DIANA L. ASCHER
Curriculum Vitae
October 2020

Department of Information Studies
School of Education & Information Studies
300 Charles E. Young Drive East, Room 102
Box 951520
Los Angeles, CA 90095-1520
ascher@gseis.ucla.edu

Academic Appointments

Director, Information Studies Lab, University of California, Los Angeles, 2018-present.
Non-Resident Scholar, Diversity Scholars Network, National Center for Institutional Diversity, University of Michigan, 2018-present.
Non-Resident Fellow, Center for International Trade & Security, University of Georgia, 2018-present.
Manager, Laboratory in Behavioral Decision Making, UCLA Anderson School of Management, 2013-2014.
Manager, Distance Learning; Department of Executive Education, Fuqua School of Business, Duke University, 1995-1997.

Education

Ph.D.　University of California, Los Angeles
　　　　Major Fields: Information Studies, Information Policy, Data Ethics, Data Science & Visualization
　　　　Dissertation: *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

Grants and Awards

Research Grant, Ahmanson Foundation, Co-PI ($300,000), 2020-2021.
Research Grant, Dean's Diversity Student Support Initiative Grant, PI ($17,500), 2019-2020.
Research Grant, The Bill & Melinda Gates Foundation, PI ($113,000), 2018-2019.
Research Grant, The Bill & Melinda Gates Foundation, PI ($150,000), 2018.
Fellowship and Stipend, UCLA Department of Information Studies ($21,326), 2016-2017.
Fellowship and Stipend, UCLA Department of Information Studies ($24,787), 2015-2016.
Research Grant, Sloan Foundation ($12,000), 2015.
Fellowship and Stipend, UCLA Graduate Division ($33,000), 2014-2015.
Graduate Research Mentorship Stipend, UCLA Graduate Division ($6,000), 2014.
Fellowship and Stipend, UCLA Graduate Division / UCLA Anderson ($23,110), 2013.
Fellowship and Stipend, UCLA Graduate Division, ($6,937), 2012.
Duke University Benjamin N. Duke Leadership Scholarship.
Durham Herald-Sun Front Page Award in Journalism.

Peer-Reviewed Publications
Books
(revise & resubmit) Ascher, D. L. *New Yellow Journalism.*
(in preparation) Ascher, D. L. *Data Ethics.*

Articles & Book Chapters
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. (pp. 170-188). 100% contribution.
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. 50% contribution.
Ascher, D. L. (2015). How is she? Information and the surgical waiting lounge. *Proc. Assoc. Info. Sci. Tech., 52*: 1– 8. doi:10.1002/pra2.2015.145052010047
(in preparation) Ascher, D. L. Inculcating data ethics among the world's most powerful organizations: Enhancing data governance in the DCAM Framework.
(in preparation) Ascher, D. L. Network analysis and newsroom algorithms: Leveraging a natural experiment.
(in preparation) Ascher, D. L. Keeping up with the curriculum: Revitalizing the Information Studies Lab at UCLA.
(in preparation) Ascher, D. L. Translating data management priorities for information workers.

Public Scholarship Publications
Ascher, D. L. (2018). "Contextualizing Cambridge Analytica." Los Angeles, CA: LinkedIn. https://linkedin.com/pulse/contextualizing-cambridge-analytica-diana-ascher-phd-mba-1/
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.* Los Angeles, CA: Information Ethics & Equity Institute.
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.* 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.

Custom Publishing (Algorithmic Personalization)
Retirement Planning Communications
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

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.

Invited Talks

"Data Ethics," 2019 EDM Council New York Member Briefing, New York, NY, December 2019.

"Data Ethics for Continuing Education & Training Organizations," International Association for

Continuing Education & Training, Herndon, VA, May 2019.

"Emerging Topics in Data Management: Data Ethics," 2018 EDM Council New York Member Briefing, New York, NY, November 2018.

"Diffusion of Ideas: Linking Lasswell to the Future," 2016 Society of Policy Scientists Annual Institute, Claremont, CA, October 2016. [Panelist.]

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

Human-Computer Interaction Capstone Presentation Session, UCLA MLIS, Los Angeles, CA, annually, 2015-present. [Panelist.]

"Retirement Planning Communications Strategy," Capital Group American Funds Annual Conference, Chicago, IL, January 2008.

Conference Papers

"Data ethics in times of crisis: A policy sciences approach," 2020 Society of Policy Scientists Annual Institute, Claremont McKenna College, Claremont, CA, November 2020.

"Wikipedia Edit-a-thon: Preserving the legacy of the Policy Sciences," 2019 Society of Policy Scientists Annual Institute, Brown University, Providence, RI, October 2019.

"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, December 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, October 2017.

"Fast forward: Temporal implications of reproductive data," (with Britany Paris), Times and Temporalities of the Web Conference, Institute for Communication Sciences, CNRS/Paris- Sorbonne/UPMC, Paris, France, December 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, November 2015.

"How is she? Information and the surgical waiting lounge," 2015 Annual Meeting of the Association for Information Science & Technology, St. Louis, MO, November 2015.

