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

APPOINTMENTS

2023–   University of Massachusetts, Amherst
Lecturer, Data Analytics & Computational Social Science

2018–   The Digital Institute
Director, Research and Fundraising

RESEARCH AREAS

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

2023   Horan, T. "Multifaceted disparities associated with translator earnings: A quantitative study of Upwork profiles" *SocArXiv*, doi:10.31235/osf.io/cg6fn.

2023   Horan, T. "Multidimensional Variation of Ethical Constructs in VKontakte's Social Network Topologies" *SocArXiv*, doi:10.31235/osf.io/fzsqx.

2023   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.

Journal Articles

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). doi:10.30935/ojcmt/14171.

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" *Soc. Sci.*, 11, 158. doi:10.3390/socsci11040158

2021   Horan, T. "Commercial Limits to Personality: Instagram Influencers and Commoditized Content Receptivity" *Societies*, 11 (3), 77. doi:10.3390/soc11030077

2012   Horan, T. "Soft versus Hard News on Microblogging Networks" *Information, Communication & Society*, 16, 43. doi:10.1080/1369118X.2011.649774

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

2023   PI: Developing Multifaceted Vectors for Social Mobility: A Socio-Computational Database of Social Class and Mobility Vectors in the USA ($478,000). National Science Foundation HNDS-I. (Pending)

2023   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

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

2023–	Topline, New York, New York
2021–23	Bright Software, New York, New York
2020–21	Stryder Corp, San Francisco, California
2019–20	Brightside Inc., San Francisco, California
2016–19	Fairclaims Inc., Los Angeles, California

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