

## JoAnn M. Brooks

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### SUMMARY

**Education:** PhD, Public Policy Studies (Organizational Studies); MS, Computer and Information Science; BA, Sociology

**Research interests:** governance processes in data curation and emerging sociotechnical systems (big data, cyber-infrastructure, government information-sharing networks); collective memory; communication genres and genre systems; qualitative methods

**Research venues:** Field studies of information, organization, technology, and work practices in engineering, government and research organizations; academic-industry research collaborations

**Publications:** Peer-reviewed international publications

**Funding:** Principal Investigator on three collaborative social science research projects (\$2M total); six years experience developing and reviewing competitive research funding proposals

**Teaching:** Instructor of record for three classes; teaching assistant for four classes; experience teaching undergraduate, graduate and adult professional students

**Professional experience:** Fifteen years in IT industry, developing collaboration and end-user information management software and conducting field studies of work practices

### EDUCATION

**Ph.D., University of Michigan (Ann Arbor, MI), Public Policy Studies (Organizational Studies)**

Dissertation Title:

*Presentations as Rites: Co-Presence and Visible Images for Organizing Memory Collectively*

Dissertation Co-Chairs:

Michael D. Cohen (School of Information; School of Public Policy)  
Martha S. Feldman (University of California, Irvine)

**M.S., University of Massachusetts (Amherst, MA), Computer and Information Science**

**B.A., Clark University (Worcester, MA), Sociology, magna cum laude**

## PUBLICATIONS

Brooks, J. M., D. Bodeau and J. Fedorowicz (2013). Network management in emergency response: Articulation practices of state-level managers – interweaving up, down and sideways. *Administration & Society*, 45(8), 911-947.

Novak, L., J. Brooks, C. Gadd, S. Anders and N. Lorenzi (2012). Mediating the intersections of organizational routines during the introduction of health IT systems. *European Journal of Information Systems*, 21(5), 552-569.

Brooks, J. M., J. S. Carroll and J. W. Beard (2011). Dueling stakeholders and dual-hatted systems engineers: Engineering challenges, capabilities and skills in government infrastructure technology projects. *IEEE Transactions on Engineering Management*, 58(3), 589-601.

Brooks, J. M. (2007). Understanding virtuality: Contributions from Goffman's *Frame Analysis*. In S. Sieber, K. Crowston and E. Wynn (Eds.), *Virtuality and Virtualization*, (pp. 201-213). Boston: Springer.

Brooks, J. M. (2003). Perseverance furthers. In M. S. Feldman, J. Bell and M. Berger (Eds.), *Gaining Access: A Practical and Theoretical Guide for Qualitative Researchers*, (pp. 142-146). Walnut Creek, CA: Altamira Press.

Finholt, T. A. and J. Brooks (1999). Analysis of JSTOR: The impact on scholarly practice of access to on-line journal archives. In R. Ekman and R. E. Quandt (Eds.), *Technology and Scholarly Communication*, (pp. 177-194). University of California Press.

Brooks, J. (1996). Computer supported cooperative work (CSCW) as form of organizational memory: Implications for organizational learning. *SIGOIS Bulletin*, 17(3), 39-42.

Brooks, J. (1993). Two scenarios in information privacy. *SIGOIS Bulletin*, 14(1), 16-17.

## WORKING PAPERS / UNDER REVIEW

Brooks, J. M. "A social interaction perspective on communicative organizing practice: Fleshing out genre with Goffman's situational view." Manuscript in preparation for submission to *Organization Studies*.

Brooks, J. M. and D. Mann. "An institutional logics approach to information standards, with implications for information infrastructure." Invited submission to *The Information Society*, special issue on *Regimes of Information: Embeddedness as Paradox*.

Schultze, U. and J. M. Brooks. "Making virtual worlds real: Goffman's interaction order in Second Life." Manuscript in preparation for submission to *Journal of Computer-Mediated Communication*.

## CONFERENCE PAPERS, PRESENTATIONS AND TECHNICAL REPORTS

"Growing an organizational field for infrastructure: US state and local Fusion Centers, 2001-2012." Presented at the *19th Americas Conference on Information Systems (AMCIS)*, Chicago, IL, August 2013.

"Communication and information standards of sociotechnical systems" with A. W. Rawls. Presented at the *International Institute on Ethnomethodology and Conversation Analysis (IEMCA)*, Waterloo, ON, August 2013.

