

# Yotam Shmargad

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## Employment

<i>Director of Undergraduate Studies (2024 – present)</i>	
School of Government & Public Policy, University of Arizona	Tucson, AZ
<i>Associate Professor (2022 – present)</i>	
<i>Assistant Professor (2018 – 2022)</i>	
School of Government & Public Policy, University of Arizona	Tucson, AZ
School of Sociology (Courtesy Appointment), University of Arizona	Tucson, AZ
<i>Assistant Professor (2014 – 2018)</i>	
School of Information, University of Arizona	Tucson, AZ

## Education

<i>Ph.D. Marketing (2014)</i>	
Kellogg School of Management, Northwestern University	Evanston, IL
<i>M.S. Operations Management (2008)</i>	
Columbia University	New York, NY
<i>B.S. Mathematics and Applied Science (2006)</i>	
University of California, Los Angeles	Los Angeles, CA

## Peer-Reviewed Journal Articles

Rains, Stephen A., Kevin Coe, Kate Kenski, and Yotam Shmargad. 2025. “Incivility in Online Discussion as a Collective Phenomenon: A Dynamic Systems Perspective Examining Sequences of Uncivil Messages.” *Social Media + Society*. <https://doi.org/10.1177/20563051251356119>

Montez, Daniel and Yotam Shmargad. 2025. “Polarization and Shared Attention among Influential Amplifiers of 2018 U.S. Primary Candidates.” *Journal of Quantitative Description: Digital Media*. <https://doi.org/10.51685/jqd.2025.001>

Barbati, Juliana L., Stephen A. Rains, Kate Kenski, Yotam Shmargad, Steven Bethard, and Kevin Coe. 2024. "Examining the Dynamics of Uncivil Discourse Between Sub-National Political Officials and the Public on Twitter." *Mass Communication and Society*.

<https://doi.org/10.1080/15205436.2024.2313095>

Rains, Stephen A., Kate Kenski, Leah Dajches, Kaylin Duncan, Kun Yan, Yebin Shin, Jules L. Barbati, Steven Bethard, Kevin Coe, and Yotam Shmargad. 2023. "Engagement with incivility in tweets from and directed at local elected officials." *Communication and Democracy*.

<https://doi.org/10.1080/27671127.2023.2195467>

Rains, Stephen A., Jake Harwood, Yotam Shmargad, Kate Kenski, Kevin Coe, and Steven Bethard. 2022. "Engagement with partisan Russian troll tweets during the 2016 U.S. presidential election: a social identity perspective." *Journal of Communication*.

<https://doi.org/10.1093/joc/jqac037>

Conway, Bethany Anne, Eric Tsetsi, Kate Kenski, and Shmargad, Yotam. 2022. "Tipping the Twitter vs. news media scale? Conducting a third assessment of intermedia agenda-setting effects during the presidential primary." *Journal of Political Marketing*.

<https://doi.org/10.1080/15377857.2022.2099582>

Rains, Stephen A., Yotam Shmargad, Kevin Coe, Kate Kenski, and Steven Bethard. 2021. "Assessing the Russian Troll Efforts to Sow Discord on Twitter during the 2016 U.S. Election." *Human Communication Research*. <https://doi.org/10.1093/hcr/hqab009>

Shmargad, Yotam, Kevin Coe, Kate Kenski, and Stephen A. Rains. 2021. "Social Norms and the Dynamics of Online Incivility." *Social Science Computer Review*.

<https://doi.org/10.1177/0894439320985527>.

Klar, Samara, Yanna Krupnikov, John Ryan, and Kathleen Searles, and Yotam Shmargad. 2020. "Using Social Media to Promote Academic Research: Identifying the Benefits of Twitter for Sharing Academic Work." *PLOS One*. <https://doi.org/10.1371/journal.pone.0229446>.

Shmargad, Yotam and Lisa Sanchez. 2020. "Social Media Influence and Electoral Competition." *Social Science Computer Review*. <https://doi.org/10.1177/0894439320906803>.

Shmargad, Yotam and Samara Klar. 2020. "Sorting the News: How Ranking by Popularity Polarizes Our Politics." *Political Communication*. <https://doi.org/10.1080/10584609.2020.1713267>.

