

# CURRICULUM VITAE

**Ori Schwarz**

Associate Professor, Department of Sociology and Anthropology, Bar-Ilan University

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## **Academic Appointments:**

- 2022- Director, Graduate Program in Digital Culture
- 2019- Associate Professor at the Department of Sociology and Anthropology, Bar-Ilan University
- 2019- Co-director, Center for Cultural Sociology, Bar-Ilan University
- 2013-2019 Senior Lecturer at the Department of Sociology and Anthropology, Bar-Ilan University
- 2012-2013 Postdoctoral Fellow at the Department of Sociology and Anthropology, Tel Aviv University.
- 2011-2012 Postdoctoral Fellow at the Department of Sociology, Harvard University.
- 2011 Adjunct Lecturer at the Department of Sociology and Anthropology, Hebrew University of Jerusalem.
- 2010-2011 Postdoctoral Fellow at the Department of Sociology and Anthropology, Hebrew University of Jerusalem.
- 2010 Adjunct Lecturer at the Department of Communication, Tel Aviv University.
- 2007-2009 Junior Research Fellow, 'Scholion – Interdisciplinary Research Center in Jewish Studies', The Hebrew University of Jerusalem.

## **Education:**

- 2007-2010 **The Hebrew University of Jerusalem**  
PhD in Sociology and Anthropology, *Summa Cum Laude*. Thesis title: '*Representations of Self in Everyday Life: New Technologies of Self-Documentation and their Uses*'
- 2001-2005 **Tel-Aviv University**  
MA in History, *Summa Cum Laude*. Thesis title: '*The Kitten-Knight and the Monk's Sleep: Social Identity and its Demonstration in Pilgrimages to the Holy Land in the late 15th Century*'
- 1997-2000 **Tel-Aviv University**  
B.A. in History, *Magna Cum Laude*

## **Publications:**

### **Books:**

1. Schwarz, Ori (2021) *Sociological Theory for Digital Society: The Codes that Bind Us Together*. Cambridge: Polity.

Reviewed in: *European Journal of Sociology*; *Israeli Sociology Translations*:

- 1b. Turkish Translation (forthcoming, 2024), Ayrinti Yayinlari.

### **Articles in Refereed Journals:**

23. Schwarz, Ori (forthcoming) 'Why did Trump call prayers politically correct? The coevolution of the PC notion, the authenticity ethic, and the role of the sacred in public life', *Theory & Society*, <https://doi.org/10.1007/s11186-023-09518-3>.
22. Schwarz, Ori (forthcoming) 'Democracy or rebellion: On meaning work and the construction of a crisis', *Israeli Sociology* [in Hebrew].
21. Schwarz, Ori (2021) 'Identity as a barrier: Claiming universality as a strategy in the Israeli vegan movement', *Social Movement Studies* 20(5): 600–618.
20. Schwarz, Ori (2019) 'Facebook rules: Structures of governance in digital capitalism and the control of generalized social capital', *Theory, Culture & Society* 36(4): 117–141.
19. Schwarz, Ori (2019) "'Everything is designed to make an impression": The moralization of aesthetic judgment and the hedonistic ethic of authenticity', *European Journal of Cultural Studies* 22(4): 399–415.
18. Schwarz, Ori (2018) 'Cultures of choice: Towards a sociology of choice as a cultural phenomenon', *British Journal of Sociology* 69(3): 845–864.
17. Schwarz, Ori and Guy Shani (2016) 'Culture in mediated interaction: Political defriending on Facebook and the limits of networked individualism', *American Journal of Cultural Sociology* 4(3): 385–421.
16. Schwarz, Ori (2016) 'The sociology of fancy-schmancy: The notion of "farterism" and cultural evaluation under the regime of radical suspicion', *Cultural Sociology* 10(2): 141–159.\*  
**\* 2017 winner of the SAGE Prize for Innovation and/or Excellence, awarded by the British Sociological Association and Sage Publications.**
15. Schwarz, Ori (2016) 'The symbolic economy of authenticity as a form of symbolic violence: The case of middle-class ethnic minorities', *Distinktion: Journal of Social Theory* 17(1): 2–19
14. Schwarz, Ori (2015) 'The sound of stigmatization: Sonic habitus, sonic styles, and boundary work in an urban slum', *American Journal of Sociology* 121(1): 205–242.\*  
**\* 2016 winner of the Louis Guttman Best Article Prize, awarded by the Israeli Sociological Society.**
13. Schwarz, Ori (2014) "'Very Ashkenazi Iraqis": On authenticity, class boundaries, and the metaphoricity of ethnic language in Israel', *Theory & Criticism* 43:103–130 [in Hebrew].

