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Curriculum Vitae (Abbreviated)

Brent Simpson

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Education

2001	Ph.D. Sociology, Cornell University
1997	M.A. Sociology, University of South Carolina
1995	B. A. Sociology, University of South Carolina

Positions

2006 – Present	Associate Professor of Sociology, University of South Carolina.
2010	Visiting Fellow, Centre for Experimental Social Sciences, Nuffield College, Oxford (Trinity Term)
2010	Visiting Scholar, Centre for the Study of Cultural Evolution, Stockholm University (Spring)
2008	Wenner-Gren Foundation Fellow, Center for the Study of Cultural Evolution, Stockholm University.
2002 - 06	Assistant Professor of Sociology, University of South Carolina.
2001 - 02	Assistant Professor of Sociology, Texas A&M University.

Extramural Research Grants

2007-09	“Status and the Organization of Collective Action.” <i>National Science Foundation</i> , with Robb Willer.
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- 2006-09 “Power and Perception in Networks.” *National Science Foundation*. PI, with Barry Markovsky (Co-PI).
- 2007-08 Kyle Irwin and Brent Simpson (PI). “Doctoral Dissertation Research: Norm Conformity in Collective Action Groups.” *National Science Foundation*.
- 2006-07 Suzanne Sutphin and Brent Simpson (PI). “Doctoral Dissertation Research: The Role of Self-Evaluations in Legitimizing Inequality.” *National Science Foundation*.
- 2003-05 “Gender and Cooperation in Social Dilemmas.” *National Science Foundation*.
- 1999-00 “Coalitions in Exchange Networks.” *National Science Foundation* (with Michael Macy).

Intramural Research Grants

- 2008-09 “fMRI Research on Expecting versus Experiencing Satisfaction in Cooperative and Exploitative Relationships.” *McCausland Center for Brain Imaging*, PI with Eric Gladstone, Michael Schillaci and Adam Teed.
- 2005-06 “Trust and Embedded Markets.” *University of South Carolina Research and Productive Scholarship Grant*.
- 2003-04 “Power and Perception in Networks.” *University of South Carolina Research and Productive Scholarship Grant*.

Peer Reviewed Articles

- Forthcoming* **Brent Simpson**, Barry Markovsky, and Mike Steketee. “Power and Perception of Social Networks.” *Forthcoming in Social Networks*.
- Forthcoming* **Brent Simpson**, Barry Markovsky, and Mike Steketee. “Network Knowledge and the Use of Power.” *Forthcoming in Social Networks*.
- 2010 Kimmo Eriksson and **Brent Simpson**. “Emotional Reactions to Losing Explain Gender Differences in Risky Behavior.” *Journal of Judgment and Decision Making* 5: 159-63.
- 2009 Suzanne Taylor Sutphin and **Brent Simpson**. “The Role of Self-Evaluations in Legitimizing Social Inequality.” *Social Science Research* 38: 609-21.

