

Craig Michael Rawlings

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EMPLOYMENT

Positions

- 2023- Associate Professor of Sociology, Duke University
- 2018-2022 Assistant Professor of Sociology, Duke University
- 2015-2018 Associate Professor of Instruction in Sociology, Northwestern University
- Winter 2015 Visiting Lecturer of Computer Science, UC-Santa Barbara
- 2011-2015 Visiting Lecturer of Sociology, UC-Santa Barbara
- 2008-2011 NSF-funded Postdoctoral Research Fellow, Stanford University

Other Appointments

- 2018-present Faculty Affiliate of the Duke Network Analysis Center and the Duke Population Research Institute
- 2015-2018 Faculty Affiliate of the Harvey Kapnick Center for Business Institutions

EDUCATION

- 2008 Ph.D. Sociology, University of California, Santa Barbara. Committee: John Mohr and John Sutton (co-Chairs), William T. Bielby, Noah Friedkin. Dissertation: *Organizational Fields and Institutional Environments: Bridging Relational and Gender Devaluation Approaches*.
- 1999 M.A. Sociology, Rutgers University, New Brunswick. Thesis: *A New Supply with an Old Distinction: Contemporary African Art in New York City*.
- 1995 B.A. with honors, International Studies (Anthropology Minor), University of Oregon. Honors Thesis: *Narratives and Nationalisms in South Asia and Central America*.

RESEARCH INTERESTS

Social Networks, Culture and Cognition, Group Dynamics

PUBLICATIONS

Books and Special Issues

- 2023 Rawlings, Craig M., Jeffrey A. Smith, James Moody, Daniel A. McFarland. *Network Analysis: Integrating Social Network Theory, Method, and Application with R*. New York: Cambridge University Press.
- 2021 Rawlings, Craig M., and Clayton Childress. "Measure Mohr Culture." *Poetics* 88:1-6. An introduction to the special issue in honor of the work of John W. Mohr.

Peer-Reviewed Articles

- Forthcoming Rawlings, Craig M., and Clayton Childress. "The Polarization of Popular Culture: Tracing the Size, Shape, and Depth of the 'Oil Spill'" *Social Forces*
- Forthcoming Rawlings, Craig M., Edgar V. Cook, Kiersten Hasenour, Em Maloney, and Lynn Smith-Lovin. "Are Victims Virtuous or Vilified? The Stories We Tell Ourselves (and Each Other)." *Annual Review of Sociology* Vol. 50
- 2022 Rawlings, Craig M. "Becoming an Ideologue: Social Sorting and the Microfoundations of Polarization." *Sociological Science* 9: 313-45.
- 2021 Rawlings, Craig M., and Clayton Childress. "Schemas, Interactions, and Objects in Meaning-Making" *Sociological Forum* 36: 1446-77.
- 2021 Childress, Clayton, Shyon Baumann, Craig M. Rawlings, and Jean-Francois Nault. "Genres, Objects, and the Contemporary Expression of Higher Status Tastes." *Sociological Science* 8(12): 230-64.
- Top 5% of all research outputs scored by Altmetric.
- 2021 Nault, Jean-Francois, Shyon Baumann, Clayton Childress, and Craig M. Rawlings. "The Social Positions of Taste Between and Within Music Genres: From Omnivore to Snob" *European Journal of Cultural Studies* 24(3): 717-40.
- 2020 Rawlings, Craig M. "Cognitive Authority and the Constraint of Attitude Change in Groups." *American Sociological Review* 85(6): 992-1021.
- 2019 Rawlings, Craig M. and Clayton Childress. "Emergent Meanings: Reconciling Dispositional and Situational Accounts of Meaning-Making from Cultural Objects" *The American Journal of Sociology* 124(6):1763-1809.
- 2021 Clifford Geertz Best Article Award, ASA Sociology of Culture Section, Honorable Mention

