

## **ROBB WILLER**

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Department of Sociology

University of California

Berkeley, CA 94720

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[Willer@Berkeley.edu](mailto:Willer@Berkeley.edu)

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### **EMPLOYMENT**

*University of California, Berkeley*

Assistant Professor

Department of Sociology, 2006-present

Research and Teaching Areas: Social Psychology, Collective Action, Altruism, Gender, Norms, Political Sociology, Social Networks

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### **EDUCATION**

- Ph.D.        *Cornell University*  
Sociology, 2006  
Dissertation: "A Status Theory of Collective Action"
- M.A.        *Cornell University*  
Sociology, 2004
- B.A.        *University of Iowa*  
Sociology, 1999 (with High Distinction)

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### **GRANTS AND FELLOWSHIPS**

Invited to the Institute for Advanced Study, Princeton, NJ. 2008.

Center on the Economics and Demography of Aging. University of California, Berkeley. 2008-9. "Genetic Bases of Altruistic Behavior in Humans." \$20,000.

National Science Foundation. 2007-2009. "Status and the Organization of Collective Action." (with Brent Simpson) \$99,000

Lester Center for Entrepreneurship and Innovation, Ewing Marion Kauffman Foundation. 2007-2009. "The Role of Entrepreneurship in "Freecycle:" An On-Line, Altruistic Community." \$25,000.

Junior Faculty Research Grants, University of California, Berkeley. 2006-7, 2007-8, 2008-9. \$2,400, \$3,000, \$7,500.

University of California Regents' Junior Faculty Fellowship. 2007. \$5,000.

National Science Foundation Dissertation Improvement Grant, 2004-2006.  
"Testing a Status Theory of Collective Action." SES 0405352 (with Michael W. Macy) \$7,500

National Science Foundation, 2003-2005, "Popular Enforcement of Unpopular Norms." (with Michael W. Macy) \$130,000

National Science Foundation, 2001-2003, "Using Power to Elevate Status: Observers of Power Use and Philanthropy." (with Michael Lovaglia and Lisa Troyer) \$99,076

Jacob K. Javits Graduate Fellowship, U.S. Department of Education, 2001-2005

Russell Sage Research Grant, Cornell University, 2001-2006, \$13,500

Research Grant, Center for the Study of Inequality, Cornell University, 2000, \$2,000

Russell Sage Fellowship, Cornell University, 2000-2001, 2005-6

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## **AWARDS (RESEARCH)**

Distinguished Graduate Alumnus Speaker, Cornell University Sociology Department, Annual Graduate Student Miniconference, 2008.

American Sociological Association, Mathematical Sociology Section Paper Award for "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms," (with Damon Centola and Michael W. Macy) 2006

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for "A Wealth and Status-Based Model of Residential Segregation," (with Stephen Benard) 2006

American Sociological Association, Peace, War, and Social Conflict Section Elise M. Boulding Best Graduate Student Paper Award for "The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings," 3<sup>rd</sup> Place, 2004-5

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for "Metanetworks: A Factor in Structural Change," (with Arnout van de Rijt) 2004

Robin Williams Jr. Best Graduate Student Paper Award for “The Intelligibility of Unintelligible Texts: Authorial Status and Text Evaluation,” Cornell University, Department of Sociology 2004

Graduate Fellow, American Academy of Political and Social Science, Elected November 2004

Distinguished Undergraduate Scholar Award, University of Iowa, Spring 2000

Manford Kuhn Graduate Student Paper Award for “The Propensity-Utility Theory of Deviance,” Iowa Sociological Association Meetings, 2000

Outstanding Senior Sociology Student, University of Iowa, 1999

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### **AWARDS (TEACHING)**

Golden Apple Award for Outstanding Teaching, University of California, Berkeley, 2009 (Only teaching award given by UC-Berkeley student body)

Nominated, Distinguished Graduate Student Mentoring Award, University of California, Berkeley, 2009

Honorary Member, Golden Key International Honor Society, Inducted for Excellence in Teaching, 2009

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### **PUBLICATIONS**

Robb Willer, Ko Kuwabara, and Michael W. Macy. 2009. “The False Enforcement of Unpopular Norms.” *American Journal of Sociology*. Forthcoming

Robb Willer. 2009. “Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem.” *American Sociological Review*. 74:23-43.

