

Dean Eckles

anything (at) deaneckles.com

<http://deaneckles.com>

Research Interests: Social networks, peer effects, causal inference, applied statistics, marketing, field experiments, persuasion, computer-mediated communication, human-computer interaction

Education

Stanford University

2008 – 2012 PhD Communication
2010 – 2011 MS Statistics
2006 – 2007 MS Symbolic Systems
2002 – 2006 BA Philosophy, with Honors
2002 – 2006 BS Symbolic Systems

Employment

Massachusetts Institute of Technology

2024 – *William F. Pounds Professor of Management*
2025 – *Professor of Marketing, Sloan School of Management*
2023 – *Associate Director & Core Faculty, Institute for Data, Systems & Society, Schwarzman College of Computing*
2022 – 2025 *Associate Professor (with Tenure) of Marketing, Sloan School of Management*
2017 – 2023 *Affiliated Faculty, Institute for Data, Systems & Society, Schwarzman College of Computing*
2020 – 2023 *Mitsubishi Career Development Professor*
2019 – 2022 *Associate Professor (without Tenure) of Marketing, Sloan School of Management*
2017 – 2020 *KDD Career Development Professor in Communications and Technology*
2015 – 2019 *Assistant Professor of Marketing, Sloan School of Management*

Facebook

2012 – 2015 *Scientist*
2010 – 2012 *Intern, Consultant & Researcher-in-Residence*

Nokia

2007 – 2009 *Member of Research Staff*

Working papers and papers under review

[†] Authors in alphabetical author or designated equal contribution. * Student, intern, and mentored postdoc coauthors.

Policy relevance of causal quantities in networks.

Loomba, S., & Eckles, D.

Working paper.

Reducing misinformation sharing at scale using digital accuracy prompt ads.

Lin, H.,[†] Garro, H.,[†] Wernerfelt, N., Shore, J., Hughes, A., Deisenroth, D., Barr, N., Berinsky, A., Eckles, D., Pennycook, G. & Rand, D.G.

Working paper.

Native advertising and the credibility of news publishers.

Revel, M.,* Tohidi, A.,* Eckles, D., Berinsky, A., & Jadbabaie, A.
Working paper.

Promoting physical activity through prosocial incentives on mobile platforms.

Yuan, Y.,* Nicolaides, C., Pentland, A., & Eckles, D.
Working paper.

Algorithmic pricing and consumer sensitivity to price variability.

Aparicio, D.,† Eckles, D.,† & Kumar, M.†*
Working paper.

Habits in consumer purchases: Evidence from store closures.

Tohidi, A.,* Eckles, D., & Jadbabaie, A.
Working paper.

The network structure of unequal diffusion.

Jahani, E.,* Eckles, D., Pentland, A.
Working paper.

Refereed journal articles

Scalable bundle recommendations: A large-scale field experiment.

Kumar, M.,* Eckles, D., & Aral, S.
Accepted at *Management Science*.
(Previously titled “Scalable bundling via dense product embeddings”.)

Tendencies toward triadic closure: Field experimental evidence.

Mosleh, M., Eckles, D., & Rand, D. (2025).
Proceedings of the National Academy of Sciences.

Noise-induced randomization in regression discontinuity designs.

Eckles, D.,† Ignatiadis, N.,† Wager, S.,† & Wu, H.† (2025).
Biometrika.

Promoting engagement with social fact-checks online.

Mosleh, M., Martel, C.,* Eckles, D., & Rand, D. (2025)
PLOS ONE.

Long ties accelerate noisy threshold-based contagions.

Eckles, D.,† Mossel, E.,† Rahimian, M. A.,†* & Sen, S.† (2024)
Nature Human Behaviour.

Targeting for long-term outcomes.

Yang, J.,* Eckles, D., Dhillon, P., & Aral, S. (2024)
Management Science.

Long ties, disruptive life events and economic prosperity.

