

CURRENT POSITIONS	<p>Professor of Sociology Institute of Sociology Leipzig University D-04107 Leipzig, Germany marc.keuschnigg@uni-leipzig.de</p> <p>Associate Professor The Institute for Analytical Sociology Linköping University S-601 74 Norrköping, Sweden marc.keuschnigg@liu.se</p> <p>Webpage: keuschnigg.org Profiles: Google Scholar, ResearchGate, Twitter, ORCID id</p>	
RESEARCH INTERESTS	<p>Cultural dynamics - Social influence and diffusion - Collective meaning making</p> <p>Social inequality - Cumulative advantage - Spatial inequality</p>	<p>Social norms - Cooperation and cohesion - Normative change</p> <p>Empirical methods - Lab, online, field, natural experiments - Computational Social Science</p>
ACADEMIC POSITIONS	<p>Professor of Sociology Leipzig University, Germany</p> <p>Associate Professor at The Institute for Analytical Sociology Linköping University, Sweden</p> <p>Assistant Professor at The Institute for Analytical Sociology Linköping University, Sweden</p> <p>Visiting Professor of Empirical Economic Sociology Friedrich-Alexander-University Erlangen-Nürnberg, Germany</p> <p>Post-doctoral Fellow Department of Sociology, LMU Munich, Germany</p> <p>Visiting Researcher in India St. Aloysius College, Mangalore, Karnataka, India</p> <p>Research Associate (PhD student) Department of Sociology, LMU Munich, Germany</p>	<p>2021–present</p> <p>2018–present</p> <p>2016–18</p> <p>2015–16</p> <p>2012–15</p> <p>2010</p> <p>2006–12</p>
ADMIN. POSITIONS AND BOARDS	<p>Executive Director of the Institute of Sociology, Leipzig University</p> <p>Vice President of the Int’l Network of Analytical Sociology (INAS)</p> <p>Member of the GESIS Board of Trustees Leibniz Institute for the Social Sciences, Cologne and Mannheim</p> <p>Deputy Director of The Institute for Analytical Sociology Linköping University, Sweden</p> <p>Head of the Experimental Laboratory <i>ME_x</i> Department of Sociology, LMU Munich</p> <p>Representative of the mid-level faculty Department of Sociology, LMU Munich</p> <p>Project coordinator for establishing Bachelor and Master Programs Department of Sociology, LMU Munich</p>	<p>2022–present</p> <p>2020–present</p> <p>2020–present</p> <p>2018–21</p> <p>2015–17</p> <p>2010–14</p> <p>2006–10</p>
EDUCATION	<p>Habilitation (‘Docent’) in Sociology, Linköping University, Sweden</p> <p>Dr. rer. pol. in Sociology, LMU Munich</p> <p>Diploma in Sociology, LMU Munich</p> <p>Student of Sociology and Regional Economics, LMU Munich</p> <p>Abitur (high school diploma), Rudolf-Steiner-Schule München-Daglfing</p>	<p>2018</p> <p>2012</p> <p>2006</p> <p>1999–2006</p> <p>1999</p>

- AWARDS
- 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).
- FUNDING
- 2018 Swedish Research Council (VR): 1,670,000 Euros for “Mining for Meaning: The Dynamics of Public Discourse” (2018-05170). The 7-year project (2019–25) 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). The 3-year project (2015–17) addressed major challenges of experimental research in the social sciences; 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
- [19] Stein, J., M. Keuschnigg, and A. van de Rijt (2023) Network Segregation and the Propagation of Misinformation. *Scientific Reports* 13:917.
- [18] Bader, F., B. Baumeister, R. Berger, and M. Keuschnigg (2021) On the Transportability of Laboratory Results. *Sociological Methods and Research* 50(3):1452-1481.
- [17] Bader, F. and M. Keuschnigg (2020) Bounded Solidarity in Cross-National Encounters: Individuals Share More with Others from Poor Countries, but Trust Them Less. *Sociological Science* 7:415-432.
- [16] Keuschnigg, M. (2019) Scaling Trajectories of Cities. *Proceedings of the National Academy of Sciences* 116(28):13759-13761.
- [15] Keuschnigg, M., S. Mutgan, and P. Hedström (2019) Urban Scaling and the Regional Divide. *Science Advances* 5(1):eaav0042.
- [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 Book Markets]. *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.

