

CURRENT POSITION	Associate Professor & Deputy Director Institute for Analytical Sociology Linköping University Norra Grytsgatan 10 S-601 74 Norrköping, Sweden Email: <a href="mailto:marc.keuschnigg@liu.se">marc.keuschnigg@liu.se</a> Webpage: <a href="http://keuschnigg.org">keuschnigg.org</a> Profiles: <a href="#">Google Scholar</a> , <a href="#">ResearchGate</a> , <a href="#">ORCID iD</a>	
RESEARCH INTERESTS	Social dynamics, in particular <ul style="list-style-type: none"> <li>- Peer influence and diffusion</li> <li>- Cultural markets</li> <li>- Crowd wisdom</li> </ul>	Social inequality, in particular <ul style="list-style-type: none"> <li>- Cumulative advantage</li> <li>- Spatial inequality</li> <li>- Discrimination</li> </ul>
	Social norms, in particular <ul style="list-style-type: none"> <li>- Cooperation</li> <li>- Normative change</li> <li>- Context effects on compliance</li> </ul>	Empirical methods, in particular <ul style="list-style-type: none"> <li>- Computational social science</li> <li>- Experiments</li> <li>- Survey research</li> </ul>
ACADEMIC POSITIONS	Principal Investigator of the VR-funded project “Mining for Meaning: The Dynamics of Public Discourse” Associate Professor at the Institute for Analytical Sociology Linköping University, Sweden Assistant Professor at the Institute for Analytical Sociology Linköping University, Sweden Visiting Professor (W3) of Empirical Economic Sociology Friedrich-Alexander-University Erlangen-Nuremberg Principal Investigator of the DFG-funded project “External Validity of Sociological Experiments” Post-doctoral Fellow Department of Sociology, LMU Munich Visiting Researcher in India St. Aloysius College, Mangalore, Karnataka Research Associate (PhD student) Department of Sociology, LMU Munich	2019–2024  2018–  2016–2018  2015–2016  2015–2017  2012–2015  2010  2006–2012
ADMINISTRATIVE TASKS	Deputy Director of the Institute for Analytical Sociology Linköping University, Sweden Head of the Experimental Laboratory <i>ME<sub>x</sub></i> Department of Sociology, LMU Munich Committee member for establishing a Graduate School of Sociology Department of Sociology, LMU Munich Representative of the mid-level faculty Department of Sociology, LMU Munich Project coordinator for establishing Bachelor and Master Programs Department of Sociology, LMU Munich	2018–  2015–2017  2014–2015  2010–2012, 2013–2014  2006–2010
EDUCATION	Habilitation (“Docent”) in Sociology, Linköping University, Sweden Dr. rer. pol. in Sociology, LMU Munich Diploma in Sociology, LMU Munich Student of Sociology, Regional Economics, and Business, LMU Munich Abitur (high school diploma), Rudolf-Steiner-Schule München-Daglfing	2018 2012 2006 1999–2006 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 *The Bestseller Phenomenon: Inequality in Cultural Markets*, LMU Munich (published by *VS Springer* 2012).

FUNDING

- 2018 Swedish Research Council (VR): 1.67 million Euros for “Mining for Meaning: The Dynamics of Public Discourse” (2018-05170). The 6-year project combines large-scale computational text analysis with the sociological study of meaning making and opinion dynamics; role: principal investigator.
- 2016 Research grant from the Royal Swedish Academy of Sciences and travel grant from the Swedish Knut and Alice Wallenberg Foundation; 5,600 Euros.
- 2015 German Research Foundation (DFG): 126,500 Euros for the project “External Validity of Sociological Experiments” (KE 2020/2-1); role: principal investigator.
- 2010 Three month fellowship and research funding for a laboratory study in Karnataka, India; Bavarian Government, MELESSA (DFG GRK 801); 4,800 Euros.

