DREW B. MARGOLIN

Department of Communication, 472 Mann Library Building
College of Agriculture and Life Sciences
Cornell University
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EDUCATION

2012	Ph.D. Communication *University of Southern California* Major Areas of Study: Communication Networks, Semantic Networks, Dissertation: *The Evolution of Social and Semantic* *Networks in Epistemic Communities* Committee: Peter Monge (Chair), Janet Fulk, Thomas Valente
1996	B.A. Economics, *cum laude* with distinction in major *Yale University*

ACADEMIC POSITIONS

2020-present	Associate Professor, Communication and Technology Department of Communication College of Agriculture and Life Sciences (CALS) *Cornell University*
2013-2020	Assistant Professor, Communication and Technology Department of Communication College of Agriculture and Life Sciences (CALS) *Cornell University*
2012-2013	Post-Doctoral Research Associate College of Computing and Information Science *Northeastern University* Lab Director: David Lazer
2012-2013	Visiting Fellow Institute for Quantitative Social Science *Harvard University*

AWARDS & HONORS

2020   Best Student Paper Award – WebSci '20
"Comparing Audience Appreciation to Fact-Checking Across Political
Communities on Reddit"

2018   Institute for Social Sciences Faculty Fellow

2017   Innovative Teacher Award -- Cornell College of Agriculture and Life Sciences

2014   Top Reviewer Award – 6th International Conference on Social Informatics
(SocInfo)

2010   Top Paper Award
"The multilevel impact of aging: age, evolution, and phase change in the child
rights NGO Network," International Communication Association Convention
(ICA), Organizational Communication Division

2010   OCIS Dexter Award Nominee
"The effects of diversity and repeat collaboration on performance in distributed
nanoscientist teams." Academy of Management, Organizational Communication
and Information Systems Division

GRANTS AWARDED

PI: "If You See Something, Say Something. But What Should You Say? Encouraging
Pro-Social Responses to Objectionable Speech in Social Media." National Science
Foundation (NSF) (CHS-Medium). Co-PIs: N. Bazarova, V. Boens, D. DiFranzo, & R.
Kzilcic. $1,197,740.00

Co-PI -- Using Natural Language Processing and Crowdsourcing to Monitor and
Evaluate Public Information and Communication Disparities about Colon Cancer
Screening. National Institute of Health (NIH). PIs: A. King, J. Niederdeppe. $235,326.00
to Cornell.

Co-PI -- Understanding Problematic Sharing Behavior on Facebook. Social Media and
Democracy Grant, Social Science One. $50,000 ($0 to Cornell).

Co-PI -- Social Connections to Local Food Producers using Immersive and Non-
Immersive Video. National Institute of Food and Agriculture, U.S. Department of
Agriculture (Hatch). $151,145

PI -- Pro-Social Behavior in the Digital Age. Institute of Social Sciences of Cornell (ISS)
Collaborative Grant. $150,000.

PI -- Collective sense making following a terrorist attack: The immediate and long-term
impact on public resilience. National Science Foundation. $178,055. 2016-2018

Co-PI -- Improving distributed teamwork through mobile robotic telepresence systems.
National Science Foundation. $1,200,000. 2016-2019

PI -- Collective Indicators of Community: Community Supported Agriculture and

Social Media. National Institute of Food and Agriculture, U.S. Department of Agriculture (Hatch). $30,000. 2014-2016.

PI -- The Dissemination and Refutation of Rumor. Institute of Social Sciences of Cornell (ISS) Small Grant. $13,470.

PUBLICATIONS

Refereed Journal Articles

Yu, C., Margolin, D.B. (forthcoming). Sharing Inequalities: Racial Discrimination in Review Acquisition on Airbnb. *New Media & Society*.

Yu, C., Liao, W., & Margolin, D.B. (2021). The differential impacts of blinded online reviews: Comparing socio-emotional features of guest and host reviews on Airbnb, *Telematics and Informatics*, doi.org/10.1016/j.tele.2021.101731.