"Semantic assumptions and time orientation in knowledge organization systems," North American Symposium on Knowledge Organization (NASKO). University of California, Los Angeles, June 2015. [Poster.] (Accepted, unable to attend.)

"How is she? Information and the surgical waiting lounge," UCLA Graduate School of Education & Information Studies Research & Inquiry Conference, Los Angeles, CA, May 2015. [Poster.]

"How cultural time orientation affects news readers' information practice," What Is Journalism? Conference, University of Oregon, Portland, OR, April 2015.

"How is she? Information and the surgical waiting lounge," 2015 AAAS Annual Meeting, San Jose, CA, February 2015. [Poster.]

"A time analytic framework for information practice," 2014 Annual Meeting of the Association for Information Science & Technology SIG-USE, Seattle, WA, October 2014.

"Inducing better stakeholder searches for environmental information relevant to coastal conservation," 2014 Society of Policy Scientists Annual Institute, Providence, RI, September 2014.

"Inducing better stakeholder searches for environmental information relevant to coastal

conservation," (with William Ascher), Coastal Zone Canada 2014 Conference, Halifax, Nova Scotia, Canada, June 2014.

Research Supervision
MLIS Independent Study Advisor
Ellen Mitchell (2020)
Zachary Rutland (2019, 2020)
Adam Foster (2019)
Mariah Sander (2019)
Brianna Toth (2019)
Cassandra Gergis (2019)

MLIS Thesis Advisor
Micah Gottlieb (2020-21)

Undergraduate Independent Study Advisor
Eric Siegel (2019-20)

Teaching
Course Designer and Instructor, *Data Ethics Fundamentals,* Professional Level, EDM Council, 2020-present.
Instructor, *Independent Study in Information Studies,* Graduate Level, UCLA, 2019-2020.
Instructor, *Independent Study in Information Studies,* Undergraduate Level, UCLA, 2019-2020.
Course Designer and Instructor, *Internship & Fieldwork,* Graduate Level, UCLA, 2019.
Guest Lecturer, *Metadata,* Graduate Level, UCLA, 2019.
Invited Panelist, *Human-Computer Interaction Showcase,* Graduate Level, UCLA, 2015-2020.
Guest Lecturer, *Human-Computer Interaction,* Graduate Level, UCLA, 2019.
Guest Lecturer, *Management Theory and Practice,* Graduate level, UCLA, 2018.
Guest Lecturer, *Interpreting Popular Culture,* Graduate level, University of Southern California, 2018.
Course Designer (with Melanie Villa-Nicholas), *Introduction to Intersectionality,* Graduate level, Information Ethics & Equity Institute (IEEI), 2018.
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.
Guest Lecturer, *Data, Social Media, and U.S. Politics* (Trump, Clinton, and the Role of (Dis)Information in Politics), Graduate level, Winter term, UCLA, 2017.
Course Designer and Instructor, *Information and Power,* Undergraduate level, UCLA, 2016.
Curriculum Design Collaborator, *Proposed Undergraduate Curriculum in Information Studies.* UCLA Department of Information Studies, 2015.
Course Designer and Instructor, *Internet and Society,* Undergraduate level, UCLA, 2015.
Course Designer and Instructor, *Invasion of the Data Snatchers: Privacy in the Digital Age*, Special Topics in Information Studies, Undergraduate level, UCLA, 2015.
Guest Lecturer, *Recordkeeping and Bureaucracy, Transparency, Accountability, and Democracy.* American Archives and Manuscripts, Graduate level, UCLA, 2014.
Special Reader, *American Archives and Manuscripts,* Graduate level, UCLA, 2014.
Teaching Assistant, *Managerial Decision Making,* Executive MBA level, UCLA Anderson School of Management, 2014.
Teaching Assistant, *Managerial Decision Making,* MBA level, UCLA Anderson School of Management, 2014.

University Service
University of California, Los Angeles
Member, Programs Committee, Librarian's Association of the University of California, Los Angeles (LAUC-LA), 2020-present.
Member, Strategic Planning Ad Hoc Committee. Department of Information Studies, 2020-present.
Member, DataX Initiative Ad Hoc Committee, Department of Information Studies, 2020-present.
Faculty Advisor, Constellation Podcast Student Group, UCLA, 2019-present.
Member, Information Studies Faculty Executive Committee, Department of Information Studies, 2018-present.
Member, Information Technology Advisory Committee (ITAC), Department of Information Studies, 2018-present.
Member, Instructional Services Committee (ISC), Department of Information Studies, 2018-present.
Member, Professional Program Committee (PPC), Department of Information Studies, 2016-2017, 2018-present.
Member, GSE&IS Faculty Executive Committee, Graduate School of Education & Information Studies, 2018-2020.
Chair, Librarian of the Year Committee, LAUC-LA, 2019-2020.
Member, UCLA Library Diversity Committee, 2019-2020.
Member, MLIS Program Coordinator Ad Hoc Search Committee, Department of Information Studies, 2019-2020.
Convener, 11th Annual UCLA Volunteer Day, West Los Angeles Veterans Affairs Medical Center Project Site, Department of Information Studies, 2019.
Member, Librarian of the Year Committee, LAUC-LA, 2018-2020.
Session Leader, Information Session for Incoming Doctoral Students, Graduate Division, 2019.
Member, Strategic Planning Ad Hoc Committee, Department of Information Studies, 2018-2019.
Presenter, Personal Branding Workshop for Graduate Students in the Social Sciences and Humanities, Graduate Division, 2018.
Member, Department of Information Studies Branding & Outreach Committee, 2012-2017.
Member, Undergraduate Curriculum Development Working Group, UCLA Department of Information Studies, 2015-2016.
Panelist, "Keys to success," Graduate Student Orientation, Graduate Division, 2014-2016.
Facilitator, *Colloquium Speaker Series,* Department of Information Studies, UCLA, 2014-2015.
Founding Member and Organizer, Inaugural Behavioral Science & Policy Association Conference, The Harvard Club of New York, New York, NY, 2015.
Organizer and Facilitator, UCLA Department of Information Studies Colloquium Speaker Series, 2014-2015.
Member, UCLA Department of Information Studies Grand Challenges Working Group, 2014.

