

Curriculum Vitae

BARBARA LINDA LEY

University of Delaware
Department of Communication
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EDUCATION

- Ph.D. Department of History of Consciousness, University of California at Santa Cruz, 2003
Dissertation: "Assembling Breast Cancer: Environmental Estrogens, Disease Kinships, and Movements in the Making" (Chair: Professor Donna J. Haraway)
- B.A. High Honors in Sociology & Anthropology; Focus in Women's Studies; Concentration in Interpretation Theory, Swarthmore College, 1994

ACADEMIC APPOINTMENTS

University of Delaware

Associate Professor, Department of Communication (2011-present)
Associate Professor, Department of Women and Gender Studies (2011-present)

University of Wisconsin-Milwaukee

Associate Professor, Department of Journalism and Mass Communication (2010-present)
Assistant Professor, Department of Journalism and Mass Communication (2003-2010)
Assistant Professor, Department of Sociology (2003-2005)

University of California at Santa Cruz

Instructor, The Writing Program (Winter 1996; Winter 1998)
Research Assistant, Department of Community Studies (Spring 1996-Spring 1998)
Teaching Assistant, UC Academic Center in Washington, DC (Fall 1998; Spring 2001)
Teaching Assistant, Department of Community Studies (Winter 1997)
Teaching Assistant, Department of American Studies (Fall 1996)
Teaching Assistant, Department of Women's Studies (Fall 1994; Winter 1995; Fall 1995)

RESEARCH AND TEACHING INTERESTS

Digital media and health promotion; public understandings of science and technology; participatory research and citizen science; gender and digital culture; online pregnancy and mothering culture; mindfulness, yoga, and trauma; children's health and disability studies; health/environmental health social movements; Chinese media, culture, and politics; ethnographic methods (including Internet and multi-sited ethnography).

HONORS, AWARDS, AND RESEARCH GRANTS

Graduate School Research Committee Award, University of Wisconsin-Milwaukee, 2011-2012 (declined to me move to Delaware)
 Center for 21st Century Studies/Masters of Liberal Studies Faculty Research and Teaching Fellowship, University of Wisconsin-Milwaukee, 2011-2012 (declined due to my move to Delaware)
 Center for 21st Century Studies Faculty Research Fellowship, University of Wisconsin-Milwaukee, 2006-2007
 Finalist, Undergraduate Teaching Award, University of Wisconsin-Milwaukee, 2006-2007
 Arts and Humanities Faculty Travel Grant, University of Wisconsin-Milwaukee, Summer 2005
 Presidential Dissertation Year Fellowship, UC Santa Cruz, 2001-2002
 Barbara Rosenblum Scholarship for the Study of Women and Cancer, Sociologists for Women in Society, 1998
 Regents Fellowship, UC Santa Cruz, Spring 1997
 Regents Fellowship, UC Santa Cruz, Spring 1996
 Regents Fellowship, UC Santa Cruz, Fall 1994

BOOK

Ley, Barbara L. 2009. *From Pink to Green: Disease Prevention and the Environmental Breast Cancer Movement*. New Brunswick, NJ: Rutgers University Press.

