SINAN K. ARAL

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ACADEMIC POSITIONS

2016 -	*David Austin Professor of Management*, Professor of IT and Marketing, Sloan School of Management, MIT.
2015-	Professor, Institute for Data, Systems and Society, MIT.
2020-	Director, MIT Initiative on the Digital Economy (IDE).
2013-	Director, Social Analytics Lab, MIT.
2013-15	*David Austin Professor of Management*, Associate Professor of IT and Marketing (with Tenure), Sloan School of Management, MIT.
2013-14	Scholar-in-Residence, New York Times R&D Lab
2007-13	Assistant Professor of IOMS & Microsoft Faculty Fellow, Stern School of Business, NYU.

EDUCATION

2007	MIT, Cambridge, MA. Ph. D., Managerial Economics.
2001	Harvard University, Cambridge, MA M.P.P., Information Technology Policy.
1999	London School of Economics, London, U.K. M.S.c., Information Systems.
1996	Northwestern University, Evanston, IL. B.A., Political Science.

AWARDS & HONORS

2025	Best Paper Runner Up – Korean Chapter on the Association for Information Systems
2025	Best Paper Runner Up – Workshop on Information Systems Economics
2025	Ranked in the Top 50 Management Thinkers in the World – Thinkers50
2023	Ranked in the Top 50 Management Thinkers in the World – Thinkers50
2021	Ranked in the Top 50 Management Thinkers in the World – Thinkers50
2021	Winner: Thinkers50 – Digital Thinking Award.
2021	Winner: Best New Technology Books Award – Book Authority – *The Hype Machine.*
2021	Winner: Best New Economy Books Award – Book Authority – *The Hype Machine.*
2020	Best Business Books: Big Ideas & New Perspectives Category – Porchlight Book Awards – *The Hype Machine*.

2020	Best Paper – INFORMS Annual Conference, eBusiness Category.
2018	Second Most Influential Paper of 2018 in any scientific discipline ("The Spread of True and False News Online") – Altmetrics.
2018	Marketing Science Institute (MSI) Scholar.
2018	Excellence in New Communications – Fellows Choice Award of the Society for New Communications Research, The Conference Board.
2018	Youngest Ever Recipient of the Herbert Simon Award of Rajk László College in Budapest, Hungary.
2017	Keynote Speaker – World Branding Summit, Beijing China.
2017	Best Paper in *Network Science*, 2013-2016.
2017	Jamieson Prize for Excellence in Teaching, MIT Sloan's Highest Teaching Honor.
2016	Best Paper Runner Up – Workshop on Information Systems Economics.
2016	Best Paper Runner Up – International Conference on Information Systems.
2016	Keynote Speaker – Gore Lecture in Management, U Delaware.
2015	Keynote Speaker – International Conference on Computational Social Science.
2015	Keynote Speaker – Workshop on Paradigms for Control in Social Systems.
2015	Keynote Speaker – ZEW Conference on the Economics of ICTs.
2014	Top 40 Business School Professors Under 40 - Poets & Quants.
2013	NYU Stern "Professor of the Year" Nominee.
2013	Best Paper in *Management Science*, Information Systems, Runner Up 2010-2012.
2013	Keynote Speaker – Management Roundtable Conference @MIT.
2013	Keynote Speaker – Organization Science Winter Conference.
2012	Keynote Speaker – Pharma East.
2012	Keynote Speaker – ACM Conference on Web Science.
2012	Plenary Speaker – TEDxNYU.
2012	Keynote Speaker – 23rd ACM Hypertext Conference.
2012	Keynote Speaker – CompleNet – Workshop on Complex Networks.
2012	USA Science and Engineering Festival's "Nifty Fifty" Scientists.
2011	Keynote Speaker – Intl Conference on Weblogs and Social Media. Barcelona, Spain.
2011	Plenary Speaker – TEDxSiliconValley.
2011	Plenary Speaker – TEDxColumbiaEngineering.
2011	Delphi Fellowship – BigThink.com.
2010	Microsoft Faculty Fellowship. (Description; Video)
2010	PopTech Science and Public Leaders Fellowship. (Description, Video)
2009	NSF Early Career Development (CAREER) Award.
2009	IBM Faculty Award.
2009	Best Paper Nominee IT Economics - Intl. Conference on Information Systems.
2008	Best Overall Paper - International Conference on Information Systems.
2007	Best Dissertation, ACM SIGMIS Award.
2006	Best Overall Paper - International Conference on Information Systems.
2006	Best Paper IT Value Track - International Conference on Information Systems.
2006	Best Paper IT Economics Track - International Conference on Information Systems.
2005	Doctoral Consortium Fellow - International Conference on Information Systems.
2004, 2005	Gert & Daisy Daniels Fellowship, MIT.
2002, 2003	Duane Petersen Fellowship, MIT.
2001	Presidential Fellowship, MIT.
2001	Best Master's Thesis, JFK School of Government, Harvard University.
1999	Graduated with Distinction (2/180), London School of Economics.
1998, 1999	Information Systems Scholarship, London School of Economics.
1996, 1997	Fulbright Scholar, Bogazici University, Istanbul, Turkey.

1996 Phi Beta Kappa, Northwestern University.
1996 Graduated with Honors, Northwestern University.
1992-1995 Coon-Hardy Scholarship, Northwestern University.

RESEARCH GRANTS

2025 $200,000 Research Grant – Accenture. *Optimizing Human-AI Collaboration through Personalization, Sycophancy and User Choice* (with H. Ju)
2025 $50,000 Research Grant – MIT Generative AI Impact Consortium (MGAIC) Award - *Pareto Machines: Training AI Agents to Find Positive-Sum Solutions* (with H. Ju)
2021 $100,000 Research Grant – Media Democracy Fund. *The Use of Misinformation and Cyberattacks to Silence and Delegitimize Journalism*. (with M. Ressa, C. Nicolaides, K. Garimella)
2020 $300,000 Research Grant – Boston Globe. *Digital Strategy at the Boston Globe*. (with D. Eckles, P. Dhillon)
2017 $300,000 Research Grant – Boston Globe. *Digital Strategy at the Boston Globe*. (with P. Dhillon)
2012 $100,000 Research Grant – *Motivating Fitness and Engagement through Social Influence*.
2010 $200,000 Research Grant – Microsoft Faculty Fellowship. *Economic Consequences of Information Diffusion in Massive Online Social Networks*.
2009 $475,566 Research Grant – NSF Early Career Development (CAREER) Award – *Social and Economic Consequences of Information Diffusion in Networks*.
2009 $35,000,000 Research Grant – Army Research Labs. *Center for Social and Cognitive Networks.* (Team of 29 researchers. Individual Grant Portion: $680,000).
2009 $40,000 Research Grant – IBM Faculty Award. *Unlocking the Business Value of Information in Large Dynamic Social Networks*.
2008 $50,000 Research Grant – Office of the Dean of Faculty, NYU Stern School of Business. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online*. (with A. Sundararajan)
2008 $50,000 Research Grant – Institute for Innovation and Information Productivity. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online.* (with A. Sundararajan)
2008 $100,000 Research Grant – Oracle Center for Enterprise Information and Innovation. *Unrestricted Grant for Research on Information Value.*
2008 $200,000 Research Grant – SAP. *Enterprise By Design: Productivity, Demand Prediction and Pricing in the Market for Enterprise Software as a Service*.
2007 $15,000 Research Grant – Marketing Sciences Institute. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online*. (with A. Sundararajan)
2007 $200,000 Research Grant – Cisco Systems, Center for Digital Business, MIT. *Collaboration and Trust in the Age of Globalization and Dispersion*. (with E. Brynjolfsson & M. Van Alstyne)
2007 $200,000 Research Grant – SAP, Center for Digital Business, MIT. *Micro-Level Evidence on Enterprise Systems & Productivity: Best Practices, Process Replication & the Delineation of Firm Boundaries*. (with E. Brynjolfsson)
2006 $200,000 Research Grant – Cisco Systems, Center for Digital Business, MIT. *Information, Technology & Information Worker Productivity: Results of a Natural Experiment*. (with E. Brynjolfsson & M. Van Alstyne)
2006 $150,000 Research Grant – SAP, Center for Digital Business, MIT. *Optimizing*

Enterprise Systems for Productivity & Business Value: Benchmarking & Best Practices. (with E. Brynjolfsson)

JOURNAL PUBLICATIONS

1. Li, H., Aral, S. 2026. "Human Trust in AI Search Overviews: A Large-Scale Experiment" ***Nature Human Behavior***. Forthcoming.
2. Ju, H., Kumar, M., Valavi, E., Aral, S. 2025. "Are Crypto Ecosystems (De)centralizing? A Framework for Longitudinal Analysis" ***Communications of the ACM***, December, Vol. 68 No. 12, Pages: 104-111.
3. Cao, C. & Aral, S. 2025. "Effects of Video Ad Features on Audience Engagement: Evidence from a Large-scale Video Platform." ***Journal of Research in Interactive Marketing***, October, Pages: 1-24.
4. Holtz, D., Lobel, R., Liskovich, I., & Aral, S. 2025. "Reducing Interference Bias in Online Marketplace Experiments using Cluster Randomization: Evidence from a Pricing Meta-Experiment on Airbnb" ***Management Science***, January.
5. Wang, H., Gu, C., Wu, D.J., Aral, S., Brynjolfsson, E. 2024. "Understanding the Returns to Integrated Enterprise Systems: The Impacts of Agile and Phased Implementation Strategies." ***Management Information Systems Quarterly***, June.
   - Best Paper – IT Business Value – International Conference on Information Systems, 2006.
6. Yang, J., Eckles, D., Dhillon, P. & Aral, S. 2023. "Targeting for Long Term Outcomes." ***Management Science***, August.
   - Best Paper – INFORMS Annual Conference, eBusiness Category, 2020.
7. Moehring, A., Collis, A., Garimella, K., Rahimian, A., Aral, S., & Eckles, D. 2023. "Providing Normative Information Increases Intensions to Accept at Covid-19 Vaccine." ***Nature Communications***, 14: 126, January.
8. Taylor, S., Muchnik, L., Kumar, M., & Aral, S. 2023. "Identity Effects in Social Media." ***Nature Human Behavior***, 7, p. 27-37.
9. Aral, S. 2023. "The changing face of Russia's information war against Ukraine and other democratic countries: Lessons and recommendations." ***Security & Defense Quarterly***, 41(1):88-96.
10. Aral, S. & Dhillon, P. 2023. "What (Exactly) is Novelty in Networks? Unpacking the Vision Advantage of Brokers, Bridges and Weak Ties." ***Management Science***, February.
11. Rajkumar, K., Saint-Jacques, G., Bojinov, I., Brynjolfsson, E., & Aral, S. 2022. "A Causal Test of the Strength of Weak Ties." ***Science***, September.
12. Moehring, A., Collis, A., Garimella, K., Rahimian, A., Aral, S., & Eckles, D. 2022. "Survey on Covid-19 Behaviors, Norms and Perceptions." ***Nature Human Behavior***, May.
13. Dhillon, P. & Aral, S. 2021. "Modeling Dynamic User Interests: A Neural Matrix Factorization Approach." ***Marketing Science***, September.