“Sociomateriality of information standards and standardization: Structure, organization, and affordances” with D. Mann. Presented at Paper Development Workshop, *iConference 2013*, Ft. Worth, TX, February 2013.

“Second Life as synthetic situation: Reorienting Goffman’s interaction order” with U. Schultze. Presented at 4S/EASST (Society for Social Studies of Science / European Association for the Study of Science and Technology) Conference, Copenhagen, Denmark, October 2012.

“Steps toward a socio-technical categorization scheme for communication and information standards” with A. W. Rawls. Presented at *iConference 2012*, Toronto, Ontario, February 2012.

“Structural distinctions between human-oriented and machine-oriented information standards: Implications for enterprise-scale interoperability” with D. Mann. *Seventh International Conference on Standardization and Innovation in Information Technology*, Berlin, Germany, September 2011.

“Theorizing embodied communicative organizing: Fleshing out genre with Goffman’s situational view.” *Academy of Management Annual Meeting*, San Antonio, TX, August 2011. Selected for Best Paper Proceedings.

“Theorizing embodied communicative organizing: Fleshing out the genre approach with Goffman’s situational view.” Presented at *Third International Symposium on Process Organization Studies*, Corfu, Greece, June 2011.

“Social and organizational considerations affecting states’ emergency management information sharing” with D. Bodeau and J. Fedorowicz. Presented at the *IEEE International Conference on Technologies for Homeland Security*, Waltham, MA, November 2010.

“Information standards and their use: Implications for design patterns” with D. Mann. MITRE *Tech Report #MTR100094*. Bedford, MA, March 2010.

“Dueling stakeholders and dual-hatted systems engineers: Engineering challenges, capabilities and skills in government infrastructure technology projects” with J. S. Carroll and J. W. Beard. Presented at the *International Workshop on Organizational and Design Engineering*, Lisbon, Portugal, December 2009.

“The embodied practice of genre as organizing structure: Goffman’s situational view.” Presented at the *National Communication Association Annual Convention*, Chicago, IL, November 2009.

“Characterizing and improving collaboration and information sharing across emergency preparedness and response communities” with D. Bodeau, J. Fedorowicz, M. L. Markus. Presented at the *International Conference on E-Government*, Boston, MA, October 2009.

“The changing nature of systems engineering and government enterprises: Report from a case study research effort” with J. W. Beard and J. S. Carroll. Presented at the 24<sup>th</sup> *EGOS Colloquium* (European Group for Organizational Studies), Amsterdam, The Netherlands, July 2008.

“Extending the genre approach for co-present communicative action: A situated perspective.” Presented at the “*What is an Organization? Materiality, Agency & Discourse*” Conference, Montreal, Quebec, May 2008.

“Electronic communication and co-presence: The practice of PowerPoint™ presentations.” Presented at Sociology of Culture Roundtable, *American Sociological Association Annual Meeting*, New York, NY, August 2007.

“Consensual decision-making for enterprise capability development: The NATO approach.” Symposium presentation at the *Academy of Management Annual Meeting*, Philadelphia, PA, August 2007.

“Meeting the practical challenge of government enterprise change: Lessons from systems engineering.” Symposium introduction at the *Academy of Management Annual Meeting*, Philadelphia, PA, August 2007.

“Understanding virtuality: Contributions from Goffman’s *Frame Analysis*.” Presented at the *IFIP WG 8.2/9.5 Working Conference on Virtuality and Virtualization*, Portland, OR, July 2007.

“Constituting lateral alignment in co-present mediated communication: The case of presentations.” Presented at the *Lateral Alignment Working Group Seminar*, Engineering Systems Learning Center, Massachusetts Institute of Technology, Cambridge, MA, May 2006.

“PowerPoint presentations as an *Elementary Form* of organizational life.” Presented at the *Third Annual Conference of The Center for Cultural Sociology*, Yale University, New Haven, CT, April 2006.

“A practical approach to positive design of government enterprise systems” with J. S. Carroll. Presented at the *Workshop on Designing Information and Organization with a Positive Lens*, Case Western University, Cleveland, OH, November 2005.

“Socialization in use of communication technology for organizational knowledge and capability.” Presented at the *Sixth European Conference on Organizational Knowledge, Learning and Capabilities*, Bentley College, Waltham, MA, March 2005.

