

CURRICULUM VITAE

Ori Schwarz

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

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:

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*

Turkish Translation:

1b. Schwarz, Ori (2025) *Dijital Toplumun Sosyolojik Teorisi: Bizi Birbirimize Bağlayan Kodlar*. Istanbul: Ayrıntı Yayınları.

Articles in Refereed Journals:

26. Schwarz, Ori (2026) 'Technologies of distinction for indiscriminate killing: What can the Israeli war on Gaza teach us about the social meaning of AI', *Big Data & Society*, doi: 10.1177/20539517261455522.

25. Schwarz, Ori (2025) 'The post-choice society: Algorithmic prediction and the decentring of choice', *Theory, Culture & Society* 42(4):3-22.

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, 9.4.2025, Mainz
- Apr 2024 'Dancing simultaneously on both fields, or: Why is critical theory being "misused"?', at the special *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:

- May 2026 'Why was AI needed for indiscriminate killing and destruction? A sociology of the intelligence use of AI in the Gaza War, at the *War, Atrocities, Society: A Sociology of Rupture special conference of the Israeli Sociological Society*, 31.5.2026, Beersheba.
- May 2026 (with Guy Shani) 'Language as a weapon: speech under the Hasbara regime and the rise of peer-propaganda', at the *War, Atrocities, Society: A Sociology of Rupture special conference of the Israeli Sociological Society*, 31.5.2026, Beersheba.
- Feb 2026 'When a technology of distinction is used for indiscriminate killing: What can the sociology of AI learn from the Gaza War?', at the *Israeli Sociological Society meeting*, 17.2.2026, Sapir.
- 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:

- Jan 2026 'Sociological theory in the digital era: How to adapt our theoretical toolkit to a new sociotechnical reality', Cohn Institute for the History and Philosophy of Science and Ideas, Tel-Aviv University.
- Jan 2026 'Sociological theory in the digital era: How to adapt our theoretical toolkit to a new sociotechnical reality', Department of STS, Bar-Ilan University.
- 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?', Communication Dept., 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:

- 2026 Member, Organizing Committee, Israeli Sociological Society's special conference.
- 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*
- 2017-2025 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; Social Forces; Journal of Consumer Culture; Social Movement Studies; American Journal of Cultural Sociology; Cultural Sociology; Socio-Economic Review; Social Science Computer Review; Sociological Inquiry; Dialogues in Sociology; 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:

- 2022-2026 Director, Graduate Program in Digital Culture
- 2019- Co-director, Center for Cultural Sociology
- 2019- Chair of the departmental PhD Committee
- 2016-19 Member of the departmental Scholarship Committee
- 2015- Member of the departmental PhD Committee
- 2014-18 Co-coordinator of the Ethnicity in Question research group
- 2014-19, 24-5 Coordinator of the Departmental Seminar
- 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:

- 2025- *Digital Culture and Society* (research seminar)
2022-2025 *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)