14. Michael Zhao, David Holtz and Sinan Aral 2021. "Interdependent Program Evaluation: Geographic and Social Spillovers in COVID-19 Closures and Reopenings in the U.S." ***Science Advances***, 7(31).
15. David Holtz, Michael Zhao, Seth G. Benzell, Cathy Y. Cao, M. Amin Rahimian, Jeremy Yang, Jennifer Allen, Avinash Collis, Alex Moehring, Tara Sowrirajan, Dipayan Ghosh, Yunhao Zhang, Paramveer S. Dhillon, Christos Nicolaides, Dean Eckles and Sinan Aral. 2020. "Interdependence and the Cost of Uncoordinated Responses to COVID-19." ***Proceedings of the National Academy of Sciences (PNAS)***, August.
16. Lazer, D., Pentland, A., Watts, D.J., Aral, S., Athey, S., Contractor, N., Freelon, D., Gonzalez-Bailon, S., King, G., Margetts, H., Nelson, A., Salganik, M., Strohmaier, M., Vespignani, A., & Wagner, C. 2020. "Computational Social Science: Obstacles and Opportunities." ***Science***, August.
17. Aral, S. & Dhillon, P. 2020. "Digital Paywall Design: Implications for Content Demand & Subscriptions." ***Management Science***, August.
    - Best Overall Paper, Workshop on Information Systems Economics (WISE), Runner Up 2016.
18. Huang, S., Aral, S., Hu, J., & Brynjolfsson, E. 2020. "Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment." ***Marketing Science***, October.
19. Aral, S. & Eckles, D. 2019. "Protecting Elections from Social Media Manipulation." ***Science***, 365(6456): 58-861.
20. Aral, S. 2018. "Truth Disrupted." ***Harvard Business Review***, July.
21. Aral, S. & Dhillon, P. 2018. "Social Influence Maximization Under Empirical Influence Models." ***Nature Human Behavior***, April.
22. Vosoughi, S., Roy, D., Aral, S. 2018. "The Spread of True and False News Online." ***Science***, 359(6380): 1146-1151.
    - Named the 'Second Most Influential Paper of 2018' in any scientific discipline by Altmetrics.
    - "Excellence in New Communications Fellows Choice Award" of the Society for New Communications Research of The Conference Board, 2018.
23. Aral, S. & Nicolaides, C. 2017. "Exercise Contagion in a Global Social Network." ***Nature Communications***, 8(14753): 1-8.
24. Aral, S., Bakos, Y., & Brynjolfsson, E. 2017. "IT, Repeated Contracts & the Number of Suppliers." ***Management Science***, March 15.
25. Aral, S. 2016. "The Future of Weak Ties." ***American Journal of Sociology***, 121(6): 1931-1939.
26. Aral, S., and Walker, D. 2014. "Tie Strength, Embeddedness & Social Influence: A Large-Scale Networked Experiment." ***Management Science***, 60(6): 1352 - 1370.
27. Gillon, K., Aral, S., Lin, C-Y., Mithas, S., Zozulia, M. 2013. "Business Analytics: Radical Shift or Incremental Change" ***Communications of the Association for Information Systems (CAIS)***, 34(13): 287-296.
28. Sundararajan, A., Provost, F., Oestreicher-Singer, G., & Aral, S. 2013. "Information in Digital, Economic and Social Networks." ***Information Systems Research***, 24(4): 883-905.

29. Muchnik, L., Aral, S., & Taylor, S. 2013. "Social Influence Bias: A Randomized Experiment." ***Science***, 341(6146): 647-651.
30. Aral, S., Muchnik, L., Sundararajan, A. 2013. "Engineering Social Contagions: Optimal Network Seeding in the Presence of Homophily." ***Network Science***, 1(2): 1-29.
    - Best Paper in *Network Science*, 2013-2016.
31. Aral, S., Dellarocas, C. & Godes, D. 2013. "Social Media and Business Transformation." ***Information Systems Research***, 24(1); March: 3-13.
32. Taylor, S.J., Bakshy, E., Aral, S. 2013. "Selection Effects in Online Sharing: Consequences for Peer Adoption," ***EC '13: Proceedings of the Fourteenth ACM Conference on Electronic Commerce***, June, 821–836.
33. Aral, S. 2013. "What Would Ashton Do - And Does it Matter?" ***Harvard Business Review***, May.
34. Aral, S. 2013. "The Trouble with Online Ratings" ***Sloan Management Review***, 55(2).
35. Aral, S., Muchnik, L., Taylor, S.J. 2013. "Health Information and the Like -- Response." ***Science***, 13 December 342(6164): 1315-1316.
36. Aral, S. 2013. "To Go from Big Data to Big Insight, Start with a Visual." ***Harvard Business Review***, September.
37. Aral, S., & Walker, D. 2012 "Identifying Influential and Susceptible Members of Social Networks." ***Science***, July 20: 337-341.
38. Aral, S. 2012. "Poked to Vote." ***Nature***, 489, September 12: 212-214.
39. Aral, S., Brynjolfsson, E. & Van Alstyne, M. 2012. "Information, Technology and Information Worker Productivity." ***Information Systems Research***, 23(3); September: 849-867. (Lead Article).
    - Best Overall Paper International Conference on Information Systems, 2006.
    - Best Paper – IT Economics – International Conference on Information Systems, 2006.
40. Aral, S., Brynjolfsson, E. & Wu, L. 2012. "Three Way Complementarities: Performance Pay, HR Analytics and Information Technology" ***Management Science***, 58(5); May: 913-931.
    - Best Overall Paper Nominee International Conference on Information Systems, 2009.
41. Aral, S. & Van Alstyne, M. 2011. "The Diversity-Bandwidth Tradeoff." ***American Journal of Sociology***, 117(1); July: 90-171.
42. Aral, S. & Walker, D. 2011. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." ***Management Science***, 57(9); September: 1623-1639.
    - Best Paper in Management Science, Information Systems, Runner Up '10-'12.
    - Selected as an "Editor's Choice" article by the editors of *Science*: 333(6050): 09/23/11.
    - Summarized in "Designing Viral Products for Broader Reach" published in the *GfK Marketing Intelligence Review*.
43. Aral, S. & Walker, D. 2011. "Forget Viral Marketing: Make the Product Itself Viral." ***Harvard Business Review***, 89(6); June: 34-35.

44. Aral, S. 2011. "Identifying Social Influence: A Comment on Opinion Leadership and Social Contagion in New Product Diffusion." ***Marketing Science***, 30(2); March/April: 217-223.
45. Aral, S. & Walker, D. 2011. "Identifying Social Influence in Networks Using Randomized Experiments." ***IEEE Intelligent Systems***, September-October, 26(5): 91-96.
46. Aral, S., Sundararajan, A., Xin, M. 2010. "Developing Competitive Advantage in the Cloud: Qualitative Findings." ***Harvard Business Review***, December.
47. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks," ***Proceedings of the National Academy of Sciences (PNAS)***, Dec. 22, 106(51): 21544-21549.
48. Lazer, D., Pentland, A., Adamic, L., Aral, S., Barabasi, A.L., Brewer, D., Christakis, N., Contractor, N., Fowler, J., Gutmann, M., Jebara, A., King, G., Macy, M., Roy, D., Van Alstyne, M. 2009. "Computational Social Science," ***Science***, February 6: 721-722.
49. Aral, S. & Weill, P. 2007. "IT Assets, Organizational Capabilities & Firm Performance: How Resource Allocations and Organizational Differences Explain Performance Variation" ***Organization Science***, 18(5), September-October: 1-18.
50. Weill, P. & Aral, S. 2006. "Generating Premium Returns on Your IT Investments" ***Sloan Management Review***, 47(2): 39-48.
51. Aral, S., Berman, S., & Aral, S.O. 2002. "Anticipating Outbreaks: A Prevention Role for Integrated Information Systems" ***Sexually Transmitted Diseases***, 29: 6-12.

BOOKS AND BOOK CHAPTERS

1. Aral, S. 2027. ***Personal Intelligence: The Art and Science of Human-AI Collaboration***, Norton Publishing.

2. Aral, S. 2020. ***The Hype Machine: How Social Media Disrupts Our Elections, Our Economy, and Our Health—and How We Must Adapt***, Currency - Penguin Random House Publishing.

3. Aral, S. 2016. "Networked Experiments" in ***The Oxford Handbook on the Economics of Networks***, Oxford University Press.

4. Kings, N.J., Davies, J., Verrill, D., Aral, S., Brynjolfsson, E., Van Alstyne, M. 2008. "Social Computing, Networks and Knowledge Management" in ***Information and Communication Technologies Futures***, BT Press.

