

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

Curriculum Vitae

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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

- 2018 Invited Speaker, *Management Theory and Practice*, Graduate level, University of California, Los Angeles (UCLA).
- 2018 Invited Speaker, *Interpreting Popular Culture*, Graduate level, University of Southern California (USC).
- 2018 Course Designer (with Melanie Villa-Nicholas), *Introduction to Intersectionality*, Graduate level, Information Ethics & Equity Institute (IEEI).
- 2017 Course Designer and Instructor, *Network Analysis and Theory with NodeXL Pro*, Graduate level, IEEI.
- 2017 Course Designer and Instructor, *Knowledge Work Boot Camp*, Graduate level, IEEI.
- 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.
- 1995-1997 Manager, Distance Learning; Department of Executive Education, Fuqua School of Business, Duke University.

PEER-REVIEWED PUBLICATIONS

- Ascher, D. L., & Noble, S. U. (2018). Unmasking hate on Twitter: Disrupting anonymity by tracking trolls. In K. Gelber and S. Brison (Eds.), *Free speech in the digital age*. London: Oxford University Press.
- 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.
- 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. (2018). *New Yellow Journalism*.
- (under review) Ascher, D. L., & Paris, B. (2018). Fast forward: The temporal implications of reproductive data.
- (in preparation) Jarrahi, M. H., & Ascher, D. L. (2018). Human-machine symbiosis: Implications for information practice.
- (in preparation) Ascher, D. L. (2018). Novel combination of methods suggests algorithmic basis of the new yellow journalism.
- (in preparation) Ascher, D. L. (2018). Temporal affordances in models of information practice.
- (in preparation) Ascher, D. L. (2018). Translating data management priorities for information workers.

PUBLIC SCHOLARSHIP PUBLICATIONS

Higher Education

- Ascher, D. L. (2017). *LACET accredited provider handbook: Guide to adhering to the ANSI/LACET 1-2013 standard for the development and awarding of continuing education units for adult education*. Los Angeles, CA: Information Ethics & Equity Institute.
- Ascher, D. L. (2016). *LACET accredited provider handbook: Guide to adhering to the ANSI/LACET 1-2013 standard for the development and awarding of continuing education units for adult education*. Los Angeles, CA: Business U.
- Ascher, D. L. (2015). *Behavioral Science & Policy*, 1(1). [Editorial oversight and cover design, inaugural journal issue, June 2015]. Washington, DC: Brookings Institution Press.
- (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.). San Francisco, CA: Social Media Research Foundation.

Retirement Planning Communications & Custom Publishing

- Ascher, D. (2009). A big idea for small businesses: SIMPLE IRAs; Financial adviser's guide to SIMPLE IRAs; SIMPLE IRA employee guide; SIMPLE IRA plan sponsor guide. *SIMPLE IRAs Series*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2009). *Stay on course: An American Funds guide to fiduciary responsibility*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2009). *What makes American Funds different*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). American Funds retirement plan proposal: A presentation tool for retirement plan advisors. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *Bring it all together: American Funds PlanPremier*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *Comparing retirement funds*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *It's time: IRA time*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *You may live to be 103*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *Your American Funds retirement plan: Recordkeeper Connect*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2008). *Your American Funds retirement plan: PlanPremier*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). *A class of their own: The American Funds Target Date Series*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). *Make-the-appointment decision tree script*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). *Pension Protection Act's golden nuggets*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). *Roth 401(k)s and 403(b)s are here to stay*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). *Spreading the word: A plan sponsor's guide to American Funds retirement plan communications*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2007). Step right in. *Investing for life series*. Los Angeles, CA: American Funds Distributors.
- Ascher, D. (2006). *Are you pleased with your retirement plan?* Los Angeles, CA: American Funds Distributors.
- Ascher, D. (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. (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. (2002). MoneyWise. *On Investing (Special Issue: Strategies for Women Investors)*, 1(1), p. 5.
- Ascher, D. (2002). Pages: Good or great? *On Investing*, 2(1), p. 7.
- Ascher, D. (2001). Have phone, will travel? *On Investing*, 3(4), p. 62.
- Ascher, D. (2001). IRS expects more taxpayers to dive into e-filing. *On Investing*, 1(4), p. 7.
- Ascher, D. (2001). To tax or not to tax? *On Investing*, 1(4), p. 8.
- Ascher, D. (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. (2001). A calendar of announcements that move the markets. *On Investing*, 2(6), pp. 24-26.
- Ascher, D. (2001). Jim Barksdale's new focus. *Angel Advisor*, 2(1), pp. 45-52.
- Ascher, D. (2001). The new wave in communications. *On Investing*, 2(1), pp. 28-34.

- Ascher, D. (2001). Getting technical: Take a more disciplined approach to the markets by using technical analysis. *On Investing*, 1(1), pp. AT7-AT10.
- Ascher, D. (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. (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. (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

- Collaborator (2018). Grant Proposal, The Bill & Melinda Gates Foundation, Post-Secondary Success Grantee Evaluation. Award pending to Stratelligence.
- Collaborator (2017). Sub-Contracted Grant, The Bill & Melinda Gates Foundation, “Mapping the Education to Employment Ecosystem and Evaluating Its Efficacy.” Awarded \$150,000 to Stratelligence.
- Unrestricted Fellowship and Stipend (2016-2017). UCLA Department of Information Studies, \$21,326.
- Unrestricted Fellowship and Stipend (2015-2016). UCLA Graduate Division, \$24,787.
- Scholarship (2015). Connective Leadership Institute Seminar, \$250. Awarded, but declined.
- 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 (2014-2015). 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.
- Durham Herald-Sun* Front Page Award in Journalism.

CONFERENCES & RESEARCH TALKS

- Paper (December 2017). “New Yellow Journalism: Automated CCM in the Newsroom.” All Things in Moderation: The People, Practices and Politics of Online Content Review – Human and Machine Conference, Los Angeles, CA.
- 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 (2015-2017). 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.
- 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.)
- 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.
- 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, Harvard Kennedy School, Cambridge, MA.

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- American Association for the Advancement of Science (AAAS)
- American Library Association (ALA)
- American Society for Information Science and Technology (ASIST)
- Association of College & Research Libraries (ACRL)

Association of Internet Researchers (AoIR)
Behavioral Science & Policy Association (BSPA)
Beta Gamma Sigma
International Association of Privacy Professionals (IAPP)
International Communication Association (ICA)
National Center for Institutional Diversity at the University of Michigan (NCID)
Social Media Research Foundation (SMRF)
Society for Judgment & Decision Making (SJDMM)
Society of Policy Scientists (SPS)

AD HOC REFEREE

2018 Annual Meeting of The Association for Information Science & Technology. Vancouver, Canada.
iConference 2017: Effect, Expand, Evolve: Global Collaboration across the Information Community. Wuhan, China.
2017 Annual Meeting of The Association for Information Science & Technology. Washington, DC.
International Journal of Information Management (2016).
2016 Annual Meeting of the Association for Information Science & Technology. 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

SAGE Campus, "Data Visualisation" Modules (2018-present).
Tableau (2018-present).
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

Presenter (2018). Personal Branding Workshop for Graduate Students in the Social Sciences and Humanities.
UCLA Graduate Division.

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

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

Panelist (2014-2016). “Keys to success.” Graduate Student Orientation.

Organizer and Speaker (May, 2016). “The world is complex. Bring order to your data with NodeXL.” Scholarly
Innovation Lab, Young Research Library.

Member (2015-2016). Department of Information Studies 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.

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

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

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

Executive Committee Member, Society of Policy Scientists. (2018-present).

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).

Last updated 04/24/18.