

# Vivian F. Guetler

DOCTORAL CANDIDATE IN SOCIOLOGY

3202 Hayden Ln, Morgantown WV 26505

☎ (+1) 315-708-1590 | ✉ [vguetler@gmail.com](mailto:vguetler@gmail.com) | 🏠 [www.vguetler.github.io](http://www.vguetler.github.io) | 📷 [vguetler](#) | 🌐 [vivianguetler](#)

## Education

### West Virginia University

Morgantown, WV

PHD IN SOCIOLOGY

2016 - present

- Specializations: crime, cyber-terrorism, counter-terrorism, culture, society & technology
- Relevant coursework: Statistics, Social Network Analysis with R, Data Visualization using Tableau, Geographic Information Science

### Syracuse University

Syracuse, NY

MS INFORMATION MANAGEMENT

2015 - present

- Relevant coursework: Information Environments, Introduction to Information Management, Managing Information Systems Projects, Enterprise Network Management I

### Syracuse University

Syracuse, NY

MA IN PAN AFRICAN STUDIES

2013 - 2015

### Alpen Adria Klagenfurt University

Klagenfurt, Austria

BA IN ENGLISH AND AMERICAN STUDIES

2010 - 2013

## Work Experience

### Department of Sociology, West Virginia University

Morgantown, WV

RESEARCH ASSISTANT

May 2020 - present

- Conduct data manipulation using R, Python and Stata
- Analyze data using statistics and network analysis such as ERGM models and regressions

### eScience Institute, University of Washington

Seattle, WA

DATA SCIENCE FOR SOCIAL GOOD FELLOW

May 2019 - August 2019

- Applied data science and human-centered techniques to design questions about algorithm fairness and ethics
- Developed Algorithm Equity Toolkit with community organizations in Seattle

### Injury Control Research Center, West Virginia University

Morgantown, WV

RESEARCH ASSISTANT

May 2018 - May 2019

- Collected and cleaned data on community resiliency and suicide
- Conducted exploratory data analysis in R

### Near East Foundation

Syracuse, NY

PROGRAM DEVELOPMENT & RESEARCH INTERN

May 2017 - Aug. 2017

- Assisted in writing proposals and conducting program development research

## Other Work Experience

### Software Carpentries Workshops

Morgantown, WV

HELPER

Oct. 2019 - March 2020

- Assisted instructors during software carpentry Python and R workshops
- Assisted learners with software, data set-ups, debugging codes

### Department of Sociology, West Virginia University

Morgantown, WV

GRADUATE INSTRUCTOR

August 2019 - May 2020

- Fall 2019 SOCA 101 Introduction to Sociology
- Spring 2020 SOCA 101 Introduction to Sociology (Web-based)
- Spring 2020 SOCA 101 Introduction to Sociology (Web-based)

### Data for Democracy

Morgantown, WV

ACLU COLORADO INCARCERATION TRENDS PROJECT: VOLUNTEER

Jan. 2019

- Collaborated with data scientists to analyze and visualize incarceration data for ACLU Colorado
- Designed an interactive visualization using Tableau and R Studio

## Skills

<b>Functional</b>	Data analysis & visualization, project management, machine learning, statistics, quantitative & qualitative research methods
<b>Programming</b>	R, Python, STATA, Markdown, HTML, CSS, JavaScript, SQL, LaTeX, Tableau, Git/Github

## Honors & Awards

2020	<b>Inaugural Outstanding Dissertation Fellowship</b> , Department of Sociology, West Virginia University	Morgantown, WV
2020	<b>Outstanding Graduate Teaching Assistant</b> , Eberly College, West Virginia University	Morgantown, WV
2019	<b>Student Scholar Grace Hopper Celebration Women in Computing</b> , AnitaB.org	Orlando, FL
2019	<b>Data Science for Social Good Fellow</b> , eScience Institute, University of Washington	Seattle, WA
2019	<b>Modern Longitudinal Data Analysis in R Workshop Travel Grant</b> , Society for Multivariate Experimental Psychology	College Park, MD
2018	<b>Outstanding Graduate Teaching Assistant</b> , Eberly College, West Virginia University	Morgantown, WV
2016	<b>Women in Computer Research Association Travel Grant</b> , iSchool, Syracuse University	Syracuse, NY
2015	<b>Diversity Scholarship</b> , iSchool, Syracuse University	Syracuse, NY