- 2009 **Brent Simpson** and Mark Van Vugt. “Sex Differences in Cooperation: Integrating the Evolutionary and Social Psychological Perspectives.” *Advances in Group Processes* 26:81-103 (special issue on Altruism and Prosocial Behavior in Groups).
- 2009 **Brent Simpson** and Kimmo Eriksson. “The Dynamics of Contracts and Generalized Trustworthiness.” *Rationality & Society* 21:59-80.
- 2008 Kyle Irwin, Tucker McGrimmon, and **Brent Simpson**. “Sympathy and Social Order.” *Social Psychology Quarterly* 71:379-97.
- 2008 **Brent Simpson** and Robb Willer. “Altruism and Indirect Reciprocity: The Interaction of Person and Situation in Prosocial Behavior.” *Social Psychology Quarterly* 71: 37-52.
- 2008 **Brent Simpson** and Tucker McGrimmon. “Trust and Embedded Markets.” *Social Networks* 30:1-15.
- 2007 **Brent Simpson**, Tucker McGrimmon, and Kyle Irwin. “Are Blacks Really Less Trusting than Whites? Revisiting the Race and Trust Question.” *Social Forces* 86:525-52.
- 2007 Kimmo Eriksson and **Brent Simpson**. “Social Embeddedness and Price-Signaling in Markets.” *Journal of Judgment and Decision Making* 2:23-28.
- 2006 **Brent Simpson**. “Social Identity and Cooperation in Social Dilemmas.” *Rationality and Society* 18:444-70.
- 2006 **Brent Simpson**, Kyle Irwin, and Peter Lawrence. “Does a ‘Norm of Self-Interest’ Discourage Prosocial Behavior? Rationality and Quid Pro Quo in Charitable Giving.” *Social Psychology Quarterly* 69:3296-306.
- 2006 **Brent Simpson**. “The Poverty of Trust in the Southern United States.” *Social Forces*. 84: 1625-38.
- 2005 **Brent Simpson** and David Willer. “The Structural Embeddedness of Collective Goods: Connection and Coalitions in Exchange Networks.” *Sociological Theory* 23: 387-407.
- 2005 **Brent Simpson** and Casey Borch. “Does Power Affect Perception in Social Networks?: Two Arguments and an Experimental Test.” *Social Psychology Quarterly* 68:278-87.
- 2004 **Brent Simpson**. “Social Values, Subjective Transformations, and Cooperation in Social Dilemmas.” *Social Psychology Quarterly* 67:385-95.
- 2004 **Brent Simpson** and Michael Macy. “Power, Identity, and Collective Action in Social Exchange.” *Social Forces* 82:1375-1411.

- 2003 **Brent Simpson.** “Sex, Fear and Greed: A Social Dilemma Analysis of Gender and Cooperation.” *Social Forces* 82:35-52.
- 2002 **Brent Simpson** and Henry A. Walker. “Status Characteristics and Performance Expectations: A Reformulation.” *Sociological Theory* 20:24-40.
- 2001 **Brent Simpson** and Michael W. Macy. “Collective Action and Power Inequality: Coalitions in Exchange Networks.” *Social Psychology Quarterly* 64:88-100.
- 2000 Henry A. Walker, Shane R. Thye, **Brent Simpson**, David Willer, Michael J. Lovaglia and Barry Markovsky. “Network Exchange Theory: Recent Developments and New Directions.” *Social Psychology Quarterly* 63: 324-37.
- 2000 Henry A. Walker and **Brent Simpson.** “Equating Characteristics and Status-Organizing Processes.” *Social Psychology Quarterly.* 63:175-85.
- 1997 Barry Markovsky, David Willer, **Brent Simpson** and Michael J. Lovaglia. “Power in Exchange Networks: Critique of a New Theory.” *American Sociological Review.* 62: 833-37.
- 1996 David Willer, **Brent Simpson**, Jacek Szmataka and Joanna Mazur. “Social Theory and Historical Explanation.” *Humboldt Journal of Social Relations.* 22: 63-84.

Book Chapters and Other Publications

- Forthcoming* Ashley Harrell and **Brent Simpson.** “Human Altruism.” McGraw Hill 2011 Handbook of Science and Technology.
- Forthcoming* Robb Willer, Matthew Feinberg, Kyle Irwin, Michael Schultz, and **Brent Simpson.** “The Trouble with Invisible Men: How Reputational Concerns Motivate Generosity.” *Forthcoming in Hitlin and Vaisey (eds) Handbook of Sociology of Morality.* Springer.
- Forthcoming* “Rational Choice Theory.” In George Ritzer (ed.) *Concise Blackwell Encyclopedia of Sociology.* *Forthcoming in Blackwell Publishing.*
- 2006 “Rational Choice Theories.” In George Ritzer (ed.) *Encyclopedia of Sociology.* Blackwell Publishing
- 2005 *Brazil’s Indians and the Onslaught of Civilization: The Yanomami and the Kayapó,* by Linda Rabben. Seattle: University of Washington Press. *Contemporary Sociology* 34:54-56.
- 2004 “Exchange Coalitions.” In George Ritzer (ed.) *Encyclopedia of Social Theory.* London: Sage Publications.