WORKING PAPERS

1. DosSantos DiSorbo, M., Ju, H., Aral, S. "Teaching AI to Handle Exceptions: Supervised Fine-Tuning with Human-Aligned Judgment." ***Proceedings of the National Academy of Science (PNAS) Nexus.*** 3rd Round Review.
2. Kumar, M., Eckles, D., & Aral, S. "Scalable Bundle Recommendations: A Large-Scale Field Experiment." ***Management Science***, 3rd Round Review.
3. Ju, H. & Aral, S. "Collaborating with AI Agents: Field Experiments on Teamwork, Productivity, and Performance." ***Management Science***, Under 3rd Round Review.

4. Ju, H., Kumar, M., Valavi, E., Aral, S. "Explaining Sustained Blockchain Decentralization with Quasi-Experiments: Resource Flexibility and Consensus Mechanisms." (Under 2nd Round Review at ***Information Systems Research***)
5. Ju, H., Kumar, M., Valavi, E., Aral, S. "Explaining Sustained Blockchain Decentralization with Quasi-Experiments: Resource Flexibility and Consensus Mechanisms." ***Information Systems Research***, Under 2nd Round Review.
6. Vaccaro, M., Caosun, M., Ju, H., Aral S. and J. Curhan. "Advancing AI Negotiations: New Theory and Evidence from a Large-Scale Autonomous Negotiations Competition." ***Proceedings of the National Academy of Science (PNAS).*** Under 2nd Review.
7. Ju, H. & Aral, S. "Personality Pairing Improves Human-AI Collaboration." ***Proceedings of the National Academy of Science (PNAS)***), Under Review.
    - Best Overall Paper, Runner Up, Workshop on Information Systems Economics (WISE), 2025.
    - Best Overall Paper, Runner Up, Korean Chapter of the Association for Information Systems, 2025.
8. Aral, S., Benzell, S.G., Collis, A., Nicolaides, C. "Measuring Social Media Network Effects" (Under Review at ***PNAS***)
9. Li, H., Zou, R. & Aral, S. "AI Search Could Upend the Information Ecosystem and Human Decision Making at Scale."
10. Harang, J., Zhao, M., Aral, S. "Complementarity Between Paid and Organic Installs in Mobile App Advertising" (To be Submitted to ***Journal of Marketing Research***)
11. Holtz, D., Holtz, D., Carterette, B., Chandar, P., Nazari, Z., Cramer, H. & Aral, S. "The Engagement-Diversity Connection: Evidence from a Field Experiment on Spotify." (Revise & Resubmit at ***Management Science***)
12. Valavi, E., Lefrere, V., Lee, D.K., Aral, S. "Innovative Nudges: Shaping Copyright Compliance in Generative Artificial Intelligence." (Revise & Resubmit at ***Management Science***)
13. Aral, S., & Zhao, M. "Social Media and Online News Consumption." (Revise and Resubmit at ***Management Science***)
14. Sarkar, A, Aral, S., Jadbabaie, A., "Redefining Network Redundancy with Algebraic Topology." (To be Submitted to ***Management Science***)
15. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Antecedents and Consequences of Mutual Knowledge in Teams." (Under Review at ***European Journal of Information Systems***)
16. Ju, H., Kumar, M., Valavi, E., Aral, S. "Information Rules Revisited" (To be Submitted to ***Harvard Business Review***)
17. Waber, B., Aral, S., Olguin Olguin, D., Wu, L., Brynjolfsson, E., and Pentland, S. "Sociometric Badges: Towards a New Era of Management Research."
18. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. "Water Cooler Networks: Performance Implications of Informal Face-to-Face Interaction Structures in Information Intensive Work."
    - Best Overall Paper International Conference on Information Systems, 2008.

19. Aral, S., Ipeirotis, P., & Taylor, S. "Content and Context: Identifying the Impact of Qualitative Information on Consumer Choice."
20. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Productivity Effects of Information Diffusion in Networks."
21. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Motivations for the Geographic Dispersion of Information Work and their Performance Implications."
22. Aral, S., & Taylor, S. "Viral Incentive Systems: A Randomized Field Experiment"
23. Aral, S., Rock, D., Taylor, S. "Identification of Peer Effects in Panel Data"
    - Best Overall Paper, International Conference on Information Systems, Runner Up 2016.
24. Taylor, S., Bakshy, E., Eckles, D., & Aral, S. "Asymmetric Effects of Personalized Social Cues: Evidence from Advertising Experiments."
25. Holtz, D., MacLean, D. & Aral, S. "The Role of Network Structure in Establishing Trust in Informal Marketplaces."

PEER REVIEWED CONFERENCE PUBLICATIONS WITH PROCEEDINGS

1. Holtz, D., Carterette, B., Chandar, P., Nazari, Z., Cramer, H., & Aral, S. 2020. "The Engagement-Diversity Connection: Evidence from a Field Experiment on Spotify." *Proceedings of the Twenty-first ACM Conference on Economics and Computation*, Virtual Conference.
2. Yang, J., Eckles, D., & Aral, S. 2019. "Targeting for Long-Term Outcomes." *Advances in Neural Information Processing Systems 32*, Vancouver CA.
3. Holtz, D., McClean, D., Dow, A., & Aral, S. 2017. "Social Structure and Trust in Massive Digital Markets." *Proceedings of the 38th Annual International Conference on Information Systems*, Seoul, South Korea.
4. Aral, S., Rock, D., & Taylor, S. 2016. "Identification of Peer Effects in Panel Data." *Proceedings of the 37th Annual International Conference on Information Systems*, Orlando, FL.
5. Eaman, J., Saint-Jacques, G., Pentland, S., & Aral, S. 2016. "Networks and Income: Evidence from Indidivually Matched Income and Mobile Phone Meta Data." *Proceedings of the 37th Annual International Conference on Information Systems*, Orlando, FL.
6. Aral, S. 2015. "The (Experimental) Science of Social Influence," *AAAS Annual Meeting*, February 12-16, San Jose, CA.
7. Aral, S. 2015. "The Science of Social Influence and Population Scale Behavior Change," *AAAS Annual Meeting*, February 12-16, San Jose, CA.
8. Taylor, S., Bakshy, E., Eckles, D. & Aral, S. 2014. "Asymmetric Social Influence from Personalized Social Cues," *Proceedings of the INFORMS Annual Meeting*, November 9-12, 2014, San Francisco, CA.
9. Taylor, S., Bakshy, E., & Aral, S. 2013. "Selection Effects in Online Sharing: Consequences for Peer Adoption," *14th ACM Conference on Electronic Commerce*, June 16-20, 2013, University of Pennsylvania, Philadelphia PA.

10. Aral, S. & David, V. 2012. "The Anatomy and Dynamics of Vision Advantages." *Proceedings of the 33rd Annual International Conference on Information Systems*, Orlando, FL.
11. Aral, S. 2012. "Identifying Peer Effects and Influence in Networks." *American Economic Association (AEA) Annual Meeting*, Chicago, IL.
12. Aral, S., Ipeirotis, P., & Taylor, S. 2011. "Content and Context: Identifying the Impact of Qualitative Information on Consumer Choice." *Proceedings of the 32th Annual International Conference on Information Systems*, Shanghai, China.
13. Aral, S., & Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks" *Proceedings of the 31th Annual International Conference on Information Systems*, St. Louis, MO.
14. Aral, S. 2010. "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks" *Proceedings of the Academy of Management Conference*, Philadelphia, PA.
15. Aral, S., Brynjolfsson, E., Wu, L. 2009. "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology" *Proceedings of the 30th Annual International Conference on Information Systems*, Phoenix, AZ. (Best Paper Nominee – IT Economics Track)
16. Reynolds, M., Van Alstyne, M., Aral, S. 2009. "Privacy Preservation of Measurement Functions on Hashed Text" *8th Annual Security Conference*, April 15-16, Las Vegas, NV.
17. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2008. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *Proceedings of the 29th Annual International Conference on Information Systems*, Paris, France. (Best Overall Paper)
18. Aral, S., Brynjolfsson, E., & Van Alstyne, M. 2007. "Productivity Effects of Information Diffusion in Networks." *Proceedings of the 28th Annual International Conference on Information Systems*, Montreal, CA.
19. Aral, S. & Van Alstyne, M. 2007. "Network Structure & Information Advantage" *Proceedings of the Academy of Management Conference*, Philadelphia, PA.
20. Aral, S., Brynjolfsson, E., & Van Alstyne, M. 2006. "Information, Technology and Information Worker Productivity: Task Level Evidence." *Proceedings of the 27th Annual International Conference on Information Systems, Milwaukee, Wisconsin*. (Best Overall Paper and Best Paper - IT Economics Track)
21. Aral, S., Brynjolfsson, E., & Wu D.J. 2006. "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems," *Proceedings of the 27th Annual International Conference on Information Systems, Milwaukee, Wisconsin*. (Best Paper - IT Business Value Track)

PEER REVIEWED CONFERENCE PUBLICATIONS WITHOUT PROCEEDINGS

22. Holtz, D., Carterette, B., Chandar, P., Nazari, Z., Cramer, H., & Aral, S. 2020. "The Engagement-Diversity Connection: Evidence from a Field Experiment on Spotify." *Conference on Information Systems and Technology (CIST)*, *Virtual Conference*.

