

DIANA L. ASCHER, Ph.D., M.B.A.

Curriculum Vitae

October 2017

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University of California, Los Angeles

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EDUCATION

- Ph.D. University of California, Los Angeles
Major Fields: Information Studies, Information in Society, Data Science and Visualization
Dissertation title: *The new yellow journalism: Examining the algorithmic turn in news organizations' social media activity through the lens of cultural time orientation*
Committee: Leah Lievrouw (Advisor), Christine Borgman, Jonathan Furner, Ronald Rice
- M.B.A. Peter F. Drucker Graduate School of Management, Claremont Graduate University
Major Fields: Ethics, Leadership, Marketing, and Strategy
- B.A. Duke University
Major Field: Public Policy, with concentrations in Journalism and International Policy; Certificate in Film Studies

ACADEMIC EXPERIENCE

- 2017 Instructor, *Data, Social Media, and U.S. Politics* (Trump, Clinton, and Role of (Dis)Information in Politics), Graduate level, Winter term, Week 6 class session, UCLA.
- 2016 Course Designer and Instructor, *Information and Power*, Undergraduate level, Fall term, UCLA.
- 2015 Curriculum Design Collaborator, *Proposed Undergraduate Curriculum in Information Studies*. UCLA Department of Information Studies.
- 2015 Course Designer and Instructor, *Internet and Society*, Undergraduate level, Fall term, UCLA.
- 2015 Course Designer and Instructor, *Invasion of the Data Snatchers: Privacy in the Digital Age*, Special Topics in Information Studies, Undergraduate level, Summer term, UCLA.
- 2014-2015 Facilitator, *Colloquium Speaker Series*, Department of Information Studies, UCLA.
- 2014 Instructor, *Recordkeeping and Bureaucracy, Transparency, Accountability, and Democracy*. American Archives and Manuscripts, Graduate level, Fall term, Week 3 class session, UCLA.

- 2014 Special Reader, *American Archives and Manuscripts*, Graduate level, Fall term, UCLA.
- 2014 Teaching Assistant, *Managerial Decision Making*, Executive MBA level, Summer term, UCLA Anderson School of Management.
- 2014 Teaching Assistant, *Managerial Decision Making*, MBA level, Spring term, UCLA Anderson School of Management.
- 2013-2014 Manager, *Laboratory in Behavioral Decision Making*, UCLA Anderson School of Management.

PEER-REVIEWED JOURNAL ARTICLES

- Ascher, D. L. (2015). How is she? Information and the surgical waiting lounge. *Proc. Assoc. Info. Sci. Tech.*, 52: 1–8. doi:10.1002/pr2.2015.145052010047
- (under review) Ascher, D. L., & Paris, B. (2017). Fast forward: The temporal implications of reproductive data.
- (in preparation) Ascher, D. L. (2017). Novel combination of methods suggests algorithmic basis of the new yellow journalism.
- (in preparation) Ascher, D. L. (2017). Temporal affordances in models of information practice.
- (in preparation) Ascher, D. L. (2017). Translating data management priorities for information workers.

PEER-REVIEWED BOOK CHAPTERS

- Ascher, D. L., & Ascher, W. L. (2016). Inducing better stakeholder searches for environmental information relevant to coastal conservation. In B. H. MacDonald, et al. (Eds.), *Science, information, and policy interface for effective coastal and ocean management* (pp. 153–174). Boca Raton, FL: CRC Press.
- (in preparation) Noble, S. U., & Ascher, D. L. (2018). Algorithmic bias, race, and online speech. In K. Gelber and S. Brison (Eds.), *Free speech in the digital age*. London: Oxford University Press.

OTHER PUBLICATIONS

Higher Education

- Ascher, D. L. (2017). *IACET accredited provider handbook: Guide to adhering to the ANSI/IACET 1-2013 standard for the development and awarding of continuing education units for adult education*. Information Ethics & Equity Institute: Los Angeles, CA.
- Ascher, D. L. (2016). *IACET accredited provider handbook: Guide to adhering to the ANSI/IACET 1-2013 standard for the development and awarding of continuing education units for adult education*. Business U: Los Angeles, CA.
- Ascher, D. L. (2015). *Behavioral Science & Policy*, 1(1). [Editorial oversight and cover design, inaugural journal issue, June 2015]. Director of Information, Behavioral Science & Policy Association, Los Angeles, CA.
- (in preparation) Ascher, D. L.; Hansen, D.; Shneiderman, B.; & Smith, M. A. (2018). *Analyzing Social Media Networks with NodeXL: Insights from a Connected World* (2nd Ed.). Social Media Research Foundation: San Francisco, CA.