PEER-REVIEWED ARTICLES

- Brewer, Paul R., David Wise, and Barbara L. Ley. 2014. "Chemical Controversy: Canadian and U.S. News Coverage of the Bisphenol A Debate." *Environmental Communication* 8 (1): 21-38.
- Brewer, Paul R., and Barbara L. Ley. 2014. "Contested Evidence: Competing Scientific Claims and Public Opinion Regarding the Bisphenol A Debate." *Public Understanding of Science* 23 (4): 395-410.
- Brewer, Paul R., and Barbara L. Ley. 2013. "Whose Science Do You Believe? Explaining Public Trust in Sources of Scientific Information about the Environment." *Science Communication* 35 (1): 115-137.
- Feng, Miao, Paul R. Brewer, and Barbara L. Ley. 2012. "Framing the Chinese Baby Formula Scandal: A Comparative Analysis of U.S. and Chinese News Coverage." *Asian Journal of Communication* 22(3): 253-269.
- Ley, Barbara L., Natalie Jankowski, and Paul R. Brewer. 2012. "Investigating *CSI*: Portrayals of DNA Testing on a Forensic Crime Show and Their Potential Effects." *Public Understanding of Science* 21 (1): 51-67.
- Brewer, Paul R., and Barbara L. Ley. 2011. "Multiple Exposures: Scientific Controversy, Media Use, and Public Responses to Bisphenol A." *Science Communication* 33 (1): 76-87.
- Liu, Bingying, Barbara L. Ley, and Paul R. Brewer. 2011. "Breast Cancer Coverage in China and the United States: A Comparative Analysis of Wire Service News Stories." *Chinese Journal of Communication* 4 (2): 184-199.

- Brewer, Paul R., and Barbara L. Ley. 2010. "Media Use and Public Perceptions of DNA Evidence." *Science Communication* 32 (1): 93-117.
- Ley, Barbara L. 2007. "'Vive Les Roses!': The Architecture of Commitment in an Online Pregnancy and Mothering Group." *Journal of Computer-Mediated Communication* 12 (4): 1388-1408.
- Ley, Barbara L. 2006. "Disease Categories and Disease Kinships: Classification Practices in the U.S. Environmental Breast Cancer Movement." *Medical Anthropology: Cross Cultural Studies in Health and Illness* 25 (2): 101-138.
- Heath, Deborah, Erin Koch, Barbara Ley, and Michael Montoya. 1999. "Nodes and Queries: Linking Locations in Networked Fields of Inquiry." *American Behavioral Scientist* 43 (3): 450-463.

BOOK CHAPTERS

- Ley, Barbara L. In Press. "Mothers, Fathers, and the Pregnancy App Experience: Designing with Expectant Users in Mind." In *Cupcakes, Pinterest, Ladyporn: Feminized Popular Culture in the Early 21st Century*, edited by Elana H. Levine. Urbana, IL: University of Illinois Press.
- Ley, Barbara L. 2011. "Beyond Discussion Forums: The Transmediated Support Culture of an Online Pregnancy and Mothering Group." In *Motherhood Online*, edited by Michelle Moravec. Newcastle upon Tyne, UK: Cambridge Scholars Press.

BOOK REVIEWS

- Ley, Barbara L. 2009. Review of *Taking Charge of Breast Cancer*, by Julia A. Ericksen. *American Journal of Sociology* 115 (2): 584-586.
- Ley, Barbara L. 2009. Review of *Breast Cancer Genes and the Gendering of Knowledge: Science and Citizenship in the Cultural Context of the "New" Genetics*, by Sahra Gibbon. *American Ethnologist* 36 (2): 433-434.
- Ley, Barbara L. 2004. Review of *Motherhood Lost: A Feminist Account of Pregnancy Loss in America*, by Linda L. Layne. *Journal of Anthropological Research* 60 (1): 140-142.

CONFERENCE PRESENTATIONS

- Brewer, Paul R., David Wise, and Barbara L. Ley. "Chemical Controversy: Canadian and U.S. News Coverage of the Bisphenol A Debate." Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, November 2011, Chicago, IL, and the annual meeting of the International Communication Association, May 2012, Phoenix, AZ.
- Brewer, Paul R., and Barbara L. Ley. "Whose Science Do You Believe? Explaining Public Trust in Sources of Scientific Information about the Environment." International Communication Association Annual Meeting, May 2011, Boston, Massachusetts.
- Brewer, Paul R., and Barbara L. Ley. "Multiple Exposures: Scientific Controversy, Media Use, and

Public Responses to Bisphenol A.” Midwest Association of Public Opinion Research Annual Meeting, November 2009, Chicago, Illinois.