23. Holtz, D., Lobel, R., Liskovich, I., & Aral, S. 2020. "Reducing Interference in Online Marketplace Pricing Experiments." *Conference on Information Systems and Technology (CIST)*, *Virtual Conference*.
24. Yang, J., Eckles, D., & Aral, S. 2019. "Targeting for Long-Term Outcomes." *Quantitative Marketing and Economics Conference (QME)*. *Virtual*.
25. Kumar, M., Eckles, D., Aral, S. 2018. "Discount Bundling Via Dense Product Embeddings." *Conference on Digital Experimentation (CODE). Cambridge, MA.*
26. Aral, S., & Zhao, M. 2018. "Social Media and Online News Consumption." *Workshop on Information Systems Economics (WISE). San Francisco, CA.*
27. Aral, S., & Zhao, M. 2018. "Social Media and Online News Consumption." *Conference on Digital Experimentation (CODE). Cambridge, MA.*
28. Nicolaides, C., Eckles, D., & Aral, S. 2017. "Social Influence, Habits and Disrupted Performance." *Conference on Digital Experimentation (CODE). Cambridge, MA.*
29. David Holtz, P. Alex Dow, Brian Karrer and Sinan Aral. 2017. "The Effects of Reputation Systems on Markets: An Online Field Experiment." *Conference on Digital Experimentation (CODE). Cambridge, MA.*
30. Guillaume Saint-Jacques, Sinan Aral, Erik Brynjolfsson, Ya Xu and Edoardo Airoldi. 2017. "The Strength of Weak Ties: Causal Evidence using People-You-May-Know Randomizations" *Conference on Digital Experimentation (CODE). Cambridge, MA*.
31. Aral, S., & Zhao, M. 2017. "Social Media and Online News." 2017. *Conference on Digital Experimentation (CODE). Cambridge, MA.*
32. Shan Huang, Sinan Aral, Yu Hu and Erik Brynjolfsson. 2017. "Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment." *Workshop on Information Systems Economics (WISE)*. Seoul, South Korea.
33. Saint-Jacques, G., Aral, S., Brynjolfsson, E., Xu, Y., & Airoldi, E. 2017. "The Strength of Weak Ties: Causal Evidence using People-You-May-Know Randomizations" *Workshop on Information Systems Economics (WISE)*. Seoul, South Korea.
34. David Holtz, P. Alex Dow, Brian Karrer and Sinan Aral. 2017. "The Effects of Reputation Systems on Markets: An Online Field Experiment." *Workshop on Information Systems Economics (WISE)*. Seoul, South Korea.
35. Aral, S. & Dhillon, P. 2016. "Digital Paywall Design: Subscription Rates and Cross Channel Demand Elasticities at the New York Times." *Workshop on Information Systems Economics (WISE)*. Dublin, Ireland.
36. Aral, S. & Nicolaides, C. 2016. "Is Exercise Contagious? Peer Effects in a Global Health Behavior." *Workshop on Information Systems Economics (WISE)*. Dublin, Ireland.
37. Aral, S. & Nicolaides, C. 2015. "Is Exercise Contagious? Peer Effects in a Global Health Behavior." *Conference on Digital Experimentation (CODE)*. MIT, Cambridge, MA.
38. Aral, S. & Dhillon, P. 2015. "Digital Paywall Design: Subscription Rates and Cross Channel Demand Elasticities at the New York Times" *Conference on Digital Experimentation (CODE)*. MIT, Cambridge, MA.
39. Aral, S. & Dhillon, P. 2015. "Digital Paywall Design: Subscription Rates and Cross Channel Demand Elasticities at the New York Times" *Workshop on Information in Networks (WIN)*. New York, NY.

40. Aral, S. & Dhillon, P. 2015. "Influence Maximization Revisited." *Network Science in Economics: Information Transmission in Networks*. Harvard University, Cambridge, MA.
41. Taylor, S., Muchnik, L., & Aral, S. 2013. "Identity and Opinion: A Randomized Experiment." *Workshop on Information Systems Economics (WISE)*. Milan, Italy.
42. Taylor, S., Muchnik, L., & Aral, S. 2013. "Identity and Opinion: A Randomized Experiment." *Workshop on Information in Networks (WIN)*. New York, NY.
43. Aral, S. & David, V. 2013. "Motivating Fitness and Engagement through Social Influence" *Workshop on Information in Networks (WIN)*. New York, NY.
44. Taylor, S., Bakshy, E., & Aral, S. 2013. "Selection Effects in Online Sharing: Consequences for Peer Adoption," *Statistical Challenges in Ecommerce Research (SCECR)*, Lisbon, Portugal.
45. Muchnik, L., Aral, S., & Taylor, S. 2012. "Social Influence Bias: A Randomized Experiment." *Workshop on Information in Networks (WIN)*. New York, NY.
46. Aral, S. & David, V. "The Anatomy and Dynamics of Vision Advantages." *Workshop on Information in Networks (WIN)*. New York, NY.
47. Aral, S. and Walker, D. 2012. "Tie Strength, Embeddedness and Social Influence: Evidence from a Large Scale Networked Experiment." *Workshop on Information in Networks (WIN)*. New York, NY.
48. Taylor, S., Bakshy, E., Aral, S., & Marlow, C. 2012. "Viral Efficiency and the Decision to Share" *Workshop on Information in Networks (WIN)*. New York, NY.
49. Aral, S., & Taylor, S. 2012. "Viral Incentive Systems: A Randomized Field Experiment." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
50. Taylor, S. & Aral, S. 2012. "Peer Effects and the Dynamics of Product Use." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
51. Aral, S., & Taylor, S. 2011. "Viral Incentive Systems: A Randomized Field Experiment." *Workshop on Information Systems Economics*, Shanghai, China.
52. Taylor, S. & Aral, S. 2011. "Peer Effects and the Dynamics of Product Use." *Workshop on Information Systems Economics*, Shanghai, China.
53. Aral, S., & Taylor, S. 2011. "Viral Incentive Systems: A Randomized Field Experiment." *New York Academy of Sciences – Computer Science and Economics Day*, New York, NY.
54. Aral, S., Muchnik, L., & Sundararajan, A. 2011. "Engineering Social Contagions: Optimal Network Seeding and Incentive Strategies." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
55. Aral, S., Muchnik, L., & Sundararajan, A. 2011. "Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
56. Aral, S., & Walker, D. 2010. "Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment." *Workshop on Information Systems Economics*, St. Louis, MO.
57. Aral, S., & Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA.

58. Aral, S., 2010. "Identifying Peer Influence and Social Contagion in Networks." *KDD Workshop on Social Media Analytics (SOMA)*. Washington DC. July.
59. Aral, S. 2010. "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
60. Aral, S., Muchnik, L., Sundararajan, A. 2010. "Engineering Contagions: Identifying Optimal Seeing and Virality Strategies in Social Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
61. Aral, S., Muchnik, L. 2010. "Discovering the Network Structures that Support Massive Distributed Collaboration in Wikipedia." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
62. Aral, S., Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
63. Aral, S., Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *International Conference on Network Science*, Cambridge, MA.
64. Aral, S., Ipeirotis, P, Taylor, S. 2009. "Cramer's Rule: How Information Content Moves Markets." *Workshop on Information Systems Economics*, Phoenix, AZ.
65. Aral, S., Walker, D. 2009. "Identifying Peer Influence in Massive Online Social Networks: A Platform for Randomized Experimentation on Facebook." *Workshop on Information Systems Economics*, Phoenix, AZ.
66. Aral, S., Brynjolfsson, E., Wu, L. 2009. "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology" *National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA.
67. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *International Conference on Network Science*, June 29 – July 3, Venice, Italy.
68. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *Sunbelt XXIX Social Networks Conference*, March 10-15, San Diego, CA.
69. Wu, L., Aral, S., Brynjolfsson, E., Lin, C. 2009. "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
70. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
71. Aral, S., Van Alstyne, M. 2009. "Networks, Information and Brokerage: The Diversity-Bandwidth Tradeoff." *Workshop on Information in Networks (WIN)*, New York, NY.
72. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks." *Workshop on Information in Networks (WIN)*, New York, NY.
73. Aral, S., Bakos, Y., Brynjolfsson, E. 2008. "Trust, Costs and Incentives in Global Supplier Networks: Evidence from IT Sourcing Decisions." *Workshop on Information Systems Economics*, Paris, France.

74. Aral, S., Muchnik, L., & Sundararajan, A. 2008. "Influence Dynamics in Large Complex Networks." *Workshop on Information Systems Economics*, Paris, France.
75. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2008. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *International Conference on Network Science*, Norwich Research Park, UK.
76. Aral, S. & Van Alstyne, M. 2007. "Network Structure & Information Advantage" *Sunbelt XXVII Social Networks Conference*, May 1-6, Corfu, Greece.
77. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2007. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
78. Aral, S. Wu, L. & Morabito, V. 2007. "Regional Economic Context and the Value of Firm-Level IT Investment" *Workshop on Information Systems Economics*, Montreal, CA.

KEYNOTE PRESENTATIONS

1. Aral, S. 2017. Keynote Speaker. *World Branding Summit*, Beijing, China.
2. Aral, S. 2016. Keynote Speaker. *Gore Lecture in Management*. U. Delaware, DE. April.
3. Aral, S. 2015. Keynote Speaker. *IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining.* Paris, France. August.
4. Aral, S. 2015. Keynote Speaker. *Workshop on Paradigms for Control in Social Systems.* Reykjavik, Iceland. June.
5. Aral, S. 2015. Keynote Speaker. *International Conference on Computational Social Science.* Helsinki, Finland. June.
6. Aral, S. 2015. Keynote Speaker. *ZEW Conference on the Economics of Information and Communication Technologies.* Mannheim, Germany. June.
7. Aral, S. 2013. Keynote Speaker. *Management Roundtable Conference @ MIT.* Cambridge, MA. April. Title: "Making Products Viral."
8. Aral, S. 2013. Keynote Speaker. *Organization Science Winter Conference.* Steamboat Springs, CO. February. Title: "Measuring and Propagating Influence in Networks."
9. Aral, S. 2012. Keynote Speaker. *Pharma East.* Philadelphia, PA. October. Title: "Measuring and Propagating Influence in Social Media Networks."
10. Aral, S. 2012. Keynote Speaker. *ACM Conference on Web Science.* Evanston, IL. July. Title: "Content and Causality in Networks."
11. Aral, S. 2012. Keynote Speaker. *23rd ACM Hypertext Conference.* Milwaukee, WI. July. Title: "Content and Causality in Networks."

12. Aral, S. 2012. Keynote Speaker. *Omnicom Emerge: The Connected Journey Summit.* New York, NY. May. Title: "Content and Causality in Networks."

13. Aral, S. 2012. Keynote Speaker. *CompleNet – Workshop on Complex Networks.* Melbourne, FL. March. Title: "Content and Causality in Networks."