Jahani, E.,* Fraiberger, S. P., Bailey, M., & Eckles, D. (2023)
Proceedings of the National Academy of Sciences.
(Previously titled “Origins and consequences of long ties in social networks”.)

Providing normative information increases intentions to accept a COVID-19 vaccine.

Moehring, A.,* Collis, A.,† Garimella, K.,†* Rahimian, M.A.,†* Aral, S., & Eckles, D. (2023)
Nature Communications.

(Previously titled “Surfacing norms to increase vaccine acceptance”.)

Seeding with costly network information.

Eckles, D.,† Esfandiari, H.,† Mossel, E.,† & Rahimian, M. A.†* (2022)
Operations Research.

Global survey on COVID-19 beliefs, behaviors, and norms.

Collis, A.,†* Garimella, K.,†* Moehring, A.,†* Rahimian, M.A.,†* Babalola, S., Gobat, N., Shattuck, D.,
Stolow, J., Eckles, D., & Aral, S. (2022)
Nature Human Behaviour.

Evaluating stochastic seeding strategies in networks.

Chin, A.,†* Eckles, D.,† & Ugander, J.† (2021)
Management Science.

Shared partisanship dramatically increases social tie formation in a Twitter field experiment.

Mosleh, M., Martel, C.,* Eckles, D., & Rand, D. G. (2021)
Proceedings of the National Academy of Sciences, 118(7).

Shifting attention to accuracy can reduce misinformation online.

Pennycook, G.,† Epstein, Z.,†* Mosleh, M.,† Arechar, A. A., Eckles, D., & Rand, D. G. (2021)
Nature.
(Previously titled “Understanding and reducing the spread of misinformation online”.)

Bias and high-dimensional adjustment in observational studies of peer effects.

Eckles, D., & Bakshy, E. (2021)
Journal of the American Statistical Association, 116(534).

Enhancing and accelerating social science via automation: Challenges and opportunities.

Yarkoni, T., Eckles, D., Heathers, J., Levenstein, M., Smaldino, P., & Lane, J.I. (2021)
Harvard Data Science Review.

Interdependence and the cost of uncoordinated responses to COVID-19.

Holtz, D.,†* Zhao, M.,†* Benzell, S.G., Cao, C.Y.,* Rahimian, M.A.,* Yang, J.,* Allen, J.,* Collis, A.,
Moehring, A.,* Sowrirajan, T.,* Ghosh, D., Zhang, Y.,* Dhillon, P.S., Nicolaides, C., Eckles, D., & Aral, S.
(2020)
Proceedings of the National Academy of Sciences, 117(33).

Images and misinformation in political group messaging: Evidence from WhatsApp in India.

Garimella, K.,* & Eckles, D. (2020)
Harvard Kennedy School Misinformation Review.

Exact p-values for network interference.

Athey, S.,† Eckles, D.,† & Imbens, G. W.† (2018)
Journal of the American Statistical Association, 113(521).

Design and analysis of experiments in networks: Reducing bias from interference.

Eckles, D.,† Karrer, B.,† & Ugander, J.† (2017)
Journal of Causal Inference, 12(1).

Social influence and political mobilization: Further evidence from a randomized experiment in the 2012 U.S. Presidential Election.

Jones, J. J., Bond, R. M., Bakshy, E., Eckles, D., & Fowler, J. H. (2017)
PLoS ONE 12(4).

Estimating peer effects in networks with peer encouragement designs.

Eckles, D., Kizilcec, R.F.,* & Bakshy, E. (2016)
Proceedings of the National Academy of Sciences, 113(27).

Bootstrapping data arrays of arbitrary order.

Owen, A. B., & Eckles, D. (2012)
Annals of Applied Statistics, 6(3).

Heterogeneity in the effects of online persuasion.

Kaptein, M., & Eckles, D. (2012)
Journal of Interactive Marketing, 26(3).

Requirements for mobile photoware.

