CURRICULUM VITAE
Ori Schwarz

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

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Academic Appointments:

2018-   Associate Professor at the Department of Sociology and Anthropology, Bar-Ilan University

2013-2018   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:

<u>Books:</u>

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*

      Turkish Translation:
1b. Schwarz, Ori (2025) *Dijital Toplumun Sosyolojik Teorisi: Bizi Birbirimize Bağlayan Kodlar*. Istanbul: Ayrinti Yayinlari.

<u>Articles in Refereed Journals:</u>

25. Schwarz, Ori (2025) 'The post-choice society: Algorithmic prediction and the decentring of choice', *Theory, Culture & Society*, DOI: 10.1177/02632764251322062

24. Schwarz, Ori (2025) 'Dancing simultaneously on both fields, or: Why is critical theory being 'misused'?', *Israeli Sociology* 26(1):15-21 [in Hebrew].

23. Schwarz, Ori (2023) '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* 52(5): 771–804.

22. Schwarz, Ori (2023) 'Democracy or rebellion: On meaning work and the construction of a crisis', *Israeli Sociology* 24(2): 192–205 [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:

Invited lectures, plenaries and keynotes

Apr 2025	'Playing with axes: From intersectionality to angularity as a cultural-political resource', Keynote Lecture at the Spring School Human Differentiation: Understanding the Cultural Making of Human Categories, 9.10.2025, Mainz
Apr 2024	'Dancing simultaneously on both fields, or: Why is critical theory being "misused"?', at the *Annual Meeting of the Israeli Sociological Society: Sociology in Days of Violence and Pain*, 17.4.2024, Jerusalem.
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, 25.6-1.7.2023, Melbourne.
May 2023	'At the alterations tailor shop: Rethinking our conceptual toolkit to understand digital society', invited talk in the symposium *Digitalization and Sociological Theory*, 5-6.5.2023, 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.
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.
Feb 2020	'The power of culture: On culture's role in sociological explanations', Opening plenary panel at the *51st Annual Meeting of the Israeli Sociological Society: Culture, Power, and the Power of Culture*, 25-26.2.2020, Ramat-Gan.
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*, 20-21.8.2015, Amsterdam.

Conference Papers:

Feb 2025	'After the era of choice: Algorithmic prediction and the threat to the centrality of choice in economy, society and politics', at the *55th Annual Meeting of the Israeli Sociological Society,* 24-5.2.2025, Ra'anana.
Sep 2024	(with Guy Shani) 'When the gentrified are talking back: Negotiating social

	practices in Jaffa's local Facebook groups', at the 3rd *Conference of the Israeli Sociological Society's Urban Research Community*, 29.9.24, Haifa.
Aug 2024	(with Shahar Mendelovich and Hadas Nur) 'Labour lost in translation: Making sense of worker compensation in the app economy', at the *European Sociological Association Conference*, 26-30.8.2024, Porto.
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.
Oct 2022	(with Guy Shani) 'Can a Cigar just be a Cigar? Totemism and classification struggles in a Jaffa', at the *European Sociological Association, Urban Sociology Research Network (RN37) Conference*, 5-7.10.22, Berlin
Sep 2021	'The Future of Interaction and the Future of Theory', at the *European Sociological Association Conference*, 31.8-3.9.2021, Barcelona [online].
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 6th 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*, 25.7.2016, Jerusalem.
March 2016	'Between Choice and Culture: An Outline for a Cultural Sociology of Choice', at the workshop *Sociological Perspectives on Choice,* Jerusalem, 4.3.2016.
July 2014	'The Symbolic Economy of Authenticity as a Form of Symbolic Violence: The case of middle-class Minorities', at the *International Sociological Association (ISA) World Congress of Sociology*, 13-19.7.2014, Yokohama.
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.
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:

Nov 2022	'Sociological theory in the digital era: How to adapt our theoretical toolkit to a new sociotechnical reality', Department of Sociology, Bar-Ilan University.
May 2022	'Sociological theory in the digital era: How to adapt our theoretical toolkit to a new sociotechnical reality', Department of Sociology, Haifa University.
Mar 2022	'Why prayers must be so politically correct? Donald Trump's anti-PC rhetoric, the ethic of authenticity, and the transformation of the sacred in public life', NYU Sociology of Culture Workshop.
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', 5th Research Junctures 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:

2024 -	Editorial Board Member, *Dialogues in Sociology*
2023 -	Advisory Committee Member, *Princeton University Press Series in Cultural Sociology*
2021-2024	Editorial Board Member, *Sociological Theory*
2017 -	Editorial Board Member, *Journal of Cultural Analysis and Social Change*
2018-2021	Board Member, Israeli Sociological Society
2018, 2021	Member, Organizing Committee, Israeli Sociological Society Annual Meeting
2021	Committee Member, Best M.A. Thesis Prize, Israeli Sociological Society
2020	Chair, Israeli Sociological Society's 51st Annual Meeting, *Culture, Power, and the Power of Culture*, Ramat-Gan, 25-26.2.2020.
2019	Committee Member, Clifford Geertz Prize for Best Article, Culture Section, American Sociological Association
2017	Chair of the Prize Committee, Louis Guttman Best Article Prize of the Israeli Sociological Society
2025	Discussant, "Culture and Inequality", Culture and Consumption Section session at the 55th Annual Meeting of the Israeli Sociological Society, 24-5.2.2025, Ra'anana.
2023	Discussant, Graduate Students Workshop of the Digital Sociology Section at the Israeli Sociological Society, 6.11.2023, Ra'anana.
2018	Organizer and Presider, 'The Neoliberal State', Semi-Plenary at the Israeli Sociological Society's 49th Annual Meeting, 29-30.1.2018, Beer-Sheva.

Ad-hoc Reviewer for [partial list]:

Cambridge University Press; Polity Press; Bristol University Press

Israel-United States Bi-National Science Foundation; Israel Science Foundation;

American Sociological Review; American Journal of Sociology; Sociology; British Journal of Sociology; Sociological Theory; Theory, Culture and Society; Journal of Consumer Culture; Social Movement Studies; American Journal of Cultural Sociology; Cultural Sociology; Socio-Economic Review; 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

Departmental Service:

2014-19, 24-5	Coordinator of the Departmental Seminar
2022-	Director, Graduate Program in Digital Culture
2019-	Co-director, Center for Cultural Sociology
2019-	Chair of the departmental PhD Committee
2019-	Member of the departmental PhD Committee
2016-19	Member of the departmental Scholarship Committee
2014-18	Co-coordinator of the Ethnicity in Question research group
2015-	Member of the PhD Committee, 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

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-	*Digital Culture Lab* (program core seminar)
2022-2023	*Rethinking Society in the Digital Era* (elective)
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)
2013-15	*Pride and Prejudice: Stereotypes, Stigmatization and Social Identity* (elective)