ARTICLES IN  
REFEREED  
JOURNALS

- [17] Keuschnigg, M. (2019) Scaling Trajectories of Cities. *Proceedings of the National Academy of Sciences*.
- [16] Keuschnigg, M., S. Mutgan, and P. Hedström (2019) Urban Scaling and the Regional Divide. *Science Advances* 5(1):eaav0042.
- [15] Bader, F., B. Baumeister, R. Berger, and M. Keuschnigg (2019) On the Transportability of Laboratory Results. *Sociological Methods and Research*, OnlineFirst.
- [14] Keuschnigg, M., N. Lovsjö, and P. Hedström (2018) Analytical Sociology and Computational Social Science. *Journal of Computational Social Science* 1(1):3-14.
- [13] Keuschnigg, M. and F. Kratz (2018) Thou Shalt Recycle: How Social Norms of Environmental Protection Narrow the Scope of the Low-Cost Hypothesis. *Environment and Behavior* 50(10):1059-1091.
- [12] Ganser, C. and M. Keuschnigg (2018) Social Influence Strengthens Crowd Wisdom Under Voting. *Advances in Complex Systems* 21(6):1850013.
- [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

- [6] Keuschnigg, M. and T. Wolbring (2019): *Wirtschaftssoziologie: Städte, Märkte, Netzwerke*. Stuttgart: UTB.
- [5] Keuschnigg M. and T. Wolbring (eds., 2015) Experimente in den Sozialwissenschaften. *Sonderband der Sozialen Welt*. Baden-Baden: Nomos.
- [4] Keuschnigg M. and T. Wolbring (eds., 2014) Experimente. *Themenheft der Sozialen Welt* 65(2):135-273.
- [3] Braun, N., M. Keuschnigg, and T. Wolbring (2013) *Wirtschaftssoziologie I: Grundzüge*. Berlin: De Gruyter, 2nd edition.
- [2] Braun, N., M. Keuschnigg, and T. Wolbring (eds., 2013) *Wirtschaftssoziologie II: Anwendungen*. Berlin: De Gruyter, 2nd edition.
- [1] Keuschnigg M. (2012) *Das Bestseller-Phänomen*. Wiesbaden: VS Springer.

BOOK  
CHAPTERS

- \* with peer review
- [10] \* Keuschnigg, M. (2018) Granovetter's Threshold Model. Pp. 239-242 in: Holzer, B., 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.

MEDIA  
COVERAGE

*Bayerischer Rundfunk* (2013), *Bild Zeitung* (2010), *Cosmopolitan* (2010), *Dagens Nyheter* (2019), *Der Spiegel* (2015), *Deutschlandradio Kultur* (2013, 2018), *Frankfurter Allgemeine Zeitung* (2012), *Free Press Journal* (2019), *Göteborgs-Posten* (2019), *M94.5 Radio München* (2009, 2015), *Phys.org* (2015, 2019), *Spiegel Online* (2017), *Süddeutsche Zeitung* (2013, 2015, 2016, 2018), Swedish national television *SVT* (2019), *SWR Radio* (2015), *The Hindu* (2019), *Welt am Sonntag* (2016), *Wired* (2016)

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*, *Poetics, Quality & Quantity*, *Science Advances*, *Social Forces*, *Social Science Research*, *Soziale Welt*, *Zeitschrift für Soziologie*, *Zeitschrift für Vergleichende Politikwissenschaft*.

INSTITUTIONS—*Czech Science Foundation*, *German Research Foundation*, *Irish Research Council*, *Swiss National Science Foundation*.

COMMITTEES

Head of the award committee for the Robert K. Merton Award of the International Network of Analytical Sociology, 2020 in Tokyo.

Guest editor for *Proceedings of the National Academy of Sciences* (PNAS), 2019.

Program committee of the 8th International Conference on Complex Networks, 2019 in Lisbon.

Program committee of the 5th International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>), 2019 in Amsterdam.

Program committee of the European Symposium on Societal Challenges in Computational Social Science, 2019 in Zurich.

Award committee for the Robert K. Merton Award of the International Network of Analytical Sociology, 2018 in Stanford.