“Co-presence and PowerPoint: Presentations as organizational rites.” Presented at the Seminar of the *Organizational Studies Group*, MIT Sloan School, Cambridge, MA, February 2004.

“Investigating organizational memory: A phenomenological study of information technology and human memory.” Poster at Doctoral Student Poster Session, *Interdisciplinary Committee on Organizational Studies*, University of Michigan, Ann Arbor, MI, February 2001.

“Constructive remembering: Contributions to the emergence of classification schemes.” Presented at Workshop on Classification Systems in Cooperative Work, Conference on *Computer Supported Cooperative Work (CSCW)*, Philadelphia, PA, December 2000.

“A cognitive systems perspective on organizational memory.” Presented to HICSS (31) Task Force on Organizational Memory, *Hawaii International Conference on System Sciences*, Kona Coast, HI, January 1998.

“Computer supported cooperative work (CSCW) as form of organizational memory: Implications for organizational learning.” Presented at Workshop on Computer Supported Cooperative Work (CSCW) and Organizational Learning, Conference on *Computer Supported Cooperative Work*, Cambridge, MA, November 1996.

“Information retrieval for common information space” with G. Adams, R. Riggs and E. Baatz. Internal manuscript, Sun Microsystems Inc., Chelmsford, MA, 1993.

“GUIDE -- A shared initiative intelligent computer-aided instructional system for complex domains.” Presented at *Second Annual Artificial Intelligence and Advanced Computer Technology Conference*, Long Beach, CA, 1986.

“Transition Networks for Discourse Management” with D. McDonald, B. Woolf and P. Werner. *Department of Computer & Information Science Tech Report TR #86-34*, University of Massachusetts, Amherst, MA, 1986.

## GRANTS AWARDED, PROPOSAL DEVELOPMENT AND REVIEW

### Grants Awarded

- Principal Investigator, *MITRE/Bentley Research Project on Social Collaboration across Emergency Preparedness and Response Communities*, collaborative with Jane Fedorowicz and M. Lynne Markus, \$400,000 from The MITRE Corporation (2008–2009)
- Principal Investigator, *MITRE/MIT Research Project on Social Contexts of Enterprise Systems Engineering*, collaborative with John S. Carroll, \$1,600,000 from The MITRE Corporation (2005–2008)
- Principal Investigator, *MITRE/Bentley Research Initiative on Ethnomethods for Complex Technical Negotiation*, collaborative with Anne W. Rawls, \$50,000 from The MITRE Corporation (2007)

### Proposal Development

- Led proposal development efforts for study of emergent governance processes in public healthcare economics databases (“big data”), School of Information Studies, Syracuse University (2012–2013)
- Developed research funding proposals for Syracuse Education Research Consortium to share public school education data with information management, policy and education researchers at Syracuse University (2013)
- Co-authored research proposal with Laurie L. Novak on organizational and civil routines at organizational boundaries, submitted to for National Science Foundation (NSF) Science of Organizations program (2013)
- Contributed to development of eight competitive research proposals; four received funding, School of Information Studies, Syracuse University (2011–2012)

### Proposal Review

- Proposal Reviewer, National Science Foundation (NSF) Science of Organizations Program (2013)
- Panel Member, National Science Foundation (NSF) Computer & Information Science & Engineering Proposal Review Panel (2012)
- Reviewed social and behavioral science research proposals at The MITRE Corporation (2006–2010)

## RESEARCH EXPERIENCE

### Postdoctoral Research Associate, Syracuse University, Syracuse, NY (2011–2013)

- Led funding efforts for case studies of governance issues in publicly available healthcare economic database(s).
- Developed NSF funding proposals for interdisciplinary research on educational data.
- Developed research proposals targeted toward funding opportunities in the areas of eScience and Data Science, working closely with members of iSchool faculty. Contributions include background analysis, writing, editing, and team coordination. Locating funding opportunities, forming and managing large collaborative research proposal development team.
- Program evaluation of iSchool’s eScience Librarian masters program.
- Data collection and theory development for research on organizational discontinuities, in collaboration with Professors Kevin Crowston (Syracuse University / National Science Foundation), Mary Beth Watson-Manheim (University of Illinois at Chicago) and Kathy Chudoba (Utah State University).

