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## Jacob Kramer-Duffield, Ph.D.

### Skills

- Strong research and analysis in multiple methodologies and mediums
- Ability to relate complex problems and varying knowledge bases across audiences
- Very strong writing skills and flexibility – able to write quickly and cogently in a wide range of styles, from formal business to academic, press release to blog
- Broad range of software skills from basic (word processing, spreadsheets, HTML) to advanced (desktop publishing, statistics)

### Professional Experience

**Senior Strategic Planner**      2011      BoomBox, Inc.      New York, NY  
-Led formulation of multiple, cross-platform social media campaigns and outlined research plans for user-centric evaluation of business technology use.

### Consultant and Researcher

-2010: *Americans United for Safe Streets, New York, NY*: Provided just-in-time research, strategic input and design implementation for seven-figure, four-state gun control and public safety political action committee  
-2007: *Creative Commons, London, UK/San Francisco, CA*: Worked with Dr. Frances Pinter under a grant to Lawrence Lessig from the Open Society Institute to provide background research and conceptual frameworks for the propagation of Creative Commons licenses and open approaches to knowledge access in less-developed countries.  
-2005: *CGL Group, Washington, D.C.*: Lead writer for several activist blog campaigns; researched and developed content  
-2004-05: *World Resources Institute, Washington, DC*: Conceived and led development of NextBillion.net, a multiple-award-winning blog and leading online community site on the topic of sustainable, business-led global development.  
-2002: *Sustainable Community Associates, Oberlin, OH*: Provided strategic and fundraising guidance for the East College Street Project, redeveloping an abandoned brownfield in downtown Oberlin into a sustainably-designed, mixed-use development of 33 condos and 20,000 sq. ft. retail space.

**Research Assistant**      2006-2010      UNC-SILS      Chapel Hill, NC  
-Worked with Professor Jane Greenberg (January 2008-August 2010) on the Bot2.0: The Memex and Social Learning project, an NSF-funded effort to recruit and retain nontraditional students to botany through use of innovative new technologies and instructional techniques.  
-Worked with Professor Cal Lee (August 2007-May 2008) on the development of the field of digital archives.  
-Worked with Professor Stephanie Haas (May 2006-October 2007) on constructing narratives of time from natural language.

**Project Associate**      2005      Search for Common Ground-USA      Washington, D.C.  
-Led development of U.S. Consensus Council individual donor fundraising campaign; re-designed SFCG-USA website.

**Director of Operations**      2004      Running for Change PAC      Washington, DC  
-Managed processing and distribution system of Running for Change PAC's fundraising device (i.e., "Run Against Bush" t-shirts). Run Against Bush raised more than \$700,000US in the six months leading up to the U.S. Presidential elections through sale of these shirts and data functions for online database of Run Against Bush's 15,000 members.  
-Provided editorial guidance in formation of website materials and written communications with membership.

**Political Assistant**      2003-04      Dean for America      Des Moines, IA  
Performed a wide variety of tasks in most areas of central campaign operations, including:  
-Assisted in development of schedules and briefing materials, and coordinated event planning and advance  
-Produced and edited the *Dean Times*, a 150,000-circulation newspaper style literature piece, delivered to nearly all Iowa Democrats.  
-Coordinated procurement and distribution of materials for 200-plus-member Iowa field staff, and developed and executed plan for teardown and redistribution of resources of all 30 IA field offices.

## Education

2010 Ph.D., School of Information and Library Science, University of North Carolina at Chapel Hill  
Dissertation: *Beliefs and Uses of Tagging Among Undergraduates*  
Advisors: Jane Greenberg and Paul Jones  
Committee: Jane Greenberg (chair); Paul Jones; Gary Marchionini; Jeffrey Pomerantz; Sri Kalyanaraman

2002 B.A., Politics, Oberlin College, Oberlin, OH

## Internships

Summer 2008	Berkman Center for Internet and Society	Cambridge, MA
Spring 2003/Summer 2001	Search for Common Ground	Washington, DC
Summer 1999	Brookings Institution, Center for Public Policy Education	Washington, DC
Summer 1998	Southern Africa Environment Project	Cape Town, RSA

