wolbring (eds.) *Wirtschaftssoziologie II*. Berlin: De Gruyter.

[2] Keuschnigg, M., E. Negele, and T. Wolbring (2013) Einkommen und Lebenszufriedenheit. Pp.255-281 in: Braun, N., M. Keuschnigg, and T. Wolbring (eds.) *Wirtschaftssoziologie II*. Berlin: De Gruyter.

[1] Braun, N. and M. Keuschnigg (2013) Konsum, Kaufverhalten und Konformität. Pp.129-152 in: Braun, N., M. Keuschnigg, and T. Wolbring (eds.) *Wirtschaftssoziologie II*. Berlin: De Gruyter.

WORKING
PAPERS

Keuschnigg, M. and J. Schubert (2013) Münchner Umwelt-Survey: Privater Umweltverbrauch in den Bereichen Wohnen und Mobilität. *Arbeitspapier des Instituts für Soziologie der LMU München* 6.

Keuschnigg, M., E. Negele, and T. Wolbring (2010) Münchner Studie zur Lebenszufriedenheit. *Arbeitspapier des Instituts für Soziologie der LMU München* 4.

TEACHING

Advanced Seminars (“Hauptseminare” for Bachelor, Master)

Economic Sociology W11 (2.0), S12 (1.6), W12 (.), S13 (.), S14 (1.6), W14 (1.7), S15 (2.0)
Cultural Markets W13 (1.8)
Educational Sociology W15 (1.8, at FAU)

Introductory Courses (“Übungen” for Bachelor, Master)

Economic Sociology W07 (1.4), S08 (1.4) W09 (1.8), W10 (1.2); W12 (2.0); S13 (1.5)
Organizational Sociology S06 (1.6), W06 (.), S07 (2.0)

Methods and Data Analysis (Bachelor, Master)

Quantitative Methods 1 W07 (1.8), W08 (1.7), W09 (2.2), W11 (1.8)
Quantitative Methods 2 S08 (1.7), S09 (2.1), S10 (1.9), S11 (1.9), S12 (1.7)
Multivariate Regression Analysis W08 (1.5), S11 (1.5)
Experiments in Sociology W15 (., at FAU)

Practical Seminars (“Forschungspraktika” for Bachelor, Master)

Network Analysis S09 (.), W10 (1.5)
Introduction to Stata S10 (1.7), W13 (.)
Replication in the Social Sciences W12 (.), W13 (2.0), W14 (1.6)
Graduate Course Bachelor’s and Master’s Theses S14 (.), S15 (.) W15 (., at FAU)

W = Winter semester; S = Summer semester

Student evaluation in parentheses (1[+]–5[–]); some courses had no evaluation (.)

Total number of courses: 40. Average student evaluation: 1.73.

Each course typically consists of 13 sessions à 90 minutes. Courses held at LMU Munich unless otherwise stated (FAU = Friedrich-Alexander-University Erlangen-Nuremberg).

STUDENT
SUPERVISION

Bachelor theses (12):

2015 Sebastian Ach (FAU Erlangen-Nuremberg)
2014 Adrian Hambeck, Kristina Kotos, Sonja Lechner (LMU Munich)
2013 Amelie Aidenberger, Camilla Bretthauer, Lisa Mußmann (LMU Munich)
2012 Andreas Bauer, Özlem Konar, Stefanie Rieger, Matthias Schösser (LMU Munich)
2011 Simon Fink (LMU Munich)

Master theses (19):

2015 Sebastian Mader (LMU Munich)
2014 Markus Heckel, Paul Kritzingner, Hannah Steinberg, Branka Vukobrad (LMU Munich)
2013 Dominik Albrecht, Hanna Narizhna, Pia Sonntag (LMU Munich)
2012 Florian Haider, Felicitas Wolf (LMU Munich)
2011 Felix Bader, Simon Foresta, Sebastian Grauvogl (LMU Munich)
2010 Milena Daskalova, Roman Hoffmann, Ivan Pavlov, Soraya Schill (LMU Munich)
2009 Daniel Baldwin, Stephanie Schmid (LMU Munich)

PhD theses (3):

2017– Martin Arvidsson (Linköping University)
2017– Niclas Lovsjö (Linköping University)
2018– Àlex Giménez de La Prada (Linköping University)

CONFERENCE
AND WORKSHOP
ORGANIZATION

2017– Host of IAS’s weekly “Seminar Series” with a special focus on Computational Social Science. Recent guests include César Hidalgo (MIT Media Lab), Sune Lehmann (Technical University of Denmark), Jari Saramäki (Aalto University), and Milena Tsvetkova (London School of Economics).

2016 “Generalizing Results from Experimental Research.” Workshop at the 3rd ISA Forum of Sociology. July 10–14, 2016 in Vienna.

2016 “PhD. Student Symposium on Socioeconomics.” Workshop at FAU Erlangen-Nürnberg. January 21–22, 2016 in Nuremberg.

2013 “The Winner Takes It All.” Conference of the ‘Economic Sociology’ section of the German Sociological Association. December 11–12, 2013 in Munich.

OCCASIONAL
REVIEWER
OCCASIONAL
REVIEWER

JOURNALS—*American Sociological Review*, *British Journal of Psychology*, *European Sociological Review*, *Industry and Innovation*, *Journal of Experimental Criminology*, *Kölner Zeitschrift für Soziologie und Sozialpsychologie*, *Nature Human Behaviour*, *Social Science Research*, *Soziale Welt*, *Zeitschrift für Soziologie*, *Zeitschrift für Vergleichende Politikwissenschaft*.

INSTITUTIONS—*Czech Science Foundation (GA CR)*, *German Research Foundation (DFG)*, *Irish Research Council (IRC)*, *Swiss National Science Foundation (SNF)*.