Robb Willer. 2009. “A Status Theory of Collective Action.” Pp. 133-163 in *Advances in Group Processes, Vol. 26*. Eds. Shane R. Thye and Edward J. Lawler. London: Emerald.

Robb Willer. 2009. “No Atheists in Foxholes: Motivated Reasoning and Religious Ideology.” Pp. 241-266 in *Social and Psychological Bases of Ideology and System Justification*. Eds. John T. Jost, Aaron C. Kay, and Hulda Thorisdottir. Oxford, UK: Oxford University Press.

Robb Willer and Nick Adams. 2008. “The Threat of Terrorism and Support for the 2008 Presidential Candidates: Results of a National Field Experiment.” *Current Research in Social Psychology*. 14:1-22.

Brent Simpson and Robb Willer. 2008. "Altruism and Indirect Reciprocity: The Interaction of Person and Situation in Prosocial Behavior." *Social Psychology Quarterly*. 71: 37-52.

Will Kalkhoff and Robb Willer. 2008. "Deterring Deviance: Rationality and Self-Control." Pp. 39-62 in *Experiments in Criminology and Law*. Eds. Christine Horne and Michael J. Lovaglia. New York: Rowan and Littlefield.

Pat Barclay and Robb Willer. 2007. "Partner Choice Creates Competitive Altruism in Humans." *Proceedings of the Royal Society B: Biological Sciences*. 274: 749-753.

Ko Kuwabara, Robb Willer, Michael W. Macy, Rie Mashima, Shigeru Terai, and Toshio Yamagishi. 2007. "Culture, Identity, and Structure in Social Exchange: A Web-Based Trust Experiment in the U.S. and Japan." *Social Psychology Quarterly*. 70:461-479.

Robb Willer. 2007. "The Role of Metanetworks in Network Evolution." *Journal of Mathematical Sociology*. 31:101-119.

Stephen Benard and Robb Willer. 2007. "A Wealth and Status-Based Model of Residential Segregation." *Journal of Mathematical Sociology*. 31:149-174.

Damon Centola, Robb Willer, and Michael W. Macy. 2005. "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms." *American Journal of Sociology*. 110(4):1009-40.

Robb Willer, Lisa Troyer, and Michael J. Lovaglia. 2005. "Influence Over Observers of Structural Power: An Experimental Investigation." *The Sociological Quarterly*. 46:263-77.

Robb Willer. 2004. "The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings." *Current Research in Social Psychology*. 10(1): 1-12.

Michael J. Lovaglia, Robb Willer, and Lisa Troyer. 2003. "Power, Status, and Collective Action: Developing Fundamental Theories to Address a Substantive Problem." Pp. 105-132 in *Advances in Group Processes, Volume 20*. Eds. Shane R. Thye and John Skvoretz. New York: Elsevier.

Michael W. Macy and Robb Willer. 2002. "From Factors to Actors: Computational Sociology and Agent-Based Modeling." *Annual Review of Sociology*. 28:143-66.

Michael J. Lovaglia and Robb Willer. 2002. "Theory, Simulation and Research: The New Synthesis." Pp. 247-262 in *The Growth of Social Knowledge: Theory, Simulation and Empirical Research in Group Processes*. Eds. Jacek Szymanski, Michael Lovaglia, and Kinga Wysienska. Westport, CT: Praeger.

David Willer, Casey Borch, and Robb Willer. 2002. "Games, Norms and Status: A Theoretical Model of Solidarity and Cohesion." Pp. 67-108 in *Advances in Group Processes, Volume 19*. Eds. Shane R. Thye and Edward J. Lawler. New York: Elsevier.

David Willer, Barry Markovsky, Henry Walker, Robb Willer, Brent Simpson, Michael Lovaglia, and Shane Thye. 2002. "Network Exchange Theory." Pp. 109-144 in *New Directions in Sociological Theory: The Growth of Contemporary Theories*. Eds. Joe Berger and Morris E. Zelditch. Rowan and Littlefield.

Robb Willer and David Willer. 2000. "Exploring Dynamic Networks: Hypotheses and Conjectures." *Social Networks*. 22:251-272.