Ames, M.,[†] Eckles, D.,[†] Naaman, M.,[†] Spasojevic, M.,[†] & Van House, N.[†] (2010)
Personal and Ubiquitous Computing, 14(2).

Articles in refereed computer science conference proceedings

(Conference proceedings are primary, archival publication venues in computer science and related areas.)

Effects of algorithmic trend promotion: Evidence from coordinated campaigns in Twitter's Trending Topics.

Schlessinger, J., Garimella, K., Jakesch, M., & Eckles, D. (2023)
In: *ICWSM 2023: Proceedings of the International Conference on Web and Social Media*. AAAI.

Influence of repetition through limited recall.

Sassine, J.,* Rahimian, M.A.,* & Eckles, D. (2022)
In: *ICWSM 2022: Proceedings of the International Conference on Web and Social Media*. AAAI.

Trend alert: How a cross-platform organization manipulated Twitter trends in the Indian general election.

Jakesch, M.,* Garimella, K.,* Eckles, D., & Naaman, M. (2021)
In: *CSCW 2021: Proceedings of the ACM on Human-Computer Interaction (Computer-Support Cooperative Work and Social Computing)*. ACM.

Perverse consequences of debunking in a Twitter field experiment: Being corrected for posting false news increases subsequent sharing of low quality, partisan, and toxic content.

Mosleh, M., Martel, C.,* Eckles, D., & Rand, D. G. (2021)
In: *CHI 2021: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

Learning causal effects from many randomized experiments using regularized instrumental variables.

Peysakhovich, A., & Eckles, D. (2018)
In: *WWW 2018: Proceedings of the International Conference on the World Wide Web*. IW3C2 / ACM.

Social influence and reciprocity in online gift giving.

Kizilcec, R. F.,* Bakshy, E., Eckles, D., & Burke, M. (2018)
In: *CHI 2018: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

Designing and deploying online field experiments.

Bakshy, E., Eckles, D., & Bernstein, M. (2014)

In: *WWW 2014: Proceedings of the International Conference on the World Wide Web*. ACM.

Rumor cascades.

Friggeri, A., Adamic, L., Eckles, D., & Cheng, J. (2014)

In: *ICWSM 2014: Proceedings of the International Conference on Weblogs and Social Media*. AAAI.

Uncertainty in online experiments with dependent data: An evaluation of bootstrap methods.

Bakshy, E., & Eckles, D. (2013)

In: *KDD 2013: Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*. ACM.

Social influence in social advertising: Evidence from field experiments.

Bakshy, E.[†], Eckles, D.[†], Yan, R., & Rosenn, I. (2012)

In: *EC 2012: Proceedings of the ACM Conference on Electronic Commerce*. ACM.

Selecting effective means to any end: Futures and ethics of persuasion profiling.

Kaptein, M. & Eckles, D. (2010)

In: *Proceedings of Persuasive Technology 2010*, Lecture Notes in Computer Science. Springer.

Social responses in mobile messaging: Influence strategies, self-disclosure, and source orientation.

Eckles, D., Wightman, D., Carlson, C., Thamrongattanarit, A., Bastea-Forte, M., & Fogg, B. J. (2009)

In: *CHI 2009: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

Over-exposed? Privacy patterns and considerations in online and mobile photo sharing.

Ahern, S.,[†] Eckles, D.,[†] Good, N. S.,[†] King, S.,[†] Naaman, M.,[†] & Nair, R.[†] (2007)

In: *CHI 2007: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. ACM.

The behavior chain for online participation: How successful Web services structure persuasion.

Fogg, B. J. & Eckles, D. (2007)

In: *Proceedings of Persuasive Technology 2007*, Lecture Notes in Computer Science. Springer.

Select work in progress

Privacy-induced experimentation and private causal inference.

Yao, L.,* Svanberg, M.,* Holohan, N., Greenewald, K., Arbour, A., & Eckles, D.

Edited books and chapters

Spillover effects in experimental data.

