

Tyler Horan

Data Analytics & Computational Social Science
College of Social & Behavioral Sciences
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EDUCATION

- Ph.D. Sociology, New School for Social Research, New York, 2018
M.A. Sociology, New School for Social Research, 2009
B.S. College of Communication, Boston University, 2006

ACADEMIC APPOINTMENTS

- 2024– Public Library of Science (PLOS)
Associate Editor, PLOS One, Sociology
2023– University of Massachusetts, Amherst
Lecturer, Data Analytics & Computational Social Science
2022 Drew University
Adjunct Professor, Media and Communications
2021–23 New School for Social Research
Visiting Scholar

RESEARCH AREAS

Artificial Intelligence: social bias, inequalities and economic outcomes

Computational Social Science: computational statistics, visualization, and data analysis

Social Networks: network analysis, architecture and data visualization

Inequality: political, outcomes, opportunity, treatment and membership

PUBLICATIONS

Preprints

- 2024 Horan, T. “Evaluating Consumer Valuation of Privacy and Advertisement Reduction: A Discrete Choice Experiment of Pinterest Users” *SocArXiv*, doi:10.31235/osf.io/pg67zx.
2024 Horan, T. “Multidimensional Variation of Ethical Constructs in VKontakte’s Social Network Topologies” *SocArXiv*, doi:10.31235/osf.io/fzsqx.
2024 Horan, T., & Tu, H. “Digital Literacy, Ability and Vulnerability: Education and Income Variations in the Platform Economy” *SocArXiv*, doi:10.31235/osf.io/m98kz.
2023 Horan, T. “Paying to pin: How users interact with and respond to cost on a social media platform” *SocArXiv*, doi:10.31235/osf.io/pg67z.

Peer-Reviewed Journal Articles

- 2024 Horan, T. “Multifaceted disparities associated with translator earnings: A quantitative study of Upwork profiles” *Journal of Social Computing*, 5(1).
- 2024 Horan, T. “The Effects of Urbanization and Social Media Use on Individuals’ Perceived Social Isolation” *Online Journal of Communication and Media Technologies*, 14(1).
- 2023 T. Horan. “Online Ranking System Effects on Perceived Fairness: Gender, Income and Education.” *Journal of Social Media in Society*, 12(2).
- 2022 Horan, T. “Meeting Up Together: Economic Embeddedness of Social Capital in America” *Social Sciences*, 11(4).
- 2021 Horan, T. “Commercial Limits to Personality: Instagram Influencers and Commoditized Content Receptivity” *Societies*, 11(3).
- 2012 Horan, T. “Soft versus Hard News on Microblogging Networks” *Information, Communication & Society*, 16(1).

INVITED TALKS

- 2022 “Meeting Up Together: The Embeddedness of Social Capital in The United States.” Eastern Sociological Society. Boston, MA.
- 2022 “Meeting Up Together: The Embeddedness of Social Capital in The United Kingdom.” British Sociological Association Annual Meeting, London, UK.
- 2012 “Effects of Work-Leisure Hybridization in the EU as a result of Increased ICT Adoption” Eurolab–GESIS: Leibniz Institut für Sozialwissenschaftens, Köln, DE.
- 2011 “EU Media Consumption & Economic Valuation: Partisanship and Influence Across Member States” Eurolab–GESIS: Leibniz Institut für Sozialwissenschaftens, Köln, DE.
- 2011 “Social Exchange of Cultural Capital: A Study of Knowledge Power on Twitter.” The Difference that Makes a Difference. The Open University. Milton Keynes, UK.
- 2011 “Predicting Trust in Social Media: Facebook and Network Density.” University of Western Sydney. Sydney, AU.
- 2008 “Memory as Medium: New Legal Developments in Content Delivery.” Brown Bag Lecture Series. Columbia University, Columbia Business School. New York, US.
- 2008 “The Rights of Digital Personality: Droit Moral and American Publicity.” 8th Annual Critical Themes in Media Studies. New School University, Department of Media Studies. New York, US.
- 2008 “The Rights of Digital Personality: Droit Moral and American Publicity.” Carleton University, School of Journalism and Mass Communication. Ottawa, CA.

GRANTS AND AWARDS

- 2024 PI: Developing Multifaceted Vectors for Social Mobility: A Socio-Computational Database of Social Class and Mobility Vectors in the USA (\$516,000). National Science Foundation HNDS-I. (Pending)
- 2024 PI: Trading Privacy for Prosperity: A Sociological Exploration of Data Monetization Preferences Across Demographic Groups. (\$390,000). National Science Foundation SATC. (Pending)
- 2012 New School Social Media Admissions Grant (\$5,000)
- 2009 New School Dean’s Fellowship (\$60,000)

COURSES TAUGHT

University of Massachusetts, Amherst

Advanced Data-Driven Storytelling

Social Network Analysis

Social Media Analysis

Data Engineering

New School for Social Research

Innovation

Introduction to Media Studies

Bay State College

Sociology of Health

SERVICE

Academic Journal Peer Review

Socius

Discover Data

Work, Employment & Society

Digital

Data in Brief

Social Media in Society

Information, Communication & Society

Social Media & Society

Societies

New Media & Society

Social Science Computer Review

Information systems research

Journal of Computational Social Science

Journal of Social Computing

Computational Communication Research

Journal of Computer-Mediated Communication

Computers in Human Behavior

Academic Press Peer Review

Cambridge University Press

Oxford University Press

Funding Agency Peer Review

National Science Foundation

National Institutes of Health

MEMBERSHIPS

American Sociological Association

Complex Systems Society

Association for the Advancement of Artificial Intelligence

ACM Special Interest Group on Computer-Human Interaction

International Communication Association

CONSULTING

2023 System Inc, New York, New York

2022 Neowork Ventures, Chicago, Illinois

2022 Candor References, New York, New York

2022 Media Cloud, Boston, Massachusetts

2021 Onnu Insurance, Austin, Texas

2021 Figure Solutions, San Francisco, California

2020 Wrapbook, Los Angeles, California

2017 Evergive, Palo Alto, California

INDUSTRY EMPLOYMENT

2024– Topline, CTO, New York, New York

2021–23 Bright Software, CTO, New York, New York

2020–21 Stryder Corp, SWE, San Francisco, California

2019–20 Brightside Inc., SWE/DS, San Francisco, California

2016–19 Fairclaims Inc., SWE/DS, Los Angeles, California

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