

JESSICA B. POLK, PhD

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- Research Interests:** My research stands at the intersection of information science, the sociology of science (focus on medicine) and infrastructure studies.
- Objective:** I am interested in: online health data sharing systems and digital health and lifestyle tracking programs; virtual research collaboration and health community building; health informatics; medical and lay (patient) expertise; biomedical and clinical research; corporate health & wellness programs.
- Education:**
- August 2012-
August 2019
- CORNELL UNIVERSITY**, Ithaca, NY
Graduate School of Arts & Sciences: Department of Science & Technology Studies
PhD in Science & Technology Studies
Research / Study Focus: The intersection of the sociology of science (focus on medicine), infrastructure studies and systems of online data-sharing practices, health informatics, as well as the study of medical expertise, experience and the 'informed patient.'
• *Disciplinary Focus:* Science & Technology Studies; Information Sciences; Medical Anthropology
• *Award:* The Abraham Zito Boczkowski Award for Outstanding Teaching (August 20, 2015)
- Fall 2008-
Fall 2010
- GEORGETOWN UNIVERSITY**, Washington, DC
Graduate School of Arts & Sciences: Communication, Culture & Technology Program
Master of Arts (M.A.) in Communication, Culture & Technology
• *Research / Study Focus:* Communication; Science and Technology Studies; Sociology and History of Medicine; Information Sciences; Grounded Theory; Ethnography; Statistical Analysis
• *Honors & Awards:*
 - Merit-based scholarship
 - Master's Thesis – Award of Distinction: “From Boundary-Making to Boundary Breaking? Medical Knowledge Production, the Internet & New Layers of Power”
- Spring 2002-
Spring 2004
- UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles, CA
Annenberg School for Communication and Journalism
Bachelor of Arts in Communication, Magna Cum Laude
• *Research / Study Focus:* Communication; Visual Culture; Cultural Studies
• *Honors Societies:*
 - Phi Beta Kappa: Epsilon of California Chapter (USC)
 - The Honor Society of Phi Kappa Phi (USC)
 - Lambda Pi Eta Communication Honors Society (USC)
- Fall 2000-
Fall 2001
- BOSTON UNIVERSITY**, Boston, MA
College of Arts and Sciences
• *Research / Study Focus:* Political Science; Communication
- Publications:**
- Ribes, D. & Polk, JB. (2015). **Organizing for Ontological Change: The Kernel of an AIDS Research Infrastructure.** *Social Studies of Science (SSS)*, 45(2): 214-241.
 - Ribes D. & Polk, JB. (2014). **Flexibility relative to what? Change to Research Infrastructure.** *Special Issue of the Journal of the Association of Information Systems (JAIS) on Innovation in Information Infrastructures* 15: 287-305.
 - Ribes, D. & Polk, J. **Historical Ontology & Infrastructure.** In *Proceedings of the 2012 iConference*. iConference, Toronto, Feb 7-10 2012 (Accepted 7 November 2011).
- Conference Engagements:**
- **2011 STGlobal Consortium – Communication Co-Chair**
 - Consortium is an international and interdisciplinary graduate student-run organization of leading graduate programs in science and technology policy (STP) and science and technology studies (STS) under the guidance of the National Academies and the American Association for the Advancement of Science (AAAS)

- Co-managed communication / outreach strategy for 11th Annual Graduate Student Conference
- Managed communication strategy for 2009 conference (Fall 2008; Summer 2010 / Spring 2011)
- **2010 European Association for the Study of Science & Technology (EASST) – Presenter**
 - Paper on “Boundary-Making to Boundary-Breaking: The Role of Information in the Practice of Clinical Research” (September 2010 – Trento, Italy)
- **2010 Chesapeake American Studies Association (CHASA) – Presenter**
 - Paper on “From Boundary-Making to Boundary-Breaking: Access to Spaces of Medical Knowledge Production” (March 2010 – Washington, DC)
- **92nd Annual National Communication Association (NCA) – Presenter**
 - Paper on “It’s That Time of the Month: The Regulation & Institutionalization of Menstruation” (November 2006 – San Antonio, TX)