Aronow, P. M.,[†] Eckles, D.,[†] Samii, C.,[†] Zonszein, S.[†] (2021)

In: *Cambridge Handbook of Advances in Experimental Political Science*, Druckman, J. N., & Green, D. P., ed. Cambridge University Press.

Randomized experiments to detect and estimate social influence.

Taylor, S.J., & Eckles, D. (2018)

In: *Spreading Dynamics in Social Systems*, Lehmann, S., & Ahn, Y. Y., ed. Springer Nature.

Informing the design of mobile health messaging services with user research.

Eckles, D. (2009)

In: *Texting 4 Health*, B. J. Fogg & R. Adler, ed. Stanford Captology Media.

Mobile Persuasion: 20 Perspectives on the Future of Behavior Change

Fogg, B. J. & Eckles, D., ed. (2007)

Stanford Captology Media.

Other articles in journals

On loss functions and bias–variance trade-offs in causal estimation and decisions.

(Comment on Fernandez–Loria & Provost.)

Eckles, D.

INFORMS Journal on Data Science.

Protecting elections from social media manipulation.

Aral, S.,[†] & Eckles, D.[†] (2019)

Science, 365(6456).

Discussion of “Optimal treatment allocations in space and time for on-line control of an emerging infectious disease”.

(Comment on Laber et al.)

Eckles, D.,[†] Kaptein, M.[†] (2018)

Journal of the Royal Statistical Society: Series C (Applied Statistics), 67(4), 743-789.

Field studies of psychologically targeted ads face threats to internal validity.

(Comment on Matz et al.)

Eckles, D.,[†] Gordon, B. R.,[†] Johnson, G. A.[†] (2018)

Proceedings of the National Academy of Sciences, 115(23).

Other reports

Algorithmic transparency and assessing effects of algorithmic ranking.

Eckles, D. (2021)

Written testimony for the US Senate Subcommittee on Communications, Media, and Broadband hearing on “Disrupting Dangerous Algorithms: Addressing the Harms of Persuasive Technology”.

Thompson sampling with the online bootstrap.

Eckles, D.,[†] & Kaptein, M.[†] (2014)

Theses

Identifying Peer Effects in Online Communication Technologies.

Doctoral dissertation, Stanford University (2012).

Granted the Nathan Maccoby Outstanding Dissertation Award.

Mobile Persuasive Technology and Influencing Self-Disclosure Behavior.

Master’s thesis, Stanford University (2007).

Radical Interpretability and Parasitism: Justifying the Principle of Charity.
Honors thesis, Stanford University (2006).

Magazine and newspaper articles

Why public health messaging should emphasize vaccine acceptance, not hesitancy.
Aral, S.,[†] & Eckles, D.[†] (2021, February)
Los Angeles Times.

Envisioning persuasion profiles: Challenges for public policy and ethical practice.
Kaptein, M., Eckles, D., & Davis, J. (2011)
interactions, 18.

Selected refereed extended abstracts and workshop papers

Social influence, habits, and disrupted performance environments.
Eckles, D., Nicolaides, C., Aral, S. (2017)
In: *Advances in Consumer Research abstracts*. Association for Consumer Research.

Mobile user experience research: Challenges, methods & tools.
Nakhimovsky, Y., Eckles, D., & Riegelsberger, J. (2009)
In: *CHI '09 extended abstracts on Human factors in computing systems*. ACM.

Auditory priming for upcoming events.
Sohn, T., Takayama, L., Eckles, D., & Ballagas, R. (2009)
In: *CHI '09 extended abstracts on Human factors in computing systems*. ACM.

Photos for information: A field study of cameraphone computer vision interactions in tourism.
Cuellar, G.,* Eckles, D., & Spasojevic, M. (2008)
In: *CHI '08 extended abstracts on Human factors in computing systems*. ACM.

