

# PHAEDRA DAIPHA

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Dr. Daipha is a qualitative and mixed methods specialist, with over 15 years' research experience in uncertainty management, human-machine interaction, and health care delivery.

## RESEARCH APPOINTMENTS

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- 2018-present Lead Behavioral Scientist, D3 (Data, Discovery & Decision Science) Department, Allstate Insurance
- 2017-2018 Independent Qualitative Research Consultant
- 2008-2016 Assistant Professor, Department of Sociology, Rutgers University  
Faculty Affiliate, Rutgers Climate Institute
- 2011 Visiting Scholar, Center for the Study of Social Organization, Princeton University
- 2007-2008 Postdoctoral Associate, Department of Sociology, Rutgers University
- 2002-2005 Quarterly Lecturer, Social Sciences Collegiate Division, University of Chicago
- 2001-2003 Senior Research Associate, Cultural Policy Center, University of Chicago
- 1998-2001 Research Assistant/Project Coordinator, National Opinion Research Center, University of Chicago

## EDUCATION

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- Ph.D. Sociology, University of Chicago, 2007
- M.A. Sociology, University of Chicago, 1999
- B.A. Sociology and Philosophy, *magna cum laude*, American College of Greece, 1994

## RESEARCH EXPERTISE

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Science, Technology, and Medicine • Decision Making and Uncertainty Management • Complex Cognitive Systems • Organizational Behavior • Visualization and Expertise • Knowledge Economy and Workplace Change • Qualitative and Mixed Methods

## PUBLICATIONS

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### BOOKS

*How Doctors Make Decisions: The Role of Prognosis in Cardiology Practice.*

This book draws on a comparative ethnography of hospital cardiology to investigate the long-neglected role of prognosis in clinical practice and decision making. By systematically attending to processes of medical prognostication, I am able to identify and evaluate patterns of how cardiologists concurrently manage short- and long-term treatment goals and illuminate the cognitive, cultural, and socio-technical challenges toward patient-centered care.

2015. *Masters of Uncertainty: Weather Forecasters and the Quest for Ground Truth.* Chicago: University of Chicago Press.

Based on an immersive ethnography of forecasting operations at the National Weather Service as well as a case study of commercial fishers' forecast use, this book develops a processual and more sociologically-informed approach to decision analysis. It closely analyzes patterns of decision making at different temporal scales of deep uncertainty and offers a framework for capturing and evaluating real-world uncertainty management that can be exported and applied to a variety of complex systems and expertise domains.

*Winner:* 2017 Book Award, Communication, Information Technologies, and Media Sociology (CITAMS) section, American Sociological Association.

Reviewed in: *American Journal of Sociology, Anthropology Review, Bulletin of the American Meteorological Society, Centaurus, Choice, Contemporary Sociology, European Journal of Sociology, Revue Française de Sociologie.*

### PEER-REVIEWED JOURNAL ARTICLES

2015. "From Bricolage to Collage: The Making of Decisions at a Weather Forecast Office." *Sociological Forum* 30 (3): 787-808.

2012. "Weathering Risk: Uncertainty, Weather Forecasting, and Expertise." *Sociology Compass* 6 (1): 15-25.

2010. "Visual Perception at Work: Lessons from the World of Meteorology." *Poetics* 38 (2): 150-164.

2001. "The Intellectual and Social Organization of ASA 1990-1997: Exploring the Interface between the Discipline of Sociology and its Practitioners." *The American Sociologist* 32 (3): 73-90.

### BOOK CHAPTERS

2018. "Expert Weather Forecasting" (co-authored with D. LaDue, R. Hoffman, and R. Pliske). *The Oxford Handbook of Expertise: Research & Application* (eds. P. Ward, J. Maarten Schraagen, J. Gore, and E. Roth)

### BOOK REVIEWS

2014. *Talk at the Brink: Deliberation and Decision during the Cuban Missile Crisis* by David R. Gibson, *American Journal of Sociology* 119 (3): 888-890.

2010. *On the Fireline: Living and Dying with Wildland Firefighters* by Matthew Desmond, *American Journal of Sociology* 115 (4): 1304-1306.