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## WORKS IN PROGRESS

Robb Willer, Francis J. Flynn, and Sonya Zak. "Exchange Structure and Solidarity: The Role of Group Identification in Generalized Exchange." *Under review*.

Robb Willer, Matthew Feinberg, Brent Simpson, and Francis J. Flynn. "Is Generosity Sincere or Strategic? Altruism versus Status-Seeking in Prosocial Behavior." *Manuscript in preparation*

Robb Willer. "The Effects of Author's Status on the Evaluation of Unintelligible Texts." *Revise and Resubmit*

Robb Willer and Brent Simpson. "Sociological Contributions to the Understanding of Prosocial Behavior and the Microsocial Order." *Invited chapter in preparation for the Annual Review of Sociology*.

Robb Willer, Matthew Feinberg, and Daniel Laurison. "Fear and Loathing in Support for War."

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis."

Robb Willer. "Is Altruism Contagious?"

Robb Willer, Matthew Feinberg, Brent Simpson, and Francis J. Flynn. “Who Pursues Social Status? The Relationship Between Material Generosity and Status Seeking.”

Robb Willer, Christabel Rogalin, and Bridget Conlon. “Basal Testosterone Moderates Masculine Overcompensation.”

Christin L. Munsch and Robb Willer. “The Role of Masculine Insecurity in Perceptions of Violence Against Women.”

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## **MEDIA COVERAGE OF RESEARCH**

### ***U.S./CANADA***

Terror Threat Research (2008): San Francisco Chronicle, Huffington Post

Terror Warnings Research (2004): Washington Post, USA Today, L.A. Times, Philadelphia Inquirer, New York Post, Miami Herald, Chicago Sun-Times, Detroit Free-Press, Seattle Post Intelligencer, Charlotte Observer, Seattle Times, Dallas Morning News, Associated Press, The Slate, Psychology Today, Arizona Republic, others...

Masculine Overcompensation Research: Science, Chicago Tribune, Harper’s Philadelphia Inquirer, The Advocate, Reuters, Men’s Health, Newark Star-Ledger, others...

Altruism Research: Greater Good Magazine

### ***INTERNATIONAL***

Terror Warnings Research (2004): The Guardian (UK), Collective Bellacio (France), Times of India (India), The Australian (Australia), Lucianne (Taiwan), Sydney Morning Herald (Australia), Melbourne Herald Sun (Australia), others...

Masculine Overcompensation Research: The Mirror (UK), Melbourne Herald Sun (Australia), The Telegraph (India), The Cape Argus (South Africa), Stabroek News, (Guyana), others...

Altruism Research: The Taipei Times (Taiwan), The Brunei Times, Bahrain Gulf Daily News

### ***ELECTRONIC MEDIA***

Terror Threat Research (2008): MSNBC, KNBC (Los Angeles), NBC11 (San Francisco)

Terror Warnings Research (2004): The Today Show, The Abrams Report, NOW with Bill Moyers, All Things Considered, N.P.R., “Wait, Wait...Don’t Tell Me”

Masculine Overcompensation Research: CNN, MSNBC, Headline News

Altruism Research: ABC News Channel 7 (San Francisco)

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## **ELECTRONIC MEDIA INTERVIEWS**

Terror Warnings Research (2004): KFNN Radio (Phoenix), KCSF Radio (Fullerton, CA), Radio Islam (Chicago)

Masculine Overcompensation Research: KOMO (Seattle), Radio 3AW (Melbourne, Australia), BBC Radio (Devon, UK), WORT (Madison, Wisconsin)  
Altruism Research: ABC News Channel 7 (San Francisco), Australian Broadcasting Corporation (Sydney)

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## INVITED TALKS

Robb Willer. "Keynote Address." Teaching Conference for Graduate Student Instructors. University of California, Berkeley. August 2009.

Robb Willer. "Social Psychological Factors Driving Prosocial Behavior." National Science Foundation Morality Workshop. Washington, D.C. July 2009.

Robb Willer. "Testing the Masculine Overcompensation Thesis." Faculty Speaker, Annual Trustees Meeting, University of California, Berkeley. May 2009.