Yu, C., Margolin, D. B., Fownes, J. R., Eiseman, D. L., Chatrchyan, A. M., & Allred, S. B. (2021). Tweeting About Climate: Which Politicians Speak Up and What Do They Speak Up About? *Social Media + Society*, *7*(3), 1–13. https://doi.org/10.1177/20563051211033815

Yu, C., & Margolin, D. (2021). The disproportion of crowd wisdom: The impact of status seeking on Yelp reviews. *PLOS ONE*, *16*(6), e0252157. https://doi.org/10.1371/journal.pone.0252157

Yu, C., & Margolin, D**.** (2021). Food "taste" on Yelp: Displays of cultural omnivorousness and authenticity in dining choices and online reviews. *Food, Culture & Society*, 1–21. https://doi.org/10.1080/15528014.2021.1962627

Margolin, D. B. (2020). The Theory of Informative Fictions: A Character-Based Approach to False News and Other Misinformation. *Communication Theory*. DOI: 10.1093/ct/qtaa002

Liu, J., King, A. J., Margolin, D., & Niederdeppe, J. (2020). Information Seeking and Scanning about Colorectal Cancer Screening among Black and White Americans, Ages 45–74: Comparing Information Sources and Screening Behaviors. *Journal of Health Communication*, 1–10. https://doi.org/10.1080/10810730.2020.1776424

Xu, Y., Margolin, D., Niederdeppe, J. (2020). Testing Strategies to Increase Source Credibility through Strategic Message Design in the Context of Vaccination and Vaccine Hesitancy. *Health Communication*.DOI: 10.1080/10410236.2020.1751400

Margolin, D. B. (2019). Computational Contributions: A Symbiotic Approach to Integrating Big, Observational Data Studies into the Communication Field.

Communication Methods and Measures, 1–19.
https://doi.org/10.1080/19312458.2019.1639144

Margolin, D., & Liao, W. (2018). The emotional antecedents of solidarity in social media crowds. *New Media & Society*, 1–20. https://doi.org/10.1177/1461444818758702

Fownes, J. R., Yu, C., & Margolin, D. B. (2018). Twitter and climate change. *Sociology Compass*, *12*(6), e12587. https://doi.org/10.1111/soc4.12587

Margolin, D. B., Hannak, A., & Weber, I. (2018). Political Fact-Checking on Twitter: When Do Corrections Have an Effect? *Political Communication*, *35*(2), 196–219. https://doi.org/10.1080/10584609.2017.1334018

Margolin, D., & Markowitz, D. M. (2017). A Multitheoretical Approach to Big Text Data: Comparing Expressive and Rhetorical Logics in Yelp Reviews. *Communication Research*. https://doi.org/10.1177/0093650217719177

Lin, Y-R., Margolin, D., & Wen, X. (2017). Tracing Distress Following Terrorist Attacks Using Social Media Streams. *Risk Analysis*. 37(8), 1580–1605. https://doi.org/10.1111/risa.12829

Margolin, D. B., Goodman, S., Keegan, B., Lin, Y.-R., & Lazer, D. (2016). Wiki-worthy: collective judgment of candidate notability. *Information, Communication & Society*, 1–17. http://doi.org/10.1080/1369118X.2015.1069871

Lin, Y.-R., Margolin, D., & Lazer, D. (2015). Uncovering social semantics from textual traces: A theory-driven approach and evidence from public statements of U.S. Members of Congress. *Journal of the Association for Information Science and Technology*. http://doi.org/10.1002/asi.23540

Margolin, D.B., Shen, C., Lee, S., Weber, M.S., Fulk, J., & Monge, P. (2015). Normative influences on network structure in the evolution of the children's rights NGO network, 1977-2004. *Communication Research*. 30-59.

Lin, Y.-R., & Margolin, D. (2014). The ripple of fear, sympathy and solidarity during the Boston bombings. *EPJ Data Science*, *3*(1), 1–28.

Lin, Y.R., Keegan, B., Margolin, D., & Lazer, D. (2014). Rising tides or rising stars?: Dynamics of shared attention on Twitter during media events. *PLoS One*. DOI: 10.1371/journal.pone.0094093

Monge, P.R., Lee, S., Fulk, J., Weber, M., Shen, C., Schultz, C., Margolin, D., Gould, J., & Frank, L.B. (2011). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly*, 25 (2), 211-251.

Monge, P. R., Heiss, B., & Margolin, D. (2008). The ecology of communication networks in organizational communities. *Communication Theory*, 18, 449-477.

Price, M.E., Haas, S. & Margolin, D. (2008). New technologies and international broadcasting: reflections on adaptations and transformations. *The Annals of the American Academy of Political and Social Science*, 616, 150-172.

Refereed Conference Proceedings

Parekh, D., Margolin, D., & Ruths, D. (2020). Comparing Audience Appreciation to Fact-Checking Across Political Communities on Reddit. *12th ACM Conference on Web Science*, 144–154. https://doi.org/10.1145/3394231.3397904

Newell, E., **Margolin, D**., & Ruths, D. (2018). An Attributions Relations Corpus for Political News. In *Proceedings of the Eleventh International Conference on Language Resources and Evaluation (LREC 2018).*

Newell, E., Schang, A., **Margolin, D**., & Ruths, D. (2017). Assessing the Verifiability of Attributions in News Text. In *Proceedings of the Eighth International Joint Conference on Natural Language Processing (Volume 1: Long Papers)* (Vol. 1, pp. 754–763).