Retirement Planning Communications & Custom Publishing

- Ascher, D. L. (2009). SIMPLE IRAs Series: A big idea for small businesses: SIMPLE IRAs; Financial adviser's guide to SIMPLE IRAs; SIMPLE IRA employee guide; SIMPLE IRA plan sponsor guide. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2009). *Stay on course: An American Funds guide to fiduciary responsibility*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2009). *What makes American Funds different*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). American Funds retirement plan proposal: A presentation tool for retirement plan advisors. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *Bring it all together: American Funds PlanPremier*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *Comparing retirement funds*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *It's time: IRA time*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *You may live to be 103*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *Your American Funds retirement plan: Recordkeeper Connect*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2008). *Your American Funds retirement plan: PlanPremier*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2007). *A class of their own: The American Funds Target Date Series*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2007). *Make-the-appointment decision tree script*. Los Angeles, CA American Funds Distributors.
- Ascher, D. L. (2007). *Pension Protection Act's golden nuggets*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2007). *Roth 401(k)s and 403(b)s are here to stay*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2007). Spreading the word: A plan sponsor's guide to American Funds retirement plan communications. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2007). Investing for life series: *Step right in*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2006). *Are you pleased with your retirement plan?* Los Angeles, CA: American Funds Distributors.
- Ascher, D. L. (2005). Every step of the way: Your guide to American Funds retirement plan sales literature and support. Los Angeles, CA: American Funds Distributors.

Financial Planning, Management, & Investing; Custom Publishing

- Ascher, D. L. (2002). A good cause: Citizens Funds seeks investments that pay off fiscally and socially. *On Investing (Special Issue: Strategies for Women Investors)*, 1(1), pp. 18-19.
- Ascher, D. L. (2002). MoneyWise. *On Investing (Special Issue: Strategies for Women Investors)*, 1(1), p. 5.
- Ascher, D. L. (2002). Pages: Good or great? *On Investing*, 2(1), p. 7.
- Ascher, D. L. (2001). Have phone, will travel? *On Investing*, 3(4), p. 62.
- Ascher, D. L. (2001). IRS expects more taxpayers to dive into e-filing. *On Investing*, 1(4), p. 7.
- Ascher, D. L. (2001). To tax or not to tax? *On Investing*, 1(4), p. 8.

- Ascher, D. L. (2001). Tools: Palm VIIx Wireless; It's a savvy PDA, but there may be better products on the horizon. *Angel Advisor*, 2(1), pp. 27-28.
- Ascher, D. L. (2001). A calendar of announcements that move the markets. *On Investing*, 2(6), pp. 24-26.
- Ascher, D. L. (2001). Jim Barksdale's new focus. *Angel Advisor*, 2(1), pp. 45-52.
- Ascher, D. L. (2001). The new wave in communications. *On Investing*, 2(1), pp. 28-34.
- Ascher, D. L. (2001). Getting technical: Take a more disciplined approach to the markets by using technical analysis. *On Investing*, 1(1), pp. AT7-AT10.
- Ascher, D. L. (2000). President who? A look at what the outcome of the election may mean for investors. *On Investing*, 3(5), pp. 36-37.
- Ascher, D. L. (2000). Mutual fund reports: Knowing what to look for can help you discern your comfort quotient. *On Investing*, 3(1), pp. 19-20.
- Ascher, D. L. (2000) Generation gap: More seniors are logging on, but many balk at trading online. Why? *On Investing*, 1(1), pp. 27-28.

SCHOLARLY GRANTS & FELLOWSHIPS

- Unrestricted Fellowship and Stipend (2016-2017). UCLA Department of Information Studies, \$21,326.
- Scholarship (2015). Connective Leadership Institute Seminar, \$250. Awarded, but declined.
- Unrestricted Fellowship and Stipend (2015-2016). UCLA Graduate Division, \$24,787.
- Collaborator (2015). Grant Proposal, Sloan Foundation, "Promoting opportunities for researchers and practitioners to interact." Awarded \$12,000 to the Behavioral Science & Policy Association.
- Unrestricted Fellowship and Stipend (2013-2014). UCLA Graduate Division, \$33,000.
- Summer Graduate Research Mentorship Stipend (2014). UCLA Graduate Division, \$6,000.
- Unrestricted Fellowship and Stipend (2013). UCLA Graduate Division/UCLA Anderson, \$23,110.
- Unrestricted Fellowship and Stipend (2012). UCLA Graduate Division, \$6,937.
- Duke University Benjamin N. Duke Leadership Scholarship. (1989).
- Durham Herald-Sun* Front Page Award in Journalism. (1989).

