

# Paolo Parigi

## Curriculum Vitae

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### Current Position and Appointments

- November 2017– **Lead Trust Scientist, Airbnb**, San Francisco.  
Lead research on trust between hosts and guests and on the platform; Apply theory and knowledge about trust into concrete product recommendations; Connect Airbnb to the community of Academic researchers studying trust.
- January 2016– **Adjunct Professor in Civil and Environmental Engineering, Stanford University**, Stanford.
- July 2015– **Associate Director for Computational Social Science, IRiSS**, Stanford University.

### Past Positions and Appointments

- March 2016– **Senior Data Scientist, Uber**, San Francisco.  
October 2017 Designed the largest global survey to understand drivers' perceptions of trust and quantified business impact; Leveraged big data to analyze users' behavior for assessing marketing opportunities; Ran field experiments to study users' reactions to product changes.
- July 2008– **Assistant Professor of Sociology, Stanford University**, Stanford.  
October 2016 Taught graduate and undergraduate classes on methods and organizational theory; Served on senior and junior search committees; Coordinated qualifying exam for PhD students in the area of organizational theory
- September 2007–May 2008 **Visiting Instructor, Haverford College**, Haverford, PA.  
Taught undergraduate level classes on methods

### Education

- 2001–2008 **PhD Sociology, Columbia University**, New York.  
Dissertation: *The Rationalization of Miracles*.  
Committee: Peter Bearman (advisor), Duncan Watts, Harrison White, Roberto Rusconi
- 2000–2002 **MA Quantitative Methods, Columbia University**, New York.
- 1992–1999 **BA Political Science, University of Florence**, Florence, Italy.

### Journal Articles and Proceedings

Qiu, W., P. Parigi, and B. Abrahao (2018). "More Stars or More Reviews". In: *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*. CHI '18. Montreal, Canada: ACM, Forthcoming.

Abrahao B. Parigi, P., A. Gupta, and Cook K. (2017). "Reputation Offsets Trust

- Judgments Based on Social Biases among Airbnb Users," in: *Proceedings of the National Academy of Sciences* 113.37, pp. 9848–9853. URL: <http://www.pnas.org/content/114/37/9848.abstract>.
- Parigi P., J. Santana and K. Cook (2017). "Online Field Experiments: Studying Social Interactions in Context". In: *Social Psychology Quarterly* 80.1, pp. 1–19.
- Parigi, P. and P. Bergemann (2016). "Strange Bedfellows: The Effects of Co-Residence on Voting Behavior in the First Half of the Nineteenth Century". In: *American Journal of Sociology* 122.2, pp. 501–531.
- Parigi, P. (2016). "Computational Social Science: A Bricolage of Approaches". In: *Proceedings of the 8th ACM Conference on Web Science*. WebSci '16. Hannover, Germany: ACM, pp. 8–8. ISBN: 978-1-4503-4208-7. DOI: 10.1145/2908131.2908138. URL: <http://doi.acm.org/10.1145/2908131.2908138>.
- Santana, J. and P. Parigi (2015). "Risk Aversion and Engagement in the Sharing Economy". In: *Games* 6.4, pp. 560–573.
- Lainer-Vos, D. and P. Parigi (2015). "Miracle Making and the Preservation of Charisma". In: *Social Science History* 38.3, 4, pp. 455–481.
- Gomez, C. and P. Parigi (2015). "The Regionalization of Intergovernmental Organization Networks: A Non-Linear Process". In: *Social Networks* 43, pp. 192–203.
- Goglio, V. and P. Parigi (2015). "An Institutional Mechanism to Reduce Internal Competition?" In: *Studies in Higher Education* 41.8, pp. 1495–1513.
- Chu, M.L. et al. (2014). "Simulating effects of signage, groups, and crowds on emergent evacuation patterns". In: *AI & Society* 30.4, pp. 493–507.
- Parigi, P. and W. Henson II (2014). "Social Isolation in America". In: *Annual Review of Sociology* 40, pp. 153–171.
- Parigi, P. and R. Gong (2014). "From Grass-Root to Digital Ties: A Case Study". In: *Journal of Consumer Culture* 14.2, pp. 236–253.
- Parigi, P. and L. Sartori (2014). "Political Party as Network". In: *Social Networks* 36, pp. 54–65.
- Parigi, P. and B. State (2014). "Disenchanted the World: The Impact of Technology on Relationships". In: *International Conference on Social Informatics*. WebSci '16. Barcelona, Spain, pp. 166–182.
- Parigi, P., B. State, et al. (2013). "A Community of Strangers: The Disembedding of Social Ties". In: *PLOS ONE* 8.7, e67388.
- Parigi, P. (2010). "Miracles Mobilization in the XVII Century". In: *Sanctorum* 7, pp. 201–221.