Ley, Barbara L. “Investigating *CSI*: Portrayals of DNA Testing on a Forensic Crime Show and Their Potential Effects.” Society for the Social Studies of Science Annual Meeting, October 2009, Washington, DC.

Ley, Barbara L. “What Makes Media Alternative? The Case of Environmental Breast Cancer Activism.” Peace and Justice Studies Association Annual Meeting, October 2009, Milwaukee, Wisconsin.

Ley, Barbara L. “Constructing Motherhood, Constructing Safe Space: The Social and Technical Design of Online Support Groups.” American Anthropological Association Annual Meeting, November 2008, San Francisco, California.

Ley, Barbara L. “Constructing Safe Space: The Social and Technical Cultures of Online Pregnancy and Mothering Groups.” Center for 21st Century Studies Fellows Presentations, September 2007, University of Wisconsin-Milwaukee.

Ley, Barbara L. “The Mutual Construction of Science and Activism: The Case of Breast Cancer and Endocrine Disrupters.” American Anthropological Association Annual Meeting, November 2006, San Jose, California.

Ley, Barbara L. “Saving the Males? Disease Kinships in Environmental Breast Cancer Activism.” Society for the Social Studies of Science Annual Meeting, October 2005, Pasadena, California.

Ley, Barbara L. “Beyond Breast Cancer, Beyond Women’s Health: Disease Kinship Building in the U.S. Environmental Breast Cancer Movement.” American Sociological Association Annual Meeting, August 2005, Philadelphia, Pennsylvania.

Ley, Barbara L. “Disease Categories and Disease Kinships: Framing the Environmental Breast Cancer Problem.” International Communication Association Annual Meeting, May 2005, New York, New York.

Ley, Barbara L. “Strategic Uncertainties: The Construction of Science and Politics in Environmental Breast Cancer Activism.” Science and Democracy Network Annual Conference, July 2004, Harvard University.

Ley, Barbara L. “‘Good Enough’ Multi-Sited Ethnography: Practical, Analytical, and Methodological Considerations.” Multi-Sited Ethnography and Studying Up in Science Studies Conference, February 2004, University of California at Berkeley.

Ley, Barbara L., and Mary L. Gray. “Internet Ethnography: Practical, Ethical, and Epistemological Issues.” Multi-Sited Ethnography and Studying Up in Science Studies Conference, February 2004, University of California at Berkeley.

Ley, Barbara L. “‘We Should Not Have To Be the Bodies of Evidence’: Environmental Breast Cancer Activism and the Cultural Politics of Precaution.” American Anthropological Association Annual Meeting, November 2003, Chicago, Illinois.

Ley, Barbara L. "The Precautionary Principle as Boundary Object: The Case of Environmental Breast Cancer Research on Xenoestrogens." Society for the Social Studies of Science Annual Meeting, October 2003, Atlanta, Georgia.

Ley, Barbara L. "Rethinking Uncertainty: Breast Cancer Science and the Precautionary Principle." American Anthropological Association Annual Meeting, November 2000, San Francisco, California.

Ley, Barbara L. "Hormonal Kinships: Broadening the Scope of Breast Cancer Politics and Activism." Society for Medical Anthropology Annual Meeting, March 2000, San Francisco, California.

Ley, Barbara L. "Networking Epidermolysis Bullosa: Facilitating Knowledge Production through the Intersections of On-line and Off-line Work." American Anthropological Association Annual Meeting, November 1998, Philadelphia, Pennsylvania.

Ley, Barbara, and Nancy Stoller. "Increasing Access to Breast Cancer Screening Services: The Importance of Structural Models of Change." American Sociological Association Annual Meeting, August 1998, San Francisco, California.

INVITED PRESENTATIONS

Ley, Barbara L. "Beyond Discussion Forums: The Transmediated Support Culture of an Online Pregnancy and Mothering Group." April 2011, Department of Women's Studies, University of Wisconsin-Milwaukee.