Work:

Research

October 2019-
Present

McGill University—Department of Social Studies of Medicine (SSoM), Montreal, QC
Postdoctoral Researcher

- **Research Focus:** Precision Oncology, clinical trials, decision-support infrastructures, data sharing practices

Research

July 2016-
July 2019

Children’s Specialized Hospital (CSH) part of RWJBarnabas Health, New Brunswick, NJ
Research Specialist

- **Research Focus:** Pediatric Traumatic Brain Injury (TBI), Mobility, Cognition, Chronic Pain & Autism Spectrum Disorder (ASD); medical home technologies and care coordination mobile applications; explore novel technological approaches to pediatric rehabilitation services (i.e. VR)
- **Responsibilities:** Advance CSH’s Research Center through versatile support and implementation of the Center’s strategic research plans and initiatives, including but not limited to:
 - Investigate family interest and participation in technology solutions/use of apps to assist in care coordination for pediatric patients;
 - Conduct literature reviews in research priority areas;
 - Review CSH data collection practices and determine opportunities for improvement and/or training for the use of new technology solutions;
 - Educate and advise clinical staff on applying mixed methods to research studies, including qualitative techniques;
 - Mentor the Research Center’s Internship Program, developing curriculum, leading reading discussions, and mentoring both undergraduate and graduate students (cohorts of 3-4 during the Fall, Spring and Summer semesters) on the fundamentals of research, including: data collection, breaking down articles, and conducting literature reviews.
 - Identify recruitment opportunities for clinical trials;

Consulting

September 2015-
February 2016

LOCAL WISDOM, New York, NY
Consultant, Social Community Specialist

- **Notable Accomplishments:** Providing research and consulting services on best practices for online engagement, communication and data sharing practices for Johnson & Johnson global collaboration intranet platform (SPARK)

Teaching

Spring 2015

CORNELL UNIVERSITY, Ithaca, NY
Teaching Assistant, Department of Science & Technology Studies

- **Course:** Ethical Issues in Health & Medicine (Dr. Rachel Prentice)
- **Responsibilities:** Led weekly seminars of 40 undergraduate students, constructed examinations and maintained Excel spreadsheet of 250 students’ grades; presented guest lecture: “Patients’ Data for Sale”

Teaching

Spring 2013-
Fall 2014

- **Course:** The Sociology of Medicine (Dr. Christine Leuenberger)
- **Responsibilities:** Led weekly discussion sessions, constructed examinations, maintained Excel spreadsheet of 250 students’ grades; presented guest lecture on “Marketing Pharmacology”

Fall 2013

Instructor, Department of Science & Technology Studies

- **Course:** Freshman Writing Seminar – Patients in Practice: The Making of a Medical Patient

- **Responsibilities:** Developed targeted syllabus, reading list and weekly lesson plans; led and facilitated class exercises and discussions for 18 first-year undergraduates

Research
August 2010-
June 2012

JOHNS HOPKINS UNIVERSITY, Baltimore, MD
Research Assistant, Bloomberg School of Public Health

- **Research Focus:** HIV / AIDS, Patient self-education, Internet, and new media use
- **Responsibilities:**
 - Developed, managed, and launched National Institutes of Health (NIH)-sponsored study, “The Online Behaviors of HIV-Seropositive Men”; research in collaboration with Multicenter AIDS Cohort Study (MACS); took leadership role in developing study concept and grant writing
 - **Research Methods:** Focus group moderation; one-on-one in-depth interviews; survey development; statistical analysis

Research
Spring 2010-
Spring 2012

GEORGETOWN UNIVERSITY, Washington, DC
Research Assistant, Communication, Culture and Technology Program

