

# Juan G. Arroyo-Flores

SOCIAL SCIENTIST, PH.D. IN SOCIOLOGY

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## Education

### Ph.D. in Sociology

Tampa, FL

UNIVERSITY OF SOUTH FLORIDA

2020

- A social network analysis of online gamers' friendship networks: Structural attributes of Steam friendships, and comparison of offline-online social ties of MMO gamers

### M.A. in Sociology

Río Piedras, PR

UNIVERSITY OF PUERTO RICO

2013

- Magna cum Laude
- Debugging the body: The construction of a posthumanist discourse mediated by aesthetically-healthy body advertising

### B.A. in Sociology

Río Piedras, PR

UNIVERSITY OF PUERTO RICO

2010

- Magna cum Laude

## Research & Professional Experience

### Research Consultant/Analyst

Florida

UNIVERSITY OF MIAMI

August 2019 - PRESENT

- Collaborate on several NIH-funded projects with an interdisciplinary research team from the University of Miami. The main two projects focus on: 1) PrEP and substance use disorders use among Latino men who have sex with men; 2) HIV risk in Latina Seasonal Workers. Tasks include cleaning, data wrangling, running statistical analyses using social network analysis tools based in the R environment, and producing reports of findings. Analyses include regressions, network measures, MRQAPs, and Multilevel Models. PI: Mariano Kanamori, Ph.D.

### Principal Investigator

Tampa, FL

UNIVERSITY OF SOUTH FLORIDA

February 2017 - March 2020

- **Dissertation** - This work looks at the formation and meaningfulness of online and offline social ties from the perspective of avid MMO gamers through a mixed-methods approach. Data were collected from the Steam API, an online questionnaire, and follow-up semi-structured interviews. Linear, Logistic, and Ordinal regression analyses were used to analyze the quantitative data. In addition, bias net models were used for the Steam dataset. Thematic analysis from a qualitative social network analysis perspective was used for the interviews.

### Graduate Research Assistant

Tampa, FL

UNIVERSITY OF SOUTH FLORIDA

August 2018 - August 2019

- USF-funded project on "The Puerto Rican Vote Nationwide and in Florida." Questionnaire design, dissemination, and analysis. This project studied the possible impact of Puerto Rican voters in the 2018 mid-terms in the USA after hurricanes Irma and María. Analyses include descriptive and inferential statistics, from correlations to regressions. PI: Elizabeth Aranda, Ph.D.

### Graduate Research Assistant

Tampa, FL

UNIVERSITY OF SOUTH FLORIDA

March 2016 - May 2019

- NSF-funded project on "Structural Anonymization Techniques for Large, and Dynamic Social Graphs." Testing Exponential Random Graph Models (ERGMs) as viable options for the anonymization of large graphs. This was a collaborative interdisciplinary project between the Computer Science and Sociology Departments at USF. PIs: John Skvoretz, Ph.D., and Adriana Iamnitchi, Ph.D.

### Graduate Research Assistant

Río Piedras, PR

UNIVERSITY OF PUERTO RICO - CENTER FOR THE STUDY OF SOCIAL AND HEALTH DIFFERENCES

March 2011 - June 2012

- Collaborated with an interdisciplinary team to investigate HIV stigma in health care scenarios and the history of mental health in Puerto Rico. Tasks included writing literature reviews, English-Spanish and Spanish-English translation of documents, assisting in the design and implementation of digital questionnaires, offering workshops for the usage of tablets as research tools, and creating and managing SPSS databases. PI: Nelson Varas, Ph.D.

### Student Researcher

Río Piedras, PR

UNIVERSITY OF PUERTO RICO

August 2009 - December 2009

- Investigated the perception of fashion styles among students. Tasks included creating and administering questionnaires, face-to-face interviews, quantitative data analysis (using SPSS), transcribing interviews, coding, and qualitative analysis as part of a Sociocultural Anthropology course. Professor: Eva Villalón, Ph.D.

## Student Researcher

UNIVERSITY OF PUERTO RICO

*Río Piedras, PR*

*January 2009 - May 2009*

- Investigated the transition from college to the working world. Tasks included face-to-face interviews, transcribing interviews, coding, creating a glossary and qualitative analysis of the data as part of the Sociological Research Techniques course. Professor: Karen Hoffman, Ph.D.

## Research Assistant

UNIVERSITY OF ILLINOIS

*Chicago, IL*

*May 2008 - July 2008*

- Conducted research on myths about Latino Immigrants in the USA. Tasks included reviewing articles and books, analyzing secondary data, and discussing findings in a roundtable presentation. Summer Research Opportunities Program (SROP). Mentor: Nilda Flores-González, Ph.D.

## Teaching Experience

### Instructor - Social Science Statistics

UNIVERSITY OF SOUTH FLORIDA

*Tampa, FL*

*Fall 2016*

- Developed and implemented syllabus, course structure, lectures, and student assessments.

### Instructor - Introduction to Sociology

UNIVERSITY OF SOUTH FLORIDA

*Tampa, FL*

*Spring 2015*

- Developed and implemented syllabus, course structure, lectures, and student assessments.

### Guest Lecturer - Sociology of Pop Culture

UNIVERSITY OF SOUTH FLORIDA

*Tampa, FL*

*October 7, 2013*

- Lectured and led classroom discussion. Audience Theory (Stuart Hall's Encoding/Decoding).