Zonetag: Designing context-aware mobile media capture to increase participation.
Ahern, S.,[†] Davis, M.,[†] Eckles, D.,[†] King, S.,[†] Naaman, M.,[†] Nair, R.,[†] Spasojevic, M.,[†] & Yang, J. H. I.[†]
(2006)
In: *Adjunct Proceedings of Ubicomp, Workshop on Pervasive Image Capture and Sharing*.

Software releases

PlanOut
Open-source software framework for designing and deploying online randomized experiments. In Python and PHP.
with Eytan Bakshy and Michael Bernstein.
<https://github.com/facebookarchive/planout>

icsw: Inverse compliance score weighting
Tools to estimate average treatment effects with an instrumental variable by re-weighting observations using a model of compliance. In R.
with Peter M. Aronow and Kyle Peyton
<https://cran.r-project.org/web/packages/icsw/>

Multiway bootstrap

Statistical inference using data with multiway dependencies. In R.
https://github.com/deaneckles/multiway_bootstrap

Patents

Systems and methods for content presentation.

Tas, M.S., Kant, V., Marra, G.M., Eckles, D., & Dudin, Y.O.
Facebook. Granted U.S. patent 10789258.

Network-aware product rollout in online social networks.

Marlow, C. A., Eckles, D., Karrer, B., Ugander, J., Backstrom, L. S., & Kleinberg, J.
Facebook. Granted U.S. patent 9934514.

Determining user personality characteristics from social networking system communications and characteristics.

Nowak, M., & Eckles, D.
Facebook. Granted U.S. patent US 8825764.

Method, apparatus and computer program product for providing gaze information.

Eckles, D.
Nokia. Published U.S. patent application US 20100054526.

System and method for providing highly readable text on small mobile devices.

Fogg, B. J., Cuellar, G. S., & Eckles, D.
Stanford University. Granted U.S. patent US 8458152.

Selected coverage in the press & books

A group of moms on Facebook built an island of good-faith vaccine debate in a sea of misinformation.

Elizabeth Dwoskin, Will Oremus and Gerrit De Vynck.
Washington Post. August 2021.

What magic teaches us about misinformation.

Tim Harford.
Financial Times. May 2021.

Confronting disinformation spreaders on Twitter only makes it worse, MIT scientists say.

Matthew Gault.
Vice. May 2021.

Researchers have figured out a way to stop people from sharing misinformation.

John Biggs.
Gizmodo. March 2021.

‘Hassle factor’ and distrust shadow wide U.S. vaccine hesitancy.

Emma Court and Olivia Rockeman.
Bloomberg. March 2021.

Better than nothing: A look at content moderation in 2020.

Gilad Edelman.

Wired. December 2020.

If states don't coordinate lockdown procedures immediately, our future is grim.

Sinan Aral.

Los Angeles Times. August 2020.

The Silicon Valley insider who says turn off your phone.

Ben Hoyle.

The Times. January 2020.

How will Russian manipulation affect the 2020 election? We still have no idea.

Patt Morrison.

Los Angeles Times. September 2019.

Are social media misinformation campaigns affecting elections? MIT researchers say there's a way to find out.

Martin Finucane.

The Boston Globe. August 2019.

There's a way to know if Russia threw the election to Trump.

Christian Caryl.

The Washington Post. January 2019.

Facebook explored unpicking personalities to target ads.

Rory Cellan-Jones.

BBC News. April 2018.

The scant science behind Cambridge Analytica's controversial marketing techniques.

Elizabeth Gibney.

Nature. March 2018.

Cambridge Analytica's 'mindf*** tool' could be totally useless.

Stephen Armstrong.

Wired. March, 2018.

It's time for a serious talk about the science of tech "addiction".

Robbie Gonzales.

Wired. February 2018.

Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley.

Antonio Garcia Martinez (2016)

HarperCollins. Part III. New York Times Bestseller.

Persuasion Profiling: How the Internet Knows What Makes You Tick.

Maurits Kaptein (2015).

From the Dutch: *Digitale verleiding: Hoe beïnvloedingsprofielen de online marketing op z'n kop zetten*.

