

## MILENA TSVETKOVA

London School of Economics and Political Science  
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### APPOINTMENTS

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**Assistant Professor**, Department of Methodology, London School of Economics and Political Science 2017–  
**Postdoctoral Researcher in Computational Social Science**, Oxford Internet Institute, University of Oxford 2015–17

### RESEARCH AFFILIATIONS

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Associate Member, International Inequalities Institute, LSE 2017–  
Visiting Scholar, invited by David Sumpter, Department of Mathematics, Uppsala University Fall 2014  
Visiting Scholar, invited by Peter Hedström, Institute for Futures Studies, Stockholm 2013–14

### EDUCATION

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**PhD, Sociology**, Cornell University 2015  
*Dissertation*: “The Contagion of Social Behavior”  
*Committee*: Michael W. Macy (chair), Douglas Heckathorn, Edward Lawler  
**MS, Sociology and Social Research (cum laude)**, Utrecht University 2010  
**MA, Social Sciences**, University of Chicago 2007  
**BSAD, Architecture Design**, Massachusetts Institute of Technology 2004

### ADDITIONAL TRAINING

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Postgraduate Certificate in Higher Education (Associate level), Teaching and Learning Centre, LSE 2018  
Graduate Workshop in Computational Social Science, Santa Fe Institute 2013  
Complex Systems Summer School, Santa Fe Institute 2009

### RESEARCH EXPERTISE

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*Research and Teaching Interests*: Computational methods, network analysis, experiments, agent-based modeling, cooperation, collective behavior, social psychology  
*Programming and Web*: Python, JavaScript, NetLogo, Z-tree, MySQL, MongoDB  
*Data Analysis*: R, STATA, SPSS

## PEER-REVIEWED JOURNAL ARTICLES

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- Tsvetkova, M.**, Wagner, C., and Mao, A. 2018. The emergence of inequality in social groups: Network structure and institutions affect the distribution of earnings in cooperation games. *PLoS ONE* 13(7):e0200965.
- Tsvetkova, M.**, Yasseri, T., Meyer, E., Pickering, J.B., Engen, V., Walland, P., Lüders, M., Følstad, A., and Bravos, G. 2017. Understanding human-machine networks: A cross-disciplinary survey. *ACM Computing Surveys* 50(1):12.
- García-Gavilanes, R., Møllgaard, A., **Tsvetkova, M.**, and Yasseri, T. 2017. Memory remains: Understanding collective memory in the digital age. *Science Advances* 3(4):e1602368.
- Tsvetkova, M.**, García-Gavilanes, R., Floridi, L., and Yasseri, T. 2017. Even good bots fight: The case of Wikipedia. *PLoS ONE* 12(2):e0171774.
- Tsvetkova, M.**, García-Gavilanes, R., and Yasseri, T. 2016. Dynamics of disagreement: Large-scale temporal network analysis reveals negative interactions in online collaboration. *Scientific Reports* 6:36333.
- García-Gavilanes, R., **Tsvetkova, M.**, and Yasseri, T. 2016. Dynamics and biases of online attention: The case of aircraft crashes. *Royal Society Open Science* 3:160460.
- Tsvetkova, M.**, Nilsson, O., Öhman, C., Sumpter, L., and Sumpter, D. 2016. An experimental study of segregation mechanisms. *EPJ Data Science* 5:4.
- Tsvetkova, M.** and Macy, M.W. 2015. The social contagion of antisocial behavior. *Sociological Science* 2:36–49.
- Macy, M.W. and **Tsvetkova, M.** 2015. The signal importance of noise. *Sociological Methods and Research* 44(2):306–328.
- Tsvetkova, M.** and Macy, M.W. 2014. The social contagion of generosity. *PLoS ONE* 9(2):e87275.
- Tsvetkova, M.** and Buskens, V. 2013. Coordination on egalitarian networks from asymmetric relations in a social game of Chicken. *Advances in Complex Systems* 16(1):1350005.
- van der Lippe, T., Frey, V., and **Tsvetkova, M.** 2013. Outsourcing of domestic tasks: A matter of preferences? *Journal of Family Issues* 34(12):1574–1597.
- Shaw, A.K., **Tsvetkova, M.**, and Daneshvar, R. 2011. The effect of gossip on social networks. *Complexity* 16(4):39–47.

