

Jessica (Jesse) Baldwin-Philippi, Ph.D.

Fordham University; Department of Communication and Media Studies
441 E. Fordham Rd.; Bronx, NY
Jphilippi@fordham.edu (408) 772-1436
jessebp.com

Education

- Ph.D. 2012 Northwestern University, Evanston, IL.
Communication Studies (Rhetoric and Public Culture)
- M.A. 2009 Northwestern University, Evanston, IL.
Communication Studies (Rhetoric and Public Culture)
- B.A. 2007 Santa Clara University, Santa Clara, CA.
Communication Major. Magna Cum Laude.
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Positions and Affiliations Held

- 2014- Fordham University; Bronx, NY; Communication and Media Studies Department
Assistant Professor
Faculty Affiliate: New Media and Digital Design
- 2016-2017 Graduate Director, MA in Public Media. Fordham University; Bronx, NY.
- 2012-2014 Emerson College, Boston, MA; Department of Visual Media and Arts
Visiting Faculty in Civic Media
- 2012-2014 Engagement Game Lab Researcher—Emerson College, Boston MA
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Research and Teaching Interests

Political Communication	Digital Media Studies	Civic Media
Science and Technology Studies	Interdisciplinary Methodologies	Game Studies

Publications

Book

Baldwin-Philippi, J. (2015). *Using technology, building democracy: Digital campaigning and the construction of citizenship*. New York: Oxford University Press.

Peer-Reviewed Journal Articles

Baldwin-Philippi, J. (forthcoming, 2018). “The Technological Performance of Populism” *New Media and Society*, accepted August 2018.

O'Brien, D., Offenhuber, D., Baldwin-Philippi, J., Gordon, E., Sands, M. (2017). "Uncharted Territoriality in Coproduction: The Motivations for 311 Reporting" *Journal of Public Administration Research and Theory*, 27 (2), 320-335. *Honorable mention for Article of the Year in *JPART**

O'Brien, D., Gordon, E., Baldwin-Philippi, J. (2014). "Caring about the Community, Counteracting Disorder: 311 Reports of Public Issues as Expressions of Territoriality," *Journal of Environmental Psychology*, 40: 320-330.

Gordon, E. and Baldwin-Philippi, J. (2014) "Civic Learning Through Civic Gaming: Community PlanIt and the development of trust and reflective participation." *International Journal of Communication* 8: 759-786.

Baldwin-Philippi, J. (2013). "Constructing skeptical citizens: How campaign microsites foster new ways of engaging political information and understanding citizenship," *Journal of Information Technology & Politics* 10(3): 245-260.

Baldwin-Philippi, J. (2011). "Bringing Science and Technology Studies to bear in Communication Studies Research" *Communication Research Trends*. 30(2): 4-20.

Bachen, C., Raphael, C., Lynn, K., Baldwin-Philippi, J., McKee, K. (2010) "Games for Civic Learning: A Conceptual Framework and Agenda for Research and Design." *Games and Culture*. 5(2): 199-235.

Raphael, C., Bachen, C., Lynn, K., McKee, K., Philippi, J., (2008). "Civic Engagement, Pedagogy, and Information Technology on Web Sites for Youth." *Political Communication*. Volume 25, Issue 3, pp 290-310.

Raphael, C., Bachen, C., Lynn, K., Baldwin-Philippi, J., McKee, K. (2006) "Portrayals of Information and Communication Technology on World Wide Web Sites for Girls." *Journal of Computer- Mediated Communication*. Volume 11, Issue 3.

Book Chapters

Baldwin-Philippi, J. (2018). "Data-driven Campaigning" in *Digital Discussions: How Big Data Informs Political Communication* eds Talia Stroud and Shannon McGregor. New York: Routledge

Baldwin-Philippi, J (2017). "Politics 2.0" in *Sage Handbook of Social Media* eds. Jean Burgess, Alice Marwick, and Thomas Poell. Thousand Oaks, CA: Sage.

Baldwin-Philippi, J. (2015). "The Cult(ure) of Analytics in 2014" in *Campaign 2014: Media Message and Mobilization* eds. John Allen Hendricks and Dan Schil. New York: Palgrave Macmillan.

Gordon, E and Baldwin-Philippi, J.. (2013) "Making a habit out of engagement: How the culture of open data is reframing civic life" in *Beyond Transparency: Open Data and the Future of Civic Innovation* eds Jen Pahlka and Brett Goldstein. New York: O'Reilly Media.