Business Contact.

How to respond when rumours start to spread on Facebook.

Helen Reynolds.

The Guardian. May 2014.

Facebook wants to know why you're sharing this bogus Obamacare story.

Dino Grandoni.

Huffington Post, May, 2014.

Invisible decider: The subtle persuader in your pocket.

Helen Knight.

New Scientist, (2680), April 2012.

The Filter Bubble: What the Internet Is Hiding from You.

Eli Pariser (2011).

Penguin Press. Chapters 4 & 5. New York Times Bestseller.

Welcome to the brave new world of persuasion profiling.

Eli Pariser.

Wired, May 2011.

Anti-social networks? We're just as cliquey online.

Laura Sydell.

NPR All Things Considered, February 2011.

Appland: How smartphones are transforming our lives.

Richard Fisher.

New Scientist, (2722), August 2009.

Text streaming service lets users read material as fast as they can.

Michael Bazeley.

San Jose Mercury News, May 2005. Syndicated in Knight Rider papers.

Reading phone text one word at a time.

Ina Fried and Michael Kanellos.

CNET News, July 2005.

Corrections to published work

Corrigendum to: At what sample size do correlations stabilize?

Schönbrodt, F. D., & Perugini, M. (2013).

Journal of Research in Personality, 47(5), 609-612.

External funding and funded awards

2022	PI (with Manish Raghavan) <i>Synthetic Data and Randomness in Business and Societal Decision-Making</i> . Grant from IBM Research (\$210,000).
2021, 2022	PI (with David Rand) <i>Scalable Networked Interventions Against Misinformation</i> . Grant from US Air Force, subcontract via Lincoln Laboratory (\$200,000).
2021	PI

Measuring the Impact of Social Influence on Belief in Misinformation. Grant from Facebook (\$75,000).

- 2020 PI
Labor Market Activity and Online Social Networks. Grant from the World Bank Group (\$100,000).
- 2020 PI
Privacy-Induced Experimentation. Grant from IBM Research (\$150,000).
- 2020 PI (with Sinan Aral)
COVID-19 Global Beliefs, Behaviors, and Norms Survey. Grant from Facebook (\$174,866).
- 2019 Awardee
Amazon Research Award (\$80,000).
- 2019 PI (with Sinan Aral)
Digital Strategy at The Boston Globe. Grant from Boston Globe Media (\$300,000).

Other awards and honors

- 2020 Best Paper Award, INFORMS eBusiness Section.
(For “Targeting for long-term outcomes”)
- 2019 Young Scholar, Marketing Science Institute.

Teaching

MIT

- 2016 – Course creator & sole instructor
Marketing & Product Analytics
Elective for Master’s students in using analysis of quantitative data to inform, make, and automate marketing decisions. Features hands-on data analysis, Kaggle contests, and a group project building dashboards. (Previously titled *Marketing Analytics*).
- 2025 Course creator & sole instructor
Designing for Behavior Change
Elective for Master’s students in combining design thinking and process with behavioral science to prototype products that help people change their own behaviors in domains like health, personal finance, and relationships.
- 2025 Course creator & sole instructor
Research Design: Decision-Theoretic Perspectives
Doctoral seminar approaching planning empirical research with, e.g., Bayesian decision theory, value of information, proper scoring rules, and policy learning.
- 2022 Course creator & sole instructor
Topics in Research Design & Causal Inference
Doctoral seminar with an emphasis on design-based perspectives and neglected topics in causal inference.
- 2016 – Course creator & sole instructor
Experimental Design & Analysis
Doctoral seminar in the design of experiments (especially field experiments in the social sciences), randomization inference, and counterfactual policy evaluation and learning.

Udacity

- 2013 – 2014 Course creator & instructor
Exploratory Data Analysis Using R (with Moira Burke, Chris Saden & Solomon Messing)
Designed curriculum for course on exploratory data analysis, including data visualization, basic statistical concepts, and high-dimensional exploration. Partially based on experience teaching Facebook's internal DataCamp. Course ran until 2023.