## **WORK IN PROGRESS**

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- “Seeing Double: Prospective Decision Making in Cardiology Practice.” (under review)  
 “Screenwork as the Social Organization of Expertise.” (revising for invited resubmission)  
 “Expertise in the Public Domain” (fully drafted)  
 “Reconfiguring Professional Identities: Weather Forecasting in the Digital Age.” (in preparation)

## **HONORS AND AWARDS**

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- CITAMS Book Award for *Masters of Uncertainty: Weather Forecasters and the Quest for Ground Truth*, American Sociological Association, 2017  
 Seed Money Grant for “The Role of Prognosis in Medical Decision Making,” Office of the Vice President for Research and Economic Development, Rutgers University, 2011  
 Richard Saller Dissertation Prize (Honorable Mention) for most distinguished dissertation in the Division of the Social Sciences in 2007, University of Chicago, 2008  
 University of Chicago Dissertation Teaching and Research Fellowship, 2004-2005  
 Honors, Special Field Exam in “The Organization of Scientific Knowledge Production,” University of Chicago, 2000  
 University of Chicago Unendowed Fellowship, 1996-2000  
 German Academic Exchange Service Fellowship (“DAAD-Stipendium”), 1988

## **SELECTED INVITED TALKS** (*last 3 years*)

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- 2018 “Researching Temporalities of Prospective Action: An Ethnographic Case Study and Conceptual Framework.” Max Planck Institute & Polish Academy of Science, February 2017.  
 2017 “Mastering Deep Uncertainty at the Weather Service: Are there Lessons for Climate Change Advisors?” Princeton Environmental Institute, February 2017.  
 “Observations of Forecasting: Overview and Future Directions,” Symposium on Individual, Social, and Cultural Observations in Weather and Climate Contexts, American Meteorological Society, Seattle, WA, January 2017.  
 2016 “A Comment on Advancing Social and Behavioral Science Research and Application within the Weather Enterprise,” National Academies of Science, Washington, DC, December 2016.  
 2015 “What Can Weather Forecasters Teach Us About Managing Uncertainty?” Alpha

Kappa Delta (Sociology Honor Society) keynote address, Drew University, May 2015.

“Visuality and Materiality in the Production of Expertise: A Study of Decision Making as Screenwork.” Material and Visual Worlds TAE, Binghamton University, February 2015.

### **SELECTED CONFERENCE PRESENTATIONS** *(last 5 years)*

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- 2017 “Assessing Weather Forecasting Expectations and Expertise,” American Anthropological Association, Washington, D.C., December 2017
- “Negotiating Double Vision: Risk and Uncertainty Management in Hospital Cardiology,” European Sociological Association, Athens, Greece, August 2017
- 2016 “Cardiology Care and the Problem of Double Vision,” Society for Social Studies of Science, Barcelona, Spain, September 2016
- 2015 “The Sociomateriality of Medical Decision Making: The Case of Cardiology Practice,” Society for Social Studies of Science, Denver, CO, November 2015.
- “The Role of Prognosis in Cardiology Practice: A Pragmatist Perspective,” American Sociological Association, Chicago, IL, August 2015.
- “Towards a Sociology of Organizational Decision Making in Action,” ASA-SKAT 25th Anniversary Mini-Conference, Chicago, IL, August 2015.
- “The Duality of Meteorological Error: Managing Risk at the National Weather Service,” Association of American Geographers, Chicago, IL, April, 2015.
- 2014 “Temporal Regimes of Meteorological Decision Making,” Society for Social Studies of Science, Buenos Aires, Argentina, August 2014.
- “Anticipating the Future: Temporal Regimes of Meteorological Decision Making,” American Sociological Association, San Francisco, CA, August 2014.
- 2013 “Screenwork as the Social Organization of Expertise,” Society for Social Studies of Science, San Diego, CA, October 2013.
- “Expertise in the Public Domain,” American Sociological Association, New York, NY, August 2013.
- “The Total Observation Collage: Managing Uncertainty at a Weather Forecasting Office,” American Society for Environmental History, Toronto, Canada, April 2013.

- 2012 “Communicating Risk at the National Weather Service,” Society for Social Studies of Science, Copenhagen, Denmark, October 2012.
- “Whose Weather Is It Anyway? Calculating Risk at the National Weather Service,” American Sociological Association, Denver, CO, August 2012.