- 2017 Rawlings, Craig M. and Noah E. Friedkin. "The Structural Balance Theory of Sentiment Networks: Elaboration and Test." *The American Journal of Sociology* 123(3):510-48.
- 2017 Childress, Clayton, Craig M. Rawlings, and Brian Moeran. "Publishers, Authors, and Texts: The Process of Cultural Consecration in Prize Evaluation" *Poetics* 60:48-61.
- 2015 Rawlings, Craig M., Daniel McFarland, Linus Dahlander, and Dan Wang. "Streams of Thought: Knowledge Flows and Intellectual Cohesion in a Multidisciplinary Era." *Social Forces* 93:1687-1722
- 2013 Daniel McFarland, Dan Jurafsky, and Craig M. Rawlings. "Making the Connection: Social Bonding in Courtship Situations" *The American Journal of Sociology* 118: 1596-1649
- o 2015 Roger Gould Prize for the best article published in the AJS in the previous two years.
- 2011 Rawlings, Craig M., and Daniel McFarland. "Influence Flows in the Academy: Using Affiliation Networks to Assess Peer Effects among Researchers." *Social Science Research* 40: 1001-17.
- 2004 Rawlings, Craig M., and Michael D. Bourgeois. "The Complexity of Institutional Niches: Credentials and Organizational Differentiation in a Field of U.S. Higher Education." *Poetics* 32: 411-437.
- 2001 Rawlings, Craig M. "Making Names: The Cutting-Edge Renewal of African Art in New York City, 1985-1996." *Poetics* 29: 25-54.

Under Review and in Progress

Han, Sang Won, and Craig M. Rawlings. "Shared Schemas, Crosscutting Ties, and Ideological Moderation in the Polarizing U.S. Senate." *Under Review*

Brashears, Laura Aufderheide, Craig M. Rawlings, Matthew Brashears. "Tension, Constraint, and Action: How Affect Control Shapes Interpersonal Relations in Groups." *Under Review*

Rawlings, Craig M., David Eagle, and Erin Johnston. "Ideology and Influence: Sociocognitive Foundations of Belief Change in a Sectarian World." *Under Review*

Chapters in Edited Volumes

- 2021 McPherson, J. Miller, Lynn Smith-Lovin, and Craig Rawlings. "The Enormous Flock of Homophily Researchers: Assessing and Promoting a Research Agenda" in Mario Small, Brea Perry, Bernice Pescosolido, and Ned Smith (Eds.) *Personal Networks: Classic Readings and New Directions in Ego-Centric Analysis*, New York: Cambridge University Press.

- 2011 Mohr, John W., and Craig M. Rawlings. "Four Ways to Measure Culture: Social Science, Hermeneutics, and the Cultural Turn." In *The Oxford Handbook of Cultural Sociology* (Jeffrey Alexander, Ronald Jacobs, and Phillip Smith, Eds.). New York: Oxford University Press.
- 2010 McFarland, Daniel, David Diehl and Craig M. Rawlings. "Methodological Transactionalism and the Sociology of Education." In *Frontiers of the Sociology of Education* (Maureen T. Hallinan, Ed.). New York: Springer Publishing.
- 2010 Mohr, John W., and Craig M. Rawlings. "Formal Models of Culture." In *A Handbook of Cultural Sociology* (John Hall, Laura Grindstaff, Ming-cheng Lo, Eds.). New York: Routledge Press.
- Revised and updated versions in Second and Third Editions

Book Reviews

- 2021 *Social Capital* by Joonmo Son. *Social Forces*
- 2018 *Culture in Networks* by Paul McLean. *Contemporary Sociology*

GRANTS, AWARDS AND HONORS

- 2023 Top 5% Teaching Evaluations, Introduction to Sociology Course, Duke U.
- 2022 Honorable Mention, Clifford Geertz Best Article Award, ASA Sociology of Culture Section
- 2021-22 ABC Thrive. Promoting Care: Mindfulness and Compassion-based Contemplative Training for Early Educators and Preschoolers (\$39,958) with Michael Gaffrey
- 2020-22 Bass Connections. Social Networks and Human Development in Preschools (\$46,600) with Michael Gaffrey
- 2018 Delivered "The Last Lecture," to Northwestern U. Class of 2018
- 2017 Faculty Honor Roll, Associated Student Government, Northwestern U.
- 2016 Faculty Honor Roll, Associated Student Government, Northwestern U.
- 2015 Roger Gould Prize, American Journal of Sociology
- 2014 UCSB Distinguished Teacher Award, Nominee
- 2006 Spencer Foundation, Dissertation Award Finalist
- 2005 Graduate Division, UCSB, Dissertation Grant
- 2004 National Science Foundation, Dissertation Improvement Grant (\$7,500)
- 2003 SSRC-Sloan Foundation, Program on "The Corporation as a Social Institution" Dissertation Fellowship and Grant
- 2001 Clifford C. Clogg Memorial Fellow, University of Michigan-ICPSR

