

Reuben J. Thomas

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The University of New Mexico
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EMPLOYMENT

Associate Professor of Sociology, The University of New Mexico, 2019 - present

Assistant Professor of Sociology, The University of New Mexico, 2014 - 2019

Assistant Professor of Sociology, The City College of New York (CUNY), 2009 – 2014

EDUCATION

PhD in Sociology, Stanford University, 2009

MA in Sociology, Stanford University, 2002

BA in Philosophy (minor in Psychology), Northwestern University, 1996

PEER-REVIEWED JOURNAL ARTICLES

Page-Reeves, Janet, Megan Rivera, Lidia Regino, Maria Tellez, Jackie Perez, Dulce Medina, Virginia Sandoval, Camille Vasquez, Daniel Perez, Pachely Mendivil-Aguayo, Reuben J. Thomas, Elaine Bearer, Alejandro Aragon, Cristina Murray-Krezan. (forthcoming) “Revealing the Power of Peer Support in the Lives of Women Immigrants from Mexico.” *Human Organization*.

Mendivil-Aguayo, Pachely, Megan Rivera, Daniela Armendariz, Daniel Perez Rodriguez, Camille Vasquez, Lidia Regino, Maria Tellez, Jackie Perez, Dulce Medina, Virginia Sandoval, Cristina Murray-Krezan, Alejandro Aragon, Reuben J. Thomas, Elaine L. Bearer, and Janet Page-Reeves. 2024. “Zoom & WhatsApp Digital Information and Communication Technologies (ICTs) Enhance Community Engaged Research with Women Immigrants from Mexico.” *Journal of Community Practice*, 1–26. doi: 10.1080/10705422.2024.2351935.

Thomas, Reuben J. 2020. “Online Exogamy Reconsidered: Estimating the Internet’s Effects on Racial, Educational, Religious, Political and Age Assortative Mating.” *Social Forces* 98,3: 1257-86.

Rosenfeld, Michael J., Reuben J. Thomas, and Sonia Hausen. 2019. "Disintermediating Your Friends: How Online Dating in the United States Displaces Other Ways of Meeting." *Proceedings of the National Academy of Sciences of the United States of America* 116,36: 17753-8.

Thomas, Reuben J. 2019. "Sources of Friendship and Structurally-Induced Homophily Across the Life Course." *Sociological Perspectives* 62,6: 822-43. [Editors' Pick]

McFarland, Daniel A., James Moody, David Diehl, Jeffrey A. Smith and Reuben J. Thomas. 2014. "Network Ecology and Adolescent Social Structure." *American Sociological Review* 79,6: 1088-121.

Thomas, Reuben J. and Noah P. Mark. 2013. "Population Size, Network Density, and the Emergence of Inherited Inequality." *Social Forces* 92,2:521-44.

Rosenfeld, Michael J. and Reuben J. Thomas. 2012. "Searching for a Mate: The Rise of the Internet as a Social Intermediary." *American Sociological Review* 77,4:523-47.

McFarland, Daniel A. and Reuben J. Thomas. 2006. "Bowling Young: How Youth Voluntary Associations Influence Adult Political Participation." *American Sociological Review* 71,3:401-25.

BOOK CHAPTERS

England, Paula and Reuben J. Thomas. 2006. "The Decline of the Date and the Rise of the College Hook Up." in Arlene Skolnick and Jerome Skolnick (ed.) *Family in Transition*. Boston: Allyn and Bacon.

Reprinted 2009 in Susan J. Ferguson (ed.) *Mapping the Social Landscape: Readings in Sociology*. New York: McGraw Hill.

OTHER PUBLICATIONS

Reuben J. Thomas, "The Covid Vaccine is Ending Isolation. Don't Shrink Your Social Network Just Because You Can," NBCNews.com (op-ed), June 6, 2021.