CONFERENCE  
AND WORKSHOP  
ORGANIZATION

2019 “Computational Text Analysis in the Social Sciences.” October 18–19, 2019 in Norrköping. Keynote: Chris Bail (Duke University).

2017–2018 Host of IAS’s “Seminar Series” with a special focus on Computational Social Science. Guests include Peter Bearman (Columbia), César Hidalgo (MIT Media Lab), and Sune Lehmann (Technical University of Denmark).

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.

## 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), W19 (at LiU)  
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: 41. Average student evaluation: 1.73.**

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

## 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 Kritzing, 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):

2018– Miriam Hurtado Bodell (Linköping University; supervisor)  
2017– Niclas Lovsjö (Linköping University; co-supervisor)  
2017– Martin Arvidsson (Linköping University; co-supervisor)

## MEMBERSHIPS

International Network of Analytical Sociology (INAS)  
European Consortium for Sociological Research (ECSR), institutional contact person  
Sektion Modellbildung und Simulation der Deutschen Gesellschaft für Soziologie (DGS)  
Sektion Wirtschaftssoziologie der Deutschen Gesellschaft für Soziologie (DGS)

PERSONAL  
REFEREES

Prof. Peter Hedström, Ph.D. Institute for Analytical Sociology, Linköping University.  
Norra Grytsgatan 10, 601 74 Norrköping, Sweden. peter.hedstrom@liu.se.

Prof. Dr. Andreas Diekmann. Environmental Research Group, ETH Zurich.  
Weinbergstrasse 109, 8092 Zurich, Switzerland. diekmann@soz.gess.ethz.ch.

INVITED TALKS

*Social and Economic Data Science Seminar, London School of Economics*: “Combining Machine Learning and Statistical Matching for Causal Inference in Observational Data,” March 2019.

*Cooperative Relations Seminar, Utrecht University*: “Peer Influence and the Spreading of Music,” March 2019.

*Digital Traces Conference, Methodenzentrum Bremen*: Keynote “Analytical Sociology and Computational Social Science,” November 2018.

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

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

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

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

*Institute for Analytical Sociology, Linköping University*: “Success in Cultural Markets,” September 2015.

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

*Zukunftswerkstatt der Ulrich Sazer-Stiftung, Bern*: Keynote “Erklärungsansätze zur Entstehung von Bestsellern,” October 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 2014.

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

*Verlagsgruppe Random House, München*: “Wie entstehen Bestseller?” July 2012.

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

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

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

*Kolloquium ‘Aktuelle Themen und Probleme der empirischen Sozialforschung’, Universität Leipzig*: “Can Money Buy Happiness?” May 2011.

CONFERENCES

*International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>)*, Amsterdam, July 2019.

*Conference of the International Network of Analytical Sociologists*, St. Petersburg, May 2019.

*Kongress der Deutschen Gesellschaft für Soziologie*, Göttingen, September 2018.

*Conference of the International Network of Analytical Sociologists*, Stanford, June 2018.

*International Conference on Computational Social Science (IC<sup>2</sup>S<sup>2</sup>)*, Cologne, July 2017.

*Conference of the International Network of Analytical Sociologists*, Oslo, June 2017.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, November 2016.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, November 2014.

*Zwischen den Kulturen: Sozialforschung im interkulturellen Kontext*, Salzburg, October 2014.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, November 2013.

*Kongress der Schweizerischen Gesellschaft für Soziologie*, Bern, June 2013.

*Kongress der Deutschen Gesellschaft für Soziologie*, Bochum & Dortmund, October 2012.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, November 2011.

*Game Theory and Society*, ETH Zürich, July 2011.

*Frühjahrstagung Sektion Wirtschaftssoziologie*, Tutzing, May 2011.

*Kongress der Deutschen Gesellschaft für Soziologie*, Frankfurt, October 2010.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, December 2009.

*MAXQDA-Anwendertagung*, Marburg, March 2009.

*Rational Choice Sociology: Theory and Empirical Applications*, Venice, December, 2007.