Shmargad, Yotam and Samara Klar. 2019. "How Partisan Online Environments Shape Communication with Political Outgroups." *International Journal of Communication*. <https://ijoc.org/index.php/ijoc/article/download/10127/2657>.

Shmargad, Yotam. 2018. "Twitter Influencers in the 2016 U.S. Congressional Races." *Journal of Political Marketing*. <https://doi.org/10.1080/15377857.2018.1513385>.

Shmargad, Yotam. 2018. "Structural Diversity and Tie Strength in the Purchase of a Social Networking App." *Journal of the Association for Information Science and Technology*. <https://doi.org/10.1002/asi.23997>.

Williams, Betsy, Catherine Brooks, and Yotam Shmargad. 2018. "How Algorithms Discriminate Based on Data They Lack: Challenges, Solutions, and Policy Implications." *Journal of Information Policy*. <https://doi.org/10.5325/jinfopol.8.2018.0078>.

Klar, Samara and Yotam Shmargad. 2017. "The Effect of Network Structure on Preference Formation." *Journal of Politics*. <https://doi.org/10.1086/689972>.

Shmargad, Yotam and Jameson Watts. 2016. "When Online Visibility Deters Social Interaction: The Case of Digital Gifts." *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2016.01.004>.

## Working Papers

Milward, Brinton H., Angel Saz-Carranza, Yotam Shmargad, Edwin Mena, and Juan Garcia-Nieto. "Institutional Rules, Boundary, and LLMs: A proof-of-concept for large-N research on the governance of purpose-oriented networks" *Under review*.

Shmargad, Yotam. "Discussions of the January 6th Capitol Riots on Reddit and Twitter." *Manuscript in preparation*.

Anderson, Josh, Yotam Shmargad, Luke Meier, and Laine Kowalski. Mapping the Field of Science Journalism Research through Computational Literature Analysis of Themes and Relational Networks. *Data in preparation*.

Anderson, Josh, Luke Meier, and Yotam Shmargad, Smash that Carbon Button: Agenda Building of Climate Change on YouTube. *Data in preparation*.

Vaizman, Tal, Mario Morales, and Yotam Shmargad. "Predicting Musical Complexity with Spotify Features: Advances and Future Directions." *Data in preparation*.

## Other Peer-Reviewed Articles

Rains, Stephen A., Yotam Shmargad, Kate Kenski, Kevin Coe, Bulut Ozler, and Steve Bethard. 2019. "Local Governance, Civil Discourse, and Social Media: Charting Incivility from and Directed at Tucson-Area Elected Officials." *Making Action Possible for Southern Arizona*.

## Peer-Reviewed Book Chapters

Shmargad, Yotam, Kevin Coe, Kate Kenski, Stephen A. Rains, and Steven Bethard. 2025. "Detecting Anti-Social Norms in Large-Scale Online Discussions." *Social Processes of Online Hate*. Edited by Joseph B. Walther and Ronald E. Rice.

Kenski, Kate, Stephen A. Rains, Yotam Shmargad, Kevin Coe, and Steven Bethard. 2024. "Incivility in 2020 Presidential Candidate Social Media Posts and Posts that Cite them." *Social Media Politics*. Edited by Dan Schill and John Allen Hendricks.

Klar, Samara and Yotam Shmargad. 2020. "Curating the News: How Social Media Facilitates Selective Exposure." *Dynamics of American Democracy: Partisan Polarization, Political Competition and Government Performance*. Edited by Eric M. Patashnik and Wendy J. Schiller.

Shmargad, Yotam and Samara Klar. 2019. "Using Online Experiments to Study Political Decision Making." *Oxford Encyclopedia of Political Decision Making*. Edited by David P. Redlawsk.

Shmargad, Yotam. 2018. "Long Ties as Equalizers." *Networks, Hacking, and Media*. Edited by Barry Wellman, Laura Robinson, Casey Brienza, Wenhong Chen, and Shelia Cotten.