Ley, Barbara L. "Transmedia Activism in the Environmental Health and Environmental Justice Movements." February 2011, School of Public Health, University of Wisconsin-Milwaukee.

Ley, Barbara L. "'Good Enough' Multi-Sited Ethnography: Methodological, Practical, and Epistemological Issues." October 2004, University of Wisconsin-Madison.

Ley, Barbara L. "Strategic Uncertainties, Strategic Activisms: Constructing the Science and Politics of Environmental Breast Cancer." March 2004, University of Wisconsin-Madison.

Ley, Barbara L. "Breast Cancer, Environmental Health Politics, and the Precautionary Principle." May 2001, Drew University.

Ley, Barbara L. "Advocating for Safe Drinking Water." March 2001, Student Physicians for Social Responsibility Annual Conference, Mount Sinai Medical Center, New York City, New York.

Ley, Barbara L. "Breast Cancer and Environmental Health." January 2001, Rutgers University.

OTHER CONFERENCE PARTICIPATION

"Forensics and Publics: The Social and Cultural Dimensions of DNA Testing." Panel co-organizer at the Society for the Social Studies of Science Annual Meeting, October 2009, Washington, D.C.

"Pseudonymity, Anonymity, and Autobiography." Panel chair at Faking It: Midwest Interdisciplinary Graduate Student Conference, February 2009, Milwaukee, Wisconsin.

“Geographies of Health and Affliction.” Panel co-organizer at the American Anthropology Association Annual Meeting, November 2008, San Francisco, California.

“Television in/as Popular Culture.” Panel chair at Console-ing Passions, May 2006, Milwaukee, Wisconsin.

“Writing Memory in/on the Body.” Panel chair at Archival Bodies: Midwest Interdisciplinary Graduate Student Conference, February 2006, Milwaukee, Wisconsin.

“The Internet and Social Life.” Panel presider at the American Sociological Association Annual Meeting, August 2005, Philadelphia, Pennsylvania.

“Classification as Women’s Work: Socialities at the Crossroads of Women’s Lives.” Panel co-organizer at the International Communication Association Annual Meeting, May 2005, New York, New York.

“On Emergences and Emergencies: Technoscience and the Cultural Politics of Danger.” Panel co-organizer at the American Anthropological Association Annual Meeting, November 2003, Chicago, Illinois.

“Epidemiology, Populations, and Science: Exposing the Governance of Disease.” Panel co-organizer at the American Anthropological Association Annual Meeting, November 2000, San Francisco, California.

“Fieldwork On (The) Line.” Panel co-organizer at the American Anthropological Association Annual Meeting, November 1998, Philadelphia, Pennsylvania.

“Intersections of Science, Gender, and Ethnicity.” Symposium co-organizer, November 1993, Swarthmore College, Swarthmore, Pennsylvania.

MEDIA AND COMMUNITY APPEARANCES

Speaker, “Breast Cancer, Environmental Health, and the Precautionary Principle.” Breast Cancer, Empowerment, and Prevention. Door County Wellness Center, Sturgeon Bay, Wisconsin, September 2011.

Commentator, “Where is Bernie Brewer?” WTMJ 620AM, May 2011.

Speaker, Young Survival Coalition monthly meeting, May 2011, Milwaukee Wisconsin.

Speaker, Wisconsin Breast Cancer Coalition Annual Members Meeting, November 2010, Milwaukee, Wisconsin.

Keynote speaker, Wisconsin Breast Cancer Coalition Annual Members Meeting, November 2009, Milwaukee, Wisconsin.

Interview, *Lake Effect*, WUWM (Milwaukee Public Radio), August 2009.

Talk, “Breast Cancer Prevention: Strategies You and Your Community Can Take.” Daughters of the American Revolution Business Meeting, May 2002, Trenton, New Jersey.