- **Research Focus:** Infrastructure Studies; Science and Technology Studies; Computer-Supported Collaborative Work
- **Responsibilities:**
 - Co-managed National Science Foundation (NSF)-sponsored study on the relationship between long-term scientific infrastructure and its changing objects of research with Dr. David Ribes
 - **Research Methods:** Ethnography; grounded theory; participant observation, participant interviews; focus groups
 - Copy-edited manuscripts prior to publication; assisting with management of the book review process for *Science, Technology & Human Values* (ST&HV) journal
 - National Institutes of Health (NIH) FY’10 ARRA Supplement Award (#U01-AI035042)
 - Georgetown University 2009-2010 Pilot Research Project Grant Award

Grants

Industry
August 2006-
July 2008

FOREST LABORATORIES, INC., New York, NY
Assistant Manager, eMarketing; Marketing Assistant, eMarketing

- **Brands:** Namenda (treatment of moderate to severe Alzheimer’s disease), Celexa (treatment of depression) and Campral (treatment of alcohol dependency)
- **Notable Accomplishments:**
 - Managed all Health Care Professional (HCP) and consumer eMarketing initiatives for Celexa and Namenda brands, including search engine marketing, search engine optimization, media placements and sponsorships, and creation of branded microsites; managed \$5MM budget
 - Constructed strategic and tactical plans for HCP and consumer programs based on brands’ key messages and current marketing challenges; coordinated cross-functionally with internal teams and managed multiple external agencies in order to successfully implement tactics within aggressive deadlines; managed medical and legal review processes
 - Orchestrated creation and launch of redesigned Namenda.com site, yielding immediate increase to page views per visitor and visitor time spent on site (key metrics to determine site engagement); conducted research to determine and validate content needs, monitored site engagement, measured qualified visitors, benchmarked against competitors; enhanced site usability
 - Developed and implemented microsite strategy to connect with Alzheimer’s disease information-seekers in third-party environments (i.e., WebMD.com, About.com); launched five new sites, reaching ~1.1MM unique visitors in 2007
 - Managed creation of first rich media banner campaign for Namenda that resulted in an additional 84,000 unique visitors in traffic to Namenda.com and Namenda-branded content
 - Oversaw all aspects of managing physician speaker (KOL) extranet sites for Lexapro, Namenda and Campral brands, including training 100+ physicians on these sites; created Lexapro and Namenda online speaker training programs and CD-ROMs; trained ~2,000 speakers
 - Established and ran weekly multi-agency meetings, which improved communication and ability to achieve project milestones in a timely and efficient manner
 - Conducted extensive research in emerging technologies for the eMarketing department

Industry
July 2005-
August 2006

AVENUE-E, HEALTH STRATEGIES (Sudler & Hennessey Digital), New York, NY
Senior Account Executive, Online Advertising; Account Executive, Online Advertising

- **Clients:** Forest Laboratories, Inc., Baxter Healthcare, Monogram Biosciences, Inc., Cephalon
- **Notable Accomplishments:**
 - Championed strategy of online advertising initiatives for Lexapro brand, including strategic plan behind Lexapro.com Redesign, yielding an increase in page views per visitor and a 7.5% increase in visitor time spent on site (key metrics to determine site engagement)
 - Participated in new business development initiatives by conducting extensive competitive analysis and online landscape audits

Industry
June 2004-
July 2005

DEUTSCH, INC., Los Angeles, CA
Account Coordinator, iDeutsch (Interactive Division), Online Advertising

- **Clients:** Coors Brewing Company, California Milk Advisory Board
- **Responsibilities:**
 - Oversaw competitive tracking and compiled extensive competitive reports for the Coors and California Advisory Board accounts

Additional Skills:

Qualitative Research Experience:

- Proficient in ethnographic and fieldwork analysis; interviews; participant observation; content analysis; focus group moderation
- **Second Language:**
 - Spanish (written, oral, reading)