### Postdoctoral Research Fellow, Vanderbilt University, Nashville, TN (2010–2011)

Collected and analyzed data, and coordinated day-to-day aspects of NSF-funded research project “*Exploring Department of Homeland Security Fusion Centers*” Research focused on information sharing practices and inter-organizational relationships of federal, state and local government agencies involved in DHS Fusion Centers. This work was collaborative with Professor Torin Monahan at Vanderbilt University and Professor Priscilla Regan at George Mason University.

### **Research Sociologist, The MITRE Corporation, Bedford, MA (2004–2010)**

MITRE is a not-for-profit federally-funded research and development organization that oversees advanced technological work for US government agencies.

- *Principal Investigator – MITRE/Bentley Research Project on Social Collaboration across Emergency Preparedness and Response Communities (2008–2009)*  
Led an internally-funded research effort to identify collaboration patterns affecting information-sharing for Emergency Preparedness and Response at state and local levels, especially between Emergency Operations Centers and Public Safety Networks. This work was collaborative with Professors Jane Fedorowicz and M. Lynne Markus of Bentley University's Information and Process Management department. Results published in *Administration & Society*.
- *Principal Investigator – MITRE/MIT Research Project on Social Contexts of Enterprise Systems Engineering (2005–2008)*  
Led a three year internally-funded research effort to develop case studies of stakeholder relations in enterprise-scale system engineering (ESE) projects across government agencies. This work was collaborative with Professor John S. Carroll of MIT's Sloan School of Management and Engineering Systems Division. Results published in *IEEE Transactions on Engineering Management*.
- *Principal Investigator – MITRE/Bentley Research Initiative on Ethnomethods for Complex Technical Negotiation (2007)*  
Directed a six month internally-funded research effort investigating ethnomethodological approaches to facilitating complex technical negotiations. This work was in collaboration with Professors Anne W. Rawls and Angela Garcia of Bentley University.

### **Research on Use of Collaboration, Communication and Information Technologies (1992–2004)**

Research methods included document analysis, interviews, participant observation and surveys.

Sponsoring organizations including DARPA, Lotus Development, Lotus Research, Mellon Foundation, MITRE, Sun Microsystems and University of Michigan.

- Genre analysis of online chat tool usage logs
- Investigation of time-sensitive team decision-making in military command and control
- Study of best practices in software-intensive systems acquisition for government agencies
- Survey of electronic archive usage for scholarly work
- Collaborative research with U of Michigan and Chinese Academy of Science behavioral scientists regarding US-Chinese joint ventures
- Assessment of computer games as educational activity for talented and gifted children
- Field studies of collaborative tool and document usage in business and government organizations

## **PROFESSIONAL EXPERIENCE**

### **Lead, Social and Behavioral Sciences Technology Area Team, The MITRE Corporation (2004–2010)**

In addition to establishing collaborations with local academic institutions and professors (see *Research Experience* above), accomplishments included:

- Led a corporate-wide initiative by employee social and behavioral scientists to establish an internal social and behavioral science research program and make recommendations for corporate social and behavioral science research strategy
- Communicated research approaches and findings to senior managers and systems engineers
- Evaluated competitive research proposals and mentored junior researchers

### **Designing and Developing End-User Software Applications (1985–1992)**

- Designed and developed user interfaces for collaboration and information management applications at Sun Microsystems Inc., Mirror Systems Co., and Lisp Machine Inc.
- Worked collaboratively with other team members on designing and developing a workgroup search and retrieval tool, and a networked legal document preparation system.

- Designed and developed a prototype mixed-initiative intelligent computer-aided instruction system which solicited invitation from US Army Research Institute to submit follow-on research proposal.
- Programming languages: Lisp, C, C++; Development environments: DOS, MS Windows, Unix

## TEACHING AND CURRICULUM DEVELOPMENT

**Bentley University** (Waltham, MA), Department of Sociology

*Adjunct Assistant Professor* – Teaching and curriculum development

So132: **Issues and Investigations in Sociology** (Spring 2008, Fall 2008)

So271: **Self and Society** (Spring 2007)

**University of Michigan** (Ann Arbor, MI), School of Information

*Graduate Student Instructor* – Teaching and contributing to curriculum development

SI504: **Social Systems and Collections** (Winter 1998, Fall 1999)