Invited publications, white papers, and non-peer reviewed work

Baldwin-Philippi, J. (2017) “The Myths of Data-Driven Campaigning.” *Political Communication: The Forum* 34(4).

O’Brien, D., Offenhuber, D., Baldwin-Philippi, J., Gordon, E., Sands, M. (2016). “How Citizen Attachment to Neighborhoods Helps to Improve Municipal Services and Public Spaces” *Scholars Strategy Network*. White paper: <http://www.scholarsstrategynetwork.org/brief/how-citizen-attachment-neighborhoods-helps-improve-municipal-services-and-public-spaces>

Baldwin-Philippi. (2015). [Review of the book *Presidential Campaigning in the Internet Age*, by Jennifer Stromer-Galley]. *Political Communication* 31(4), 682-684.

Baldwin-Philippi. (2015). [Review of the book *The social media president: Barack Obama and the politics of digital engagement*, by James Katz, Michael Barris, and Anshul Jain]. *Information, Communication & Society* 17(10), 1298-1300.

Gordon, E., Baldwin-Philippi, J and Martina Balestra. (2013). “Why we engage: How theories of human behavior contribute to our understanding of civic engagement.” *Berkman Working Paper Series*. Berkman Center for Internet and Society (available on SSRN).

Baldwin-Philippi, J. and Eric Gordon. (2013) “Designing Citizen Relationship Management Systems to Cultivate Good Civic Habits.” Boston Area Research Initiative Policy Brief. <http://www.bostonarearesearchinitiative.net/policy-briefs.php>

Baldwin-Philippi, J, Eric Gordon, Chris Osgood, and Nigel Jacob. (2013). “Design Action Research in Government: The DARG Manual.

Baldwin-Philippi, J. (2009). Masters Thesis, unpublished manuscript: “One Laptop Per Citizen: How the OLPC Development Campaign Encourages Civic Republican Subjectivity and Turns Children into Citizens”

Baldwin-Philippi, J. (2006). “The Power of Communication As Idiomatic Language: A Comparison of Zora Neale Hurston and the Language of Jazz.” Published in *The Image of Power: Selected Papers—2006 Conference— Society for the Interdisciplinary Study of Social Imagery (SISSI)*. Ed. Wright, Will, and Kaplan, Steven.

Manuscripts in Preparation

Book manuscript: *Mythologizing the Data Campaign*

A mixed methods project investigating how journalists and political consultants/staffers have constructed the practice as a powerful and infallible force. Involves quantitative analysis of journalistic accounts of data/digital campaigning from 2004-2016, qualitative rhetorical analysis of discourses about data campaigning, qualitative interview research concerning the labor, norms, and organizational practices of journalists and consultants/staffers, and their interactions with one another. Have completed quantitative data collection and draft of one chapter. Book proposal planned to be submitted Fall 2018/Winter 2019 (Oxford UP Digital Politics Series has first look)

Book Manuscript: *The Innovation Agenda: Civic Technology in Cities Across the US*
A qualitative and historical look at the rise of “innovation offices” in major cities across the US (2008-present). Have collected ~30 interviews and conducted ethnographic fieldwork, and completed a draft of one chapter. Book proposal planned to be submitted Winter/Spring 2019. (Oxford UP Digital Politics Series has first look).

Civic Tools Produced

StreetCred (StreetCred.us). (2013—now defunct) A web-based app designed to structure civic actions while drawing out the social elements of acts like reporting potholes or donating to a food drive. Developed in a collaboration between the Engagement Game Lab and the City of Boston’s Mayor’s Office of New Urban Mechanics (collaborators: Eric Gordon, Chris Osgood, Nigel Jacob; developers: Joel Mahoney, Leo Souza). Funded by the MacArthur Foundation and the Knight Foundation.

Invited talks

2018 (upcoming) “Social Media and the 2018 Election” Syracuse University’s Social Media and Democracy Seminar. Syracuse U. Nov 14.

2018 “The Innovation Agenda: How Government and Industry Collide in Civic Tech” McGannon Center Lecture Series, Fordham U. Feb 9.

2017 “Social Responses to Fake News: Fears, Trust, and Knowledge” *Journalism and the Search for Truth*. Boston University. April 23-25.

2017 “Digital Media, Technology, and Analytics,” Invited moderator. *Political Analytics 2017* Harvard University Center for American Political Science (CAPS). March 20th.

2016 “Is there a Digital Divide Between Republicans and Democrats?” CUNY Graduate Center. Oct 13.

2016 “Data-driven campaigning: What campaigns talk about when they talk about big data” New Agendas Conference, UT Austin Moody School of Communication. Sept 22-24.