Reuben J. Thomas, "Online Dating, Now the Most Common Way for Couples to Meet, is Desegregating America," NBCNews.com (op-ed), October 6, 2019.

Rosenfeld, Michael J., Reuben J. Thomas, and Sonia Hausen. 2019. How Couples Meet and Stay Together 2017 Fresh Sample. [Computer files]. Stanford, CA. Stanford University Libraries.

Thomas, Reuben J. 2014. "Online Dating Can Change the World, But So Far It Hasn't." *Issues: Understanding Controversy and Society*. ABC-CLIO, 2014. Web. 16 Sept. 2014.

Rosenfeld, Michael J., Reuben J. Thomas, and Maja Falcon. 2018. How Couples Meet and Stay Together, Waves 1, 2, and 3: Public version 3.04, plus wave 4 supplement version 1.02 and wave 5 supplement version 1.0 [Computer files]. Stanford, CA: Stanford University Libraries.

Thomas, Reuben J. and Daniel A. McFarland. 2010. "Joining Young, Voting Young: The Effects of Youth Voluntary Associations on Early Adult Voting." Working Paper No. 73, The Center for Information & Research on Civic Learning & Engagement (CIRCLE), Tufts University, Medford, MA.

Rosenfeld, Michael J. and Reuben J. Thomas. 2009. How Couples Meet and Stay Together, Wave 1: Public version 1.01 [Computer files]. Stanford, CA: Stanford University Libraries.

PRESENTATIONS

August 2022. "The Exceptional Exogamy of Same Sex Couples in the Era of Online Dating: Differences in Assortativity by Gender Combinations and Online-vs-Offline Origin, for Race, Education, Age, Religion and Politics." Annual Meeting of the American Sociological Association, Section on Sociology of Population Roundtables, Los Angeles, CA.

August 2018. "Online Endogamy Reconsidered: The Internet's Effects on Racial, Educational, Religious, Political and Age Assortative Mating." Annual Meeting of the American Sociological Association, Internet and Society: Across the Life Course Regular Session, Philadelphia, PA.

August 2015. "Romantic Social Closure." Annual Meeting of the American Sociological Association, How Race Affects Finding Partners for Sex, Romance, or Marriage Thematic Session (Invited Panelist), Chicago, IL.

August 2014. "Measuring Romantic Brokerage and Foci." Annual Meeting of the American Sociological Association, Policy and Research Workshop: How Couples Meet and Stay Together - A New Longitudinal Family Data Set (Invited Panelist), San Francisco, CA.

August 2013. "Is Online Dating a Revolution Without Consequences?" Annual Meeting of the American Sociological Association, Thematic Panel on The Changing American Family (Invited Panelist), New York, NY.

February 2013. "Online Dating: Two Decades of a Revolution in Mating, and its Consequences." Anthro Tech: Anthropology in Technology Meetup (Invited Speaker), New York, NY.

February 2012. "The Story of Us: Differences in the Telling of How Couples Met." Eastern Sociological Society Annual Meeting, Telling the Family Story Regular Paper Session, New York, NY.

August 2011. "How Americans (Mostly Don't) Find an Interracial Partner: Race and Gender Differences in the use of Social Foci for Couple Formation." Annual Meeting of the American Sociological Association, Race and Intimate Relationships Regular Session, Las Vegas, NV.

March 2011. "Extracurricular Activities and the Youth Vote." Annual Convening of the Illinois Civic Mission Coalition (Invited Speaker), Oak Brook, IL.

March 2009. "Geographic Mobility and Social Foci." International Sunbelt Social Network Conference, San Diego, CA.

August 2007. "Bowling Young II: How Youth Voluntary Associations Affect Voting in Early Adulthood." (with Daniel A. McFarland) Annual Meeting of the American Sociological Association, Political Sociology Section Roundtable, New York, NY.