12. Schwarz, Ori (2014) 'Arab sounds in a contested space: Life quality, cultural hierarchies and national silencing', *Ethnic & Racial Studies* 37(11): 2034–54.
11. Schwarz, Ori (2014) 'The past next door: Neighbourly relations with digital memory-artefacts', *Memory Studies* 7(1): 7–21.
10. Schwarz, Ori (2013) 'Bending forward, one step backward: on the sociology of Tasting techniques', *Cultural Sociology* 7(4): 415–30.
9. Schwarz, Ori (2013) 'Dead honest judgments: Emotional expression, sonic styles and evaluating sounds of mourning in late modernity', *American Journal of Cultural Sociology* 1(2): 153–185.
8. Schwarz, Ori (2013) 'What should nature sound like? Techniques of engagement with nature sites and sonic preferences of Israeli visitors', *Annals of Tourism Research* 42: 382–401.
7. Schwarz, Ori (2012) 'The new hunter gatherers: Making human interaction productive in the network society', *Theory, Culture & Society* 29(6): 78–98.
6. Schwarz, Ori (2011) 'Who moved my conversation? Instant messaging, intertextuality, and new regimes of intimacy and truth', *Media, Culture & Society* 33(1): 71–87.
5. Schwarz, Ori (2010) 'Going to bed with a camera: On the visualisation of sexuality and the production of knowledge', *International Journal of Cultural Studies* 13(6): 637–56.
4. Schwarz, Ori (2010) 'Praying with a camera-phone: Mediation and transformation in Jewish rituals', *Culture & Religion* 11(3): 177–194.
3. Schwarz, Ori (2010) 'Negotiating romance in front of the lens', *Visual Communication* 9(2): 151–169.
2. Schwarz, Ori (2010) 'On friendship, boobs and the logic of the catalogue: Online self-portraits as a means for the exchange of capital', *Convergence* 16(2): 163–183.
1. Schwarz, Ori (2009) 'Good young nostalgia: camera phones and technologies of self among Israeli youths', *Journal of Consumer Culture* 9(3): 348–76,  
reprinted in:  
1b. Hughes, Jason and John Goodwin (2014) *Documentary & Archival Research*, vol.3, London: Sage.

#### Books Chapters:

2. Schwarz, Ori (2017) 'Emotional ear drops: The music industry and technologies of emotional management', in Eva Illouz (ed.) *Emotions as Commodities: Capitalism, Consumption and Authenticity*, London: Routledge.  
*Translations:*  
2b. Schwarz, Ori (2018), 'Emotionale Ohrentropfen: Die Musikindustrie und die Technologien der Gefühlssteuerung', in Eva Illouz (ed.) *Wa(h)re Gefühle: Authentizität im Konsumkapitalismus*, Frankfurt: Suhrkamp.  
2c. Schwarz, Ori (2019) 'Gotas emocionales para el oído: la industria de la música y las tecnologías de gestión emocional', in Eva Illouz (ed.) *Capitalismo, consumo y autenticidad: Las emociones como mercancía*, Buenos Aires: Katz Editores.