2016 “Campaigning in a Cult(ure) of Analytics,” Stanford University, Rebele Symposium speaker. April 31.

2016 “Digital Campaigning and the Construction of Citizenship” (book talk), Santa Clara University. April 31.

2016 “Digital Campaigning and the Construction of Citizenship” (book talk), Fordham U. Sponsored by the McGannon Center and Fordham Digital Humanities Working Group

2015 “Co-design in the classroom: Undergrads and contingency plans.” *Civic Tech in the Classroom*. Microsoft Research, NYC, June 16.

Refereed Conference Presentations

2018. APSA “Mythologizing the Data Campaign” ” *American Political Science Association (APSA)*. Political Communication section. San Francisco, Aug 30-Sept 1. Panel organizer

2017. “What Campaigns Talk About when they Talk About Data” (*APSA*). ITP section. San Francisco, Aug 31-Sept 2

2017 “What Campaigns Talk about when the Talk About Data: Down-ballot races and data-driven campaigning” at *International Communication Association (ICA)* Political Communication Division. May 24-28.

2016. “The Past, Present, and Future of Digital Politics Research: A Roundtable” (with Andy Chadwick, Leticia Bode, Shelly Boulianne, David Karpf, Daniel Kreiss, and Chris Wells). American Political Science Association (APSA), Philadelphia, PA, September 3.

2016 “Shifting Strategies of Campaign Control and the Construction of the Vocal Citizen” *Midwest Political Science Association (MPSA)*. Chicago, IL; April 7-10.

2016 “Public Opinion and Polarization on Social Media” MPSA), Information Technology and Politics Section; Discussant and Chair. Chicago, IL; April 7-10.

2015 “Digital Retail Politics: Interpersonal Messaging via Social Media.” *ICA*: Political Communication Division. May 22; San Juan, Puerto Rico.

2015 “Building civic participation through mobile reporting apps: Efficient, engaging, or both?” *ICA*: Communication and Technology Division. May 22; San Juan, Puerto Rico.

2014. “Bringing Qualitative Methods and Action Research to Civic Innovation. *ICA Qualitative Political Communication Preconference*. May 22; Seattle

2014. “Confounding Control: Strategies of campaign control in the face of new media platforms, and changing in organizational structure” *ICA*: Political Communication Division. May 22; Seattle.

2013. “Media(ted) Discourses of Citizenship” *National Communication Association (NCA)*: November 16-20; Washington DC. Presentation: Situated Discourses of Citizenship PreConference.

2013. “Games, Civic Education, and Civic Engagement.” *ICA*: June 17-21; London.

2013 “Designing for Reflective Civic Habits” *HackforChange Boston Civic Expo*; May 2013; Boston.

2013. “Playful Civic Habits” *MIT8*. May 2013; Boston.

2013. "Building Civic Cities: New Urban Mechanics as a Model for Scaling Civic Engagement Across Cities." *Digital Media and Learning*. March 14-16; Chicago.
2012. "Digital circulation: Campaigns' drive toward social media sharing and subsequent changing concepts of citizen-relationality" (*NCA*): November 16-20; Orlando.
2012. *Brookings Institution Workshop on Reforming the Economy and Developing an Innovation Agenda for the First 100 Days of the Next Administration*. June 18-19; Menlo Park, CA.
2012. "Constructing skeptical citizens: How campaign microsites foster new ways of engaging information and understanding citizenship." *ICA*: May 2012. Political Communication Division.
2011. "Political Pass-Along in a Digital Era: How Political Campaigns Encourage The Re-circulation of their Messages." *NCA*. Political Communication Division. Panel organizer, presenter and Chair. November 19-22.
2011. "Messaging Through Microsites: Analyzing the Content of Campaign-Produced Microsites and their Possibilities for Understandings of Campaign Communication." *NCA*: Political Communication Division. November 19-22.
2011. "Are Social Media Increasing Engagement Between Political Campaigns and Voters? Potential vs. Practice" *Society for the Social Studies of Science (4S)*: November 19-22.
2011. "Microsites for Advocacy Campaigns: People participating more, parties participating differently." *Netroots Nation*: June 10-13.
2011. "Using Technology Building Democracy: How Electoral Engagement with Technology Impacts Our Understandings of Citizenship in a Digital-Era Democracy." *ICA*: Political Communication Pre-Conference. May 10-14.
2011. "What's the Deal About Small Sites? How Political Microsites Reflect Shifting Norms of Participation" *Social Media as Politics by Other Means: How Architecture and Algorithms Affect Online Political Discourse*: Rutgers University, April 11-12.
2010. "Reading the Painting on the Wall: The Role of Public Art in Palestinian Political Claims" *NCA Visual Studies Division*, November.
2010. "Constructing Civic Republican Subjectivities via the Freirean Pedagogies of the One Laptop Per Child Campaign" *Freire 40 Years Later Workshop*: Northwestern University, February.
2009. "Protest Publics: Toward an Expanded Understanding of the Habermasian Public Sphere in a Postnational Era." *NCA*, Political Communication Division, November.
2009. "Proposal for an Investigation of the Public Discourse Surrounding Rules: Examining the 2009. Values and Subjectivity of the U.S. Through News Discourse Concerning the Regulations and Proclamations of the UN." *NCA*, International Relations Division, November.
2009. "The Role of Public Discourse in Intersectionality Theory: Navigating Flexible and Static