June 2007. "Bowling Young II: How Youth Voluntary Associations Affect Voting in Early Adulthood." Service Learning Works-in-Progress Seminar at The Center for Information & Research on Civic Learning & Engagement (CIRCLE), University of Maryland, College Park, MD.

August 2006. "Geographic Mobility and Homophily." Annual Meeting of the American Sociological Association, Demography Section Session, Montreal, QC.

April 2006. "Network Transitivity and Intergroup Relations." International Sunbelt Social Network Conference, Vancouver, BC.

August 2004. "Population Size, Network Density, and the Emergence of Inherited Inequality." Annual Meeting of the American Sociological Association, Mathematical Sociology Regular Session, San Francisco, CA.

June 2003. "When Dissent Is Good: The Interplay Between Reputation and Social Networks in an Artificial Society." (with Joshua Miller, Daniel Steinbock and Elena Zinchenko) Santa Fe Institute Complex Systems Summer School, Santa Fe, NM.

AWARDS

2019 College of Arts and Sciences Teaching Excellence Award, Tenured or Tenure-Track Faculty, The University of New Mexico.

TEACHING

The University of New Mexico:

Social Networks (Graduate), Spring 2024
Games and Society, Fall 2022, Fall 2023
Classical Sociological Theory (Graduate), Fall 2021, Spring 2024
Couples, Family and Friendship, Spring 2015, Spring 2018, Fall 2018,
Spring 2020, Fall 2021, Spring 2022, Fall 2022, Spring 2023
Advanced Social Statistics I (Graduate), Spring 2015, Spring 2016,
Spring 2017, Spring 2018, Fall 2018, Fall 2019, Spring 2021, Spring
2023
Advanced Social Statistics II (Graduate), Fall 2014, Spring 2016, Fall 2016,
Fall 2017, Spring 2019, Spring 2020, Spring 2022, Fall 2023
Sociological Data Analysis, Spring 2019, Fall 2019, Spring 2021

The City College of New York:

Methods and Techniques of Sociological Research, Fall 2009, Spring 2010,
Fall 2010, Fall 2011, Fall 2012, Fall 2013
Sociological Statistics, Fall 2009, Fall 2010, Fall 2011, Spring 2013,
Spring 2014
Quantitative Analysis (Graduate), Spring 2010, Spring 2011, Spring 2012
Analyzing Evidence I (Graduate), Fall 2012, Fall 2013
Social Networks, Spring 2011, Spring 2012, Spring 2013, Spring 2014

Teaching Assistant, Stanford University:

Mixed Methods Research Design (Graduate), Spring 2005
Sex and Love in Modern Society, Winter 2005
Introduction to Sociology, Fall 2002, Fall 2003, Spring 2003

Statistical Software Consultant, Social Science Data & Software, Stanford
University Libraries: Fall 2005 – Spring 2009

PROFESSIONAL SERVICE

Off-Campus Affiliate, Population Dynamics and Health Program, Population Studies
Center, University of Michigan, 2023 - present

Occasional Peer Reviewer, for a number of journals

Department/University Service:

The University of New Mexico:

- UNM Faculty Senate, 2022-
- Sociology & Criminology Assessment Coordinator 2015-
- College of Arts & Sciences Sabbatical Committee 2021-22
- Sociology & Criminology Executive Committee 2019-20
- Sociology & Criminology Search Committee Fall 2019
- Sociology & Criminology Colloquia Committee, 2014-15, 2016-17, 2018-19

The City College of New York:

- College of Liberal Arts & Sciences Faculty Council, 2013-14
- Sociology Search Committee, 2012-13
- CCNY Periodic Review Report Steering Committee, 2011-12
- Sociology Website and IT Committee Chair, 2011-14
- Einsteins in the City Conference, Program Committee 2011
- Sociology Masters Program Committee, 2009-13
- Co-Director, 2011-12

Stanford University:

- Sociology Admissions Committee, 2006-07
- Sociology Curriculum Committee, 2005-06
- Sociology Graduate Student Social Committee Co-Chair, 2003-04
- Sociology Computing Committee, 2002-03

MEDIA MENTIONS

El País (Spain), “‘Los gays hemos sido los innovadores a la hora de encontrar el amor’: Grindr, la ‘app’ que cambió las relaciones para siempre,” Álex Maroño Porto, May 2, 2024.