## Presentation

<b>Sentiment Analysis of Twitter Users Towards #Charlottesville Unite the Right Rally</b> THE AMERICAN SOCIETY OF CRIMINOLOGY ANNUAL MEETING	San Francisco, CA Nov. 2019
<b>Sentiment Analysis &amp; Topic Modelling of Twitter Users Towards #Charlottesville Unite the Right Rally</b> GRACE HOPPER CELEBRATIONS, WOMEN IN COMPUTING	Orlando, Florida Oct. 2019
<b>Terrorists of a Feather Flock Together: Homophily &amp; Prestige in Dark Networks</b> NETSCI 2019, UNIVERSITY OF VERMONT	Burlington, VT June 2019
<b>The Code War: Examining #OpISIS Hacktivism Campaign Against Cyber-Caliphates</b> CONFERENCE FOR TECHNOLOGY & FUTURE OF TERROR (INVITED SPEAKER)	Atlanta, GA April 2019
<b>Tweeting After an Attack: Examining Twitter Reactions of Al-Shabaab's Terror Attacks</b> MINNESOTA POLITICAL METHODOLOGY COLLOQUIUM	Minneapolis, MN April 2019
<b>"Don't Try to Drown out the Conversation, Let's Talk About What Jihad Means": Framing Terrorism in the U.S Media</b> AMERICAN SOCIOLOGICAL ASSOCIATION, MEDIA PRE-CONFERENCE	Philadelphia, PA Aug. 2018
<b>Terrorism as a Family Affair</b> ANNUAL STRATEGIC MULTI-LAYER ASSESSMENT CONFERENCE JOINTLY WITH DHS, DNI, NIC, NCTC	Joint Base Andrews, MD April 2018
<b>Is Terrorism a Family Affair? Analyzing Pathways to Violent Extremism across Ideologies in the US</b> AMERICAN SOCIETY OF CRIMINOLOGY ANNUAL MEETING	Philadelphia, PA Nov. 2017
<b>Are We Reaching the Targeted Population? Countering Jihadi Narratives on Facebook</b> SOCIETY FOR TERRORISM RESEARCH, 11TH ANNUAL INTERNATIONAL CONFERENCE, NYU	New York, NY Aug. 2017

## Publications

<b>Toward Situated Interventions for Algorithmic Equity: Lessons from the Field</b> MICHAEL KATELL, MEG YOUNG, DHARMA DAILEY, BERNEASE HERMAN, <b>VIVIAN GUETLER</b> , AARON TAM, CORINNE BINTZ, DANIELLA RAZ & P.M KRAFFT. ASSOCIATION FOR COMPUTING MACHINERY, NY 2020	US 2020
--	------------

## **An Algorithmic Equity Toolkit for Technology Audits by Community Advocates and Activists**

MICHAEL KATELL, MEG YOUNG, DHARMA DAILEY, BERNEASE HERMAN, **VIVIAN GUETLER**, AARON TAM, CORINNE BINTZ,  
DANIELLA RAZ & P.M KRAFFT. PREPRINT ARXIV 2019

US

2019

## **A toolkit for Algorithmic Equity and Community Empowerment**

MICHAEL KATELL, MEG YOUNG, DHARMA DAILEY, BERNEASE HERMAN, **VIVIAN GUETLER**, AARON TAM, CORINNE BINTZ,  
DANIELLA RAZ & P.M KRAFFT. ICONFERENCE 2020 PROCEEDINGS

US

2020

## **An Equity in Automation Toolkit for Technology Audits by Community Advocates and Activists**

MEG YOUNG, MICHAEL KATELL, DHARMA DAILEY, BERNEASE HERMAN, **VIVIAN GUETLER**, AARON TAM, CORINNE BINTZ,  
DANIELLA RAZ & P.M KRAFFT. UNDER REVIEW BIG DATA & SOCIETY

US

2019