Identity Formation.” *NCA*, Gender Studies Division, November.

2009. “Toward the Recognition of Democracy in the Structure of News.” *Western States Communication Association (WSCA)*: February 2009, Communication Theory Division.

2008. “An Undemocratic Ideal: The False Rhetoric of Liberalization, Freedom and Democracy in Globalization Discourse.” *NCA*, Political Communication Division, November.

2008. “Action and Reaction in Globalization and Global Development Practices” *Midwest Political Science Association*, Global Development Division, April.

Awards and grants

2015. Microsoft Research Grant (Chatbot testing project) with Alice Marwick and Gregory Donovan): \$10,000

2014. Fordham University Faculty Research Grant. \$3,400

Applied for, not received: NSF Cyberlearning program: ~\$900,000. (Co-PI on grant; PI: Eric Gordon)

2012. Outstanding Dissertation Award: School of Communication, Northwestern University 2012.

2011. Irving J and Laura Lee Fellowship: Northwestern. (Award for outstanding dissertation progress)

2011-12. Northwestern Searle Center for Teaching Graduate Teaching Certificate Program Participant

2010-2011. Northwestern Graduate School Fellowship

2007-2008. Northwestern Graduate School Fellowship

2007. Santa Clara University Communication Department Prize

2007. Phi Beta Kappa.

Teaching and Research Experience

Graduate Teaching (Fordham University)

Civic Media

Undergraduate Teaching

Fordham University

Intro to Media Industries

Intro to Digital Technology and Emerging Media

Digital Cultures

Civic Media (*new course*)

Digital Advocacy (*new course*)

Race, Gender and Digital Media (*new course*)

Digital Media and Public Responsibility

Media and Social Change

Emerson College

Civic Media (Upper-division seminar)

Studies in Digital Media and Culture (Upper-division seminar)

Northwestern University :

The Politics of Technology (Upper-division writing seminar)
Theories of Mediated Communication (Mid-level survey course)
Public Speaking for Civic Engagement (Introductory course)

Professional and Departmental Service

Departmental/University service:

- Director of Graduate Studies for MA in Public Media (2016-2017)
- Communication and Media Studies (CMS) Executive Committee (2016-2017)
- New Media and Digital Design Executive Committee (2014- current)
- CMS Graduate Committee (2014- current)
- Facilities and Technology committee (2014- current)
- Search committee for 3 tenure-track positions, 2 lecturer positions, 1 staff (educational technologist) position.

Faculty Advising (at Fordham): ~50 CMS (undergraduate) advisees per semester, ~20 PMMA (graduate) advisees per semester; faculty advisor for Fordham's Special Olympics Club;

Reviewing for academic presses and journals: Yale University Press, Oxford University Press, *Political Communication; Journal of Communication; Social Media & Society; Journal of Information Technology and Politics; International Journal of Communication; International Journal of Press/Politics; Information, Communication & Society; Political Behavior; Games and Culture; Journal of Digital Media and Learning; Communication and the Public*

Reviewing for conferences/organizations: APSA dissertation award in Information Technology and Politics section (2017); APSA book award in Information Technology and Politics section (2018); ICA Political Communication division; ICA Communication and Technology division; APSA Information Technology and Politics section; NCA Political Communication division, Association of Internet Researchers (AoIR);

Faculty Advisor: *Fordham Special Olympics Club* 2016-present.

Media Appearances:

BBC Newshour; The Atlantic, Politico, Wall Street Journal, NBCNews; WBEZ Chicago, America with Jorge Ramos (Fusion TV), Newsday, KCBS Radio (San Francisco), Radio France International (RFI), Sección Internacional, El País