The Atlantic, “Dating Apps Are Falling Back to Earth,” Lora Kelly, April 10, 2024.

Scientia, “Addressing Social Isolation and Depression among Women Immigrants from Mexico.” Janet Page-Reeves, February 14, 2024, <https://doi.org/10.33548/SCIENTIA971>

Futurum Careers, “The Importance of Community for Reducing Social Isolation,” Issue 20, May 2023.

The Hill, “Young Americans are once again switching up how they date,” Gianna Melillo, March 22, 2023.

El País (Spain), “Conclusiones de 10 años de Tinder: por qué la herramienta más odiada sigue siendo la mejor para encontrar el amor,” Alejandro Porto, September 26, 2022.

The Atlantic, "The Case for Dating a Friend," Joe Pinsker, July 17, 2022.

Jerusalem Post, "Valentine's Day: How do Jewish couples meet, marry?" Leah Hakimian, February 10, 2022.

NBC News (op-ed), "The Covid vaccine is ending isolation. Don't shrink your social network just because you can," Reuben J. Thomas (me), June 6, 2021.

Bustle, "Racial Fetishization Is A Big Problem Online. Here's What Dating Apps & Users Can Do," Griffin Wynne, July 20, 2020.

Bloomberg, "Dating apps debate race filters as empowering or discriminating," Amy Thomson, Olivia Carville, & Nate Laxton, June 8, 2020.

KSFR (interview), "Internet Love is Here to Stay," Mary Lou Cooper, March 4, 2020.

KQED, Forum (panel member), "The Decade in Dating," Rachel Myrow, December 27, 2019.

Albuquerque Journal, "Old Dating Ways Outdated; Love Now Found on Apps," Ryan Boetel, November 3, 2019.

Saturday Night Live, Weekend Update, "Pete Davidson on Sexually Transmitted Diseases," October 12, 2019.

NBC News (op-ed), "Online Dating, Now the Most Common Way for Couples to Meet, is Desegregating America," Reuben J. Thomas (me), October 6, 2019.

UNM Newsroom, "Online dating outstrips family, friends as way to meet a partner," Mary Beth King, October 2, 2019.

Forge, "How to Make Friends the Hard Way and the Easy Way," Randall Munroe (of xkcd.com), August 28, 2019.

The Atlantic, "Why Online Dating Can Feel Like Such an Existential Nightmare," Derek Thompson, July 21, 2019.

Slate, "How Meet Cutes Have Changed in the 21st Century," Heather Schwedel, July 15, 2019.

Vice, "Our Deepest Fears Realized: Most Couples Meet Online Now," Nick Keppler, July 15, 2019.

WGN Radio, "Overcoming the Horrors of Online Dating," Team MVP, July 3, 2019.

Forbes, “Why Building Diverse Friendships Can Improve Your Career,” Kourtney Whitehead, June 27, 2019.

Washington Post, “Tinder has more matchmaking power than your BFF. But dating apps aren’t necessarily your friends.” Lisa Bonos and Andrew Van Dam, June 19, 2019.

Inverse.com. “Facebook Dating: Release Date, Launch, and Why It Could Rule Dating,” Danny Paez, May 2, 2019.

Athens Voice (Greece), “Online dating: ο άγνωστος σύμμαχος της πολυπολιτισμικότητας,” Θανάσης Παναγόπουλος, February 21, 2019.

Quartz, “Internet dating is killing the workplace romance,” Corinne Purtill & Dan Kopf, February 19, 2019.

The Source, Texas Public Radio (panel member), “The New Romantic Landscape is Digital,” February 14, 2019.