2d. Schwarz, Ori (2019) 'Des gouttes émotionnelles dans les oreilles: l'industrie de la musique et la gestion des émotions', in Eva Illouz (ed.) *Les Marchandises émotionnelles: L'authenticité au temps du capitalisme*. Paris: Premier Parallèle.

1. Schwarz, Ori (2011) 'Place Beyond Place: on Artifacts, Religious Technologies, and the Mediation of the Sacred Place', In Daniel R. Schwartz & Zeev Weiss (eds.), *Was 70 C.E. Really a Watershed in Jewish History?*, Leiden: Brill.

#### Book Reviews:

1. Schwarz, Ori (2015) Points of Reference: Changing Identities and Social Positioning in Israeli Society, Shavit, Ze'ev, Orna Sasson-Levy, and Guy Ben-Porat (eds), 2014, reviewed in *Israeli Sociology* 16(2):199-201 [in Hebrew].
2. Schwarz, Ori (2010) The Inner History of Devices, S. Turkle (ed.), 2008, reviewed in *Cultural Sociology* 4(2):312-315.

#### Presentations:

##### Conference Papers:

- Aug 2023 (with Guy Shani) 'Martial Art with a Double-Edged Sword: resisting symbolic violence and beyond in a hyper-diverse city', at the *118th American Sociological Association Annual Meeting* 17-21.8.2023, Philadelphia.
- Jun 2023 'Sociological Theory for a Digital Society', Invited Keynote lecture (TG10: Digital Sociology Thematic Group) at the XX International Sociological Association (ISA) World Congress of Sociology, Melbourne, June 25-July 1, 2023.
- May 2023 'At the alterations tailor shop: rethinking our conceptual toolkit to understand digital society', invited talk in the symposium *Digitalization and Sociological Theory*, 25-6.5.2023, Hanse-Wissenschaftskolleg, Delmenhorst.
- Feb 2023 'Not yet another subdiscipline: On the digital condition and the future of sociological thought', invited talk in semi-plenary session at the *54th Annual Meeting of the Israeli Sociological Society: Sociology of Change from the Industrial Revolution to the Data and AI Revolution*, 19-21.2.2023, Tel-Aviv.
- Oct 2022 (with Guy Shani) 'Can a Cigar just be a Cigar? Totemism and classification struggles in a Jaffa', *European Sociological Association, Urban Sociology Research Network (RN37) Conference*, 5-7.10.22, Berlin
- June 2022 'Theorizing Power in Digital Society: Rethinking Power, Networks, Social Capital and Interaction', Keynote Public Lecture at the Workshop *Platform Capitalism and Private Regulation – A Theoretical Framing for the New Social Ordering*, 9-10.6.2022, Hamburg.
- Sep 2021 'The Future of Interaction and the Future of Theory', *European Sociological Association Conference*, 31.8-3.9.2021, Barcelona, Spain [online].
- Feb 2020 'The power of culture: on culture's role in sociological explanations', Opening plenary panel at the *51th Annual Meeting of the Israeli Sociological Society: Culture, Power, and the Power of Culture*, 25-26.2.2020, Ramat-Gan.

