

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

Curriculum Vitae
September 1, 2017
dianaascher.com

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*
Leah Lievrouw (Advisor)
- 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

MONOGRAPHS

(in preparation) Ascher, D. L. (2018). *The New Yellow Journalism: Examining the Algorithmic Turn in News Organizations' Social Media Activity through the Lens of Cultural Time Orientation*.

PEER-REVIEWED JOURNAL ARTICLES

- (in preparation) Ascher, D. L. (2017). Novel combination of methods suggests algorithmic basis of the new yellow journalism. *Journal of the Association for Information Science and Technology Special Issue on the Social Informatics of Knowledge*.
- (in preparation) Ascher, D. L. (2017). Temporal affordances in models of information practice. *Journal of the Association for Information Science and Technology*.
- (in preparation) Ascher, D. L. (2017). Translating data management priorities for information workers. *MIS Quarterly*.
- (under review) Ascher, D. L., & Paris, B. (2017). Fast forward: The temporal implications of reproductive data. *Journal of Critical Library and Information Studies*.
- 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

PEER-REVIEWED BOOK CHAPTERS

- (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.
- 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*,

OTHER PEER-REVIEWED PUBLICATIONS

Higher Education

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.

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.

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, and 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.

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.

2016 Course Designer and Instructor, *Invasion of the Data Snatchers: Privacy in the Digital Age*, Special Topics in Information Studies, Undergraduate level, Summer 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.

SCHOLARLY GRANTS AND FELLOWSHIPS

- Fellowship and Stipend (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.
- Durham Herald-Sun* Front Page Award in Journalism.

CONFERENCES & RESEARCH TALKS

- Paper (October, 2018). "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). The Academy, Society of Policy Scientists Annual Institute: Diffusion of Ideas: Linking Lasswell to the Future, 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 Annual Institute 2014, 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 Communications Association (ICA)

Society for Judgment & Decision Making (SJDM)

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 (2016). Philadelphia, PA.

66th International Communication Association Annual Conference: Communicating with Power (2016). Fukuoka, Japan.

2015 Annual Meeting of the Association for Information Science & Technology (2015). St. Louis, MO.

iConference 2015 (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 (2014). 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.

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-present). 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 AND 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: 09/22/17