COURSES TAUGHT

Digital Culture (graduate course); Health Communication (lower-division undergraduate course); Health Communication: Digital Media and Health promotion (upper-division undergraduate/graduate course); Gender, Culture, and Digital Media (lower-division undergraduate course); Health and the Media (upper-division undergraduate/graduate course); Mass Communication and Society: Internet Culture and Ethnography (undergraduate senior seminar); New Media Project Development (senior capstone course); The Social Organization of Science and Technology (lower-division undergraduate course); Topics in Mass Communication: Digital Media, Communication, and Social Life (upper-division undergraduate/graduate course); Women: Cultural Representations (lower-division undergraduate course); Writing, Science, and Society (first-year undergraduate course)

PROFESSIONAL ACTIVITIES AND SERVICE

Book manuscript reviewer

Routledge Press

Journal Manuscript reviewer

Ada: A Journal of Gender, New Media, and Technology; Anthropological Quarterly; Asian Journal of Communication; International Journal of Press/Politics; Journal of Computer-Mediated Communication; Journal of Contemporary Ethnography; Journalism and Mass Communication Quarterly; New Media and Society; Public Understanding of Science; Sage Open Access; Science Communication; and Telematics and Informatics

Grant application reviewer

Social Science and Humanities Research Council of Canada
University of Puerto Rico (Graduate Studies and Research program)

Conference submission reviewer

Association of Internet Researchers Annual Meeting, October 2010, Gothenburg, Sweden
Association of Internet Researchers Annual Meeting, October 2009, Milwaukee, Wisconsin

Professional associations

Association of Internet Researchers
Society for the Social Studies of Science

UNIVERSITY OF DELAWARE ACTIVITIES AND SERVICE

Women's Caucus, member (May 2014-present)
Executive Committee, Department of Communication (January 2014-present)
Core faculty member, Interactive Media Minor (September 2011-present)
Health Communication Minor committee (Spring 2012-present)
Graduate Committee, Department of Communication (September 2012-present)

UW-MILWAUKEE ACTIVITIES AND SERVICE

Department of Journalism and Mass Communication

Executive committee (2010-2011)
Curriculum committee (2009-2011)

Faculty advisory board, Front Page Milwaukee (2008-2011)
 Director of graduate studies (2009-2010)
 Kordus award committee (2008-2010)
 Ph.D. program development committee (2009)
 Graduate committee (2008-2009)
 Merit committee (2007-2008)
 Faculty search committee (2004-2005)
 Undergraduate committee (2003-2004, 2005-2006, 2007-2008)

Other departments, programs, and centers

Co-coordinator of the Digital Arts and Culture Faculty Research Workshop, Center for 21st Century Studies (2011)
 Faculty member, Digital Arts and Culture Certificate Program (2008-2011)
 Faculty member, Modern Studies Graduate Program, Department of English (2003-2011)
 Affiliated faculty, Department of Women's Studies (2003-2011)
 Co-coordinator of the Science, Technology, Medicine, and Society Research Workshop, Center for 21st Century Studies, (2004-2006; 2007-2010)
 Curriculum committee, Modern Studies Graduate Program, Department of English (2006-2007)
 Steering committee, Department of Women's Studies (2004-2007)

OTHER PROFESSIONAL EXPERIENCE

Digital Media and Health Consultant (Volunteer work)

I assist professionals and researchers working in the health field or on health-related projects in developing digital media strategies for marketing, patient support, community outreach, research, and advocacy purposes. (2012-present)

Physicians for Social Responsibility, Washington, DC

Coordinator of the Safe Drinking Water Program (2000-2001)

World Resources Institute, Washington, DC

Research Associate for the Health, Environment, and Development Program (1999-2000)

Lewis and Clark University/New School for Social Research

Research Assistant for an NIH-funded project, "Mapping Genetic Knowledge: An Anthropological Study."
 Co-investigators: Dr. Deborah Heath, Lewis and Clark University; Dr. Rayna Rapp, New York University; and Dr. Karen-Sue Taussig, University of Minnesota (1997-2000)

(January 30, 2014)