BOOK
CHAPTERS

* peer-reviewed

- [13] * Arvidsson, M. and M. Keuschnigg (forthcoming) Estimating social influence using machine learning and digital trace data. In Borch, C. Pardo-Guerra, J. P. (eds.), *The Oxford Handbook of the Sociology of Machine Learning*. Oxford University Press.
- [12] * Arvidsson, M., P. Hedström, B. Jarvis, and M. Keuschnigg (forthcoming) On the Intersection of Analytical Sociology and Computational Social Science. In: Yasseri, T. (ed.) *Handbook of Computational Science*. Edward Elgar.
- [11] * Jarvis, B., M. Keuschnigg, and P. Hedström (2021) Analytical Sociology amidst a Computational Social Science Revolution. Pp. 33-52 in: Engel, U., A. Quan-Haase, S. Xun-Liu, and L. Lyberg (eds.) *Handbook of Computational Science*. Routledge.
- [10] * 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*.
- [9] * Bader, F. and M. Keuschnigg (2018) Conducting Large-Scale Online Experiments on a Crowdsourcing Platform. In *SAGE Research Methods Cases*.
- [8] * Keuschnigg, M. (2018) Granovetter's Threshold Model. Pp. 239-242 in: Holzer, B., C. Stegbauer (eds.) *Schlüsselwerke der Netzwerkforschung*. Springer VS.
- [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*. 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*. 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*. Springer VS.

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

BOOKS AND
EDITED
VOLUMES

[6] Keuschnigg, M. and T. Wolbring (2019): *Wirtschaftssoziologie: Städte, Märkte, Netzwerke*. UTB.

[5] Keuschnigg M. and T. Wolbring (eds., 2015) *Experimente in den Sozialwissenschaften. Sonderband der Sozialen Welt*. 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*. De Gruyter, 2nd edition.

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

[1] Keuschnigg M. (2012) *Das Bestseller-Phänomen*. VS Springer.

MEDIA
COVERAGE

Aftonbladet (2019) | *Architecture & Design* (2019) | *Bayerischer Rundfunk* (2013) | *Bild* (2010) | *Cosmopolitan* (2010) | *Dagens Nyheter* (2019) | *Der Spiegel* (2015) | *Deutschlandradio Kultur* (2013, 2018) | *Expressen* (2019) | *Forbes* (2020) | *Frankfurter Allgemeine Zeitung* (2012) | *Free Press Journal* (2019) | *Göteborgs-Posten* (2019) | *Indian Express* (2019) | *MDR Aktuell radio* (2021) | *Nature* (2020) | *Phys.org* (2015, 2019) | *ScienceDaily* (2019) | *Spiegel Online* (2017) | *Süddeutsche Zeitung* (2013, 2015, 2016, 2018) | Swedish national radio *SR* (2019) | Swedish national television *SVT* (2019) | *SWR Radio* (2015) | *The Hindu* (2019) | *Watson Deutschland* (2022) | *Welt am Sonntag* (2016) | *Wired* (2016)

REVIEWING

JOURNALS—*American Journal of Sociology* | *American Sociological Review* | *British Journal of Psychology* | *European Sociological Review* | *Industry and Innovation* | *Journal of Ethnic and Migration Studies* | *Journal of Experimental Criminology* | *Kölner Zeitschrift für Soziologie und Sozialpsychologie* | *Nature Communications* | *Nature Human Behaviour* | *Network Science* | *Physica A* | *PLoS ONE* | *PNAS* | *Poetics* | *Quality & Quantity* | *Science Advances* | *Social Forces* | *Social Science Research* | *Sociological Methods & Research* | *Soziale Welt* | *Zeitschrift für Soziologie* | *Zeitschrift für Vergleichende Politikwissenschaft*

FUNDERS—*German Research Foundation* (DFG) | *Swiss National Science Foundation* (SNF) | *Independent Research Fund Denmark* (DFR) | *Czech Science Foundation* (GACR) | *Irish Research Council* (IRC)

CONFERENCES—International Conference on Computational Social Science, IC²S² (ETH Zurich 2021, MIT 2020, Amsterdam 2019) | 8th International Conference

on Complex Networks (Lisbon 2019) | European Symposium on Societal Challenges in Computational Social Science (Zurich 2019) | Committee member for the INAS Robert K. Merton Award (Stanford 2018, Tokyo 2020).

TEACHING

Bachelor Courses

Introduction to Sociology (LU) W21 (5.4) W22 (5.3)
 Sociological Theory (LU) S22 (5.1)
 Cities, Markets, Networks (LU) S22 (4.9), W22 (.)
 Economic Sociology (LMU) S06 (1.6), W06, S07 (2.0), W07 (1.4), S08 (1.4), W09 (1.8),
 ” W10 (1.2), W12 (2.0), S13 (1.5)
 Sociology of Education (FAU) W15 (1.8)

Master Courses

Introduction to Computational Social Science (LU) W21
 Computational Approaches to Cultural Dynamics (LiU) W19 (1.7), W20 (1.9), W21
 Sociological Perspectives on Cultural Markets (LMU) W13 (1.8)
 Economic Sociology W11 (2.0), S12 (1.6), W12, S13, S14 (1.6), W14 (1.7), S15 (2.0)