Robb Willer. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." Kellogg School of Management, Northwestern University. January 2009.

Robb Willer. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." Department of Sociology, Princeton University. November 2008.

Robb Willer. "Masculinity, Testosterone, and Social Structure: Extending Research on Masculine Overcompensation." Cornell University. Ithaca, NY. November 2008.

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." Haas School of Business, University of California, Berkeley. November 2008.

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." Stanford Social Psychology Workshop. June 2008.

Robb Willer. "Fear, Insecurity, and Political Opinion." The Breakthrough Institute. Oakland, CA. June 2008.

Robb Willer. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." Institute for Personality and Social Research, University of California, Berkeley. October 2007.

Robb Willer. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." Department of Sociology, University of Arizona. October 2007.

Robb Willer. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." Goldman School of Public Policy. University of California, Berkeley. September 2007.

Robb Willer. "Malcolm Gladwell's *Blink* and Sociology's Conception of the Individual." American Sociological Association Meetings. New York, NY. August 2007.

Robb Willer. "Do Men Overcompensate?" Sociology Department's "Cal Day" talk. University of California, Berkeley. April 2007.

Robb Willer. "Fear, Insecurity, and Political Opinion." International Computer Science Institute. University of California, Berkeley. April 2007.

Robb Willer. "A Status Theory of Collective Action." Stanford Graduate School of Business. April 2007.

George Lakoff and Robb Willer. "Why Cognitive Science Matters for Politics." Institute of Cognitive and Brain Sciences. University of California, Berkeley. November 2006.

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." Caregiver Bias Workshop. University of California, Hastings, College of the Law. San Francisco, CA. November 2006.

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." American Environics. Oakland, CA. September 2006.

Robb Willer. "Is Altruism Contagious? The Dynamics of Generalized Exchange." Group Processes Mini-conference. Montreal, Quebec. August 2006

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." Department of Human Development, Cornell University. March 2006.

Robb Willer. "How Status Resolves the 'Collective Action Problem.'" University of California, Berkeley. Sociology Department. October 2005.

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." Sociology Brown Bag Talk. Cornell University. September 2005.

Robb Willer. "Flexibility in the Sociologist's Theoretical Toolkit." Junior Theorist's Symposium, Theory Section, American Sociological Association, August 2005.

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## **OTHER PRESENTATIONS**

Robb Willer, Matthew J. Feinberg, Brent Simpson, and Francis J. Flynn. "Who Pursues Social Status? The Relationship Between Material Generosity and Status Seeking." American Sociological Association Meetings. San Francisco, CA. August 2009.

Robb Willer. "Is Altruism Contagious?" Inter-Ivy Sociology Symposium. Cornell University, Ithaca, NY. April 2006

Robb Willer. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." American Sociological Association Meetings. Philadelphia, PA. August 2005

Arnout van de Rijt & Robb Willer. "Metanetworks: A Factor in Structural Change." 3<sup>rd</sup> U.S.-Japan Joint Conference on Mathematical Sociology. Hokkaido University, Sapporo Japan. June 2005

Robb Willer. "Testing the Masculine Overcompensation Thesis." Inter-Ivy Sociology Symposium. Yale University, New Haven, CT. April 2005

Robb Willer. "Testing a Status Theory of Collective Action." Sociology Graduate Student Mini-Conference. Cornell University, Ithaca, NY. October 2004

Robb Willer. "The Intelligibility of Unintelligible Texts: Authorial Status in Text Evaluation." American Sociological Association Meetings. San Francisco, CA. August 2004

Robb Willer and Edward J. Walsh. "The Effects of Government-Issued Terror Threats on Presidential Approval Ratings." Annual Group Processes Miniconference. San Francisco, CA. August, 2004

Robb Willer. "On the Lack of Atheists in Foxholes: Fear of Death and Afterlife Belief." Annual Group Processes Miniconference. Atlanta, GA. August, 2003

Will Kalkhoff and Robb Willer. "Deterring Deviance: Rationality and Self-Control." American Sociological Association Meetings. Chicago, IL. August 2002

Robb Willer, Reef Younggreen, Lisa Troyer, and Michael Lovaglia. "Power, Status, and Philanthropy." XV World Congress of Sociology. Brisbane, Australia. July 2002