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
President, Society of Policy Scientists, 2019-present.
Senior Advisor and Subject Matter Expert (Data Ethics & DCAM), Enterprise Data Management

Council (EDM Council), 2018-present.
Member, Steering Committee, Data Science Foundation, 2018-present.
Executive Committee Member, Society of Policy Scientists, 2018-present.
Founder, Information Ethics & Equity Institute, 2016-present.
Member, Committee on Promotional Considerations, Resource Assessment, Institutional Incentives; Society of Policy Scientists, 2013-2018.
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.

Ad Hoc Referee
Conferences
2019 Annual Meeting of The Association for Information Science & Technology. Melbourne, Australia.
iConference 2018: Transforming Digital Worlds. Sheffield, UK.
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.
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.

Journals
Misinformation Review. (2020).
International Journal of Communication. (2019).
Policy Sciences. (2019).
International Journal of Information Management. (2016).

Sponsored Workshop Participation
UCLA Library Carpentry Workshop: Intro to Command Line, Data Cleaning with OpenRefine, Intro to Python, Python Continued (2019). UCLA Data Science Center, Los Angeles, CA.
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
Data Science Foundation (DSF)
Enterprise Data Management Council (EDM Council)
International Association of Privacy Professionals (IAPP)
International Communication Association (ICA)
Leaders Circle, LYRASIS
National Center for Institutional Diversity at the University of Michigan (NCID)
Social Media Research Foundation (SMRF)
Society for Judgment & Decision Making (SJDM)
Society of Policy Scientists (SPS)

Technical Skills / Proficiency
Programming Languages: Basic, CSS, Flash, Fortran, HTML, JavaScript, Python, Swift, Visual Basic
Platforms/Operating Systems: Apple iOS, Github, Google Suite, Microsoft Windows, Raspbian
Software: Adobe Creative Suite (all programs), Alma Primo, Anaconda Navigator, ArchivesSpace,
Canvas, Cataloger's Desktop, ContentDM, Jupyter, Microsoft Office & Office 365 (all programs),
Moodle, mySQL, NodeXL Pro, OpenRefine, Oxygen XML, Tableau, Voyager, WebDewey, Wordpress

Ad Hoc HCI / UX Beta Testing
Tableau (2018-present).
SAGE Campus, "Data Visualisation" Modules (2018-2019).
NodeXL Pro (2015-present).
Feedly for iOS (2016, 2018).
Vue Dating (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).

Relevant Work Experience
Chief Executive, Stratelligence, LLC (2016-2019).
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 Education, Executive Education, Fuqua School of Business, Duke
     University (1995-1997).

Media Interviews

Wright, J. (July 2019). The AI ethics dilemma: Banks find a fine line between new tech and 'what's
     right,' *Waters Technology.* https://www.waterstechnology.com/management-
     strategy/4438361/the-ai-ethics-dilemma-banks-find-a-fine-line-between-new-tech-and-
     whats-right

Hoffman, A. (May 2019). A discussion with Dr. Diana Ascher. *Go Phish,* UCLA Radio.
     https://soundcloud.com/uclaradio/go-phish-interview-with-dr-ascher

Magdaleno, D., & Duncan, L. (April 2019). Data ethics, privacy, quantum computing, & AI.
     Experiences of Insight. https://soundcloud.com/experiencesofinsight/episode-4-diana-l-
     ascher-director-info-studies-research-lab-at-ucla-expert-in-data-ethics

Axelsen, A. (February 2019). Crowded alt data market makes standing out difficult for providers.
     Waters Technology. https://www.waterstechnology.com/data-
     management/4162636/crowded-alt-data-market-makes-standing-out-difficult-for-
     providers

Axelsen, A. (October 2018). Inside Market Data: Alt Data's Ethical Day of Reckoning. *Waters
     Technology.* https://dianaascher.com/wp-content/uploads/2020/01/Inside-Market-
     Data.pdf

Pew Research Center. (July 2018). *The Future of Well-Being in a Tech-Saturated World.*

Pew Research Center. (October 2017). *The Future of Truth and Misinformation Online.*

***

Last updated 09/29/20.