**University of Michigan** (Ann Arbor, MI), Department of Psychology

*Graduate Student Instructor* – Teaching

Psych360: **Introduction to Organizational Psychology** (Fall 1995)

**Lisp Machine Inc.** (Cambridge, MA), Education Department

*Professional Instructor* – Teaching and contributing to curriculum development

**Lisp Programming I & II** (Fall 1985-Spring 1986)

**University of Massachusetts** (Amherst, MA), Department of Computer and Information Science

*Teaching Assistant* – Teaching and contributing to curriculum development

COINS121: **Introduction to Programming in Pascal** (Spring 1983)

## FELLOWSHIPS

- Ameritech Graduate Fellowship 1993–1995
- Rackham Non-traditional Fellowship 1993–1994
- Rackham One-term Dissertation Fellowship 2002

## SERVICE AND PROFESSIONAL DEVELOPMENT ACTIVITIES

### Reviewing Papers

Ad hoc reviewing for *New Media & Society* (2012–present)

Reviewed papers submitted to *iConference 2013* (2012, 2013)

Reviewed papers submitted to the OCIS Division (Organizational Communication and Information Systems) for the *Academy of Management Annual Meeting* (2000–2013)

Reviewed papers submitted to ICIS (The International Conference on Computer and Information Science) (2005, 2012)

Reviewed papers submitted for the *International Communication Association Annual Conference*

- Language and Social Interaction Division (2008–2012)
- Organizational Communication Division (2009–2011)

Reviewed papers submitted for the *National Communication Association Annual Convention*

- Organizational Communication Division (2010)

Ad hoc reviewing for *Organization Science* (2004–2007)

Member, selection committee for *Edward Shils – James Coleman Memorial Award for Best Student Paper* in the Theory Section of the *American Sociological Association* (2007)

Reviewed papers submitted to the *IFIP WG 8.2/9.5 Working Conference on Virtuality and Virtualization* (2007)

Reviewed papers submitted to the *Participatory Design Conference (PDC)* (1992)

### **Additional Service**

Member, *Science, Technology, Engineering and Mathematics (STEM) Learning* Faculty Group, Syracuse University

Member, Editorial Board, *The International Journal of Organizational Design and Engineering*

Chair, Paper session on “Knowledge across boundaries.” *Academy of Management Annual Meeting*, Boston, MA (2012)

Chair, Paper session on “Discourse and materiality.” *International Communication Association Annual Conference*, Boston, MA (2011)

Chair, Paper session on “Current research on organizational groups and teams.” *International Communication Association Annual Conference*, Chicago, IL (2009)

Discussant, Paper session on “Innovation implementation: Adaptation and resistance” at the *Academy of Management Annual Meeting*, Philadelphia, PA (2007)

Discussant, Paper session on “Enacting new ways of organizing” at the *Academy of Management Annual Meeting*, Denver, CO (2002)

Chair, Paper session on “Interactions between information technology and structure.” *Academy of Management Annual Meeting*, Chicago, IL (1999)

Student Volunteer, Conference on *Computer Supported Cooperative Work (CSCW)* (1998, 2002)

### **Professional Development**

OCIS Junior Faculty Consortium (Organizational Communication and Information Systems), *Academy of Management Annual Meeting* (2007, 2012)

Materiality in Organizational Studies: Mapping the Territory, Professional Development Workshop, *Academy of Management Annual Meeting*, Montreal, QC (2010)

*Aspen Conference on Engaged Communication Scholarship*, Aspen, CO (2009, 2010)

*Organizational Communication Mini-Conference* (2008, 2009)



Developing External Funding Proposals, Preconference Workshop for Organizational Communication Scholars, *National Communication Association Annual Meeting*, San Diego, CA (2008)

Summer Research Institute of the *Consortium for the Science of Socio-Technical Systems*, University of Michigan, Ann Arbor, MI (2008)

OCIS–TIM Doctoral Consortia (Organizational Communication and Information Systems, and Technology and Innovation Management divisions), *Academy of Management Annual Meeting* (1999, 2001, 2003)

Critical Management Studies Doctoral Consortium, *Academy of Management Annual Meeting*, Denver, CO (2002)

## **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

- Academy of Management
- American Sociological Association
- American Society for Public Administration
- Association for Information Systems
- International Communication Association