

Short bio:

Stoyan V. Sgourev has a PhD in Sociology from Stanford University. He is currently a visiting scholar at the Center for Bulgarian-European Cultural Dialogues at the New Bulgarian University. He has published on a wide array of topics, such as creativity and social evaluation, rivalry, social networks and aesthetics. An analysis of color as a means of positioning, co-authored with Erik Aadland and Giovanni Formilan, was recently published in *Administrative Science Quarterly*. The presented paper, co-authored with Donato Cutolo and Giovanni Formilan, is a follow-up piece, analyzing contrast through computational analyses of visual and verbal data.