Shmargad, Yotam and Jameson Watts. 2018. "Ideological Capital, Networks, and Social Media Strategies." *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives, and Practices*. Edited by John Branch, Marcus Collins, and Eldad Sotnick-Yogev.

## Peer-Reviewed Conference Proceedings

Ozler, Bulut, Kate Kenski, Stephen Rains, Yotam Shmargad, Kevin Coe, and Steven Bethard. 2020. "Fine-tuning for multi-domain and multi-label uncivil language detection." *Proceedings of the Fourth Workshop on Online Abuse and Harms*. Virtual due to Covid-19.

Sadeque, Farig, Stephen Rains, Yotam Shmargad, Kate Kenski, Kevin Coe, and Steven Bethard. 2019. "Incivility Detection in Online Comments." *Joint Conference on Lexical and Computational Semantics*. Minneapolis, Minnesota.

Shmargad, Yotam. 2017. "Network Perspectives on Privacy and Security in the Internet of Things: From Actor-Network Theory to Social Network Analysis." *AAAI Spring Symposium*. Palo Alto, California.

Shmargad, Yotam and Jameson Watts. 2016. "Strangers You May Know: Social Surveillance and Intimacy Online." *iConference*. Philadelphia, Pennsylvania.

Watts, Jameson and Yotam Shmargad. 2015. "Social Visibility and the Gifting of Digital Goods." *ACM Conference on Online Social Networks*. Palo Alto, California.

Shmargad, Yotam. 2014. "Social Media Broadcasts and the Maintenance of Diverse Networks." *International Conference on Information Systems*. Auckland, New Zealand.

## Grants and Awards

Honorable Mention, Best Conference Paper, Political Networks Section, American Political Science Association, 2021

Partner Site, Summer Institute in Computational Social Science, 2020, \$10,000

"Detecting Incivility in 2020 Presidential Primary Candidate Social Media Posts Utilizing Interdisciplinary Methods," National Institute for Civil Discourse, University of Arizona, 2019, \$24,985.50

"Local Governance, Civil Discourse, and Social Media: Charting Incivility From and Directed at Tucson's Elected Officials," Making Action Possible, Economic and Business Research Center, University of Arizona, 2019, \$7,500

## Workshops and Symposia

Instructor. Collectivist and Perspectivist Approaches to Studying Online Toxicity. *International Conference on Web and Social Media*, Buffalo, New York, June 2024.

Mentor. Applied Research Fellowship Orientation Meeting. Collaborative for Applied Studies in Jewish Education, *George Washington University*, Washington, D.C., August 2023.

Participant. Workshop on the Social Processes of Online Hate. *University of California, Santa Barbara*. Santa Barbara, California. May 2023.

Participant. Research Symposium, *National Institute for Civil Discourse*, Washington, D.C., September 2022.

Co-organizer. Winter Institute in Computational Social Science (partner site of the 2020 Summer Institute in Computational Social Science), *University of Arizona*, Tucson, Arizona, January 2021.

Participant. News Coverage of US Elections, *Social Science Research Council*, Brooklyn, New York, April 2020 (delayed due to Covid-19).

Participant. Text Mining for Behavioral and Social Sciences Research, *National Institutes of Health*, Washington, D. C., August 2019.

Participant. Social Science Advocacy Day, *Consortium of Social Science Associations*, Washington, D.C. April 2019. Awarded \$500 for travel expenses.

Organizer. Methods for Computational Politics: Bot Detection, Sentiment Analysis, and Statistical Network Models, *University of Arizona*, Tucson, Arizona, April 2019.

Instructor. Application Programming Interfaces. *Summer Institute in Computational Social Science*, Boulder, Colorado, August 2018.

Instructor. Constructing Ego Networks from Retweets. *Arizona Methods Workshop*, Tucson, Arizona, January 2018.

Instructor. Constructing Ego Networks from Retweets. *North American Social Networks Conference*, Washington, D.C, July 2017.

Participant. Ideological Capital, Networks, and Social Media Strategies. *Ross School of Business Digital Marketing Symposium*, Ann Arbor, Michigan, October 2016.