Stanford University

- 2011 Course creator & sole instructor
Persuasion, Contagion & Compliance-Gaining in Online Media
- 2009, 2011 Teaching assistant
Phenomenological Foundations of Cognition, Language & Computation
- 2006 Teaching assistant
Persuading People Online and via Mobile Phones

Professional service

Editorial service

- 2021 – 2025 Associate Editor, *Management Science*, Marketing department
- 2020 – 2025 Associate Editor, *Management Science*, Data Science (formerly Big Data Analytics) department
- 2020 – 2025 Ad hoc Associate Editor, *Management Science*, Behavioral Economics & Decision Analysis, Revenue Management & Market Analytics, Health Care Management, and Entrepreneurship & Innovation departments
- 2015, '22, '25 Invited Non-Member Editor, *Proceedings of the National Academy of Sciences*

Reviewing at journals

- 2015 – *Proceedings of the National Academy of Sciences*
- 2018 – *Science*
- 2021 – *Nature*
- 2016 – *Marketing Science*
- 2017 – *Journal of the Royal Statistical Society*
- 2017 – *Journal of the American Statistical Association*
- 2019 – *Econometrica*
- 2020 – *American Economic Review*
- 2020 – *Journal of Econometrics*
- 2019 – *Quantitative Marketing and Economics*
- 2012 – *Management Science*
- 2020 – *Nature Communications*
- 2022 – *Journal of Marketing*
- 2017 – *Science Advances*
- 2020 *Journal of Urban Economics*
- 2015 – 2019 *Review of Economics and Statistics*
- 2017 – 2018 *Annals of Statistics*

2017 – 2018 *Journal of Marketing Research*
 2016 – 2018 *Information Systems Research*
 2017 *Review of Economic Studies*
 2017 *American Economic Journal: Applied Economics*
 2017 *Personality and Social Psychology Bulletin*
 2017 *Journal of the Association for Consumer Research*
 2017 *Sociological Methodology*
 2015 *Epidemiologic Methods*
 2012 *Annals of Applied Statistics*

Conference organizing and reviewing

2018 – Co-organizer, Conference on Digital Experimentation (CODE@MIT)
 2021 Program Committee, Quantitative Marketing and Economics (QME) Conference
 2020 Program Committee, International Conference on Computational Social Science (IC2S2)
 2019 Senior Program Committee, ACM Conference on Economics and Computation (EC)
 2013, '17 Program Committee, ACM Conference on Economics and Computation (formerly Electronic Commerce in 2013) (EC)
 2007 – 2010 Program Committee, International Conference on Persuasive Technology

Other organizing and service

2020 – 2022 Founding co-organizer, Virtual Quant Marketing Seminar (VQMS)
 2018 Participant, DARPA Technical Exchange on Complex Social Systems
 2018 Participant, NSF workshop on “Statistics at a Crossroads: Challenges and Opportunities in the Data Science Era”
 2016 Reviewer, National Science Foundation

Part-time Consulting

2024 *Voter Participation Center*
 2021 – 2022 *Twitter*
 2015 – 2017 *Facebook*
 2015 – 2016 *GoFundMe*

Selected invited talks

Policy relevance of causal quantities in networks.
 2025.10.29 Applied Statistics seminar, Institute for Quantitative Social Science, Harvard University

Long ties and tendencies toward triadic closure.
 2025.10.23 Cognition, Brain, and Behavior seminar, Department of Psychology, Harvard University.
 2024.03.15 Marketing seminar, Johnson College of Business, Cornell University.
 2024.02.14 Opportunity Insights seminar, Harvard University.

Effect sizes and decisions.

- 2025.09.30 Technology and Operations Management seminar, Harvard Business School
2025.07.22 Opening keynote, International Conference on Computational Social Science (IC2S2), Sweden.

Off-policy causal estimation in networks.