PRESENTATIONS

Invited Lectures

- 2023 “Schism in a Seminary? Ideology and Influence in Core Belief Change.” The University of Toronto, Scarborough, Sociology Dept. Colloquium
- 2022 “When Tastes Are Ideological.” The University of Georgia, Sociology Dept. Colloquium
- 2020 Columbia University, Networks and Time Speaker Series. Cancelled due to pandemic.
- 2019 “Change Beliefs or Change Friends? How Structural Balance Shapes Cultural Differentiation.” Institute for Social Research, University of Michigan, Ann Arbor
- 2019 “Social Network Data Collection.” Duke Network Analysis Center, Social Networks and Health Workshop
- 2019 “Integrated Network Science.” University of Toronto, Methods Week Seminar
- 2008 “Status Dynamics and Gender Devaluation in Organizational Change.” Graduate School of Business, University of Chicago, Organizations and Markets Workshop
- 2007 “Efficiency or Bias? The Termination of Undergraduate Programs After 1972.” Yale School of Management, Organizational Behavior Colloquium

Invited Workshops

- 2023 “The Polarization of Popular Culture: Tracing the Size, Shape, and Depth of the ‘Oil Spill’” University of Virginia, Sociology Dept., Joint SWAMP/TEMPO Workshops
- 2022 “The Polarization of American Popular Culture: Scope and Mechanisms.” (with Clayton Childress) University of North Carolina, Chapel Hill, Culture & Politics/Computation Social Science Workshop
- 2021 “Schemas, Interactions, and Objects in Meaning-Making.” (with Clayton Childress) NYU Sociology of Culture Workshop
- 2021 “Schemas, Interactions, and Objects in Meaning-Making.” (with Clayton Childress) Pennsylvania State University Cultural and Political Sociology Workshop
- 2018 “Emergent Meanings: Homophily, Interaction, and Segregation of Attitudes Toward Cultural Objects.” (with Clayton Childress). University of Notre Dame, Dept. of Sociology, Culture Workshop
- 2018 “Emergent Meanings: Homophily, Interaction, and Segregation of Attitudes Toward Cultural Objects.” (with Clayton Childress). New York University, Dept. of Sociology, Culture Workshop

2017 “Emergent Meanings: Homophily, Interaction, and Segregation of Attitudes Toward Cultural Objects.” (with Clayton Childress). Northwestern University, Dept. of Sociology, Culture Workshop

Conferences

- 2023 “Ideology and Influence: Sociocognitive Foundations of Belief Change in a Sectarian World.” Panel on “Structure Strikes Back,” American Sociological Association, Annual Meetings, Philadelphia, PA.
- 2023 “Ideology and Influence in Core Belief Change.” *INSNA Sunbelt* Conference, Networks and Culture Panel, Portland, OR.
- 2023 Author Meets Critics Session, *Tangled Goods: The Practical Life of Pro Bono Advertising* (Iddo Tavory, Sonia Pelat, and Shelly Ronen). Eastern Sociological Society Meetings, Baltimore, MD.
- 2023 Author Meets Critics Session, *Social Networks of Meaning and Communication* (Jan Fuhse). Eastern Sociological Society Meetings, Baltimore, MD.
- 2022 “The Polarization of Popular Culture: Tracing the Size, Shape, and Depth of the ‘Oil Spill’” Creative Industries Conference, Columbia Business School, New York City.
- 2022 “Tension, Constraint, and Action: How Affect Control Shapes Interpersonal Relations in Groups.” American Sociological Association, Social Psychology Section Panel Presentation, Los Angeles.
- 2022 “When Tastes Are Ideological: The Asymmetric Foundations of Polarization.” American Sociological Association, Sociology of Culture Panel Presentation, Los Angeles.
- 2022 “What Social Psychology Got Right about Polarization.” American Sociological Association, Invited Panel, Social Psychology Section, Los Angeles.
- 2022 “When Tastes Are Ideological.” Data and Art Mini-Conference, New York University
- 2021 “Schemas, Interactions, and Objects in Meaning-Making.” American Sociological Association, Sociology of Culture Panel Presentation
- 2020 “Cognitive Authority and the Constraint of Attitude Change in Groups.” American Sociological Association. Accepted but not given due to conference cancelation.
- 2019 “Attitude Constraint and the Microfoundations of Cultural Division.” Stanford Mini-Conference on Network Ecology