Parigi, P. and P. Bearman (2008). "Spaghetti Politics: Local Electoral Rules and Alliance Structure in Italy, 1984-2001". In: *Social Forces* 87.2, pp. 623-649.

Parigi, P. (2006). "Fatti Sociali e Produzione di Miracoli nel XVII secolo". In: *Polis* 20.3, pp. 431-462.

Bearman, P. and P. Parigi (2004). "Cloning Headless Frog and Other Important Matters". In: *Social Forces* 83.2, pp. 535-557.

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## Books

Wejnert, B. and Parigi P., eds. (2016). *On the Cross Road of Polity, Political Elites and Mobilization*. Vol. 4. Emerald Books.

Parigi, P. (2012). *The Rationalization of Miracles*. New York, NY, USA: Cambridge University Press.

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## Edited Chapters

Parigi, P. (2015). "The Cultural Logic of Miracles". In: *International Encyclopedia of the Social & Behavioral Sciences (Second Edition)*. Ed. by J. D. Wright. Elsevier, pp. 575-581.

— (2013). "The Devil's Advocate: Institutional Rules For Controlling Change". In: *Religion and Organization Theory*. Ed. by P. Tracey, N. Phillips, and M. Lounsbury. Vol. 41. Emerald Books, pp. 371-411.

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## Grants and Awards

- 2014 **Incorporating Human Behavior and Social Theories in Engineering Simulation**, *NEC Information Technology Company, Custom Research*, Stanford University, Kincho Law (PI) and Paolo Parigi (Co-PI).  
(\$46,000)
- 2013 **Trusting Strangers in the Sharing Economy**, *National Science Foundation (SES-1257138)*, Stanford University, Paolo Parigi (PI) and Karen Cook (Co-PI).  
(\$300,000)
- 2011 **The Mobilization of Identities**, *UPS Fellowship*, Stanford University, Paolo Parigi (PI).  
(\$43,000)
- 2006 **The Social Production of Miracles**, *Traveling Fellowship*, Columbia University.  
(\$20,000)

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## Other Publications

Parigi, P. and Ma X. (2016). "The Gig Economy". In: *XRDS* 23.2, pp. 38-41. ISSN: 1528-4972. DOI: 10.1145/3013496. URL: <http://doi.acm.org/10.1145/3013496>.

Parigi, P. (2016a). "Book Review - The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism by Arun Sundararajan". In: *Stanford Social Innovation Review*.

— (2016b). "Trust and Relationships in the Sharing Economy". In: *Perspective: King's College London Economics & Finance Society*.

— (2015). "Book Review - The Moral Background by Gabriel Abend". In: *American Journal of Sociology* 120.6, pp. 1871–1873.

Parigi, P. and Cook K. (2015). "Trust and Relationships in the Sharing Economy". In: *Context* 14.1, pp. 12–19.

Parigi, P. (2013). "Book Review - Unlikely Friends: Bridging Ties and Diverse Friendships by James A. Vela-McConnell". In: *Contemporary Sociology* 42.1.

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## Conferences and Invited Talks