## Publications

- Stutzman, F. and **Kramer-Duffield, J.** (2010) Friends Only: Examining a Privacy-Enhancing Behavior in Facebook. CHI 2010, April 10-15, 2010, Atlanta, GA, USA.
- Greenberg, J., Daniel, E., Edwards, P., Gollop, C., **Kramer-Duffield, J.**, Woodbury, D., Seiberling, S., Weakley, A., and Shoffner, M. (2010) Cultivating Collaboration and Converging Disciplines via the Bot2.0 Initiative. In Proceedings of ALISE 2010. January 12-15, 2010, Boston, MA.
- **Kramer-Duffield, J.** and Russell, T. (2009) Online Disclosure Neither Now nor Never: How Would a "Later" Button Work? ASIS&T 2009 Annual Meeting. November 8-11, 2009, Vancouver, BC.
- Edwards, P. M., Daniel, E., Greenberg, J., **Kramer-Duffield, J.**, Taylor, H., Woodbury, D., et al. (2009). Evaluating technology-, information literacy-, and content-related learning outcomes among undergraduate students in face-to-face and social networking environments. ASIS&T 2009 Annual Meeting. November 8-11, 2009, Vancouver, BC.
- Russell, T. and **Kramer-Duffield, J.** (2009) Disclosure and Timeliness: Do users need a Later Button? iConference 2009, Chapel Hill, NC, February 8-11, 2009.
- Stutzman, F. and **Kramer-Duffield, J.** (2008) Modeling Cultural Acquisition in Online Social Networks. ASIS&T 2008 Annual Meeting, October 24-29, 2008 Columbus, OH.
- **Kramer-Duffield, J.** and Hank, C. (2008) Babies in Bathtubs: Public Views of Private Behaviors in the Flickr Domain. ASIS&T 2008 Annual Meeting, October 24-29, 2008 Columbus, OH.
- Shoffner, M., Greenberg, J., **Kramer-Duffield, J.** and Woodbury, D. (2008) Web 2.0 Semantic Systems: Collaborative Learning in Science. International Conference on Dublin Core and Metadata Applications – Metadata for Semantic and Social Applications 22 - 26 September 2008, Berlin (DC-2008)
- Greenberg, J., Daniel, E., **Kramer-Duffield, J.**, Seiberling, S., Weakly, A., and Woodbury, D. (2008). BOT 2.0 – Botany through Web 2.0, the Memex and Social Learning. Inventions and Impact 2: Building Excellence in Undergraduate Science, Technology, Engineering, and Mathematics (STEM) Education: A Conference of Course, Curriculum, and Laboratory Improvement (CCLI) Program National Science Foundation, Division of Undergraduate Education, 13–15 August 2008, Washington DC, pp.A32.
- Haas, S., Travers, D., Waller, A. and **Kramer-Duffield, J.** (2007) What is an Event? Domain Constraints for Temporal Analysis of Chief Complaints and Triage Notes. ASIS&T 2007 Annual Meeting, October 19-24, 2007 Milwaukee, WI.

## Presentations

- **Kramer-Duffield, J.** and Greenberg, J. (2010) Mobile Students, Collaborative Learning for the “Sharing Digital Learning and Research Objects” panel at ALISE 2010. January 14, 2010 Boston, MA.
- **Kramer-Duffield, J.** (2009) From Novice to Expert: Student Use of Folksonomy and Key-Based Information Resources in Botany for the “Digital Libraries for Biodiversity and Natural History Collections” panel. ASIS&T 2009 Annual Meeting, November 9, 2009, Vancouver, BC.
- **Kramer-Duffield, J.** (2009) The Bot2.0 Project and Student New Media Literacies. At the Expanding Literacy Studies Conference, The Ohio State University, 5 April 2009, Columbus, OH
- Greenberg, J. and **Kramer-Duffield, J.** (2008). Engaging Students in the Metadata Enterprise for Studying Scientific Specimens for the “Retrieving and Using Visual Resources: Challenges and Opportunities for Research and Education” panel. ASIS&T 2008 Annual Meeting, October 24-29, 2008 Columbus, OH.