- 2002 **Brent Simpson** and David Willer. “Applications of Elementary Theory to Social Structures of Antiquity.” Pp. 231-54 in Sing C. Chew and J. David Knottnerus (eds.) *Structure, Culture and History*. New York: Rowen and Littlefield.
- 2002 David Willer, Henry Walker, Barry Markovsky, Robb Willer, Michael J. Lovaglia, Shane Thye and **Brent Simpson**. “Network Exchange Theory.” Pp. 109-44 in Joseph Berger and Morris Zelditch, Jr. (eds.) *New Directions in Sociological Theory: The Growth of Contemporary Theories*. New York: Rowen and Littlefield.
- 1999 **Brent Simpson** and David Willer. “A New Method for Finding Power Structures.” Pp. 270-84 In D. Willer (ed.) *Network Exchange Theory*. Westport, CT: Praeger.

Honors, Awards and Nominations

- 2008 Wenner-Gren Foundation Fellow (with Kimmo Eriksson).
- 2008 Nominee, Ada B. Thomas Outstanding Faculty Advisor Award, University of South Carolina.
- 2005-06, 06-07 Two Thumbs Up Award, Office of Student Disability Services. University of South Carolina.
- 2005 Distinguished Alumni Lecturer, Cornell Department of Sociology.
- 2005 Junior Scholar Competition Winner, Conference on Social Networks and Social Capital, Ohio State University.
2003. The Coleman Prize, Rationality and Society section of the American Sociological Association, for Network Exchange Theory (with D. Willer, M. Lovaglia, B. Markovsky, T. Patton, J. Skvoretz, and S. Thye).
- 2003 Nominee, South Carolina Honors College Superior Educator Award.
- 2003 Nominee, Michael J. Mungo Graduate Teaching Award.
- 1998 - 2001 Sage Fellow, Cornell University.

Conference Presentations

- 2010 Davide Barrera and **Brent Simpson**. “The Harmlessness of Deception.” Paper to be presented at the annual Group Process Meeting, Atlanta.
- 2010 Kyle Irwin and **Brent Simpson**. “Social Values and Sanctioning Systems.” Paper to presented at the annual meeting of the American Sociological Association. Atlanta.

- 2009 Irena Stepanikova, Jennifer Triplett, and **Brent Simpson**. “Implicit Racial Bias and the Allocation of Limited Resources.” Paper presented at the annual meeting of the American Sociological Association. San Francisco.
- 2009 Robb Willer, Matthew Feinberg, **Brent Simpson**, and Francis Flynn. “Who Pursues Social Status? The Relationship between Material Generosity and Status Seeking.” Paper presented at the annual meeting of the American Sociological Association. San Francisco.
- 2009 Davide Barrera and **Brent Simpson**. “Deception in Laboratory Experiments.” Paper presented at the Conference on Analytical Sociology. Turino, Italy.
- 2008 Matthew A. Cazessus, Rachael Chatterson, and **Brent Simpson**. “Sincere, Trustworthy Type Seeks Blindly Optimistic Dupe: Self-Presentation in Lonely Hearts Advertisements.” Paper presented at the annual meeting of the American Sociological Association. Boston
- 2008 Eric Gladstone, Kyle Irwin, and **Brent Simpson**. “Status as Social Responsibility or Strategic Advantage: Social Values in Status Hierarchies.” Paper presented at the annual meeting of the Evolution and Human Behavior Society.”
- 2007 **Brent Simpson** and Robb Willer. “Social Values and Systems of Indirect Reciprocity: The Interaction of Person and Situation in Prosocial Behavior.” Paper presented at the 12th International Conference on Social Dilemmas. Seattle, WA.
- 2006 Kyle Irwin, Tucker McGrimmon, and **Brent Simpson**. “Trust, Sympathy and Social Order.” Paper presented at the annual meeting of the American Sociological Association. Montreal.
- 2006 Kyle Irwin, **Brent Simpson**, and Tucker McGrimmon. “Sympathy, Fear and Greed.” Paper presented at the Social Structure and Emotions Conference, Athens, GA.
- 2005 **Brent Simpson** and Tucker McGrimmon. “Trust and Embedded Exchange: A Multi-Method Investigation.” Presented at the annual meeting of the American Sociological Association. Philadelphia.
- 2005 Kimmo Eriksson, Elin Hansen, and **Brent Simpson**. “Dealing With Friends and Strangers Under Uncertainty.” Presented at the Workshop on Trust and Democracy. Göteborg, Sweden.
- 2004 **Brent Simpson**. “Why Does Identity Affect Cooperation in Social Dilemmas?” Presented at the annual meeting of the American Sociological Association. San Francisco.
- 2004 **Brent Simpson** and Peter Lawrence. “The Norm of Self-Interest and Charitable Donations.” Presented at the annual meeting of the Southern Sociological Society. Atlanta.