14. Aral, S. 2011. Keynote Speaker. *ICWSM – International AAAI Conference on Weblogs and Social Media.* Barcelona, Spain. July. Title: "Content and Causality in Networks."

15. Aral, S. 2010. Keynote Speaker. *KDD – Workshop on Social Media Analytics (SOMA)*. Washington DC. July. Title: "Identifying Peer Influence and Social Contagion in Networks."

PRESENTATIONS

Aral, S. 2018. *Invited Speaker. IDE Digital Economy Conference, New York, NY*.

Aral, S. 2018. *Invited Speaker*. *TEDxCERN, Geneva, SUI*.

Aral, S. 2018. *Invited Speaker*. *Marketing Science Institute (MSI) Immersion*, Cambridge, MA.

Aral, S. 2018. *Invited Speaker. Northwestern Kellogg – MORS Group*. Evanston, IL.

Aral, S. 2018. *Invited Speaker. Northwestern Kellogg – Marketing Group*. Evanston, IL.

Aral, S. 2017. *Invited Speaker. Snapchat*. Los Angeles, CA. May.

Aral, S. 2017. *Invited Speaker. USC Joint Seminar*. Los Angeles, CA. May.

Aral, S. 2017. Keynote Speaker. *World Branding Summit*, Beijing, China.

Aral, S. 2016. *Invited Speaker. MIT CIO Symposium*. Cambridge, MA. May.

Aral, S. 2016. *Invited Speaker*. *Mathematics of Social Learning.* Institute for Pure and Applied Mathematics, UCLA, Los Angeles, CA. April.

Aral, S. 2016. Keynote Speaker. *Gore Lecture in Management*. U. Delaware, DE. April.

Aral, S. 2016. *Invited Speaker. New Directions in Computational Social Science and Data Science*. Simons Institute, UC Berkeley, Berkeley, CA. April.

Aral, S. 2015. Keynote Speaker. Workshop on Paradigms for Control in Social Systems. Reykjavik, Iceland. June.

Aral, S. 2015. Keynote Speaker. International Conference on Computational Social Science. Helsinki, Finland. June.

Aral, S. 2015. Keynote Speaker. ZEW Conference on the Economics of Information and Communication Technologies. Mannheim, Germany. June.

Aral, S. 2015. *Invited Speaker. IDE Annual Conference*. Cambridge, MA. May. Title: "Population Scale Experiments in Social Influence."

Aral, S. 2015. *Invited Speaker. IDE Annual Conference*. Cambridge, MA. May. Title: "Social Analytics and Experimentation."

Aral, S. 2015. *Panel Moderator. MIT CIO Symposium*. Cambridge, MA. May. Title: "The Future (and Potential) of Large-Scale Digital Experiments."

Aral, S. 2015. *Invited Speaker. Stanford University*. Stanford, CA. May. Title: "The Dynamics of Social Influence and Relational Reputation Online."

Aral, S. 2015. *Invited Speaker. Washington University*. Seattle, WA. May. Title: "The Dynamics of Social Influence and Relational Reputation Online."

Aral, S. 2015. *Invited Speaker. Telefonica Global Leadership Conference*. Miami, FL. April. Title: "Use Cases for Big Data Analytics."

Aral, S. 2015. *Invited Speaker. Duke University*. Raleigh, NC. April. Title: "The Dynamics of Social Influence and Relational Reputation Online."

Aral, S. 2014. *Invited Speaker. Zest Inc*. Los Angeles, CA. July. Title: "The Dynamics of Online Reputation."

Aral, S. 2014. *Invited Speaker*. *International Conference on Network Science.* Berkeley, CA. June. Title: "The Dynamics of Relational Reputation."

Aral, S. 2014. *Invited Speaker*. *Stanford CS RAIN Seminar.* Stanford, CA. June. Title: "The Dynamics of Online Reputation."

Aral, S. 2014. *Invited Speaker*. *Initiative on the Digital Economy.* New York, NY. April. Title: "Social Influence Analytics."

Aral, S. 2014. *Invited Speaker*. *ADS*CON 2014: Embrace the Noise.* New York, NY. February. Title: "Identity, Influence and Opinion."

Aral, S. 2014. *Invited Speaker*. *USD-Oxford Media and Markets Conference: How Reputations Are Won and Lost in Modern Information Markets.* San Diego, CA. January. Title: "The Dynamics of Online Reputation."

Aral, S. 2014. *Invited Speaker*. *American Institute for Applied Mathematics (IPAM) UCLA - The Mathematics of Social Learning.* Los Angeles, CA. January. Title: "Social Influence and Opinion."

Aral, S. 2013. *Conference Presentation*. *International Conference on Information Systems,* Milan, Italy. December. Title: "Grant Writing Workshop: My NSF Career Award Experience."

Aral, S. 2013. *Conference Presentation*. *Workshop on Information Systems Economics,* Milan, Italy. December. Title: "Identity and Opinion: A Randomized Experiment."

Aral, S. 2013. *Invited Speaker*. *American Sociological Association (ASA) Panel - The Future of Social Networks Research.* New York, NY. August. Title: "Causal Inference in Networks."

Aral, S. 2013. *Invited Speaker*. *Marketing Science Institute Workshop on Contagious: How Things Go Viral.* New York, NY. June. Title: "Making Products Viral."

Aral, S. 2013. *Keynote Speaker. Management Roundtable Conference @ MIT.* Cambridge, MA. April. Title: "Making Products Viral."

Aral, S. 2013. *Invited Speaker. Yale School of Management and Department of Sociology Joint Seminar.* New Haven, CT. April. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2013. *Invited Speaker. L2 Innovation in CRM.* New York, NY. April. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2013. *Invited Speaker. University of Minnesota.* Minneapolis, MN. March. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2013. *Invited Speaker. Northwestern University.* Evanston, IL. March. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2013. *Keynote Speaker*. *Organization Science Winter Conference*. Steamboat Springs, CO. February. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2013. *Invited Speaker. Stanford Department of Computer Science.* Palo Alto, CA. January. Title: "Content and Causality in Influence Networks."

Aral, S. 2013. *Invited Speaker. Stanford GSB.* Palo Alto, CA. January. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. *Invited Speaker. Northeastern University.* Boston, MA. December. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Invited Speaker. MIT Sloan School – Center for Digital Business.* Cambridge, MA. November. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Invited Speaker. L2 Innovation.* New York, NY. November. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Invited Speaker. Cornell.* Ithaca, NY. October. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. *Invited Speaker. Harvard Global Empowerment Meeting.* Cambridge, MA. October. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Invited Speaker. Orange Institute.* Cambridge, MA. October. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. Keynote Speaker. *Pharma East.* Philadelphia, PA. October. Title: "Measuring and Propagating Influence in Social Media Networks."

Aral, S. 2012. *Invited Speaker. MIT AutoID Lab.* Cambridge, MA. October. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Invited Speaker. MIT Sloan School – Marketing Department.* Cambridge, MA. October. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. *Invited Speaker. Harvard Business School.* Cambridge, MA. September. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. *Plenary Speaker. DATA GOTHAM.* New York, NY. September. Title: "Measuring and Propagating Influence in Networks Using Big Data."

Aral, S. 2012. *Invited Speaker. NYC Media Lab.* New York, NY. September. Title: "Measuring and Propagating Influence in Networks."

Aral, S. 2012. *Plenary Speaker. Lawrence Livermore National Labs - Current Challenges in Computing: Network Science.* Napa, CA. August. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. Keynote Speaker. *ACM Conference on Web Science.* Evanston, IL. July. Title: "Content and Causality in Networks."

Aral, S. 2012. Keynote Speaker. *23rd ACM Hypertext Conference.* Milwaukee, WI. July. Title: "Content and Causality in Networks."

Aral, S. 2012. *Invited Speaker. 4th Israeli President's Conference.* Jerusalem, Israel. July. Title: "Homo-Connecticus: Influence in Social (Media) Networks."

Aral, S. 2012. *Invited Speaker. Planningness.* Los Angeles, CA. May. Title: "Influence in Social (Media) Networks."

Aral, S. 2012. Keynote Speaker. *Omnicom Emerge: The Connected Journey Summit.* New York, NY. May. Title: "Content and Causality in Networks."

Aral, S. 2012. *Invited Speaker. Institute for Mathematics and its Applications – Workshop on User Centered Modeling.* Minneapolis, MN. May. Title: "Measuring (Causal) Influence in Social (Media) Networks."

Aral, S. 2012. *Invited Speaker. The New York Times.* New York, NY. May. Title: "The Science of Networks."

Aral, S. 2012. *Invited Speaker. US SEF "Nifty Fifty" Program.* Baltimore, MD. April. Title: "The Science of Networks."

Aral, S. 2012. *Plenary Speaker. TEDx NYU.* New York, NY. April. Title: "Influence in Social (Media) Networks."

Aral, S. 2012. *Invited Speaker. Temple.* Philadelphia, PA. March. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. Keynote Speaker. *CompleNet – Workshop on Complex Networks.* Melbourne, FL. March. Title: "Content and Causality in Networks."

Aral, S. 2012. *Invited Speaker. Organization Science Winter Conference.* Steamboat Springs, CO. February. Title: "Content and Causality in Influence Networks."

Aral, S. 2012. *Conference Presentation. American Economic Association (AEA) Annual Meeting*, Chicago, IL. January. Title: "Identifying Peer Effects and Influence in Networks."

Aral, S. 2012. *Invited Speaker. Nike*. Portland, OR. January. Title: "Identifying Peer Effects and Influence in Networks."

Aral, S. 2011. *Plenary Speaker. TEDx ColumbiaEngineering.* New York, NY. November. Title: "Influence in Social (Media) Networks."

Aral, S. 2011. *Invited Speaker. Northwestern University.* Evanston, IL. October. Title: "Content and Causality in Influence Networks."

Aral, S. 2011. *Invited Speaker. University of Michigan.* Ann Arbor, MI. October. Title: "Content and Causality in Influence Networks."