La Stampa (Italy), “San Valentino è digitale: il primo incontro sempre più spesso è online,” Carlo Lavallo, February 14, 2019.

Qnews (Australia), “Majority of Same-Sex Couples Are Now Meeting Online, Study Finds,” Dianne Grace, February 13, 2019.

Pink News (UK), “Nearly two-thirds of same-sex couples meet online, says study,” Ella Braidwood, February 12, 2019.

Fast Company, “Almost 40% of hetero and 60% of same-sex couples now meet online for the first time,” Michael Grothaus, February 12, 2019.

Gay Star News (UK), “Online dating is the most popular way LGBTI Americans meet their soulmates,” Josh Milton, February 12, 2019.

Market Watch & New York Post, “More people meet online than through friends or family or work,” Meera Jagannathan, February 12, 2019.

Quartz, “Around 40% of American couples now first meet online,” Dan Kopf, February 12, 2019.

The Social Scientist, UC-San Diego, “Lonely Hearts, Listen Up! A sociologist gives advice about dating online,” Inga Kiderra with Kevin Lewis, February 7, 2019.

Albany Herald, “Church losing standing as place to meet a spouse,” Creede Hinshaw, January 3, 2019.

Quartz, "Friend Zone: Here's where Americans meet the friends they see the most," Corinne Purtill & Dan Kopf, September 12, 2018.

The Economist (cover story), "Modern Love, Online Dating in the Digital Age. Briefing: Sexual Selection, Putting the Data into Dating," pages 19-21, August 18-24, 2018. [published online as "Meet markets: How the internet has changed dating," August 18, 2018.]

Times of Malta, "The age of Tinder: Why are Maltese still reluctant to embrace online dating?" Victor Paul Borg, August 3, 2018.

WJLA, Washington D.C., "Couples who meet online are more likely to be interracial or inter-religious, study shows," Jessie Karangu, April 11, 2018.

BBC News, "Love and dating after the Tinder revolution," Pdraig Belton, February 13, 2018.

New York Post, "How online dating could bridge the racial divide," Quentin Fottrell, February 13, 2018.

Market Watch, "Online dating is bringing Americans of all religions, race and classes together," Quentin Fottrell, February 12, 2018.

Inverse.com, "Five Years Later, Meeting Lovers Online Is Now the Norm," Sarah Sloat, September 12, 2017.

New York Times, "First Comes Tinder. Then Comes Marriage?" Sophia Kercher, April 19, 2017.

Business Insider, "Here's how American couples actually meet their significant others," Erin Brodwin, September 12, 2016.

Digital Trends, "Tinder will look quaint beside the future of digital dating," Brian Heart, August 15, 2016.

Washington Post, "There are only three ways to meet anyone anymore," Roberto Ferdman, March 8, 2016.

Fusion.net, "Does online dating lead to marriage?" Hannah Smothers, November 16, 2015.

Washington Post, "Absolutely everything science knows about how Tinder's changing the way we date," Caitlin Dewey, August 13, 2015.

Market Watch, "Would You Buy Shares in an Adultery Website?" Quentin Fottrell, April 27, 2015.

CQ Researcher, "Online Dating," Barbara Mantel, March 20, 2015

Albuquerque Journal, "Couples Navigate Online Dating," Donna Olmstead, February 8, 2015.

Futurity.org, "Why some high schools have more cliques," Jonathan Rabinovitz, November 10, 2014.

The New Republic, "Why Do Some High Schools Have 'Mean Girls' and Others Don't? A New Study Explains," Molly Mirhashem, November 7, 2014.

Atlanta Journal & Constitution, Get Schooled Blog, "New Study: Why Cliques Flourish in Some High Schools and Not Others," Maureen Downey, November 7, 2014.

Stanford Report, "Stanford Researcher Explores Why Cliques Thrive in Some High Schools More Than Others," Edmund L. Andrews, November 6, 2014.

