

Amir Goldberg

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Academic Appointments

- 2019-present Associate Professor of Organizational Behavior (tenured), Stanford Graduate School of Business
- 2019-present Associate Professor of Sociology (by courtesy, tenured), Stanford University
- 2016-2019 Associate Professor of Organizational Behavior, Stanford Graduate School of Business
- 2016-2019 Associate Professor of Sociology (by courtesy), Stanford University
- 2012-2016 Assistant Professor of Organizational Behavior, Stanford Graduate School of Business
- 2012-2016 Assistant Professor of Sociology (by courtesy), Stanford University

Other Affiliations

- 2017-present Co-director, Computational Culture Lab, Stanford & UC Berkeley
- 2016-present Stanford Center for Computational Social Science, Executive Committee
- 2015-present Stanford Data Science Initiative, Affiliated Faculty
- 2012-present Faculty Participant, Stanford Center for Computational Social Science

Education

- 2012 PhD, Sociology, Princeton University
Dissertation Title: *Where Do Social Categories Come From? A Comparative Analysis of Online Interaction and Categorical Emergence in Music and Finance*
Committee: Paul DiMaggio (chair), Martin Ruef, Delia Baldassarri, Matthew Salganik
- 2008 M.A. Distinction, Sociology, Princeton University
Examination fields: Economic Sociology, Organizational Sociology, Sociology of Culture
- 2005 M.A. Distinction, Sociology, Goldsmith's College, University of London, UK
- 2001 B.A. Magna Cum Laude, Film & Television and Computer Science (double major), Tel Aviv University, Israel

Publications

Peer Reviewed

- Corritore, Matthew, Amir Goldberg and Sameer B. Srivastava. 2020. "Duality in Diversity: How Intrapersonal and Interpersonal Cultural Heterogeneity Relate to Firm Performance." *Administrative Science Quarterly* 65(2): 359-394
- Goldberg, Amir and Sarah K. Stein. 2018. "Beyond Social Contagion: Associative Diffusion and the Emergence of Cultural Differentiation." *American Sociological Review* 83(5): 897-932

* Winner: 2019 Robert K. Merton Award in Analytical Sociology, INAS

- Srivastava, Sameer B., Amir Goldberg, V. Govind Manian and Christopher Potts. 2018. “Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations.” *Management Science* 64(3):1348-1364
- * Winner: Best Paper Award, 2016 Wharton People Analytics Conference
- DiMaggio, Paul and Amir Goldberg. 2018. “Searching for Homo Economicus: Institutional Boundaries and Americans’ Construals of and Attitudes Toward Markets.” *European Journal of Sociology* 59(2): 151-189
- Sotoudeh, Ramina, Paul DiMaggio, Amir Goldberg and Hana Shepherd. 2017. “Culture out of Attitudes: Relationality, Population Heterogeneity and Attitudes toward Science and Religion in the U.S.” *Poetics* 68:31-51
- Duchin, Ran, Amir Goldberg and Denis Sosyura. 2017. “Spillovers inside Conglomerates: Incentives and Capital.” *Review of Financial Studies* 30(5): 1696-1743
- Doyle, Gabriel, Amir Goldberg, Sameer B. Srivastava and Michael C. Frank. 2017. “Alignment at Work: Using Language to Distinguish the Internalization and Self-Regulation Components of Cultural Fit in Organizations.” *Proceedings of the 55th Annual Meeting of the Association for Computational Linguistics (Long Papers)*. ACL
- Goldberg, Amir, Sameer B. Srivastava, V. Govind Manian, Will Monroe and Christopher Potts. 2016. “Fitting In or Standing Out? The Tradeoffs of Structural and Cultural Embeddedness.” *American Sociological Review* 81(6): 1190-1222
- * Winner: Best Paper Award, 2015 Wharton People Analytics Conference
 - * Winner: Best Paper Award, 2015 Computational Social Science Summit, Kellogg School of Management
- Goldberg, Amir, Michael T. Hannan and Balázs Kovács. 2016. “What Does it Mean to Span Cultural Boundaries? Variety and Atypicality in Cultural Consumption.” *American Sociological Review* 81(2): 215-241
- McFarland, Daniel, Kevin Lewis and Amir Goldberg. 2016. “Sociology in the Era of Big Data: The Ascent of Forensic Social Science.” *American Sociologist* 47(1): 12-35
- Baldassarri, Delia and Amir Goldberg. 2014. “Neither Ideologues, nor Agnostics: Alternative Voters' Belief System in an Age of Partisan Politics.” *American Journal of Sociology* 120(1): 45-95
- Goldberg, Amir. 2011. “Mapping Shared Understandings Using Relational Class Analysis: The Case of the Cultural Omnivore Reexamined.” *American Journal of Sociology* 116(5): 1397-1436