He, X., Lu, D., **Margolin, D.**, Wang, M., El Idrissi, S., Lin, Y-R. (2017). The Signals and Noise: Actionable Information in Improvised Social Media Channels During a Disaster. *WebSci '17.* ACM

Margolin, D., Liao, W., & Lin, Y.-R. (2015). Conversing in Reflective Glory: A Systematic Study Using National Football League Games. In *Ninth International AAAI Conference on Web and Social Media* (pp. 646–649).

Hannak, A., **Margolin, D.,** Keegan, B., Weber, I. (2014). Get back! You don't know me like that: The social mediation of fact checking interventions in Twitter conversations. In *Proceedings of the 8th International Conference on Weblogs and Social Media (ICWSM).* AAAI.

Lin, Y. R., **Margolin, D.,** Keegan, B., Baronchelli, A., & Lazer, D. (2013). #Bigbirds Never Die: Understanding Social Dynamics of Emergent Hashtags. In *Proceedings of the 7th International Conference on Weblogs and Social Media (ICWSM).* AAAI.

Margolin, D., Lin, Y.-R., Brewer, D. and Lazer, D. (2013). Matching Data and Interpretation: Towards a Rosetta Stone Joining Behavioral and Survey Data. *Proceedings of the When the City Meets the Citizen Workshop*, ICWSM 2013

Lin, Y. R., **Margolin, D.,** Keegan, B., & Lazer, D. (2013). Voices of victory: a computational focus group framework for tracking opinion shift in real time. In *Proceedings of the 22nd international conference on World Wide Web*(pp. 737-748).

Invited Journal Articles and Book Chapters

Van Atteveldt, W., **Margolin, D.,** Shen, C., Trilling, D., & Weber, R. (2019). A Roadmap for Computational Communication Research. *Computational Communication Research.* https://osf.io/preprints/socarxiv/4dhfk

Margolin, D. B. (2018). Satisficing Search Model of Text Production. In B. F. Welles & S. González-Bailón (Eds.), *The Oxford Handbook of Networked Communication*. Retrieved from http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780190460518.001.0001/oxfordhb-9780190460518-e-22

Lin, Y.-R., **Margolin, D.,** & Lazer, D. (2014). Tracing Coordination and Cooperation Structures via Semantic Burst Detection. *EAI Endorsed Transactions on Collaborative Computing*, *1*(2), e7.

Margolin, D. B., & Monge, P. (2013). Conceptual retention in epistemic communities: Examining the role of social structure. In P. Moy (Ed.), *Communication and community* (pp. 1-24). New York: Hampton Press.

Margolin, D., Ognyanova, K., Huang, M., Huang, Y., Contractor, N. (2012). Team formation and performance on Nanohub: A network selection challenge in scientific communities. In B. Vedres and M. Scotti (Eds.), *Networks in social policy problems* (pp. 80-100). Cambridge: Cambridge University Press*.*

Monge, P.R., & **Margolin, D.B.** (2012). Communication networks. *Oxford Bibiliographies in Communication*. Ed. Patricia Moy. New York: Oxford University Press.

Monge, P. R., Lee, S., Fulk, J., Frank, L. B., **Margolin, D.,** Schultz, C., Shen, C., & Weber, M. (2011). Evolutionary and ecological models for organizational communication. In V. Miller, M.S., Poole, D.R. Seibold and Associates, Advancing research in organizational communication through quantitative methodology, *Management Communication Quarterly*, 25(1), 4-58*.*

Monge, P., & **Margolin, D.B.** (2008). Communication networks. In W. Donsbach Ed. *The International Encyclopedia of Communication*, Volume II. Malden, MA: Blackwell. pp 790-796.

INVITED TALKS AND PANELS

Invited Speaker, Human Cooperation Laboratory, Massachusetts Institute of Technology, April 15, 2019.

Invited Speaker, Cornell LEADBold Professional Development SeriesLEADBold
     program, February 5, 2019.

Tedx Talks (2018, December). The Social Structure of "Maybe" | Drew Margolin.
     https://www.youtube.com/watch?v=bz59oqM7Q_g

Invited Participant, Trust & Misinformation in the Age of Social Media Working Group,
     National Cancer Institute, August 23-24, 2018

Invited Speaker, Information Science Colloquium Series, Cornell University, November
     30, 2016

Invited Speaker, Baruch College SPA Faculty Research Seminar, Baruch College, April
     6, 2016

Invited Speaker, Globus Seminar, Baruch College, April 6, 2016