Robb Willer, Lisa Troyer, and Michael Lovaglia. "Power, Status, and Philanthropy." American Sociological Association Meetings. Anaheim, CA. August 2001

Robb Willer. "The Status Value of Power Use" American Sociological Association Meetings. Washington, D.C., August 2000

Robb Willer. "Status, Wealth, and Power: New Directions for the Integration of Network Exchange Theory and Status Characteristics Theory." International Sunbelt Social Network Conference. Vancouver, BC, April 2000

Robb Willer. "The Propensity-Utility Theory of Deviance" Iowa Sociological Association Meetings. Iowa City, IA, March 2000

Robb Willer and David Willer. "When Exchange Networks Change: A Comparative Analysis." American Sociological Association Meetings. Chicago, IL, August 1999

David Willer and Robb Willer. "Exchange Network Dynamics and Structural Agency." American Sociological Association Meetings. Washington, DC, August 1995

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## PROFESSIONAL ACTIVITIES AND SERVICE

Occasional Reviewer:

*American Sociological Review, American Journal of Sociology, Journal of Personality and Social Psychology, Social Forces, Psychological Review, Sociological Theory, Social Psychology Quarterly, Organization Science, Social Problems, European Review of Philosophy, The Sociological Quarterly, Social Justice Research, Rationality and Society, Sociological Focus, Current Research in Social Psychology*

Graduate Student Prize Committee, ASA Theory Section, 2009-10

Council Member (Elected), ASA Mathematical Sociology Section, 2009-11

Co-Organizer, Group Processes Miniconference, 2009

Presider, Group Processes Regular Session, American Sociological Association Meetings Annual Meetings, 2009.

Council Member (Elected), ASA Mathematical Sociology Section, 2005-7.

Member, ASA Mathematical Sociology Section Award Committee, 2006-7

American Sociological Association Student Forum Advisory Board (Elected), 2005-6

Presider, Group Processes Session, American Sociological Association Meetings. Philadelphia, PA. August 2005.

Chair and Discussant, Graduate Student Research Session, Group Processes Conference, Chicago, IL, August 2002.

Chair, Powerful Experiments Session, International Sunbelt Social Networks Conference: April 2000

Presider and Discussant, Delinquency Session, Iowa Sociological Association Meetings: March 2000

Discussant, Iowa Sociological Association Meetings, May 1999

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## **UNIVERSITY AND DEPARTMENT SERVICE**

Sociology Departmental Colloquium Series Organizer, 2008-9

Director, Laboratory for Social Research, University of California, Berkeley. 2007- present.

Member, Graduate Admissions Committee, 2007-8

Assistant Director, Sociology and Small Groups Laboratory, Cornell University, 2001- 6

Junior Search Committee, Department of Sociology, Cornell University, Fall 2004

Assistant Director, Organizational Behavior Laboratory, Cornell University School of Industrial and Labor Relations, 2001-2004

Sociology Department Representative, Council of Representatives, Graduate and Professional Student Assembly, Cornell University, 2001-2004

Committee Member (Elected), Graduate and Professional Student Assembly, Cornell University, 2002-2004

Chairman (Elected), Graduate and Professional Student Assembly Finance Committee, Cornell University, 2002-2003

Committee Member (Elected), University Assembly, Cornell University, 2003

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## **TEACHING AND RESEARCH POSITIONS**

Director, Laboratory for Social Research, University of California, Berkeley, 2006-present.

Teaching Assistant: Group Solidarity, Research Methods in Sociology II,  
Introduction to Sociology

Assistant Director, Sociology and Small Groups Laboratory, Cornell University,  
2001-2006

Research Assistant, School of Industrial and Labor Relations, Cornell University,  
2001- 2003

Statistics/Methods Instructor for Sociology Undergraduates, University of Iowa,  
Spring 2000

Research Assistant, Center for the Study of Group Processes, University of Iowa,  
1999-2000

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**MEMBERSHIPS**

American Sociological Association, Society for Personality and Social  
Psychology, International Sociological Association, International Network for  
Social Network Analysis, Alpha Kappa Delta, Golden Key International Honor  
Society