Book Chapters and Other

- Schowalter, Kirsten, Amir Goldberg and Sameer B. Srivastava. 2020. “Bridging Perspectives on Bridging: A Framework of Social Contexts that Integrates Structural and Cultural Bridging”. *Social Networks at Work*. Routledge.
- Mobasserri, Sanaz, Amir Goldberg, and Sameer B. Srivastava. Forthcoming. “What is Cultural Fit? From Cognition to Behavior (and Back).” *Oxford Handbook of Cognitive Sociology*
- Srivastava, Sameer B. and Amir Goldberg. 2017. “Language as a Window into Culture.” *California Management Review* 60 (1), 56-69
- Goldberg, Amir. 2015. “In Defense of Forensic Social Science.” *Big Data and Society* 2(2)

Working Papers

- van Loon, Austin, Amir Goldberg and Sameer Srivastava. 2020. “Differences Beyond Identity: Perceived Constural Distance and Interparty Animosity in the United States”
- Vicinanza, Paul, Amir Goldberg and Sameer Srivastava. 2020. “Who Sees the Future? A Deep Learning Language Model Demonstrates the Vision Advantage of Being Small”
- Gouvard, Paul, Amir Goldberg and Sameer B. Srivastava. 2020. “Doing Organizational Identity: Performative Atypicality and Earning Surprises”
- Lix, Katharina, Amir Goldberg, Sameer B. Srivastava and Melissa A. Valentine. 2020. “Timing Differences: Discursive Diversity and Team Performance”

Lu, Richard W., Jennifer A. Chatman, Amir Goldberg and Sameer B. Srivastava. 2019. “Deciphering the Cultural Code: Value Congruence, Perceptual Congruence, and the Interpersonal Transmission of Culture.”

Stein, Sarah K., Amir Goldberg and Sameer B. Srivastava. 2018. “Distinguishing Round from Square Pegs: Predicting Hiring Based on Pre-hire Language Use”

Book Reviews

Review (2019) of Rachel Sherman, *Uneasy Street: The Anxieties of Affluence*, *American Journal of Sociology*

Review (2016) of Daniel Cornfield, *Beyond the Beat: Musicians Building Community in Nashville*, *Administrative Science Quarterly*

Review (2014) of Alex Pentland, *Social Physics: How Good Ideas Spread—The Lessons from a New Science*, *Stanford Social Innovation Review*, Spring 2014

Review (2013) of Jennifer C. Lena, *Banding Together: How Communities Create Genres in Popular Music*, *American Journal of Sociology* 118(4)

Grants, Fellowships and Awards

2016-2017 Younger Family Faculty Scholar, Stanford Graduate School of Business

2015-2017 Stanford Data Science Initiative Flagship Project Award, \$400,000 (together with Jure Leskovec, Dan Jurafsky, Daniel McFarland, Daniel Bernstein and Christopher Potts)

2015 SAP research grant, \$600,000 (together with Jure Leskovec)

2014-2015 MBA Class of 1969 Faculty Scholar, Stanford Graduate School of Business

2010 National Science Foundation Dissertation Improvement Grant, Sociology

2010-2011 Harold W. Dodds Honoric Fellowship, Princeton University

2010 Marvin Bressler Teaching Award, Sociology Department, Princeton University

Select Conferences and Invited Talks

The Costs and Benefits of Discursive Divergence, Finance Seminar, Duke Fuqua School of Business, December 2019

Beyond Social Contagion, Computational Social Science Seminar, University of Pennsylvania, April 2019