- Jan 2019 'Classifications in translation: on the plurality of classification systems as a cultural and political resource', at *Reappropriating Durkheim? Cultural Sociology Here and Now*, the inauguration conference of the CCS-BIU (Center of Cultural Sociology – Bar-Ilan University) , Ramat-Gan.
- Aug 2018 'The power of generalized social capital: on Facebook's power and governance', at the 6<sup>th</sup> International Power & Governance Conference, *Power & Governance: Forms, Dynamics, Consequences*, 27-29.9.2018, Tampere.
- Aug 2018 'Beyond the body's tyranny: the plurality of classification systems and cultural structures and its pragmatics', at the *113th American Sociological Association Annual Meeting* 11-14.8.2018, Philadelphia.
- May 2018 'Ethnicity in translation: On the political and identity work of constructing and dismantling equivalences', at *Ethnicity in The Mirror: refractions, translations and performances*, 30.5.2018, Ramat-Gan.
- May 2018 'Identity as a barrier: claiming universality as a strategy – the case of the Israeli vegan movement', at *Social Movements and Protest: Race, Ethnicity, and Radicalism*, 4-5.5.2018, San Diego.
- May 2017 'Facebook Rules: online governance in the age of surveillance capitalism', at the Israeli Sociological Society's Knowledge, Science and Technology section's conference 'Social Aspects of Surveillance', Ramat-Gan.
- January 2017 'Being governed by capital: what can Facebook teach us about governance in the age of immaterial capitalism?', at the 48th Annual Conference of the Israeli Sociological Society, 30-31.1.2017, Ra'anana.
- July 2016 'Being governed by capital: what can Facebook teach us about governance in the age of immaterial capitalism?', at 'New Directions in Theories of Capitalism', 25.7, Jerusalem.
- March 2016 'Between Choice and Culture: an Outline for a Cultural Sociology of Choice', at the workshop Sociological Perspectives on Choice, Jerusalem, March 4, 2016.
- August 2015 'The Sociology of Fancy-Schmancy: cultural evaluation under the regime of radical suspicion', at the workshop Everyday Aesthetics and the Cultural Industries in a Globalizing World, Amsterdam, August 20-21, 2015.
- July 2014 'The Symbolic Economy of Authenticity as a Form of Symbolic Violence: The case of middle-class Minorities', at the XVIII International Sociological Association (ASA) World Congress of Sociology, Yokohama, Japan, July 13-19, 2014.
- February 2014 "'Very Ashkenazi Iraqis": On authenticity, class boundaries, and the metaphoricity of ethnic language in Israel', at the 45th Annual Conference of the Israeli Sociological Society, 2-3.2.2014, Tel-Aviv.
- April 2012 'The Sound of Stigmatization', at 'Possibility and Imagination, Journeys in Cultural Sociology'—the Center for Cultural Sociology Annual Conference, 27-28.4.2012, Yale, New Haven, CT.
- April 2012 'The Past Next Door: Neighborly Relations with Digital Memory-Artifacts', at the 5th Annual NSSR Memory Studies Conference, 26.4.2012, New School for Social Research, New York City.

- April 2009 'Closing the Eyes and Watching: Photography in the Sacred Time-Space through the Lens of Practice Theory', at the 37th Annual Conference of the Israeli Anthropological Association, 22-23.4.2009, Kinneret College, Tzemach [in Hebrew].
- January 2009 'Place Beyond Place: on Artifacts, Religious Technologies, and the Mediation of the Sacred Place', at the conference 'Was 70 C.E. Really a Watershed?: on Jews and Judaism before and after the Destruction of the Second Temple', 5-7.1.2009, Hebrew University, Jerusalem.

Departmental Seminar Presentations:

- May 2022 'Sociological theory in the digital era: How to adapt our theoretical toolkit to a new sociotechnical reality', Department of Sociology, Haifa University.
- May 2017 'Faterists, mishtaknezim, and Donald Trump: on the sociology of authenticity and the critique of suspicion', Department of Sociology, Political Science and Communication, The Open University of Israel.
- May 2016 'Culture in mediated interaction: What can we learn from political defriending on Facebook during the 2014 war?', Department of Communication, Haifa University.
- Dec 2014 "'Very Ashkenazi Iraqis": On authenticity, class boundaries, and the metaphoricity of ethnic language in Israel', 5<sup>th</sup> Research Junctions conference, Department of Sociology and Anthropology, Bar-Ilan University.
- Oct 2012 "'Very Loud, Very Ghetto": On Stigmatized Sounds and Boundary Work', Department of Sociology and Anthropology, Tel-Aviv University.
- Jun 2012 "'Very Loud, Very Ghetto": On Stigmatized Sounds and Boundary Work', Department of Sociology and Anthropology, Hebrew University of Jerusalem.
- Jan 2012 'The Sound of Stigmatization', Harvard Culture and Social Analysis Workshop, Department of Sociology, Harvard University.
- Nov 2010 'Photography is Leaving Home: Uses of an Intimate Technology within the Network Society', Department of Sociology and Anthropology, Hebrew University of Jerusalem.
- Oct 2010 'Trends of Change in Photography's Roles in Everyday Life', Department of Communication and Journalism, Hebrew University of Jerusalem.