- \* **A Framework for Researching Trust Online.** University of Utrecht, NL. Mini-symposium on Advancing Research in the Sharing Economy, March 2017  
*Keynote Speech*
- \* **Trust and the Sharing Economy.** UC Berkeley, School of Information: Data Science Conference, November 2016
- \* **Strange Bedfellows.** Duke University, Sociology Department, Colloquium, September 2015  
— Yale, Sociology Department, Comparative Research Workshop, October 2015  
— UC Berkeley, Sociology Department, Colloquium, November 2015
- \* **Trust in the Sharing Economy.** Boston College, Sociology Department, Sociology Seminar Series, October 2015  
— University of Pennsylvania, Network Dynamics Workshop, Annaberg School of Communication, October 2015
- \* **The Engineering of Trust.** MediaX, Stanford University. February and October 2014
- \* **Disenchanting the World.** UC Berkeley, Haas Business School, MORS Colloquium, October 2013
- \* **Risk, Uncertainty and the Evolution of a Network.** American Sociological Association Annual Meeting, New York, August 2013
- \* **A Community of Strangers.** American Sociological Association Annual Meeting. Denver, August 2012  
— University of Bergamo, Bergamo, Italy. Workshop on Grassroots Innovations, March 2013  
— Intuit Inc., Commerce Network Solution Group, April 2013
- \* **The Impact of Risk on Tie Strength.** Stanford University, Computational Social Science Conference, January 2013

- \* **From Networks to Party.** Social Network Conference, Annual Meeting. San Diego, March 2009
  - Emory University, Sociology Department, Colloquium, November 2012
  - Yale University, Sociology Department, Network Workshop, May 2012
  - Columbia University, Sociology Department, Network and Time Workshop, April 2012
- \* **The Miracle Makers, the Acolytes and the Church.** Emory University, Gonzaga Business School Organizational workshop, October 2012
- \* **The Importance of Ties.** Stanford University Computer Science Department, RAIN Seminar, December 2010
- \* **Making True Miracles.** University of Chicago, Booth Business School Organizations and Markets Workshop, November 2010
  - MIT - Harvard University, Economic Sociology Seminar, November 2010
  - Stanford Graduate School of Business, Organizational Behavior Seminar, October 2010
- \* **Stars, Saints & Methods: What Counts as Evidence.** Columbia University. QMSS Workshop, October 2009
- \* **Creating a New Institutional Field.** American Sociological Association, Annual Meeting, Boston, August 2008
- \* **The Inner Logic of the Italian Parliament.** Networks in Political Science. Harvard University, June 2008
- \* **Manufacturing Saints.** American Sociological Association, Annual Meeting, New York, August 2007
  - Princeton University, Sociology Department, Colloquium, April 2008
  - University of Massachusetts (Amherst), Sociology Department, Colloquium, December 2007
  - Stanford University, Sociology Department, Colloquium, November 2007
  - University of Oregon, Sociology Department, Colloquium, November 2007
  - Haverford College, Sociology Department, Colloquium, October 2007
- \* **The Social Production of Miracles.** American Sociological Association, Annual Meeting. Montreal, Canada, August 2006
- \* **The Social Production of Miracles in the XVII Century.** Inter-Ivy Sociology Symposium, Cornell University, April 2006
- \* **Cloning the Headless Frog.** American Sociological Association, Annual Meeting, Atlanta, August 2003

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## Workshops and Conferences

- **Web of Science.** Hannover, Germany. Co-Chair. May 2015
- **The Mobilization of Identities.** Stanford University, Workshop organizer. February 2011
- **Ethical Consumerism Against the Mafia.** Bergamo, Italy. Co-Chair. November 2009

## Media Coverage and Public Talks

- + **How to Build Trust in a Digital World.** American Marketing Association, San Francisco. August 2017
- + **What's a Saint, Anyway?.** The Atlantic. September 23, 2015
- + **An Academic Look at the Apostolic Visitation.** Global Sisters Report. May 19, 2014
- + **The Sharing Economy.** Voice America, Business Reinvention. Aired on August 19, 2013
- + **Sharing and Growing.** VoiceAmerica, Business Reinvention. Aired on March 12, 2012
- + **Building Community in the Sharing Economy.** Collaborative Chat, San Francisco. February 22, 2012,

## Teaching

- + Introduction to Research in the Social Sciences [U], Stanford University
  - + Historical Sociology [U], Stanford University  
— Haverford College
  - + Introduction to Network Analysis [U], Stanford University  
— Haverford College
  - + Political Sociology [U], Stanford University
  - + Organizations and Uncertainty [G], Stanford University
  - + Introduction to methods [U], Haverford College
- [U] = undergraduate level; [G] = graduate level

## Professional Service

Journal of Web Science, Editorial Board

Ad hoc Reviewer and PC Member: WWW, WebSci, ICWSM, American Journal of Sociology, American Sociological Review, Mobilization, Social Networks, Social Forces, National Science Foundation.