Networks and Associative Cognition, Berkeley Haas MORS Seminar, March 2019

Deciphering the Cultural Code: Cognition, Behavior, and the Interpersonal Transmission of Culture, Berkeley Culture Conference, January 2019

Deciphering the Cultural Code: Cognition, Behavior, and the Interpersonal Transmission of Culture, Network Evolution Conference, INSEAD, October 2018

Beyond Social Contagion: Associative Diffusion and the Emergence of Cultural Variation, Cultural Evolution Society Conference, October 2018

Duality in Diversity: Cultural Heterogeneity, Language and Firm Performance, Wharton Management Seminar, University of Pennsylvania October 2018

Can we Measure Culture using Language? Psychology of Technology Conference, October 2018

Deciphering the Cultural Code: Cognition, Behavior, and the Interpersonal Transmission of Culture, Stanford Media Research Forum, June 2018

Duality in Diversity: Cultural Heterogeneity, Language and Firm Performance, Harvard Symposium on Applied Computational Text Analysis, May 2018

Beyond Social Contagion: Associative Diffusion and the Emergence of Cultural Differentiation, MIT Mini-conference on the emergence of categories and shared mental models, May 2018

Enculturation Trajectories, SPSP, March 2018

Lifting the Curtain: Backstage Cognition, Frontstage Behavior, and the Interpersonal Transmission of Culture, Behavioral Insights from Text, The Wharton School, January 2018

Lifting the Curtain: Backstage Cognition, Frontstage Behavior, and the Interpersonal Transmission of Culture, People and Organizations Conference, The Wharton School, October 2017

Language, networks and cultural fit in organizations, Social Media and Data Science Conference (invited speaker), Haifa University, July 2017

What Difference Does Difference Make? A Language-Based Model of Cultural Heterogeneity and Firm Performance, Organizational Behavior Seminar, Coller School of Management, Tel Aviv University, June 2017

What Difference Does Difference Make? A Language-Based Model of Cultural Heterogeneity and Firm Performance, Strategy Seminar, Arison School of Business, IDC Herzliya, June 2017

What Difference Does Difference Make? A Language-Based Model of Cultural Heterogeneity and Firm Performance, Kellogg School of Management at Northwestern University, Management & Organizations Seminar, May 2017

Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations, Digital Initiative Discussion and Symposium, Harvard Business School, May 2017

Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations, Organizations & Management Seminar Series, Yale School of Management, September 2016

Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations, Strategy Seminar, INSEAD, September 2016

Enculturation Trajectories: Language, Cultural Adaptation, and Individual Outcomes in Organizations, Strategy & Policy Seminar, National University of Singapore Business School, September 2016

Modeling Culture, Keynote Speaker, 10th International AAI Conference on Web and Social Media (ICWSM-16), Cologne, Germany, May 19 2016

Fitting In or Standing Out? The Tradeoffs of Structural and Cultural Embeddedness, People and Organizations Conference, Wharton, University of Pennsylvania, October 2015

Cultural Adaptation and Attainment in an Organization, Interdisciplinary Committee on Organizational Studies, Ross Business School, University of Michigan, October 2015

Individual Cultural Adaptation and Organizational Success, Strategic Management Seminar, Rotman School of Management, University of Toronto, October 2015

Fitting In or Standing Out? The Tradeoffs of Structural and Cultural Embeddedness, American Sociological Association Annual Meeting, August 2015

Peer Effects inside the Firm and the Diffusion of Excessive Managerial Pay, American Sociological Association Annual Meeting, August 2014

Beyond Contagion, Academy of Management Annual Meeting, August 2014

What Does Cultural Innovation Mean? The New Computational Sociology Conference, Stanford University, August 2014

Compensation of Divisional Managers: Peer Effects Inside the Firm, Western Finance Association Annual Meeting, June 16th 2014

Revisiting the Cultural Omnivore Thesis, 7th INAS Conference, Mannheim, June 5th 2014

Compensation of Divisional Managers: Peer Effects Inside the Firm, Innovation and Organizational Economics Seminar, Copenhagen Business School, June 2nd 2014