- 2003 **Brent Simpson.** “Regional Differences in Collectivism and Trust.” Presented at the annual Group Process Meeting, Atlanta.
- 2003 **Brent Simpson** and Casey Borch. “Perceiving Social Structure in Groups.” Presented at the annual meeting of the American Sociological Association, Atlanta.
- 2003 **Brent Simpson** and Casey Borch “Power and Perception” Presented at the annual meeting of the Southern Sociological Society. New Orleans.
- 2002 **Brent Simpson.** “Sex, Fear and Greed: A Social Dilemma Analysis of Gender and Cooperation.” Presented at the annual meeting of the American Sociological Association. Chicago.
- 2000 **Brent Simpson.** “Coalitions in Exchange Networks.” Presented at the annual Group Process Meeting, Washington.
- 2000 **Brent Simpson** and Henry A. Walker. “Determinants of Performance Expectations.” Presented at the annual meeting of the American Sociological Association, Washington.
- 2000 David Willer, Henry A. Walker, Shane R. Thye, **Brent Simpson**, Michael J. Lovaglia and Barry Markovsky. “Network Exchange Theory: Recent Developments and New Directions.” Presented at the annual meeting of the American Sociological Association, Washington.
- 1999 **Brent Simpson** and Michael W. Macy. “Embedded Social Dilemmas.” Presented at the annual meeting of the American Sociological Association, Chicago.
- 1999 David Willer and **Brent Simpson.** “Collective Action and Countervailing Power.” Presented at the Sunbelt XIX Social Network Conference, Charleston, SC.
- 1999 **Brent Simpson.** “The Structural Social Psychology of Collective Action.” Presented at the annual meeting of the Eastern Sociological Society, Boston.
- 1998 David Willer and **Brent Simpson.** “The Optimal-Seek Method.” Presented at the annual meeting of the American Sociological Association, San Francisco.
- 1998 David Willer, **Brent Simpson** and Kimberly Pennell. “Network Breaks and Power Relations.” Presented at the Sunbelt XVII Social Network Conference, San Diego.
- 1997 **Brent Simpson** and David Willer. “The Power of Collective Action.” Presented at the annual meeting of the American Sociological Association, Toronto.

- 1997 David Willer and **Brent Simpson**. “Breaking Networks and Finding Power Structures.” Presented at the annual meeting of the American Sociological Association, Toronto.
- 1996 Jacek Szymatka, Joanna Mazur and **Brent Simpson**. “Networks, Structures, and Explanation.” Presented at the annual meeting of the American Sociological Association, New York.
- 1996 David Willer and **Brent Simpson**. “Network Connection and Coalitions.” Presented at the Sunbelt XVI Social Network Conference, Charleston, SC.