## BOOK CHAPTERS

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- Eide, A.W., Pickering, J.B., Yasseri, T., Bravos, G., Følstad, A., Engen, V., **Tsvetkova, M.**, Meyer, E.T., Walland, P., and Lüders, M. 2016. Human-machine networks: Towards a typology and profiling framework. In *Human-Computer Interaction. Theory, Design, Development and Practice*, edited by M. Kurosu, pp. 11–22.
- Tsvetkova, M.** and Macy, M.W. 2015. The contagion of prosocial behavior and the emergence of voluntary-contribution communities. In *Social Phenomena: From Data Analysis to Models*, edited by B. Gonçalves and N. Perra, pp. 125–143.

## OP-EDS

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- Tsvetkova, M.** and Sumpter, D. 2016. This simple experiment shows how easy it is for society to become segregated. *The Conversation*, March 16.

**Tsvetkova, M.** and Macy, M.W. 2014. The science of ‘paying it forward’. *The New York Times*, March 16, p.12.

## WORK IN PROGRESS

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Reiss, M.V. and **Tsvetkova, M.** Habitus on social media: Perceiving education from Facebook profile pictures. *Under review.*

**Tsvetkova, M.**, Wagner, C., and Vuculescu, O. The link between heterogeneity and inequality. *In preparation.*

**Tsvetkova, M.**, Wagner, C., and Vuculescu, O. Group distinctions and inequality. *In preparation.*

**Tsvetkova, M.**, Wagner, C., and Vuculescu, O. Social research with gamified experiments. *In preparation.*

Lua, J.W. and **Tsvetkova, M.** Dunbar vs. Barabási: The effect of data collection and recording methods on social network degree distributions. *In preparation.*

## INVITED TALKS

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B4P Seminar, University College London	2018
Sociology Seminar, University College Dublin	2018
Workshop on Running Interactive Experiments Online, Zurich, Switzerland	2018
Social Simulation Conference (keynote), Stockholm, Sweden	2018
Workshop on Mathematics for Social Activism, Uppsala University	2018
International Conference on Complex Networks (keynote), Boston, MA	2018
Computational Social Science Seminar, University of Pennsylvania	2018
Social Science Foo Camp, Menlo Park, CA	2018
Seminar on the Analysis of Social Processes and Structures, Paris, France	2018
Workshop on Citizen and Elite Activity on Wikipedia, Hertie School of Governance	2017
Institute for Analytical Sociology Seminar, Linköping University	2017
International Conference on Comput. Social Science (keynote), Cologne, Germany	2017
Sociology Seminar, Nuffield College, University of Oxford	2017
Innovation, Entrepreneurship, and Inform. Systems Seminar, Aarhus University	2017
Networks and Time Workshop, Columbia University	2016
Interdisciplinary Symposium on Experiments and Models of Social Networks, Copenhagen, Denmark	2016
Cooperative Relations Seminar, Utrecht University	2011
Workshop on Networks in Economics and Sociology, Utrecht University	2010

## CONFERENCE AND WORKSHOP PRESENTATIONS

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The emergence of inequality in social groups: The effects of network structure, reputation, and punishment institutions, International Network of Analytical Sociologists Conference, Stanford, CA 2018

Inequality is higher in fixed clustered networks with punishment institutions, European Symposium Series on Societal Challenges in Computational Social 2017

Science, London, UK	
Dynamics of disagreement: Large-scale temporal network analysis reveals negative interactions in online collaboration, International Conference on Computational Social Science, Evanston, IL	2016
Dynamics of disagreement: Large-scale temporal network analysis reveals negative interactions in online collaboration, International Network of Analytical Sociologists Conference, Utrecht, Netherlands	2016
The dynamics of disagreement: A large-scale analysis of the Wikipedia revert network, GESIS Computational Social Science Winter Symposium, Cologne, Germany	2015
Experimental evidence for the Schelling segregation model, International Conference on Computational Social Science, Helsinki, Finland	2015
The contagion of prosocial behavior and the emergence of voluntary contribution communities, International Conference on Computational Social Science, Helsinki, Finland	2015
Web-based real-time multi-player games for social experiments, GESIS Computational Social Science Winter Symposium, Cologne, Germany	2014
The social contagion of generosity, International Network of Analytical Sociologists Conference, Stockholm, Sweden	2013
Microfoundations of inequality, International Sociological Association International Laboratory for PhD Students in Sociology, Taipei, Taiwan	2012
Mechanisms for long-tailed degree distributions in social interaction networks, International Sunbelt Social Networks Conference, Redondo Beach, CA	2012
Reciprocity as micro-foundation of (in)equality, American Sociological Association Annual Meeting, Las Vegas, NV	2011