Aral, S. 2011. *Invited Speaker*. *UMass Amherst.* Amherst, MA. October. Title: "Content and Causality in Influence Networks."

Aral, S. 2011. Keynote Speaker. *ICWSM – Fifth International AAAI Conference on Weblogs and Social Media.* Barcelona, Spain. July. Title: "Content and Causality in Networks."

Aral, S. 2011. *Invited Speaker*. *Cambridge University and Microsoft Research Cambridge – Joint Workshop on Networks and Economics.* Cambridge, UK. June. Title: "Influence, Contagion and Causality in Networks."

Aral, S. 2011. *Invited Speaker*. *Society for Quantitative Analysts. New York, NY*. May. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2011. *Invited Speaker*. *Facebook.* Palo Alto, CA. May. Title: "Influence, Contagion and Social Commerce."

Aral, S. 2011. *Plenary Speaker*. *TEDx Silicon Valley.* Palo Alto, CA. May. Title: "Social Contagion."

Aral, S. 2011. *Invited Speaker*. *Georgia Tech.* Atlanta, GA. February. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2011. *Invited Speaker*. *Northwestern University – Web Science Meets Network Science.* Evanston, IL. March. Title: "Causality in Networks."

Aral, S. 2011. *Invited Speaker*. *University of Minnesota.* Minneapolis, MN. February. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2011. *Invited Speaker*. *University of Michigan – Interdisciplinary Committee on Organizational Studies (ICOS)*. Ann Arbor, MI. February. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Conference Presentation*. *International Conference on Information Systems,* St. Louis, MO. December. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks"

Aral, S. 2010. *Conference Presentation*. *Workshop on Information Systems Economics,* St. Louis, MO. December. Title: "Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment."

Aral, S. 2010. *Invited Speaker*. *MIT Sloan Marketing Department*. Cambridge, MA. November. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Invited Speaker*. *Northeastern*. Boston, MA. November. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Invited Speaker*. *Pop Tech*. Camden, ME. October. Title: "Behavioral Contagions and Causality."

Aral, S. 2010. *Invited Speaker*. *Google*. New York, NY. September. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Conference Presentation*. *Academy of Management Conference*. Montreal, CA. August. Title: "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks."

Aral, S. 2010. *Conference Presentation*. *National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA. July. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Keynote Speaker*. *KDD – Workshop on Social Media Analytics (SOMA)*. Washington DC. July. Title: "Identifying Peer Influence and Social Contagion in Networks."

Aral, S. 2010. *Invited Panelist*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Network Science Meets Web Science."

Aral, S. 2010. *Conference Presentation*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks."

Aral, S. 2010. *Conference Presentation*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks."

Aral, S. 2010. *Conference Presentation*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Engineering Contagions: Identifying Optimal Seeing and Virality Strategies in Social Networks."

Aral, S. 2010. *Conference Presentation*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Discovering the Network Structures that Support Massive Distributed Collaboration in Wikipedia."

Aral, S. 2010. *Conference Presentation*. *Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Conference Presentation*. *Proceedings of the Academy of Management Conference*, Montreal, CA. August. Title: "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks."

Aral, S. 2010. *Invited Speaker*. Yahoo!. May. Title: "Identifying Peer Influence and Social Contagion in Massive Social Networks."

Aral, S. 2010. *Invited Speaker*. International Conference on Network Science (NetSci). May. Title: "Contagion and Causality in Network Diffusion."

Aral, S. 2010. *Invited Speaker*. Microsoft, Redmond, WA. April. Title: "Information Diffusion in Networks: Content, Contagion and Causality."

Aral, S. 2010. *Invited Speaker*. NYU-Poly Workshop on Cloud Computing, New York, NY. April. Title: "Strategic Implications of the Cloud and the Procurement of Software as a Service."

Aral, S. 2010. *Invited Speaker*. Stevens Institute of Technology, Hoboken, NJ. March. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

Aral, S. 2010. *Conference Presentation*. Winter Conference on Business Intelligence, Salt Lake City, UT. March. Title: "Creating Social Contagion through Viral Product Design: Theory and Evidence from a Randomized Field Experiment."

Aral, S. 2010. *Conference Presentation*. Winter Conference on Business Intelligence, Salt Lake City, UT. March. Title: "Cramer's Rule: How Information Content Moves Markets."

Aral, S. 2010. *Invited Speaker*. MIT, Cambridge, MA. March. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2010. *Invited Speaker*. Wharton, Philadelphia, PA. January. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2010. *Invited Speaker*. Global Leaders Conference, Singapore. January.

Aral, S. 2010. *Invited Speaker*. Hong Kong University of Science and Technology, Hong Kong. January. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2010. *Invited Speaker*. National University of Singapore, Singapore. January. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Conference Presentation*. Workshop on Information Systems Economics, Phoenix, AZ. December. Title: "Cramer's Rule: How Information Content Moves Markets."

Aral, S. 2009. *Conference Presentation*. Workshop on Information Systems Economics, Phoenix, AZ. December. Title: "Identifying Peer Influence in Massive Online Social Networks: A Platform for Randomized Experimentation on Facebook."

Aral, S. 2009. *Conference Presentation*. International Conference on Information Systems, Phoenix, AZ. December. Title: "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology"

Aral, S. 2009. *Invited Speaker*. Harvard University, Cambridge, MA. Meeting on Methodology for Empirical Research on Social Interactions, Social Networks and Health (MERSIH) November. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Invited Speaker*. City University of New York (CUNY) Computer Science, New York, NY. November. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Invited Speaker*. MIT, Cambridge, MA. November. Title: "Strategic Implications of the Cloud and the Procurement of Software as a Service."

Aral, S. 2009. *Invited Speaker*. University of Maryland, College Park, MD. October. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Invited Speaker*. University of Chicago – Innovation, Organizations and Society Conference, Chicago, IL. October. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Conference Presentation*. Workshop on Information in Networks (WIN), New York, NY. September. Title: "Networks, Information and Brokerage: The Diversity-Bandwidth Tradeoff."

Aral, S. 2009. *Conference Presentation*. Workshop on Information in Networks (WIN), New York, NY. September. Title: "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks."

Aral, S. 2009. *Invited Panelist*. Academy of Management Conference, Chicago, IL. August. Title: "Reality Mining Professional Development Workshop."

Aral, S. 2009. *Conference Presentation*. National Bureau of Economic Research, Summer Institute, Cambridge, MA. July. Title: "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology."

Aral, S. 2009. *Invited Speaker*. London Business School – Joint Seminar Departments of Management Science and Operations and Strategy, London, UK. July. Title: "Network Structure and Information Advantage: The Diversity-Bandwidth Tradeoff."

Aral, S. 2009. *Invited Speaker*. London School of Economics – Department of Management, London, UK. July. Title: "Network Structure and Information Advantage: The Diversity-Bandwidth Tradeoff."

Aral, S. 2009. *Invited Speaker*. London School of Economics – Department of Economics, Centre for Economic Performance, London, UK. July. Title: "Influence Dynamics in Large Complex Networks."

Aral, S. 2009. *Conference Presentation*. Conference of the Society for the Advancement of Economic Theory, Ischia, Italy. July. Title: "Influence Dynamics in Large Complex Networks."

Aral, S. 2009. *Conference Presentation*. International Conference on Network Science, Venice, Italy. July. Title: "Influence Dynamics in Large Complex Networks."

Aral, S. 2009. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Information, Social Networks & Information Worker Productivity."

Aral, S. 2009. *Conference Presentation*. Sunbelt Social Networks Conference, San Diego, CA. March. Title: "Influence Dynamics in Large Complex Networks."

Aral, S. 2009. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Influence Dynamics in Large Complex Networks."

Aral, S. 2009. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry."

Aral, S. 2008. *Conference Presentation*. Workshop on Information Systems Economics, Paris, France. December. Title: "Trust, Costs and Incentives in Global Supplier Networks: Evidence From IT Sourcing Decisions."

Aral, S. 2008. *Conference Presentation*. Workshop on Information Systems Economics, Paris, France. December. Title: "Economic Influence in Massive Online Social Networks."

Aral, S. 2008. *Conference Presentation*. International Conference on Information Systems, Paris, France. December. Title: "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration"

Aral, S. 2008. *Invited Speaker*. National Institutes of Health (NIH), Bethesda, MD, November. Title: "Modeling Networks, Information & Economic Outcomes"

Aral, S. 2008. *Invited Speaker*. SAP Academic Symposium, Sunnyvale, CA. August. Title: "Incentive Systems & Information Technology"

Aral, S. 2008. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Networks, Information & Economic Outcomes"

Aral, S. 2008. *Invited Speaker*. Stanford University, Management Science & Engineering Division, Palo Alto, CA, January. Title: "Networks, Information & Social Capital"

Aral, S. 2007. *Invited Speaker*. Harvard University, Eric M. Mindich Conference on Computational Social Science, Cambridge, MA. December. Title: "Networks, Information & Economic Outcomes"

Aral, S. 2007. *Panelist*. Harvard University, Eric M. Mindich Conference on Computational Social Science, Cambridge, MA. December. Title: "Panel: The Future of Computational Social Science"

Aral, S. 2007. *Conference Presentation*. Workshop on Information Systems Economics, Montreal, CA. December. Title: "Regional Economic Context and the Value of Firm Level IT Investment"

Aral, S. 2007. *Conference Presentation*. International Conference on Information Systems, Montreal, CA. December. Title: "Productivity Effects of Information Diffusion in Networks"

Aral, S. 2007. *Invited Conference Presentation*. Informs Annual Meeting, Seattle, WA. November. Title: "Productivity Effects of Information Diffusion in Networks"

Aral, S. 2007. *Invited Speaker*. Chicago Graduate School of Business, Chicago, IL. October. Title: "Networks Structure & Information Advantage"

Aral, S. 2007. *Invited Speaker*. Harvard Business School, Cambridge, MA. October. Title: "Networks Structure & Information Advantage"