Methods and Data Analysis

Quantitative Methods 1 (LMU) W07 (1.8), W08 (1.7), W09 (2.2), W11 (1.8)
 Quantitative Methods 2 (LMU) S08 (1.7), S09 (2.1), S10 (1.9), S11 (1.9), S12 (1.7)
 Multivariate Regression Analysis (LMU) W08 (1.5), S10 (1.7), S11 (1.5), W13
 Experiments in Sociology (FAU) W15
 Network Analysis (LMU) S09, W10 (1.5)
 Replication in the Social Sciences (LMU) W12, W13 (2.0), W14 (1.6)

W = Winter semester; S = Summer semester

FAU: University Erlangen-Nürnberg; LiU: Linköping University; LMU: University of Munich; LU: Leipzig University.

Student evaluation in parentheses (FAU, LiU, LMU: 1[+]-5[-]; LU: 6[+]-1[-]); courses not evaluated if $N < 10$.

PHD

SUPERVISION

2020– Anastasia Menshikova (LiU)
 2018– Miriam Hurtado Bodell (LiU)
 2017–22 Martin Arvidsson (LiU)

MEMBERSHIPS

International Network of Analytical Sociology (INAS)
 European Consortium for Sociological Research (ECSR)
 German Academy of Sociology
 Sektion Modellbildung und Simulation der Deutschen Gesellschaft für Soziologie
 Sektion Wirtschaftssoziologie der Deutschen Gesellschaft für Soziologie

CONFERENCE
AND WORKSHOP
ORGANIZATION

2019 “Computational Text Analysis in the Social Sciences.” October 18–19, 2019 in Norrköping.
 Keynote: Chris Bail, Duke University.
 2017–18 Host of IAS’s “Seminar Series in Analytical Sociology and Computational Social Science.”
 2016 “Generalizing Results from Experimental Research.” Panel at the 3rd ISA Forum of Sociology. July 10–14, 2016 in Vienna.
 2016 “PhD Student Symposium on Socioeconomics.” Workshop at FAU Nürnberg. January 21–22, 2016 in Nürnberg.
 2013 “The Winner Takes It All.” Conference of the ‘Economic Sociology’ section of the German Sociological Association. December 11–12, 2013 in Munich.

INVITED TALKS

Max Planck Institute for Mathematics in the Sciences: “Urban scaling laws arise from within-city inequalities,” January 2023.
SICSS Summer Institutes in Computational Social Science, Institut Polytechnique de Paris: “Social experiments in a digital world,” June 2022.

ETH Zurich, Behavioral Science Colloquium: “Macrosociological experiments on the propagation of misinformation,” April 2021.

LMU Munich, Analytical Sociology Colloquium: “Macrosociological experiments on the propagation of misinformation,” April 2021.

Isaac Newton Institute for Mathematical Sciences, Cambridge: “Analytical sociology and computational social science,” September 2020.

London School of Economics and Political Science: “Combining machine learning and statistical matching for causal inference in observational data,” March 2019.

Utrecht University: “Peer influence and the spreading of music,” March 2019.

Digital Traces Conference, Bremen: Keynote “Analytical sociology and computational social science,” November 2018.

University of Oslo, Computational Social Science Workshop: “Combining topic modeling and causal inference: Cultural dynamics at Spotify,” December 2017.

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

Mapping the Future of Analytical Sociology, Stockholm, June 2017.

Universität Zürich: “Social influence and the wisdom of crowds,” February 2017.

Linköping University: “Success in cultural markets,” September 2015.

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

Zukunftswerkstatt der Ulrich Saxer-Stiftung, Bern: Keynote “Erklärungen zur Entstehung von Bestsellern,” October 2014.

Universität Leipzig: “The dark side of leadership: An experiment on religious heterogeneity and cooperation in India,” January 2014.

Universität Bern: “How to boost the ‘wisdom’ of groups: experiment and simulation,” October 2013.

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

Wissenschaftszentrum Berlin: “The use and non-use of experiments in the social sciences,” September 2011.

Universität Leipzig: “Can money buy happiness?” May 2011.

MAJOR
CONFERENCE
TALKS

Sunbelt Australia, The International Network for Social Network Analysis, Cairns, July 2022.

INAS Firenze, The International Network of Analytical Sociologists, May 2022.

Cohesive Societies? 3rd Conference of the Academy of Sociology, Leipzig, September 2021.

IC²S² Amsterdam, International Conference on Computational Social Science, July 2019.

INAS St. Petersburg, The International Network of Analytical Sociologists, May 2019.

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

INAS Stanford, The International Network of Analytical Sociologists, June 2018.

IC²S² Köln, International Conference on Computational Social Science, July 2017.

INAS Oslo, The International Network of Analytical Sociologists, June 2017.

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

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

Game Theory and Society, ETH Zürich, July 2011.

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