CONFERENCES & RESEARCH TALKS

- Paper (October, 2017). "Novel combination of methods suggests algorithmic basis of the new yellow journalism." 2017 Annual Meeting of the Association for Information Science & Technology, Crystal City, VA.
- Invited Panelist (March, 2016). Human-Computer Interaction Capstone Presentation Session, UCLA MLIS, Los Angeles, CA.
- Invited Panelist (October, 2016). Diffusion of Ideas: Linking Lasswell to the Future, Society of Policy Scientists 2016 Annual Institute, Claremont, CA.
- Invited Panelist (June, 2016). Human-Computer Interaction Capstone Presentation Session, UCLA MLIS, Los Angeles, CA.

- Research Talk with Smith, M. (May, 2016). "The world is complex. Bring order to your data with NodeXL." UCLA Scholarly Innovation Lab, Young Research Library, UCLA, Los Angeles, CA.
- Paper with Paris, B. (December, 2015). "Fast forward: Temporal implications of reproductive data." Times and Temporalities of the Web Conference, Institute for Communication Sciences, CNRS/Paris-Sorbonne/UPMC, Paris, France.
- Paper (November, 2015). "Cultural time orientation as a factor in information evaluation and decision making by development policy analysts." Society of Policy Scientists 2015 Annual Institute: Integrative Development for Human Dignity, The World Bank, Washington, DC.
- Paper (November, 2015). "How is she? Information and the surgical waiting lounge." 2015 Annual Meeting of the Association for Information Science & Technology, St. Louis, MO.
- Poster (June, 2015). "Semantic assumptions and time orientation in knowledge organization systems." North American Symposium on Knowledge Organization (NASKO). University of California, Los Angeles. (Accepted, unable to attend.)
- Invited Panelist (June, 2015). Human-Computer Interaction Capstone Presentation Session, UCLA MLIS, Los Angeles, CA.
- Poster (May, 2015). "How is she? Information and the surgical waiting lounge." UCLA Graduate School of Education & Information Studies Research & Inquiry Conference, Los Angeles, CA.
- Paper (April, 2015). "How cultural time orientation affects news readers' information practice." What Is Journalism? Conference, University of Oregon, Portland, OR.
- Poster (February, 2015). "How is she? Information and the surgical waiting lounge." 2015 AAAS Annual Meeting, San Jose, CA.
- Invited Panelist (June, 2014). Human-Computer Interaction Capstone Presentation Session, UCLA MLIS, Los Angeles, CA.
- Paper (October, 2014). "A time analytic framework for information practice." 2014 Annual Meeting of the Association for Information Science & Technology SIG-USE, Seattle, WA.
- Paper (September, 2014). "Inducing better stakeholder searches for environmental information relevant to coastal conservation." Society of Policy Scientists 2014 Annual Institute, Providence, RI.
- Paper with Ascher, W. L. (June, 2014). "Inducing better stakeholder searches for environmental information relevant to coastal conservation." Coastal Zone Canada 2014 Conference, Halifax, Nova Scotia, Canada.
- Invited Talk (January, 2008). Retirement Planning Communications Strategy, Capital Group American Funds Annual Conference, Chicago, IL.

SPONSORED WORKSHOP PARTICIPATION

- Patterns of Tension: Cultivating Creativity in Networks (2017). Microsoft Office Envisioning/PopTech, Los Angeles, CA.
- The Year Ahead Summit 2017 (2016). Bloomberg, New York, NY.
- Digital Research Start-Up Partnerships for Graduate Students (DResSUP) (2015). UCLA, Los Angeles, CA.
- Geert Lovink Master Class (2014). Departments of Information Studies and Design Media Arts, UCLA, Los Angeles, CA.
- Behavioral Science Summer Workshop (2013). Behavioral Insights Group, Center for Public Leadership at Harvard Kennedy School, Cambridge, MA.