Aral, S. 2007. *Invited Speaker*. IBM Watson Research Center - Services Research Seminar Series, Yorktown Heights, NY. October. Title: "Information, Networks & Information Worker Productivity"

Aral, S. 2007. *Conference Presentation*. Academy of Management Conference. Philadelphia, PA. August. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"

Aral, S. 2007. *Conference Presentation*. National Bureau of Economic Research, Summer Institute, Cambridge, MA. July. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems"

Aral, S. 2007. *Invited Speaker*. SAP Academic Symposium, Sunnyvale, CA. June. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems"

Aral, S. 2007. *Conference Presentation*. International Conference on Network Science, Brooklyn, NY. May. Title: "Productivity Effects of Information Diffusion in Networks"

Aral, S. 2007. *Conference Presentation*. International Conference on Network Science, Brooklyn, NY. May. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"

Aral, S. 2007. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence"

Aral, S. 2007. *Conference Presentation*. Sunbelt Social Networks Conference, Corfu, Greece. May. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"

Aral, S. 2007. *Conference Presentation*. National Bureau of Economic Research, Productivity Program Meeting, Cambridge, MA. March. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence"

Aral, S. 2007. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"

Aral, S. 2007. *Invited Speaker*. Center for Digital Business, MIT- Information Worker Productivity Workshop, Cambridge, MA. February. Title: "Information, Technology & Information Worker Productivity"

Aral, S. 2006. *Conference Presentation*. Workshop on Information Systems Economics, Milwaukee, WI. December. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"

Aral, S. 2006. *Conference Presentation*. International Conference on Information Systems, Milwaukee, WI. December. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence" (Winner - Best Overall Paper and Best Paper - IT Economics Track)

Aral, S. 2006. *Conference Presentation*. International Conference on Information Systems, Milwaukee, WI. December. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems" (Winner - Best Paper - IT Business Value Track)

Aral, S. 2006. *Invited Speaker*. MIT Center for Digital Business, Cambridge, MA. November. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems"

Aral, S. 2006. *Invited Speaker*. Yahoo! Social Networks Workshop, Sunnyvale, CA. July. Title: "Information, Networks & Information Worker Productivity"

PATENTS & INVENTIONS

- **"Identifying Influential and Susceptible Members of Social Networks"**
  U.S. Provisional Application No. 61/556,451, filed November 7, 2011;
  U.S. Provisional Application No. 61/661,934, filed June 20, 2012,

- **"Methods and Systems for Contact Management"**
  U.S. Provisional Application No. 61/928,990, filed January 17, 2014.

- **"Methods and Systems for Sharing Contact Information Between Mobile Devices"**
  U.S. Provisional Application No. 62/063,890, filed October 14, 2014.

TEACHING

MIT Sloan School of Management:

- Digital Marketing & Social Media Analytics MBA Course (15.570), MIT.
  - Course Faculty Evaluations, Fall 2018: *Instructor*: 6.3/7; *Subject*: 6.0/7
  - Course Faculty Evaluations, Fall 2017: *Instructor*: 6.1/7; *Subject*: 5.9/7
  - Course Faculty Evaluations, Fall 2016: *Instructor*: 6.5/7; *Subject*: 6.3/7
  - Course Faculty Evaluations, Fall 2015: *Instructor*: 6.7/7; *Subject*: 6.4/7
  - Course Faculty Evaluations, Fall 2014: *Instructor*: 6.6/7; *Subject*: 6.4/7
- Analytics Lab (A-Lab) MBA Course (15.572), MIT, Fall 2014.
  - Course Faculty Evaluations, Fall 2018: *Instructor*: 6.1/7; *Subject*: 5.7/7
  - Course Faculty Evaluations, Fall 2017: *Instructor*: 5.9/7; *Subject*: 5.5/7
  - Course Faculty Evaluations, Fall 2016: *Instructor*: 6.3/7; *Subject*: 5.6/7

- Course Faculty Evaluations, Fall 2015: *Instructor*: 6.3/7; *Subject*: 5.5/7
- Course Faculty Evaluations, Fall 2014: *Instructor*: 6.4/7; *Subject*: 4.9/7

- Applied Network Theory and Analysis PhD Course (15.579), MIT.
  - Course Faculty Evaluations, Fall 2018: *Instructor*: 6.7/7; *Subject*: 6.5/7
  - Course Faculty Evaluations, Fall 2016: *Instructor*: 7/7; *Subject*: 6.7/7
  - Course Faculty Evaluations, Fall 2014: *Instructor*: 6.7/7; *Subject*: 6.5/7

NYU Stern School of Business:

- Digital Strategy MBA Course (B20.2318), NYU, Spring 2012.
  - Course Faculty Evaluations: Section 1: 6.5/7.0; Section 2: 6.6/7.0
- Information Technology and Corporate Strategy MBA Course (B20.2318), NYU, Spring 2011.
  - Course Faculty Evaluations: Section 1: 6.6/7.0
- Information Technology in Business and Society (C20.001), NYU, Spring 2011.
  - Course Faculty Evaluations: Section 4: 6.7/7.0
- Information Technology in Business and Society (C20.001), NYU, Spring 2010.
  - Course Faculty Evaluations: Section 1: 6.5/7.0; Section 2: 6.4/7.0
- Information Technology in Business and Society (C20.001), NYU, Spring 2009.
  - Course Faculty Evaluations: Section 1: 6.5/7.0; Section 2: 6.4/7.0
- Information Technology in Business and Society (C20.001), NYU, Spring 2008.
  - Course Faculty Evaluations: Section 1: 6.6/7.0; Section 2: 6.2/7.0

Average Teacher Rating: 6.6 / 7.0

STUDENT ADVISING

Undergraduate:
- Saba Gul (Undergraduate Advanced Project (UAP) Advisor – MIT, 2006)
- Abraham Evans-El (Undergraduate Advanced Project (UAP) Advisor – MIT, 2006)
- Emre Aciksoz (Undergraduate Advanced Project (UAP) Advisor – MIT, 2007)
- Lucas Coleon (Summer Independent Study – NYU, 2010)

Masters:
- Tim Choe (Master of Engineering (MEng) Thesis Advisor – MIT, 2006)
- Petch Manahorn (Master of Engineering (MEng) Thesis Advisor – MIT, 2006)
- Meshkat Farrokhzadi (Master of Engineering (MEng) Thesis Advisor – MIT, 2007)
- Cyrus-Charles Weaver (Master of Engineering (MEng) Thesis Advisor – MIT, 2008)
- Jichao Quan (Master of Engineering (MEng) Thesis Advisor – MIT, 2008)
- Philip Gara (Master of Business Administration (MBA) Thesis Advisor – MIT, 2014)
- Charles Kaioun (Master of Science in Mgmt Studies (MSMS) Thesis Advisor – MIT, 2014)

- Pronitha Shankarananda (Master of Science in Mgmt Studies (MSMS) Thesis Advisor – MIT, 2014)

Doctoral:
- Ning Su (PhD Committee Member – NYU, 2009. Now a Professor at U. of Western Ontario)
- Lynn Wu (PhD Committee Member – MIT, 2011. Now a Professor at Wharton.)
- Sean Taylor (PhD Committee Chairperson – NYU, 2013)
- Ofelia Mangen (PhD Committee Member – NYU, Steinhardt, Current)
- Dawn Perlner (PhD Committee Member – NYU, Stern Marketing Dept., 2014)
- Robert Moakler (First Year Advisor – NYU)
- Soroush Vosoughi (PhD Committee Member – MIT, 2015)
- Michael Zhao (PhD Committee Chairperson – MIT, Current)
- Dave Holtz (PhD Committee Chairperson – MIT, Current)
- Madhav Kumar (PhD Committee Chairperson – MIT, Current)
- Jeremy Yang (PhD Committee Chairperson – MIT, Current)
- Sebastian Steffen (PhD Committee Chairperson – MIT, Current)
- Cathy Cao (PhD Committee Chairperson – MIT, Current)
- Shan Huang (PhD Committee Member – MIT, Current)
- Dan Rock (PhD Committee Member – MIT, Current)
- Guillaume Saint Jacques (PhD Committee Member – MIT, Current)

Post-Doctoral:
- Mingdi Xin (Post Doctoral Advisor – NYU, 2009-2010, Now a Professor at the Sauder School of Business, University of British Columbia)
- Lev Muchnik (Post Doctoral Advisor – NYU, 2009-2012, Now a Professor at the Hebrew University, Jerusalem, Israel)
- Dylan Walker (Post Doctoral Advisor – NYU, 2009-2012, Now a Professor at Boston University)
- Vincent David (Post Doctoral Advisor – NYU, 2010-2013, Now a Senior Manager at American Express)
- Paramveer Dhillon (Post Doctoral Advisor – MIT, 2014 - 2019)
- Christos Nicolaides (Post Doctoral Advisor – MIT, 2014 - 2017)
- Naghmeh Momeni (Post Doctoral Advisor – MIT, 2018 - 2020)

PROFESSIONAL SERVICE (JOURNALS)

- **Senior Editor –** *Information Systems Research – Special Issue: Social Media and Business Transformation*. 2011-2012.
- **Associate Editor –** *Management Science*. January 2012 - 2020.
- **Associate Editor –** *Management Science – Special Issue: Business Analytics*. 2012 - 2014.
- **Associate Editor –** *Network Science.* January 2012 - Present.
- **Panelist –** 3 Member Junior Faculty Review Panel – Search for new Editor in Chief (EIC) of Information Systems Research; 2010.
- **Reviewer –** *Administrative Sciences Quarterly, American Journal of Sociology, Information Systems Research*, *Management Science (Information Systems), Management Science (Marketing)*, *Marketing Science, MIS Quarterly*, *Nature*, *Organization Science, Proceedings of the National Academy of Sciences, Science, Sociological Methods and Research, Social Networks.*

PROFESSIONAL SERVICE (CONFERENCES & WORKSHOPS)