## Honors & Awards

2013-18 **McKnight Doctoral Fellowship**, Florida Education Fund

*Tampa, FL*

2014 **Conference Presentation Grant**, University of South Florida - Student Government

*Tampa, FL*

2013 **Academic Merit and Outstanding Performance Scholarship Program**, University of Puerto Rico

*Río Piedras, PR*

## Publications

### BOOK CHAPTERS

#### Online-Offline Social Ties in Massive Multiplayer Online Games

J. Arroyo-Flores

*11 Nov 2019*

Mediated Millennials Vol: 19 - Emerald Publishing Limited

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### JOURNAL ARTICLES

#### Behind the Mask: Understanding the Structural Forces that Make Social Graphs Vulnerable to De-anonymization

S. Horawalavithana, J. Arroyo-Flores, J. Skvoretz, A. Iamnitchi

*2019*

IEEE Transactions on Computational Social Systems

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#### The risk of node re-identification in labeled social graphs

S. Horawalavithana, J. Arroyo-Flores, J. Skvoretz, A. Iamnitchi

*2019*

Applied Network Science 4(1)

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### BRIEFS

#### Understanding Puerto Rican Voting in the United States

J. Arroyo-Flores, A. Rosa, E. Aranda

*2018*

Scholars Strategy Network - Civic Engagement

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## CONFERENCE PROCEEDINGS

### Diversity, Homophily and the Risk of Node Re-identification in Labeled Social Graphs

S. Horawalavithana, C. Gandy, **J. Arroyo-Flores**, J. Skvoretz, A. Iamnitchi  
Proceedings COMPLEX NETWORKS 2018, pp. 400-411

2018

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## Presentations

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### Diversity, Homophily, and the Risk of Node Re-identification in Labeled Social Graphs

*Cambridge, UK*

**S. Horawalavithana\***, C. Gandy, J. Arroyo-Flores, J. Skvoretz, A. Iamnitchi  
Complex Network 2018

*December 11, 2018*

### The Puerto Rican Vote in Florida

*Tampa, FL*

**J. Arroyo-Flores**, E. Aranda, A. Rosa

*November 16, 2018*

Puerto Rico se Levanta Conference: Understanding Challenges to Puerto Rico and Puerto Ricans in Florida post-Hurricane Maria

### Actual/Virtual Social Ties in Massive Multiplayer Online Games

*Philadelphia, PA*

**J. Arroyo-Flores**

*August 12, 2018*

ASA Section on Communication, Information Technologies, and Media Sociology Refereed Roundtable Session

### Perception and Management of Online/Offline Friendship Ties through the Eyes of Online Gamers

*Philadelphia, PA*

**J. Arroyo-Flores**

*August 10, 2018*

Panelist Media Sociology Preconference - Digital Media and Social Networks

### A Social Network Analysis of an Online Gaming Community: From Online to Offline Ties

*Montreal, QC*

**J. Arroyo-Flores**

*August 11, 2017*

Media Sociology Preconference

### Anonymizing Social Network Data for the Research Community

*Beijing, CN*

**J. Skvoretz\***, J. Arroyo-Flores, C. Gandy, S. Viswanathan & A. Iamnitchi

*May 31, 2017*

Sunbelt XXXVII International Network for Social Network Analysis Conference

### Managing Life as a Ph.D. Student: Dealing with Stress, Time, and Family

*Tampa, FL*

**J. Arroyo-Flores**

*June 20, 2015*

Panelist for the University Experience at the McKnight Doctoral Fellowship New Fellows' orientation

### Debugging the Body: Cultural Tales of Aesthetically-Healthy Bodies in Advertisements in Puerto Rico

*San Francisco, CA*

**J. Arroyo-Flores**

*August 2014*

Panelist at the Society for the Study of Symbolic Interaction Annual Meeting

### Immigration Myths: Are Immigrants Criminals and Economic Burdens?

*Chicago, IL*

**J. Arroyo-Flores**

*July 2008*

Panelist at University of Illinois – Chicago Summer Research Opportunities Program (SROP) Annual Research Symposium

### Immigration Myths: Are Immigrants Criminals and Economic Burdens?

*East Lansing, MI*

**J. Arroyo-Flores**

*July 2008*

Round table participant at the Committee on Institutional Cooperation (CIC) and Summer Research Opportunities Program (SROP) Conference

## Professional Development - Workshops & Training

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### **SPSS Workshop.**

MCKNIGHT SUMMER RESEARCH & WRITING INSTITUTE.

*Tampa, FL*

*July 2017*

### **Collecting and Analyzing Social Media Data Using SocialMediaLab.**

XXXVI SUNBELT CONFERENCE OF THE INTERNATIONAL NETWORK FOR SOCIAL NETWORK ANALYSIS.

*New Port Beach, CA*

*April 2016*

### **Exponential Family Random Graph Modeling (ERGMs) Using statnet.**

XXXVI SUNBELT CONFERENCE OF THE INTERNATIONAL NETWORK FOR SOCIAL NETWORK ANALYSIS.

*New Port Beach, CA*

*April 2016*

### **Making Large Classes Feel Small: Building Dynamic Interactions to Support Active Learning with Classes of 50-500.**

AMERICAN SOCIOLOGICAL ASSOCIATION.

*Webinar*

*February 2015*

## **Professional Service**

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- 2019 **Peer Reviewer**, New Media and Society
- 2018-19 **Peer Reviewer**, Journal of Social Structure (JoSS)
- 2017 **Peer Reviewer**, Social Psychology Quarterly

## **Skills**

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### **QUALITATIVE RESEARCH**

Preparing and Conducting Interviews  
Narrative Analysis  
Thematic Analysis  
Participant Observation & Ethnography  
Creating and Managing Coding Glossaries

### **QUANTITATIVE RESEARCH**

Creating & Administering Questionnaires  
Social Network Analysis  
Managing & Analyzing Large Datasets  
Descriptive & Inferential Statistics

### **SOFTWARE SUITES AND ANALYTICAL TOOLS**

SPSS & R  
QSR NVIVO  
UCINET & Gephi  
Microsoft Office  
Qualtrics

### **LANGUAGES**

Spanish - Native Speaker