Participant. The News Feed Algorithm and the Spread of Political Information through Social Networks. *ICWSM Workshop on Auditing Algorithms*, Oxford, England, May 2015.

## Invited Talks and Panels

Comparing Comparisons: Collective and Perceived Norms in Toxic Language Use Across Platforms. *The Encryption Debate: Disinformation and Extreme Speech on WhatsApp, Telegram and Global Messaging Apps*. Munich, Germany. April 2025.

Social Media and Online Discourse: Norms, Mimicking, Audience Feedback, and Political Implications. *Roatch-Haskell Lectures, School of Social Work, Arizona State University*. Phoenix, Arizona, November 2024.

The Truth Above Everything Else: Misinformation and the Election. *League of Women Voters of Greater Tucson and Pima County Library*. Tucson, Arizona, September 2024.

Detecting Anti-Social Norms in Large-Scale Online Discussion Data. *Arthur N. Rupe Biennial Conference, University of California, Santa Barbara*. Santa Barbara, California, May 2023.

Social Norms and Discussion Dynamics in Online News Comments and on Twitter and Reddit. *Cognitive Science Colloquium Series, University of Arizona*, Tucson, Arizona, April 2023.

Social Norms and Discussion Dynamics in Online News Comments and on Twitter and Reddit. *School of Sociology, University of Arizona*, Tucson, Arizona, September 2022.

Social Media Influence, Electoral Competition, and Political Polarization. *Saddlebrook Freethinkers*, Tucson, Arizona, October 2020 (Virtual due to Covid-19).

Political Polarization and Shared Attention on Twitter. *Department of Communication, University of Utah*, Salt Lake City, Utah, September 2020 (Cancelled due to Covid-19).

Using Snowball Sampling to Study Promotion on Twitter. *Centre for Research in Empirical Social Sciences*, McMaster University, Hamilton, Ontario, July 2020 (Virtual due to Covid-19).

How We Know What We Know About Misinformation. *Agora Meeting*. Tucson, Arizona, March 2020.

Backing Off or Ramping Up? Community Feedback and the Dynamics of Online Incivility. *Research Convening*, National Institute for Civil Discourse, Tucson, Arizona, September 2019.

Social Media and the Competitiveness of U.S. Elections. *Management Information Systems, Eller College of Management*, University of Arizona, Tucson, Arizona, January 2019.

Sorting the News: How Ranking by Popularity Polarizes Our Politics. *Department of Information Science*. Boulder, Colorado, November 2018.

Social Media and the Rise of Dark Horse Candidates. *Department of Political Science*, Boulder, Colorado, September 2018.

Social Media and the Rise of Dark Horse Candidates. *Summer Institute in Computational Social Science*, Boulder, Colorado, August 2018.

I, Human. *Theorizing the Web*, New York, New York, April 2017 (moderator).

Network Analysis with Social Media Data. *iSpace Tech Talk, University of Arizona Library*, Tucson, Arizona, February 2017.

Long Ties as Equalizers. *School of Sociology, University of Arizona*, Tucson, Arizona, January 2017.

Twitter Data Mining. *iSpace Tech Talk, University of Arizona Library*, Tucson, Arizona, November 2016.

How our Networks Shape our Privacy. *Social Media Lab, Ted Rogers School of Management, Ryerson University*, Toronto, Canada, April 2016.

Privacy, Apple and the FBI. *Center for Digital Society and Data Studies, University of Arizona*, Tucson, Arizona, March 2016 (panelist).

How our Networks Shape our Privacy. *Management Information Systems, Eller College of Management, University of Arizona*, Tucson, Arizona, September 2015.

How our Networks Constrain our Behavior. *Graduate Interdisciplinary Program in Statistics, University of Arizona*, Tucson, Arizona, March 2015.

## Conference Presentations

Discussion of the January 6<sup>th</sup> Capitol Riots on Reddit and Twitter. *Preconference on Politics and Computational Social Science (PaCSS)*, August 2021 (Virtual due to Covid-19).

Discussion of the January 6<sup>th</sup> Capitol Riots on Reddit and Twitter. *Political Networks Conference (PolNet)*, June–July 2021 (Virtual due to Covid-19).