## TEACHING

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### COURSES TAUGHT

#### Graduate:

Social Research Methods • Ethnographic Methods • Technology and Society • Sociology of Science • Various Independent Studies (Normality and Assistive Technologies • Information Technologies and Standardization)

#### Undergraduate:

Sociology of Science and Technology • Classical Sociological Theory • Introduction to Sociology • Political Sociology • Sociology of Culture

### FORMAL MENTORING

Dissertation Committees: 7

Qualifying Paper Committees: 11 (chaired 3)

## PROFESSIONAL SERVICE

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### NATIONAL AND INTERNATIONAL SERVICE

Book Award Committee Member, CITAMS section, American Sociological Association, 2017-2018

Panelist, “Ethnography of Medical Landscapes,” Princeton Interdisciplinary Ethnography Workshop, September 2016

Workshop Participant, “Cultures of Prediction: Scientists and the Crafting of the Future,” Aarhus University, June 2016

Panel Discussant, “The Ethics of Expert Public Warnings about Environmental Problems,” Society for Social Studies of Science, Denver, CO, November 2015

Panel Chair, “Knowledge and Practice in Medicine,” Society for Social Studies of Science, Denver, CO, November 2015

Workshop Participant, “Living with Extreme Weather: A Workshop to Integrate Understanding and Improve Societal Response,” NOAA’s National Severe Storms Laboratory/University of Oklahoma, May 2015.

Panelist, “Turning Your Dissertation into a Book,” Princeton Interdisciplinary Ethnography Workshop, April 2015

Panelist, “Extreme Weather and Climate Change: How Can We Address Uncertainty?,” University Colloquium sponsored by the Initiative on Climate and Society and the Climate and Environmental Change Initiative, March 2012

Panel Chair, “Visualization: Maps and Images,” Society for Social Studies of Science, Washington, DC, October 2009

Candace Rogers Student Paper Award Committee Member, Eastern Sociological Society, 2008-2009.

Panel Chair, “Pathologies of Weather,” International Commission for the History of Meteorology, Rio de Janeiro, Brazil, May 2008

Shils-Coleman Memorial Award Committee Member, Theory Section, American Sociological Association, 2007-2008  
Panel Chair, "Managing Nature," Society for Social Studies of Science, Montreal, QE, October 2007

#### EDITORIAL WORK

Consulting Editorial Board, *American Journal of Sociology*, 2013-2015

Faculty Advisory Board, *Rutgers Journal of Sociology*, 2010-2013

Book Review Board, *American Journal of Sociology*, 2000-2002

Ad Hoc Manuscript Reviewer

*American Journal of Sociology, American Sociological Review, British Journal of Sociology, Bulletin of the American Meteorological Society, Columbia University Press, Contexts, CRC Press, Journal of Contemporary Ethnography, Mental Health, Religion & Culture, MIT Press, Routledge, Social Forces, Social Studies of Science, Sociological Forum, Stanford University Press, The Sociological Quarterly, WIRES Water*

Grant Proposal Reviewer

NOAA/National Severe Storms Laboratory (VORTEX-SE program), 2015-present

Blog Contributor

*Installing (Social) Order*, 2016-2018

*Backchannels* (Society for the Social Studies of Science blog), 2016

#### RUTGERS UNIVERSITY

University Service:

Committee Member, Program in Science, Technology, and Society, 2012-2016

Departmental Service:

Area Captain – Environment, Technology, and Society Program, 2013-2016

Selected Committee Service:

Executive (elected) • Colloquium • Graduate (elected) • Search • Recruitment • Undergraduate Teaching

#### PROFESSIONAL MEMBERSHIPS

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American Sociological Association, 1999-present

Sections: Communication, Information Technologies, and Media Sociology • Culture • Medical Sociology • Organizations, Occupations, and Work • Science, Knowledge, and Technology • Theory

Society for Social Studies of Science, 2004-present

Eastern Sociological Society, 2007-2013

International Commission on History of Meteorology, 2008-present

#### LANGUAGES

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Greek (native), German (fluent), French (reading and writing), Spanish (reading)