**Honors, Grants and Distinctions:**

- 2017 SAGE Prize for Innovation and /or Excellence, the British Sociological Association and Sage Publications.
- 2016 Louis Guttman Best Article Prize, the Israeli Sociological Society.
- 2012-2013 Yonatan Shapira Postdoctoral Fellowship.
- 2011-2012 Fulbright postdoctoral Visiting Scholar Fellowship.
- 2011 Alex Berger Prize for an outstanding PhD dissertation.
- 2010-2011 Brenda Danet Excellence Postdoctoral Fellowship.
- 2007-2009 Doctoral research fellowship at 'Scholion – Interdisciplinary Research Center in Jewish Studies', The Hebrew University of Jerusalem.
- 2003-2004 Stipend in Berlin from EVZ foundation.

## **Professional Service:**

- 2023 - Advisory Committee Member, Princeton University Press Series in Cultural Sociology
- 2021 - Editorial Board Member: Sociological Theory
- 2020 Chair, Israeli Sociological Society Annual Meeting
- 2019- Chair of the PhD Committee, Department of Sociology and Anthropology Bar-Ilan University
- 2019 Committee Member, Clifford Geertz Prize for Best Article, Culture Section, American Sociological Association
- 2018-2021 Board Member, Israeli Sociological Society
- 2018, 2021 Member, Organizing Committee, Israeli Sociological Society Annual Meeting
- 2015- Member of the PhD Committee, Department of Sociology and Anthropology Bar-Ilan University
- 2014-2019 Coordinator of the Departmental Seminar, Department of Sociology and Anthropology, Bar-Ilan University
- 2014- Co-coordinator of the Ethnicity in Question research group, Department of Sociology and Anthropology, Bar-Ilan University
- 2012-13 Co-coordinator of the Historical and Political Sociology Workshop and of the Cultural Sociology Forum, Department of Sociology and Anthropology, Tel Aviv University

## **Ad-hoc Reviewer for:**

American Sociological Review; American Journal of Sociology; Sociology; British Journal of Sociology; Sociological Theory; Cambridge University Press; Polity Press; American Journal of Cultural Sociology; Theory, Culture and Society; Journal of Consumer Culture; Cultural Sociology; Socio-Economic Review; Israel Science Foundation; Israel-United States Bi-National Science Foundation; Social Science Computer Review; Sociological Inquiry; Israeli Sociology (Sotsyologya Israelit); Theory & Criticism (Theorya uVikoret); Journal of Cultural Analysis and Social Change; Convergence: The International Journal of Research into New Media Technologies; International Journal of Communication; Sound Studies

## **Courses Taught:**

### Undergraduate:

- 2018-            *Digital Sociology* (elective)  
2014-            *Modern Sociological Theories* (mandatory course).  
2013-2020      *Classical Sociological Theories* (mandatory course).  
2010-2017      *The Camera in my Pocket: on Technology, Relationships, Power, and the Self* (elective).

### Graduate:

- 2022-            *Rethinking Society in the Digital Era* (elective)  
2022-            *Digital Culture Lab* (program core seminar)  
2021-2022      *Sociology of Morality* (research seminar)  
2019-            *PhD Students Workshop*  
2014-2021      *Sociology of Value and Evaluation* (research seminar)  
2014-2020      *Supplementary Course in Sociological Theory* (Supplementary)  
2013-            *Issues in Advanced Sociological Theories for Graduate Students* (mandatory course)  
2013-15        *Pride and Prejudice: Stereotypes, Stigmatization and Social Identity* (elective)