

# Gabriel Rossman

Department of Sociology, UCLA  
287 Haines Hall  
Los Angeles, CA 90095-1551  
Phone 310.206.8904  
Fax 310.206.9838  
[rossman@soc.ucla.edu](mailto:rossman@soc.ucla.edu)

## Appointments

- 2022-present. Professor. University of California, Los Angeles.
- 2013-2022. Associate Professor (with tenure) of Sociology. University of California, Los Angeles.
- 2007-2009. Visiting Assistant Professor of Sociology. Harvard University
- 2005-2013. Assistant Professor of Sociology. University of California, Los Angeles.

## EDUCATION

- 2005 Ph.D. Sociology Princeton University
- 1999 B.A. Sociology UCLA

## PUBLICATIONS (SELECTED)

- Rossman, Gabriel, and Jacob C. Fisher. 2021. "[Network Hubs Cease to Be Influential in the Presence of Low Levels of Advertising.](#)" *Proceedings of the National Academy of Sciences* 118(7).
- Schilke, Oliver and Gabriel Rossman. 2018. "[It's Only Wrong If It's Transactional: Moral Perceptions of Obfuscated Exchange.](#)" *American Sociological Review* 83:1079–1107.
- Rossman, Gabriel. 2017. "[Glory and Gore.](#)" *Contexts* 16(3):42–47.
- Rossman, Gabriel and Oliver Schilke. 2016. "[How Ratings and Awards Do \(and Don't\) Benefit Companies.](#)" *Harvard Business Review* (online).
- Rossman, Gabriel and Richard A. Peterson. 2015. "[The Instability of Omnivorous Cultural Taste Over Time.](#)" *Poetics* 52:139–53.
- Rossman, Gabriel. 2014. "[Obfuscatory Relational Work and Disreputable Exchange.](#)" *Sociological Theory* 32:43–69.
- Esparza, Nicole, Edward T. Walker, and Gabriel Rossman. 2014. "[Trade Associations and the Legitimation of Entrepreneurial Movements: Collective Action in the Emerging Gourmet Food Truck Industry.](#)" *Nonprofit and Voluntary Sector Quarterly* 43:143S–162S.
- Rossman, Gabriel. 2014. "[The Diffusion of the Legitimate and the Diffusion of Legitimacy.](#)" *Sociological Science* 1:49–69.
- Rossman, Gabriel and Oliver Schilke. 2014. "[Close, But No Cigar: The Bimodal Rewards to Prize-Seeking.](#)" *American Sociological Review* 79:86–108
- Rossman, Gabriel. 2012. *Climbing the Charts: What Radio Airplay Tells Us about the Diffusion of Innovation*. Princeton, NJ: Princeton University Press.
- Rossman, Gabriel, Nicole Esparza, and Phil Bonacich. 2010. "[I'd Like to Thank the Academy, Team Spillovers, and Network Centrality.](#)" *American Sociological Review* 75:31–51.

- Rossman, Gabriel, Ming Ming Chiu, and Joeri Mol. 2008. "[Modeling Diffusion of Multiple Innovations via Multilevel Diffusion Curves: Payola in Pop Music Radio.](#)" *Sociological Methodology* 38:201–230.
- Rossman, Gabriel. 2004. "[Elites, Masses, and Media Blacklists: The Dixie Chicks Controversy](#)" *Social Forces* 83:61–78.

#### FELLOWSHIPS, AWARDS AND HONORS (SELECTED)

- 2009–2011. Alfred P. Sloan Foundation, Industry Studies Fellow.
- 2007–2010. National Science Foundation, Program on Innovation and Organizational Change, "Sustaining and Disruptive Innovation: Drawing Lessons from the Radio Industry" (Award # SES-0724914)
- 2007–2008. Social Science Research Council, "Assessing the Impact of the Spitzer Payola Investigation"

#### INVITED LECTURES

- 2022 Facebook (Core Social Science)
- 2021 Carnegie Mellon University (Statistics)
- 2019 University of California Irvine (Merage School of Business)
- 2018 University of Chicago (Gender and Sexuality)
- 2017 Stanford (GSB)
- 2015 Stanford University (Sociology)
- 2014 University of Southern California (Marshall), Chapman University (Economic Science Institute)
- 2013 University of Washington (Sociology), HEC Paris (Society and Organizations), Google Paris, University of Oslo (Sociology), Yale University (School of Management)
- 2012 Stanford University (Sociology), University of Chicago (Booth), Northwestern University (Sociology)
- 2011 University of Southern California (Annenberg), UCLA (Marschak Colloquium)
- 2010 Emory University (Goizueta)
- 2009 Princeton University (Sociology & CACPS), Harvard University (Sociology)
- 2004 Federal Communications Commission, Ohio State University (Sociology), Ohio State University (Communications), UCLA (Sociology), Tufts University (Sociology), University of Toronto (Sociology)

#### SERVICE (SELECTED)

- 2021-present. UCLA Senate Undergraduate Committee.
- 2018-2020. Vice chair of UCLA sociology for undergraduate studies.
- 2015–2022. Board and Deputy Editor: *Sociological Science*
- 2015–present. Board: Stanford University Press series on Culture and Economic Life
- 2014–2017. Council: Organizations, Occupations, and Work section of the American Sociological Association
- 2007–2010, 2014–present. Board: *Poetics*