Market Watch & New York Post, "5 Extreme Ways to Succeed at Online Dating," Quentin Fottrell, September 13, 2014.

Market Watch, "Want a New Job? Use an Online Dating Site," Quentin Fottrell, August 1, 2014.

Huffington Post, "It's Good Business: OkCupid's Decision to Block Mozilla Firefox," Jess Carbino, April 1, 2014.

Market Watch, "Walter Mitty's eHarmony counselor costs \$5,000," Quentin Fottrell, December 28, 2013.

Daily Mail (UK), "Be a Real-Life Walter Mitty! eHarmony Launches Personal Matchmaking Service - But at \$5,000 it's for High-Rollers Only," Sadie Whitelocks, December 27, 2013.

Market Watch, "For \$5,000, Dating Site Will Be Your Wingman," Quentin Fottrell, November 3, 2013.

Boston Globe, Uncommon Knowledge, "Inequality: Blame Social Networks?" Kevin Lewis, August 11, 2013.

MIT Technology Review, "Romancing the Phone," C. J. Pascoe, August 5, 2013.

Market Watch, "Does Online Dating Lead to Happier Marriages?" Quentin Fottrell, June 5, 2013.

Market Watch, "10 Things Dating Sites Won't Tell You," Quentin Fottrell, February 8, 2013.

Boston Review, "E-Disharmony? Online Dating Isn't Threatening Monogamy," Claude Fischer, January 8, 2013.

The Daily Nebraskan, "Online Dating Offers Cheaper, Successful Alternative to In-Person Dating," Jovanna Balquier, December 7, 2012.

The Berkeley Blog, "Meeting, Mating and the Web," Claude Fischer, August 7, 2012.

NPR, Intern Edition (interview) "Away From Keyboard: Online Users Connect In Person," Christopher Egusa, August 2012.

Atlanta Black Star, "Even With Internet Dating Options, Some Remain Single by Choice," Stanley Yorker, July 2, 2012.

Wall Street Journal, "Quantifying the Online-Dating Revolution," and Week in Ideas, "Relationships: Digital Dating Dominates," Chris Shea, June 29, 2012.

Slate, "The Internet Dating Market," Matthew Yglesias, June 14, 2012.

El Confidencial (Madrid), "¿Cuánto dura una pareja que te echas por Internet?" Luis Boullosa, March 5, 2012.

CCNY News, "Internet Leads to More Dates, But Not More Relationships," Ellis Simon, March 1, 2012.

Victoria Times Colonist, "Modern Lovers Tend to Overlook the Single Best Reason for Valentine's Day," Richard Watts, February 14, 2012.

WBUR, "Goodbye Yente: Online Dating Trumps Traditional Matchmaking, Study Finds," Rachel Zimmerman, February 7, 2012.

Futurity.org, "Online Dating Dumps the Stigma," February 6, 2012.

Andrew Z Morning Show, 100.7 The Vibe, Toledo, OH, "You Have a Less Than 1% Chance of Meeting Your Future Spouse at the Grocery Store," Gina The News Mommy, January 11, 2012.

Jezebel.com, "You Won't Meet Prince Charming at the Supermarket, No Matter What Crystal Light Says," Anna North, January 10, 2012.

USA Today, "Interracial Marriage: More Accepted, Still Growing," Sharon Jayson, November 7, 2011.

Turnstyle News (interview), "The Unethical, Not So Random Science of Online Dating," Charlie Foster, May 17, 2011.

ABC\Discovery News, "Does Online Dating Work?" Cristen Conger, February 11, 2011.

The Economist, "Love at First Byte," December 29, 2010.

Time.com, "How Couples Meet," Laura Blue, August 17, 2010.

Radio Nacional de Colombia (interview), "Un 30 de las Parejas Actualmente se Conocen Online," Hernan Restrepo, August 16, 2010.