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

American Association for the Advancement of Science (AAAS)
American Society for Information Science and Technology (ASIST)
Association of Internet Researchers (AoIR)
Behavioral Science & Policy Association (BSPA)
Beta Gamma Sigma
International Association of Privacy Professionals (IAPP)
International Communication Association (ICA)
Social Media Research Foundation (SMRF)
Society for Judgment & Decision Making (SJDJ)
Society of Policy Scientists (SPS)

AD HOC REFEREE

International Journal of Information Management (2016).
iConference 2017 | Effect, Expand, Evolve: Global Collaboration across the Information Community (2016). Wuhan, China.
2016 Annual Meeting of the Association for Information Science & Technology (2016). Copenhagen, Denmark.
iConference 2016: Partnership with Society. Philadelphia, PA.
66th International Communication Association Annual Conference: Communicating with Power (2016). Fukuoka, Japan.
2015 Annual Meeting of the Association for Information Science & Technology. St. Louis, MO.
iConference 2015. Newport Beach, CA.
65th International Communication Association Annual Conference: Communication Across the Life Span (2015). San Juan, Puerto Rico.
2014 Annual Meeting of the Association for Information Science & Technology. Seattle, WA.
64th International Communication Association Annual Conference: Communication and the Good Life (2014). Seattle, WA.

AD HOC HCI/UX BETA TESTING

NodeXL Pro (2015-present).
Vue Dating (2016).
Feedly for iOS (2016).
ThemeFusion Avada for WordPress (2015-2016).
IACET Online Application (2015).
RightRelevance (2015).
Haiku Deck Zuru (2015).
Timeful (2014).

PDF Index Generator (2013-2014).
Beta Society at Chaos Collective (2012).
Zepto SMS (2011-2012).
Yahoo! News (2010).

UNIVERSITY SERVICE

University of California, Los Angeles

Member (2016-2017). Professional Program Committee, UCLA Department of Information Studies.

Panelist (September, 2016). "Keys to success." UCLA Graduate Student Orientation 2016-2017, Los Angeles, CA.

Organizer and Speaker (May, 2016). "The world is complex. Bring order to your data with NodeXL." UCLA Scholarly Innovation Lab, Young Research Library, UCLA, Los Angeles, CA.

Member (2015-2016). Information Studies Department Undergraduate Curriculum Development Working Group.

Founding Member and Organizer (June, 2015). Inaugural Behavioral Science & Policy Association Conference. The Harvard Club of New York, New York, NY.

Panelist (September, 2015). "Keys to success." UCLA Graduate Student Orientation 2015-2016, Los Angeles, CA.

Organizer and Facilitator (2014-2015). UCLA Department of Information Studies Colloquium Speaker Series.

Panelist (September, 2014). "Keys to success." UCLA Graduate Student Orientation 2014-2015, Los Angeles, CA.

Member (2014). Information Studies Department Grand Challenges Working Group.

Member (2012-2017). Information Studies Department Branding & Outreach Committee.

Claremont Graduate University

Drucker Alumni Board (2005-2009).
Planning Committee, Drucker School Rebranding (2003-2004).

Duke University

Judge, Duke Start-Up Challenge (2016-present).
Duke Entertainment, Media and the Arts Network (DEMAN) (Periodic since 2002).

COMMUNITY/PROFESSIONAL ACTIVITIES & RESPONSIBILITIES

Co-Founder, Information Ethics & Equity Institute. (2016-present).
Member, Committee on Promotional Considerations, Resource Assessment, Institutional Incentives; Society of Policy Scientists. (2013-present).
Member, Technology Committee, Society of Policy Scientists. (2013-present).

Director, HeartBass, Inc., a non-profit organization that provides dance instruction to at-risk public elementary school children in Los Angeles, CA. (2010-present).

RELEVANT WORK EXPERIENCE

Principal, Stratelligence, LLC (2016-present).

Director of Education, Business U (2015).

Director of Information, Behavioral Science & Policy Association (2013-2015).

Vice President, Content & Analysis; Industry Intelligence (2010-2012).

Chief Executive, Artemis Editing (2009-2012).

Writer, Capital Group / American Funds (2006-2009).

Managing Editor, TOP News Editor, Multimedia Producer; Bloomberg (1997-2002).

Manager, Distance Learning; Department of Executive Education, Fuqua School of Business, Duke University (1995-1997).

Last updated: 10/12/17