- 2019 “Generality and Specificity: Balancing Social Inclusion and Partitioning through Cultural Tastes.” American Sociological Association, Panel on the Sociology of Culture, New York City
- 2019 “Change Beliefs or Change Friends? Structural Balance in Sociocultural Networks.” American Sociological Association, Panel on Social Psychology and Networks, New York City
- 2018 “Emergent Meanings: Homophily, Interaction, and the Segregation of Meanings Toward Cultural Objects.” American Sociological Association, Panel on Sociology of Culture, Philadelphia, PA
- 2017 “Tension, Constraint, and Action: An ACT Model Examining Behavioral Versus Cognitive Change.” ASA pre-conference on Small Group Dynamics
- 2016 “The Structural Balance Theory of Sentiment Networks: Elaboration and Test.” INSNA Sunbelt, Panel on Signed Networks, Newport Beach, CA
- 2015 “The Balance Theory of Sentiment Relations: A Dynamic Test and Elaboration.” American Sociological Association, Joint Panel on Emotions & Social Psychology, Chicago, IL
- 2014 “Streams of Thought: Knowledge Flows and Intellectual Cohesion in a Multidisciplinary Era.” American Sociological Association, Social Networks Panel, San Francisco, CA
- 2014 “Not by Choice Alone: Organizational Differentiation and the Stalling of Gender Integration in the U.S.” American Sociological Association, Higher Education Panel, San Francisco, CA
- 2013 “Becoming What You Are: Reproducing Status Orders in Uncertain Environments.” American Sociological Association, Organizations Section Panel, NYC
- 2012 “Between Strategy and Conformity: A Status-Based Explanation of Academic Program Differentiation.” American Sociological Association, Higher Education Section Panel, Denver, CO
- 2011 “Categories and Combinatorial Logics.” American Sociological Association, Culture Section Panel, Las Vegas, NV
- 2010 “Funnels and Filters: Research Collaborations as Conduits for Knowledge Flows.” American Sociological Association, OOW Section Panel on “Knowledge Work and Innovation.” Atlanta, GA
- 2010 “Funnels and Filters: Research Collaborations as Conduits for Knowledge Flows.” West Coast Research Symposium On Technology Entrepreneurship, Eugene, OR

- 2009 “Social Networks and Higher Education Research.” Association for the Study Of Higher Education Conference; Vancouver, BC
- 2009 “Mapping the Journey: Social Network Analysis and Status Attainment Research.” Mini-Conference on Future Directions in the Sociology of Education; Invited Panel; San Francisco, CA
- 2009 “Peer Influence on Academic Research: Evidence from Affiliation Networks and Grant Productivity.” Sunbelt Conference (International Network for Social Network Analysis). San Diego, CA
- 2008 “Organizational Differentiation and Gender Segregation in Undergraduate College Majors, 1971-1998.” Academy of Management; Panel on Organizational and Managerial Theory; Anaheim, CA
- 2008 “Status Dynamics and Gender Devaluation in Organizational Change: The Termination of Undergraduate College Majors After 1972.” Annual Meetings of the Society for the Analysis of Socio-Economics (SASE); Panel on Markets, Networks, and Cognition; San Jose, Costa Rica
- 2008 “Organizational Differentiation and Gender Segregation in Undergraduate College Majors, 1971-1998.” American Sociological Association; Panel on Organizations, Occupations, and Work; Boston, MA
- 2008 “Status Dynamics and Gender Devaluation in Organizational Change: The Termination of Undergraduate College Majors After 1972.” American Sociological Association: Panel on Culture and Inequality; Boston, MA
- 2006 “Organizing Cultural Capital: Organizational Dynamics and the Structuration of Academic Fields.” American Sociological Association; Panel on Culture and Inequality; Montreal, Q.C.
- 2006 “Running in Place: Status and Influence Structures in Organizational Fields.” International Sunbelt Social Network Conference; Panel Presentation; Vancouver, B.C.

TEACHING AND ADVISING

Courses Taught

Duke

Social Network Analysis (Graduate Course)
 Introduction to Sociology
 Organizations and Management

Northwestern

Introduction to Sociology
 The Sociology of Organizations

UC Santa Barbara

Introduction to Network Science (Graduate Course; Co-Instructor)
Social Stratification
Women & Work
Development of Sociological Thought
Sociological Research Methods (Mixed Methods, Social Statistics)
Sociological Research Methods (Observational Methods)
Introduction to Sociology
Social Inequality
Sociology of Organizations

Graduate Advising

Duke

Completed Dissertation Committees: Tom Wolff (2023), Joseph Roso (2023), Devin Cornell (2023), Crystal Peoples (2022-co-chair), Kevin Kiley (2020), Colin Birkhead (2022), Nicholas Restrepo (2022), Liann Tucker (2023), Joseph Quinn (2022)

Dissertation Committees in Progress: Fatima Alqabandi, Andres Castro, Aidan Combs, Kiersten Hasenour, Suzanne Schenewerk, Gabriel Varela

Graduate Teaching Certificate Advisor: Colin Birkhead

First Year Papers: Fatima Alqabandi, Pablo Bello, Bernard Coles, Aiden Combs, Pamela Zabala