## GRANTS

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VolkswagenStiftung 92173 Grant “The Emergence of Inequality in Social Groups,” Co-PI with Andrew Mao and Claudia Wagner (€853,800)	2017–21
NSF SES-1260348 Sociology Grant “Generalized Reciprocity: Understanding the Social Contagion of Altruistic Behavior,” Co-Investigator with Michael W. Macy PI (\$115,412)	2013–14
NSF SES-1303526 Doctoral Dissertation Research Improvement Grant “The Social Contagion of Generosity,” Co-PI with Michael W. Macy (\$11,998)	2013

## AWARDS AND HONORS

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Russell Sage Doctoral Fellowship, Cornell University	2011, 2014
Best Master’s Thesis – finalist, Utrecht University	2011
Thanks to Scandinavia Scholarship, Cornell University	2010
Valedictorian, Graduate School of Soc. and Behav. Sciences, Utrecht University	2010
Best Student Prize, Sociology and Social Research, Utrecht University	2010
Utrecht Excellence Scholarship, Utrecht University	2008, 2009
MSCOPE Intern at Center for the Presentation of Science, University of Chicago	2006
International House Graduate Fellowship, University of Chicago	2006

University Full-Tuition Scholarship, University of Chicago 2006  
Paul E. Gray Endowed UROP, Massachusetts Institute of Technology 2004

## TEACHING

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Department of Methodology, LSE 2017–  
*MY461 Social Network Analysis*  
*MY470 Computer Programming*  
*Agent-Based Modelling* (workshop)  
Summer School on Methods for Computational Social Science, Sardinia, Italy 2017  
*Theory-Driven Social Research with Online Experiments* (workshop)  
Web Science Summer School, Saint Petersburg, Russia 2017  
*Theory-Driven Social Research with Online Experiments* (workshop)  
Oxford Internet Institute, University of Oxford 2016  
*Introduction to Python*  
*Simulating Society*  
Department of Sociology, Utrecht University 2009  
*Theory Construction and Model Building* (teaching assistant)

## INSTITUTIONAL AND DEPARTMENTAL SERVICE

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Member of Junior Appointment Recruitment Committee, Department of Methodology, LSE  
(2018, 2017)  
Secondary Supervisor for PhD Dissertation, Mai Al-Naemi, Department of Management, LSE  
(in progress)

## PROFESSIONAL SERVICE

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Occasional Reviewer  
*Advances in Complex Systems* (1)  
*Aggressive Behavior* (1)  
*American Journal of Sociology* (3)  
*Journal of Archaeological Method and Theory* (1)  
*PLOS ONE* (1)  
*Policy & Internet* (1)  
*Scientific Reports* (1)  
*Social Forces* (1)  
*Social Networks* (1)  
*Sociological Methods and Research* (1)  
Consultant  
SAGE Publishing (2018)  
Alfred P. Sloan Foundation (2018)  
Program Committee Chair  
International Conference on Computational Social Science (2019)  
Member of Senior Program Committee

International AAAI Conference on Web and Social Media (2017)  
Member of Program Committee  
International Conference on Computational Social Science (2016, 2017, 2018)  
SocInfo (2017, 2018)  
Complex Networks (2017)  
International World Wide Web Conference, Web and Society Track (2017)  
Conference on Complex Systems, Computational Social Science Satellite Workshop (2016)  
Connected Life (2016)  
GESIS Computational Social Science Winter Symposium (2016)  
International AAAI Conference on Web and Social Media (2016)  
Co-organizer  
Second Meeting of the Computational Social Science London Initiative (2016)