

## MILENA TSVETKOVA

London School of Economics and Political Science  
Department of Methodology, Columbia House 8.03  
Houghton Street, London WC2A 2AE, UK  
+44 20 7107 5044  
m.tsvetkova@lse.ac.uk  
<http://tsvetkova.me>

### APPOINTMENTS

---

**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

---

**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

---

**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

---

Graduate Workshop in Computational Social Science, Santa Fe Institute 2013  
Complex Systems Summer School, Santa Fe Institute 2009

### RESEARCH EXPERTISE

---

*Research and Teaching Interests*: Computational methods, network analysis, experiments, agent-based modeling, cooperation, collective behavior, social psychology  
*Programming and Web*: Python, NetLogo, Z-tree, MySQL, MongoDB, Django, JavaScript  
*Data Analysis*: R, STATA, SPSS, SIENA  
*Languages*: Bulgarian (native), English (fluent), French (good), Russian (good), Spanish (basic), German (basic)

## AWARDS AND HONORS

---

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 Social and Behavioral 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

## GRANTS

---

VolkswagenStiftung 92173 Grant “The Emergence of Inequality in Social Groups,” Co-PI with Andrew Mao and Claudia Wagner (€853,800)	2017–20
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

## PEER-REVIEWED JOURNAL ARTICLES

---

- 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

---

- 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

---

- 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.

## INVITED TALKS

---

- |   |      |
|---|------|
| 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

---

- |  |      |
|--|------|
| 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

## TEACHING

---

Co-instructor, Oxford Internet Institute, University of Oxford <i>Introduction to Python</i> <i>Simulating Society</i>	2016
Teaching assistant, Department of Sociology, Utrecht University <i>Theory Construction and Model Building</i>	2009

## PROFESSIONAL SERVICE

---

Occasional reviewer for <i>Scientific Reports</i> , <i>PLOS ONE</i> , <i>American Journal of Sociology</i> , <i>Social Networks</i> , <i>Advances in Complex Systems</i> , <i>Sociological Methods and Research</i> , <i>Aggressive Behavior</i>	2013–
Senior Program Committee member for International AAAI Conference on Web and Social Media	2017
Program Committee member for International Conference on Computational Social Science	2017
Program Committee member for GESIS Computational Social Science Winter Symposium, Computational Social Science Satellite Workshop at the Conference on Complex Systems, International Conference on Computational Social Science, International AAAI Conference on Web and Social Media	2016
Co-organizer, Second Meeting of the Computational Social Science London Initiative, Oxford, UK	2016