Social Norms and the Dynamics of Online Incivility. *Politics and Computational Social Science / Political Networks Joint Conference*, August 2020 (Virtual due to Covid-19).

Donor Networks and Social Media Influencers in the 2018 Congressional Primaries. *American Political Science Association Conference (APSA)*, Washington, D.C., August 2019.

Backing Off or Ramping Up? Community Feedback and the Dynamics of Online Incivility. *American Political Science Association Conference (APSA)*, Washington, D.C., August 2019.

The Influencer Ecosystem in the 2018 U.S. Primaries. *Preconference on Politics and Computational Social Science (PaCSS)*, Washington, D.C., August 2019.

The Influencer Ecosystem in the 2018 U.S. Primaries. *Political Networks Conference (PolNet)*, Durham, North Carolina, May 2019.

Sorting the News: How Ranking by Popularity Polarizes Our Politics. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2019.

Social Media and the Rise of Dark Horse Candidates. *Preconference on Politics and Computational Social Science (PaCSS)*, Boston, Massachusetts, August 2018.

Social Media and the Rise of Dark Horse Candidates. *International Conference on Computational Social Science (IC2S2)*, Evanston, Illinois, July 2018.

Social Media and the Rise of Dark Horse Candidates. *Political Networks Conference (PolNet)*, Arlington, Virginia, June 2018.

How Partisan Online Environments Shape Encounters with Political Outgroups. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2018.

The Role of Twitter in the 2016 U.S. Congressional Races. *North American Social Networks Conference (NASN)*, Washington, D.C., July 2017.

Corrosive Density, *North American Social Networks Conference (NASN)*. Washington, D.C., July 2017.

Network Perspectives on Privacy and Security in the Internet of Things: From Actor-Network Theory to Social Network Analysis. *AAAI Symposium on Computational Context*, Palo Alto, California, March 2017.

Diffusion Disparities in Competitive Settings. *INFORMS Annual Meeting*, Nashville, Tennessee, November 2016.

Polarization in Congressional Caucuses. *Midwest Political Science Association Conference (MPSA)*, Chicago, Illinois, April 2016.

The Monetization of Information Broadcasts: A Natural Experiment on an Online Social Network. *AAAI Symposium on Observational Studies through Social Media*, Palo Alto, California, March 2016.

Strangers You May Know: Social Surveillance and Intimacy Online. *iConference*, Philadelphia, Pennsylvania, March 2016.

The Effect of Network Structure on Preference Formation. *NYU-CESS Experimental Political Science Conference*, New York, New York, February 2016.

How our Networks Shape our Privacy. *INFORMS Annual Meeting*, Philadelphia, Pennsylvania, November 2015.

Information Diffusion in Competitive Settings. *Conference on Complex Systems (CCS)*, Tempe, Arizona, September 2015.

The Effect of Network Structure on Public Opinion. *American Political Science Association Annual Meeting (APSA)*, San Francisco, California, September 2015.

Social Media Broadcasts and the Maintenance of Diverse Networks. *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, December 2014.

An Experimental Study of Information Diffusion in Competitive Settings. *Marketing Science*, Atlanta, Georgia, June 2014.

An Experimental Study of Information Diffusion in Competitive Settings. *INSNA Sunbelt*, St. Pete Beach, Florida, February 2014.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site. *Joint Statistical Meetings*, San Diego, California, July 2012.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site.  
*Marketing Science*, Boston, Massachusetts, June 2012.

The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site.  
*Trans-Atlantic Doctoral Conference*, London, England, May 2012.