Northwestern

Graduate Teaching Certificate Advisor: Christopher Robertson

Undergraduate Advising

Duke

Senior Theses: Michael Cao, Amber Smith, Zoe Tishaev

2022 Faculty Advisor, Kenan Summer Fellow Program, Michael Cao

Northwestern

2016-17 Faculty Fellow, Slivka Residential College

2017 Faculty Advisor, Senior Thesis, Nathaniel Wootton

2016 Faculty Advisor, Formal Methods Graduate Student Workshop

2016 Faculty Advisor, Alternate Student Breaks

UC Santa Barbara

2014 Faculty Mentor, Senior Honors Thesis, Zachary Rosenblatt
2013 Faculty Mentor, Senior Honors Thesis, Jillian Shorr

SERVICE

Editorial Boards

2023-2026 Editorial Board, *Social Psychology Quarterly*
2018-2020 Consulting Editor, *American Journal of Sociology*

Ad Hoc Reviewer

Academy of Management Journal, Administrative Science Quarterly, American Behavioral Scientist, American Journal of Sociology, American Sociological Review, Cultural Sociology, Feminist Economics, Journal of Family Issues, Journal of Social Structure, Organizational Science, PNAS, Poetics, Science Advances, Social Currents, Social Forces, Social Networks, Social Psychology Quarterly, Sociological Forum, Sociological Methodology, Sociological Perspectives, Sociological Science, Sociological Theory, Social Science Research, Theory and Society

Professional Associations and Meetings

2023 Member, John Mohr Award Committee, Sociology of Culture Section, ASA
2023 Session Presider, "Networks and Culture." INSNA Sunbelt Conference, Portland, OR
2023 Session Organizer and Presider, "Social Psychology on the Cutting Edge." ASA, Philadelphia, PA.
2023 Session Organizer and Presider, "Political Culture." ASA, Philadelphia, PA.
2022 ASA Social Psychology Section Best Graduate Student Paper Award Committee
2022 ASA Theory Section Best Book Award Committee
2021 Presenter, Graduate Professionalization Panel "Studying Culture in Times of Crisis"
2021 Chair, John Mohr Award Committee, Sociology of Culture Section, ASA
2016 Chair, Shils-Coleman Award Committee, Theory Section, ASA
2015 Discussant, American Sociological Association; Panel on Political Culture; Chicago, IL
2008 Discussant, American Sociological Association; Panel on Quantitative and Qualitative Methods in Cultural Analysis; Boston, MA
2004 Member, Nominations Committee, Culture Section, American Sociological Association

University-Wide

Duke

2023 Commencement Address, Duke Sociology Department
2023 Invited Speaker, Duke Writing Program
2022 Invited Speaker, Duke Scholars Program
2019 Co-organizer, Workshop on Social Network Analysis, History Department

Northwestern

- 2016-18 Faculty Fellow, Slivka Residential College
2017 Invited Speaker, Social Psychology Brown Bag, Psychology Department

Departmental

Duke

- 2023-24 Member, Executive Committee
2023 Undergraduate Thesis Awards Committee
2019-present Markets and Management Studies Steering Committee
2022 Interim Director of Undergraduate Studies
2019-2022 Member, Graduate Studies Committee
2021 Member, Academic Promotion Committee
2020-21 Co-Organizer, DNAC Graduate Workshop
2020 Co-Organizer, Social Psychology Workshop
2018-19 Member, Departmental Chair Committee
2018-19 Member, Executive Committee
2018-19 Jensen Speaker Series Coordinator

Northwestern

- 2017-18 Formal Methods in Cultural Analysis (ForMiCA) Workshop Organizer
2017-18 Member, Faculty Search Committee
2016-18 Member, Undergraduate Affairs Committee
2015-16 Member, Faculty Search Committee

Media Appearances and Coverage of Research

- 2022 *The New York Times*, August 9th, “A Big TV Hit is a Conservative Fantasy Liberals Should Watch.”
2021 The Sociology Annex Podcast
2021 The Bulwark Goes to Hollywood Podcast
2021 *Frankfurter Allgemeine*, “The Logic of Good Taste”
2020 *Duke Today*, “Wine, Conversation, and New Points of View”

Professional Memberships

American Sociological Association (Sections: Mathematical Sociology; Organizations, Occupations, & Work; Social Psychology; Sociology of Culture; Theory)
International Network for Social Network Analysis (INSNA)
Academy of Management (Divisions: Organizational Behavior; Organization and Management Theory; Managerial and Organizational Cognition)