Invited Talks

- 2010 “Moral High Horses Lead to Moral High Ground.” University of Western Ontario.
- 2010 “Moral Judgments Increase Prosocial Behavior.” Nuffield College, Oxford University.
- 2010 “A Person \times Situation Approach to Prosocial Behavior.” Department of Sociology: Stockholm University.
- 2009 “Sincere vs. Strategic Generosity: A Person \times Situation Approach to Prosocial Behavior.” Department of Sociology, Oxford University.
- 2009 “Three Issues for ‘A Sociology of Morality’” National Science Foundation Workshop on Sociology of Morality, Washington, DC.
- 2008 “Powerless People Have More Accurate Perceptions ... and Fare Worse as a Result.” Department of Sociology, University of Iowa.
- 2008 “Powerless People Have More Accurate Perceptions ... and Fare Worse as a Result.” Department of Sociology, University of Groningen (The Netherlands).
- 2008 “Powerless People Have More Accurate Perceptions ... and Fare Worse as a Result.” Department of Sociology, Utrecht University (The Netherlands).
- 2008 “Power and Perception in Networks.” Department of Sociology, Stockholm University.
- 2008 Panelist. Plenary Session on “Group Process Research: Ideas Across Academic Generations.” Annual Group Process Meeting. Boston.
- 2007 “Are there Race Differences in Trust?” Department of Sociology, University of Maryland.
- 2007 “From Power to Perception and Back Again.” American Sociological Association. New York, NY.

- 2006 “Are Blacks Less Trusting than Whites?” University of North Carolina-Charlotte.
- 2005 “Revisiting the Race and Trust Problem.” Cornell Distinguished Alumni Lecture. Ithaca, NY.
- 2005 “Are Blacks *Really* Less Trusting than Whites?” Annual Group Process Meeting. Philadelphia.
- 2004 “Identity and Cooperation: On Overcoming Prosopagnosia and Becoming Dr. Shin’s ‘Main Man’ Redux” Social Psychology Brownbag Series. University of South Carolina.
- 2004 “The Poverty of Trust in the Southern United States.” College of *Liberal Arts Junior Faculty Seminar Series*. University of South Carolina.
- 2003 “The Structural Embeddedness of Collective Goods.” European Conference on Social Networks and Collective Action. Utrecht, The Netherlands.
- 2003 “The Sociology of Love.” University 101. University of South Carolina.
- 2003 “Collectivism and Trust in the United States: A Cross-regional Comparison.” University of Groningen, Groningen, The Netherlands.
- 2003 “Status Characteristics Theory.” Guest Lecture for Graduate Seminar on Group Processes. Department of Sociology, University of South Carolina.
- 2002 “Sex, Fear, and Greed: How Gender Affects Contributions to Collective Action.” Department of Sociology, University of South Carolina.”
- 2002 “Gender and Contributions to Collective Action.” Department of Sociology Brown Bag Series, Texas A& M University.
- 2001 “Power Inequality and Social Identity in Coalition Formation.” Department of Sociology, University of California-Irvine.
- 2001 “Power, Identity, and Collective Action.” Department of Sociology, Texas A&M University”
- 2001 “Power and Coalitions.” Lecture for Graduate Seminar on Social Psychology. Department of Sociology, Texas A&M University.
- 2000 “Elements of Coalition Stability.” Presented at the annual meeting of the Meeting of Japanese and American Mathematical Sociologists, Honolulu.

1996 “The Optimality of Optimal Seek: On Overcoming Prosopagnosia and Becoming Dr. Shin’s ‘Main Man’” Department of Sociology Brown Bag Series. University of South Carolina

Computer Software

2001 “Social Dilemmas.” Used to collect data for Study 1 for Simpson (2003, *Social Forces*). A revised version was used to collective data for Simpson (Forthcoming, *Rationality and Society*). Written in QBasic.

2000 “Coalitions in Networks.” Used to collect data for experimental test in Simpson and Macy (2004, *Social Forces*). Written in QBasic.