## Academic Service

Book Reviewer, *Divided by Machines*, New York University Press, 2025

Director of Undergraduate Studies, School of Government & Public Policy, University of Arizona, 2024-present

Member, Executive Committee, School of Government & Public Policy, University of Arizona, 2022-present

Book Reviewer, *WhatsApp in the World*, New York University Press, 2024

Member, Search Committee, School of Journalism, University of Arizona, 2023  
Interim Director, Computational Social Science Certificate Committee, College of Social and Behavioral Sciences, University of Arizona, 2023

Reviewer, Research Grants, Summer Institute in Computational Social Science, 2021

Reviewer, Research Grant, Israel Science Foundation, 2021

Faculty Advisor, Pi Sigma Alpha, Delta Iota Chapter, University of Arizona, 2020-2023

Member, Masters in Public Administration / Masters in Public Policy Committee, School of Government & Public Policy, University of Arizona, 2020-present

Member, Computational Social Science Certificate Committee, College of Social and Behavioral Sciences, University of Arizona, 2017-present

Editorial Board Member, SAGE Open, 2016-present

Affiliate Member, Graduate Interdisciplinary Program in Statistics, University of Arizona, 2015-present

Faculty Mentor, Mentoring Session, Politics and Computational Social Science / Political Networks Joint Conference, 2020

Member, Poster Award Committee, Political Networks Conference, 2019

Member, Undergraduate Committee, School of Government & Public Policy, University of Arizona, 2019

Advisory Board Member, Center for Digital Society and Data Studies, College of Social and Behavioral Sciences, University of Arizona, 2016-2018

Member, Dissertation Award Jury, Association for Information Science and Technology, 2016

Director of Undergraduate Studies, School of Information, University of Arizona, 2016-2018

Curriculum Committee Member, School of Information, University of Arizona, 2015-2018

Member, Dissertation Award Jury, Association for Information Science and Technology, 2016

Member, Search Committee, School of Information, University of Arizona, 2016  
Search Committee Chair, School of Information, University of Arizona, 2015

Peer Review Committee Member, School of Information, University of Arizona, 2015

Advisor, Ronald E. McNair Achievement Program (Nalani Moss)

Member, Doctoral Thesis Committee (Brian Atkinson, Michael Jenkins, Farig Sadeque, Attila Varga, Anna Leach, Limin Zhang, Kelsey Gonzalez, Sanho Chung, Edwin Alvarado Mena, Daniel Montez)

Advisor, Undergraduate Honors Thesis (Sydney Komro, Julian Mann, Hayden Arnold)

Undergraduate Independent Study Advisor (Jack Dalton, Phillip Johnson, Juan Reyes-Flores, Jason Forrester, Samarth Puri, Jordan Sandler, Alexandria Wauneka)

Article Reviewer (American Behavioral Scientist, American Journal of Political Science, American Politics Research, Animal Behaviour, Applied Sciences, Behavioral Sciences, Big Data & Society, Digital Government: Research & Practice, International Journal of Environmental Research and Public Health, Journal of Computational Social Science, Journal of the Association for Information Science and Technology, Journal of Information Technology & Politics, Journal of Politics, Marketing Science, Media and Communication, Nature, PLOS One, Policy Studies Journal, Political Behavior, Political Psychology, Public Opinion Quarterly, Review of Communication Research, Social Science Computer Review)

## Teaching Experience

2021-2024      University of Arizona, Masters/Ph.D.  
                    Digital Traces in Social and Political Research

2019-2024	University of Arizona, Undergraduate Politics in the Digital Age
2019-2024	University of Arizona, Masters/Ph.D. Digital Research in Politics and Policy
2023	University of Arizona, Masters Statistics for Public and Nonprofit Management
2017-2020	University of Arizona, Masters/Ph.D. Computational Social Science
2014-2017	University of Arizona, Undergraduate Quantitative Methods for the Digital Marketplace
2016	University of Arizona, Undergraduate Introduction to Data Science
2012-2013	Kellogg School of Management, Ph.D. Teaching Assistant, Multivariate Statistics
2010-2013	Kellogg School of Management, Executive MBA Teaching Assistant, Marketing Strategy
2012	Kellogg School of Management, MBA Teaching Assistant, Pricing and Promotions
2011-2012	Kellogg School of Management, MBA Teaching Assistant, Marketing Management
2008	Columbia Business School, Executive MBA Teaching Assistant, Decision Models
2008	Columbia Business School, MBA Teaching Assistant, Operations Management
2005-2006	UCLA Academic Advancement Program Tutor, C++ Programming

## Relevant Work Experience

2009	Plaxo, Inc. Data and Web Analyst
2007	Intel, Inc. Marketing Analyst