

# Austin van Loon

Assistant Professor, Work and Organization Studies  
MIT Sloan School of Management

*Research interests:* computational social science; culture and meaning; identity; language and AI.

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## Academic Positions

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### MIT Sloan School of Management

Assistant Professor, Work and Organization Studies  
Class of 1956 Career Development Assistant Professor

Cambridge, MA  
2024–present  
2025–present

### Duke University

Postdoctoral Associate, Sociology and Statistical Science

Durham, NC  
2023–2024

## Education

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### Stanford University

Ph.D. in Sociology, 2023

Dissertation: *Applying Artificial Intelligence to the Sociological Study of Meaning*  
(Advisors: Robb Willer, Amir Goldberg)

### University of Iowa

B.S. in Sociology, with honors (2016)

B.A. in Psychology (2016)

Minors in: Philosophy, Music, and Informatics

## Publications

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### Peer-Reviewed Journal Articles

Broska, David, Michael Howes, and **Austin van Loon**. 2025. “The Mixed Subjects Design: Treating Large Language Models as Potentially Informative Observations.” *Sociological Methods & Research*. 00491241251326865.

**van Loon, Austin**, Amir Goldberg, and Sameer B. Srivastava. 2024. “Imagined otherness fuels blatant dehumanization of outgroups.” *Communications Psychology* 2(1):39.

Guilbeault, Doug, **Austin van Loon**, Katharina Lix, Amir Goldberg, and Sameer B. Srivastava. 2024. “Exposure to the views of opposing others with latent cognitive differences results in social influence—but only when those differences remain obscured.” *Management Science* 70(10):6669–6684.

**van Loon, Austin** and Jeremy Freese. 2023. “Word embeddings reveal how fundamental sentiments structure natural language.” *American Behavioral Scientist* 67(2):175–200.

The Forecasting Collaborative. 2023. “Insights into the accuracy of social scientists’ forecasts of societal change.” *Nature Human Behavior* 7(4):484–501.

**van Loon, Austin.** 2022. “Three families of automated text analysis.” *Social Science Research* 108:102798.

Salganik, Matthew J., Ian Lundberg, Alexander T. Kindel, Caitlin E. Ahearn, Khaled Al-Ghoneim, Abdullah Almaatouq, ..., **Austin van Loon**, et al. 2020. “Measuring the predictability of life outcomes with a scientific mass collaboration.” *Proceedings of the National Academy of Sciences* 117(15):8398–8403.

**van Loon, Austin**, Jeremy Bailenson, Jamil Zaki, Joshua Bostick, and Robb Willer. 2018. “Virtual reality perspective-taking increases cognitive empathy for specific others.” *PLOS ONE* 13(8):e0202442.

## Refereed Conference Proceedings

**van Loon, Austin**, Salvatore Giorgi, Robb Willer, and Johannes Eichstaedt. 2022. “Negative associations in word embeddings predict anti-Black bias across regions—but only via name frequency.” *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*.

**van Loon, Austin**, Sheridan Stewart, Brandon Waldon, Shrinidhi K. Lakshmikanth, Ishan Shah, Sharath Chandra Guntuku, Garrick Sherman, James Zou, and Johannes Eichstaedt. 2020. “Explaining the ‘Trump gap’ in social distancing using COVID discourse.” *Proceedings of the 1st Workshop on NLP for COVID-19 (Part 2) at EMNLP*.

## Books and Other Publications

**van Loon, Austin.** 2025. “Predictability hypotheses: A metatheoretical and methodological introduction.” In *The Oxford Handbook of the Sociology of Machine Learning*, Christian Borch and Juan Pablo Pardo-Guerra (eds.). Oxford: Oxford University Press.

**van Loon, Austin** and Zoe Heidenry. 2025. “Experimenting on AI can (sometimes) teach us about ourselves: Computational social science.” *Nature Computational Science* 5(8):604–605.

## Teaching

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### MIT Sloan School of Management

15.280 Communication for Leaders (MBA)

Fall 2024, Fall 2025

### Duke University

People Analytics

Spring 2024

### Stanford University

People Analytics

Summer 2022

## Invited Talks and Presentations (Selected)

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Yale Computational Social Science Seminar (2026)  
Northwestern Symposium on Generative AI (2026)  
MIT Conference on Digital Experimentation (2025)  
MIT Collective Intelligence Seminar (2025)  
Council on Technology & Social Cohesion (2025)  
University of Iowa, Reese Lecture (2025)  
NYU PRIISM Seminar (2025)  
Summer Institutes in Computational Social Science, Paris (2025)  
Yale Conference on Generative AI and Sociology, Discussant (2024)  
Princeton Conference on Measuring Belief Systems in Networked Communities (2022)  
American Sociological Association (multiple years)

## Professional Service

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### **Ad Hoc Reviewer**

American Journal of Sociology  
American Sociological Review  
Journal of Personality and Social Psychology  
Nature Computational Science  
Royal Society: Open Science  
Social Forces  
Social Psychology Quarterly  
Sociological Methodology  
Sociological Methods & Research  
National Science Foundation (CAREER Grant)

### **American Sociological Association**

Organizer, Regular Session on Quantitative Methodology (2025)  
Recent Contributions Award Committee, Emotions Section (2025)  
Graduate Student Advisory Committee, Social Psychology Section (2022)