MEDIA
COVERAGE

Bayerischer Rundfunk (2013), *Bild Zeitung* (2010), *Cosmopolitan* (2010), *Der Spiegel* (2015), *Deutschlandradio Kultur* (2013), *Frankfurter Allgemeine Zeitung* (2012), *M94.5 Radio München* (2009, 2015), *Phys.org* (2015), *Spiegel Online* (2017), *Süddeutsche Zeitung* (2013, 2015, 2016), *SWR Radio* (2015), *Welt am Sonntag* (2016), *Wired* (2016)

PERSONAL
REFEREES

Prof. Peter Hedström, Ph.D. Institute for Analytical Sociology, Linköping University. Kopparhammaren 2, Norra Grytsgatan 10, 601 74 Norrköping, Sweden. Phone: +46 11 363520, peter.hedstrom@liu.se.

Prof. Dr. Martin Abraham. Chair of Sociology and Empirical Social Research, Friedrich-Alexander-University Erlangen-Nuremberg. Findelgasse 7/9, 90402 Nuremberg, Germany. Phone: +49 911 5302680, martin.abraham@fau.de.

INVITED TALKS

Computational Social Science Workshop, University of Oslo: “Combining Topic Modeling and Causal Inference: Cultural Dynamics at Spotify,” December 11, 2017.

Big Data Workshop, Chalmers University, Gothenburg: “Cultural Dynamics at Spotify,” November 17, 2017, with M. Arvidsson.

Mapping the Future of Analytical Sociology, Stockholm, bringing together 15 early and mid-career scholars identified as doing important work within Analytical Sociology, June 10–12, 2017.

Soziologisches Institutskolloquium, Universität Zürich: “Social Influence and the Wisdom of Crowds,” February 28, 2017.

Empirische Forschungsmethoden, Universität Kassel: “Feldexperimente in der Soziologie: Potenziale und Probleme am Beispiel Broken Windows,” January 21, 2015.

Zukunftswerkstatt der Ulrich Saxer-Stiftung, Bern: Keynote “Im Fokus der Aufmerksamkeit: Erklärungsansätze und empirische Evidenz zur Entstehung von Bestsellern,” October 27, 2014.

Kolloquium ‘Aktuelle Themen und Probleme der empirischen Sozialforschung’, Universität Leipzig: “The Dark Side of Leadership: An Experiment on Religious Heterogeneity and Cooperation in India,” January 28, 2014.

Forschungskolloquium Empirie, Universität Bern: “How to Boost the ‘Wisdom’ of Groups: An Experiment and a Simulation,” October 29, 2013.

Verlagsgruppe Random House, München: “Wie entstehen Bestseller? Erfolgsfaktoren in der Belletristik,” July 26, 2012.

Soziologisches Forschungskolloquium, Universität der Bundeswehr, München: “Relatives Einkommen und Lebenszufriedenheit,” January 26, 2012, with T. Wolbring.

Wissenschaftszentrum Berlin: “The Use and Non-Use of Experiments in the Social Sciences,” September 12, 2011.

Wissenschaftszentrum Berlin: “Solving Cooperation Problems in Heterogeneous Groups: Evidence from a Public Goods Experiment in India,” September 13, 2011.

Kolloquium ‘Aktuelle Themen und Probleme der empirischen Sozialforschung’, Universität Leipzig: “Can Money Buy Happiness?” May 24, 2011, with E. Negele and T. Wolbring.

SELECTED
CONFERENCE
PRESENTATIONS

3rd Annual International Conference on Computational Social Science: “Cultural Dynamics at Spotify,” Cologne, July 12, 2017, with M. Arvidsson.

Conference of the International Network of Analytical Sociologists: “Micro-Foundations of Urban Scaling,” Oslo, June 8, 2017.

Conference of the International Network of Analytical Sociologists: “Cultural Dynamics at Spotify,” Oslo, June 8, 2017, with M. Arvidsson.

Rational Choice Sociology: Theory and Empirical Applications: “The Ecology of Altruism and Trust: A Large-Scale Online Experiment to Contextualize Experimental Sociology,” Venice International University, November 22, 2016, with F. Bader.

Zwischen den Kulturen: Sozialforschung im interkulturellen Kontext: “Identifikation kultureller Verhaltensunterschiede: Online-Experimente unter Indern und US-Amerikanern,” Universität Salzburg, October 17, 2014.

Rational Choice Sociology: Theoretical Contributions and Empirical Applications: “Hurst’s R/S-Analysis of Time Series: Enriching the Sociologist’s Toolkit?” Venice International University, November 20, 2013.

Kongress der Schweizerischen Gesellschaft für Soziologie: “Size, Ability or Diversity? How to Boost the ‘Wisdom’ of Groups,” Bern, June 26–28, 2013, with C. Ganser.

Kongress der Deutschen Gesellschaft für Soziologie, Sektion Modellbildung und Simulation: “Diversität und die ‘Weisheit’ von Gruppen,” Bochum und Dortmund, October 1–5, 2012, with C. Ganser.

Rational Choice Sociology: Theoretical Contributions and Empirical Applications: “Physical Disorder, Social Capital, and Norm Violation: Evidence from Two Field Experiments,” Venice International University, November 29, 2011.

Game Theory and Society: “Solving Cooperation Problems in Heterogeneous Groups: Experimental Evidence from India,” ETH Zürich, July 27–30, 2011.

Frühjahrstagung Sektion Wirtschaftssoziologie: “Reich und zufrieden?” Tutzing, May 12–13, 2011, with E. Negele and T. Wolbring.

Kongress der Deutschen Gesellschaft für Soziologie, Sektion Modellbildung und Simulation: “Schlechte Bestseller als Folge kollektiver Nachfragedynamik,” Frankfurt a.M., October 11–15, 2010.