- **General Chair –** *International Conference on Computational Social Science (IC2S2)*. 2020.
- **Program Committee –** *Workshop on Information Systems Economics (WISE)*. 2016.
- **Founding Organizer –** *Conference on Digital Experimentation (CODE@MIT)*, MIT Sloan School of Management. 2014 - Present.
- **Founding Organizer –** *Workshop on Information in Networks (WIN)*, NYU Stern School of Business. 2009 - Present.
- **Program Committee –** *KDD Workshop on Social Media Analytics (KDD)*. 2010.
- **Program Committee –** *Workshop on Information and Decision in Social Networks (LIDS)*. 2011.
- **Program Committee –** *International Conference on Network Science (NetSci)*. 2010.
- **Discussant/Session Chair** – Workshop on Information Systems Economics 2008 (Paris), Workshop on Information in Networks 2009 (New York), Workshop on Information Systems Economics 2010 (St. Louis), Workshop on Information in Networks 2010 (New York), Workshop on Information in Networks 2011 (New York), Workshop on Information Systems Economics 2011 (Shanghai).
- **Board Member –** Board of Academic Advisors, *Institute for Innovation and Information Productivity*. (2007 - 2011)

UNIVERSITY SERVICE

MIT Sloan School of Management:

- **Committee Chair –** IT Faculty Search Committee. 2018 - 2019.
- **Department Chair –** Marketing Department. 2016 - 2017.
- **Faculty Advisor –** Sloan Management Review (SMR). 2016 - Present.
- **Committee Chair –** Promotion and Tenure Sub-Committee. 2015 - Present.
- **Leadership Team –** MIT Initiative on the Digital Economy (IDE). Director of the Social Analytics and Large-Scale Experimentation research programs of the IDE. 2014 - Present.
- **Co-Organizer –** MIT Conference on Digital Experimentation (CODE@MIT). 2014 - Present.
- **Faculty Advisor –** MIT Sloan Sports Analytics Conference (SSAC). 2015 - 2017.
- **Committee Member –** Committee for Review of Executive Education. 2014 - Present.
- **Committee Member –** Committee for Review of Masters Degree in Analytics. 2014 - Present.

NYU Stern School of Business:

- **Co-Organizer –** NYU Workshop on Information in Networks (WIN). 2009, 2010, 2011, 2012, 2013.
- **Panelist –** University Wide Panel supporting External Review of NYU Grant and Research Fund Raising Initiatives. 2009.
- **Track Director –** "Social Networking" Research Track - Center for Digital Economy Research (CeDER). 2009 – Present.
- **Panelist –** PhD Student Work-Life Balance Panel. 2011.
- **Panelist and Presenter –** Consulate General of Switzerland and the Swiss Society of New York: *"The Surprising Power of Social Influence in the Digital Age."* 2011.
- **Coordinator –** Information Systems Seminar Series, NYU Stern School of Business; 2007-2009.

PRESS COVERAGE (*Last Updated 2015*)

Print:

- "Is Facebook Keeping You in a Political Bubble?" *Science News*. May 7, 2015.
- "MIT Professor to Promote HIV Testing and Public Health Issues via Social Media." *The Daily Free Press*. November 18, 2014.
- "Social networking: Sinan Aral studies peer effects and influence, with an eye toward tackling pressing social problems." *MIT News*. November 10, 2014.
- "Finding Your Travel Tribe." *New York Times*. October 1, 2014.
- "As Data Overflows Online, Researchers Grapple With Ethics." *New York Times*. August 12, 2014.
- "Humin: The App that uses Context to Enable Better Human Connections." *The Washington Post*. January, 20, 2014.
- "Online Groupthink: How Others' Ratings Affect Your Judgment." *MIT Technology Review*. October 22, 2013.
- "Samsung Fined For Paying People to Criticize HTC's Products." *ABC News*. October 24, 2013.
- "The Science of Reddit." *TechCrunch*. August 11, 2013.
- "Likes Breed Likes: Study Finds Herding Behavior amongst Commenters." *NBC News*. August 8, 2013.
- "Views You Can Use? How online ratings affect your judgment" *MIT News*. August 8, 2013.
- "Facebook Likes May Be Infectious." *Fast Company*. August, 8, 2013.
- "Online Likes Can Create Sheep Mentality." *Discovery News*. August 8, 2013.
- "Upvotes, Downvotes and the Science of the Reddit Hivemind." *Popular Mechanics*. August 8, 2013.
- "Like this Article Online? Your Friends Will Probably Approve Too, Scientists Say." *New York Times*. August 8, 2013.
- "Wisdom Not Always With the Crowd, Study Finds." *Boston Globe*. August 8, 2013.
- "Facebook's Latest Data Science Insight: Sharing Ain't Always Caring." *MIT Technology Review*. May 10, 2013.
- "Facebook 'likes' can reveal users' politics, sexual orientation, IQ." *Science News*. April 20, 2013.
- "Justin Timberlake Tries to Reinvent Myspace – But there's no App for that." *NBC News*. January 21, 2013.
- "The Rising Science of Social Influence – How Predictable is Your Online Behaviour?" *Tech Crunch*. November 27, 2012.
- "Who Controls Social Networks." *Science Now*. June 21, 2012.
- "How Influential Are You in Facebook, Twitter?" *Forbes India*. June 22, 2012.
- "Facebook Study Finds Men, Married People are Most Influential." *LA Times*. June 21, 2012.
- "Dear Klout, This is How You Measure Influence." *Tech Crunch*. June 21, 2012.
- "Who Wields the Most Influence on Facebook?" *Time*. June 22, 2012.
- "Personal Approach is not Always Best in Viral Marketing." *Sloan Management Review*. January 19, 2012.
- "MIT Tests How Healthy Behaviors Spread in a Social Network." *Boston Globe*. December 1, 2011.
- "Social Scientists Wade into the Tweet Stream." *Science*. September 30, 2011.
- "Unlocking Viral Secrets on Facebook." *Fast Company*, July 4, 2011.
- "Commerce Gets Social: How Social Networks are Driving What You Buy." *Wired*, January 18, 2011.

- "Buddy System: High-Bandwidth Ties." *Wired*, April 26, 2011.
- "Mine Your Business." *Communications of the ACM*, June, 2010.
- "Data, Data Everywhere." *The Economist*, February 25, 2010.
- "Putting a Price on Social Connections." *Businessweek*, April 9, 2009.
- "Everything is Contagious." *Slate*, April 7, 2010.
- "Deriving Real Value from the Social Graph." *Rough Type by Nicholas Carr*, April 8, 2009.
- "Five Ways IT Can Avoid a Privacy Lawsuit." *CIO Magazine*, July 8, 2008.
- "What Makes Information Workers Productive?" *Sloan Management Review*, January 1, 2008.
- "The Love-in: The Move Toward Open Innovation is Beginning to Transform Entire Industries." *The Economist*; October 11, 2007.
- "Slow Down Brave Multitasker, and Don't Read This in Traffic." *The New York Times*, March 25, 2007.

Video:

- "The Power of Social Influence." *Global Empowerment Meeting (GEM) @ Harvard*. 2012.
- "Big Data and Causal Inference." *Data Gotham*. 2012.
- "Homoconnecticus." *4th Israeli President's Conference*. 2012.
- "Influence in Social (Media) Networks." *TEDxNYU*. 2012.
- "The Social Cure." *Movie Trailer*. 2012.
- "Influence in Social (Media) Networks." *TEDxColumbiaEngineering*. 2011.
- "Contagion and Causality in Networks." *Nextwork – A Wired/Economist Event*. 2011.
- "Social Contagion." *TEDxSiliconValley*. 2011.
- "Quick Take on Behavioral Contagion in Networks." *POP Tech Short*. 2010.
- "Social Contagion." *POP Tech – World Changing People, Projects and Ideas*. 2010.
- "Using Social Data to Grow in a Down Economy." *MyVenturePad.com*. 2010.

Audio:

- "A new high-tech shopping helper: Dressing room mirrors." *NPR Marketplace*. 2014.
- "Inflation in Online Ratings." *Boston Public Radio*. 2013.
- "Crowd Funding for Musicians Isn't the Future; It's the Present." *NPR*. 2012.
- "Viral Product Design." *ICOS University of Michigan*. 2011.
- "Productivity Effects of Investments in Enterprise Software." *MyVenturePad.com*. 2009.

CASES & RESEARCH BRIEFINGS

1. Aral, S. 2005. "IT Savvy: Achieving Industry Leading Returns from your IT Portfolio" (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; July.
2. Aral, S. 2004. "IT Savvy Pays Off" (with Peter Weill) Center for Information Systems Research, MIT – Research Briefing; October.
3. Aral, S. 2004. "Managing the IT Portfolio: Returns from Different Asset Classes" (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; March
4. Aral, S. 2003. "Managing the IT Portfolio" (with Peter Weill) Center for Information Systems Research, MIT – Research Briefing; March.

NON-ACADEMIC ACTIVITIES

2018-	*Scientific Advisor* C6 Bank; Sao Paulo, Brazil.
2017-	*Scientific Advisor* Alan Touring Institute; London, England.
2016-	*Founding Partner* Manifest Capital; San Francisco, CA.
2013-	*Scientific Advisor* Ditto Labs; Cambridge, MA.
2013-	*Scientific Advisor* CloudTags; London, UK.
2013-2016	*Chief Scientist* Humin Inc.; San Francisco, CA
2010-2012	*Chief Scientist & Board Member* SocialAmp Inc.; New York, NY.
2005	*Independent Consulting* DiamondCluster International; Chicago, IL
2005	*Independent Consulting* SAP, Philadelphia, PA
2005	*Independent Consulting* Charles River Venture Capital; Cambridge, MA
2000-2002	*Consultant* GeoPartners Research, Cambridge, MA (part time)
2000	*Consultant* Integral, Inc., Cambridge, MA (summer)
1999	*Research Associate* Field, Fisher, Waterhouse, London U.K. (part time)
1997-1998	*Assistant to the Director* Department of Southern Mediterranean Relations (DG1B-E3) European Commission, Brussels, Belgium (1997-1998)