Teaching

Texas A&M

Introduction to Sociology (Undergraduate); Social Psychology (Advanced Undergraduate)

University of South Carolina

Introduction to Sociology (Undergraduate); Introduction to Sociology (Honors); Altruism and Aggression (Honors); Doing Research on Altruism and Moral Behavior (Honors); Prosocial Behavior (Advanced Undergraduate & Graduate); Laboratory Research Practicum (Advanced Undergraduate & Graduate); Collective Action (Graduate); Social Psychology (Graduate); Experimental Methods (Graduate; Co-taught with B. Markovsky, S. Thye and D. Willer); Altruism and Social Order (Graduate); Evolution, Altruism, and Morality (Graduate); Workshop: Doing and Reviewing Research (Graduate)

Departmental Service

2009 - 2010 Chair, Faculty Recruitment Committee
2009 – Present Faculty Evaluation Committee
2004 – Present Graduate Program Committee
2003 - 2010 Laboratory Director
2005 – 06 Chair, Faculty Recruitment Committee
2004 – 06 Chair, Colloquium Committee
2004 – 05 Recording Secretary
2003 – 04 Chair, Faculty Recruitment Committee

2002 - 04 Faculty Recruitment Committee

University Service

2006 Member, Faculty Excellence Initiative (FEI) Provost Advisory Panel

Professional Service and Activities

- 2009-10 Editorial Board Member, *Social Forces*.
- 2008-10 Editorial Board Member, *Social Psychology Quarterly*.
- 2010 Chair, Graduate Student Paper Award Committee, Section on Mathematical Sociology, American Sociological Association.
- 2009 Chair, Theory Prize Committee, Theory Section, American Sociological Association.
- 20 09 Chair, James Coleman Award Committee, Rationality & Society Section, American Sociological Association.
- 2009 Chair, Graduate Student Paper Award Committee, Rationality & Society Section, American Sociological Association.
- 2008 Panelist, Sociology Program Grant Competition, National Science Foundation.
- 2008 Dissertation Award Committee. Section on Mathematical Sociology, American Sociological Association.
- 2007-09 Councilmember. Section on Mathematical Sociology, American Sociological Association.
- 2007-08 Chair-Elect. Section on Rationality and Society, American Sociological Association.
- 2007 Co-organizer of Annual Group Processes Conference. New York.
- 2006 Organizer and Discussant. Section on “Sex, Solidarity, and So on: Applications of Exchange Approaches.” Annual Group Processes meeting. Montreal.
- 2006 Presider, Session on Social Psychology, American Sociological Association, Montreal.
- 2005-07 Secretary-Treasurer. Section on Rationality and Society, American Sociological Association.
- 2005-06 Graduate Affairs Committee, Social Psychology Section, American Sociological Association.

- 2004 Shils-Coleman Prize Committee. Theory Section, American Sociological Association.
- 2004 Presider, Session on Social Psychology, American Sociological Association, San Francisco.
- 2003 Book Award Committee. Section on Mathematical Sociology, American Sociological Association.
- 2003 Article Award Committee. Section on Mathematical Sociology, American Sociological Association.
- 2003 Presider, Session on Developing Theory, American Sociological Association, Atlanta.
- 2000-01 *Rationality and Society*, Editorial Board.
- 1999 Presider, Session on Mathematical Sociology, American Sociological Association, Chicago.
- Ongoing Grant Proposal Referee:
National Science Foundation (Sociology Program; Decision Sciences Program); Dutch National Science Foundation Research Opportunity Program Grants (University of South Carolina); Research Grants Council of Hong Kong
- Manuscript Referee:
American Journal of Sociology; American Sociological Review; Evolution and Human Behavior; Journal of Personality and Social Psychology; Group Dynamics; Organization Science; Rationality and Society; Social Networks; Sociological Perspectives; Social Forces; Social Psychology Quarterly; Social Science Quarterly; Sociological Focus; Sociological Forum; Sociological Quarterly; Stanford University Press
- Member:
American Sociological Association; Southern Sociological Society, Society for Personality and Social Psychology.

Community Service

- 2006 - Present Judge, Central South Carolina Region II Science and Engineering Fair.
- 2005 - Present Big Brother, Big Brothers & Sisters of Greater Columbia.