Beyond “Contagion”: An Associational Model of Cultural Diffusion, American Sociological Association Annual Meeting, Section on Economic Social Networks, August 13th 2013

Network Boundedness as Market Identity: Evidence from the Film Industry, American Sociological Association Annual Meeting, Section on Economic Sociology, August 10th 2013

Network Boundedness as Market Identity: Evidence from the Film Industry, 2013 Strategic Research Initiative Annual Meeting, New York, June 5th 2013

Network Boundedness as Market Identity: Evidence from the Film Industry, Haas School of Business Management of Organizations Seminar Series, University of California Berkeley, April 2nd 2013

Searching for Homo-Economicus, Duke Sociology Jensen Speaker Series, March 22nd 2013

Searching for Homo-Economicus, Berkeley Sociology Colloquium Series, March 4th 2013

Performance-measurability and the Role of Status in Markets, American Sociological Association Annual Meeting, Section on Economic Sociology, Session: Financialization, August 18th 2012

The duality between social interaction and categorization: an analytical translation and empirical evidence from music and finance, 5th Analytical Sociology Conference, June 9th 2012

How Categories Work in Practice: Evidence from Consumer Evaluation of Films, Fifteenth Annual Meeting Of Organizational Ecologists, July 9th 2012

The Emergence of Classifications through Social Interaction: Evidence from Music and Finance, American Sociological Association Annual Meeting, Section on Social Networks Session: Norms and Networks, August 21st 2011

Service

Management Science, Associate Editor (2018-)

American Sociological Review, Editorial Board Member (2017-2020)

American Journal of Sociology, Consulting Editor (2017-2020)

Consulting Editor, Sociological Science (2015-)

Co-organizer (with Daniel McFarland, Jackelyn Hwang) of the Stanford Conference on Computational Sociology, August 7, 2020

Co-organizer (with Daniel McFarland) of the Stanford Conference on Networks and Culture, October 6-7, 2017

Co-organizer (with Daniel McFarland and Jure Leskovec) of the Fourth Stanford Conference on Computational Social Science, April 11th 2014

Co-organizer (with Daniel McFarland and Jure Leskovec) of the Third Stanford Conference on Computational Social Science, September 27th 2013

Co-organizer (with Daniel McFarland) of the Second Stanford Conference on Computational Social Science, January 11th 2013

Reviewer for: American Sociological Review, American Journal of Sociology, Administrative Science Quarterly, Management Science, Science, Social Science Research, Sociological Forum, Sociological Science, British Journal of Sociology, Organization Science, Social Psychology Quarterly, Social Forces, Science, PNAS

PhD Dissertations Supervised

Anthony Vashevko (2017). “Strategic Responses to Categorization”. (Advisor)

Sarah K. Stein (2018). “Distinguishing Round from Square Pegs: Understanding Hiring Based on Pre-Hire Language Use”. (Advisor)

Matthew Corritore (2018). “Essays on Cultural Heterogeneity and Firm Performance”. (Co-advisor)

Anjali M. Bhatt (2020). “Neither Blank Slate nor Set in Stone: Cultural Behaviors of Organizational Newcomers”. (Co-advisor)

Teaching

- 2019-20 People Analytics (MBA, HRMGT 203, HRMGT 503)
- 2017-20 Effective Strategies of Product Management (MBA, STRAMGT 309)
- 2016-18 Leadership in the Arts and Creative Industries (MBA, STRAMGT 539)
- 2016-19 Modeling Culture (PhD, OB 637)
- 2015 Analytical Sociology Workshop (PhD, SOC 327W)
- 2015 Product Entrepreneurship (MBA, STRAMGT 527)
- 2014 Strategizing in Creative Markets (MBA, STRAMGT 533)
- 2012-14 Strategic Leadership (MBA, STRAMGT 207)
- 2012-14 Introduction to Organization Behavior (Law, LAW 327)

Cases

- 2015 Zynga and the Launch of Farmville (SM239)
- 2016 The Joffrey Ballet (SM259)
- 2016 The “New” SFMOMA: Meaning More to More People (SM258)
- 2017 Tableau: The Creation of Tableau Public (E632)