- 2025.06.03 Invited session on experiments in networks, ASA/IMS Spring Research Conference, Baruch College.

Learning from randomized interventions in social media.

- 2025.04.11 Gilbert Symposium, UCLA Anderson School of Management.
2025.02.05 Marketing seminar, Olin Business School, Washington University in St. Louis.
2024.11.18 Marketing seminar, Erasmus University.
2024.07.17 Design and Analysis of Networked Experiments workshop, King's College London.
2024.04.26 Center for Information Networks and Democracy workshop, University of Pennsylvania.
2024.04.19 Marketing seminar, McDonough School of Business, Georgetown University.
2024.04.05 Marketing seminar, University of Colorado, Boulder.

Remarks on "Causality in socio-economic research".

- 2024.09.26 Symposium on Causality, Florence.

Causal inference about networks: Networks as causes and consequences.

- 2024.08.19 Workshop on Causal Inference and Prediction for Network Data, Banff International Research Station.

Tendencies toward triadic closure: Field experimental evidence.

- 2024.08.06 Invited talk celebrating the 25th anniversary of the Center for Statistics and the Social Sciences at University of Washington, Joint Statistical Meetings (JSM 2024).

Long ties: Formation, social contagion, and economic outcomes.

- 2023.05.08 Science of the Predicted Human series, Copenhagen Center for Social Data Science.
2023.04.05 Marketing seminar, Tilburg University.
2023.03.14 Econometrics seminar, Center for Monetary and Financial Studies (CEMFI).
2022.11.09 Digital Social Networks workshop, Fondation des Treilles.
2022.07.12 Center for Humans and Machines, Max Planck Institute for Human Development.
2022.04.04 Social, Behavioral and Experimental Economics seminar, Department of Economics / Ross School of Business / School of Information, University of Michigan.
2022.03.16 Marketing seminar, Stanford University Graduate School of Business.
2022.01.26 Marketing seminar, Kellogg School of Management, Northwestern University.
2021.09.21 Operations, Information, and Decisions seminar, Wharton School of Business, University of Pennsylvania.

Algorithmic pricing and consumer sensitivity to price variability.

- 2023.12.01 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University.
2022.10.03 Virtual Quantitative Marketing Seminar.

Algorithmic transparency and assessing effects of algorithmic ranking.

- 2021.12.09 Testimony in hearing on *Disrupting Dangerous Algorithms: Addressing the Harms of Persuasive Technology*. Subcommittee on Communications, Media, and Broadband, US Senate.

Noise-induced randomization in regression discontinuity designs.

2021.11.09 Econometrics seminar, Department of Economics, University College London.
2021.10.11 Econometrics seminar, Department of Economics, University of Maryland.
2021.02.26 Center for Applied Mathematics Colloquium, Cornell University.
2020.06.08 Online Causal Inference Seminar, Stanford / ETH Zurich / UC Berkeley / Columbia / Florence / University of Washington / Yale.

Seeding with limited or costly network information.

2021.09.16 Data Science and Computational Social Science seminar, School of Information, University of Michigan.
2021.03.23 Decision, Risk, and Operations seminar, Columbia Business School.
2020.02.28 Marketing seminar, Carnegie Mellon University Tepper School of Business.
2020.02.21 Computational Social Science Institute seminar, University of Massachusetts, Amherst.
2020.02.28 Marketing seminar, Carnegie Mellon University Tepper School of Business
2019.11.08 Data Science Institute seminar, Columbia University.
2019.10.01 Program on Online and Matching-Based Market Design. Simons Institute for the Theory of Computing, University of California, Berkeley.

Peer effects in the COVID-19 pandemic.

2021.09.09 Operations and Technology Management seminar, Questrom School of Business, Boston University.

Scalable bundling via dense product embeddings.

2021.04.02 Information & Decision Sciences seminar, Carlson School of Management, University of Minnesota.

Discussion of Welfare effects of social media.

2020.01.04 American Economic Association Annual Meeting.