

OSCAR H. GANDY, JR.

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Educational Background

PhD. Stanford University, Public Affairs Communication, 1976
MA University of Pennsylvania, Communication Behavior, 1970
BA University of New Mexico, Sociology, 1967
AA Nassau Community College, Social Sciences, 1964

Professional Background

2006 Professor Emeritus, University of Pennsylvania
2001 The LeBoff Distinguished Visiting Scholar, New York University
1998-2006 Information and Society Term Chair [Herbert I. Schiller Professor] Annenberg School for Communication University of Pennsylvania
1993-1994 Fellow, Freedom Forum Media Studies Center, Columbia University
1991-2006 Professor, Annenberg School for Communication, University of Pennsylvania
1987-1991 Associate Professor, Annenberg School for Communication, University of Pennsylvania
1986-1987 Director, Center for Communications Research, Howard University School of Communications
1985-1986 Acting Director, Proposed Center for Communications Research, Howard University, School of Communications
1981-1987 Graduate Associate Professor (Indefinite Tenure), Department of Communication Arts and Sciences, Howard University
1980-1981 Graduate Assistant Professor, Department of Communication Arts and Sciences, Howard University
1977-1980 Assistant Professor and Coordinator of Broadcast Production, Department of Radio, Television and Film, Howard University
1976-1977 Postdoctoral Fellow, Annenberg School of Communication, University of Pennsylvania
1973-1976 Ford Foundation Fellow, National Fellowships Fund, Stanford University
1974-1975 Research Assistant, Department of Communication, Stanford University
1971-1973 Lecturer, Communications Program, The Third College, University of California, San Diego
1969-1971 Writer/Producer, WCAU-TV, CBS, Incorporated
1968-1970 Research Assistant, Annenberg School of Communications, University of Pennsylvania
1966-1967 Research Assistant, Department of Sociology, University of New Mexico
1964-1965 Engineering Clerk, Sperry Gyroscope Corporation

Publications

Books and Monographs

Oscar H. Gandy, Jr. *Coming to Terms with Chance: Engaging Rational Discrimination and Cumulative Disadvantage*. Farnham, Surrey: Ashgate Publishing, 2009.
Oscar H. Gandy, Jr. *Communication and Race. A Structural Perspective*. Edward Arnold and Oxford University Press, 1998.
Oscar H. Gandy, Jr. *The Panoptic Sort: A Political Economy of Personal Information*. Boulder, CO: Westview Press, 1993. Japanese translation, published by Dobunkan Shuppan, 1997.
Oscar H. Gandy, Jr. *Beyond Agenda Setting. Information Subsidies and Public Policy*. Norwood, NJ: Ablex Publishers, 1982.

Oscar H. Gandy, Jr., William L. Rivers, Susan Miller and Gail Rivers. *Government and Media-- An Annotated Bibliography*. Stanford, CA: Institute for Communications Research, 1975.

Edited Volumes

- Stephen Reese, Oscar Gandy & August Grant (Eds). *Framing Public Life*. Lawrence Erlbaum, 2001 (2003, paperback).
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- Oscar H. Gandy, Jr., Paul Espinosa and Janusz Ordover (Eds). *Proceedings from the Tenth Annual Telecommunications Policy Research Conference*. Norwood, NJ: Ablex Publishers, 1983.

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- Oscar H. Gandy Jr. & Selena Nemorin. "Toward a political economy of nudge: Smart city variations." *Information, Communication & Society*, 22.14 (2019): 2112-2126
- Selena Nemorin & Oscar H. Gandy, Jr. "Exploring neuromarketing and its reliance on remote sensing: Social and ethical concerns." *International Journal of Communication*, 11 (2017): 4824-4844.
- Oscar H. Gandy, Jr. "Surveillance and the Formation of Public Policy." *Surveillance & Society*, 15(1) (2017): 158-171.
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- Oscar H. Gandy, Jr., "The irrationality of rational choice: Audience segmentation and the real digital divide," pp 249-264 in *Media, Profits and Politics*, edited by J. Harper and T. Yantek, Kent State University Press, 2003.
- Oscar H. Gandy, Jr., "Revealing the ties that bind: Property and propriety in the Information Age," pp. 184-187 in R. Mansell, R. Samarajiva & A. Mahan (Eds.). *Networking Knowledge for Information Societies: Institutions and Intervention*. Delft University Press, 2002.
- Oscar H. Gandy, Jr. "The real digital divide: Citizens v. consumers," pp. 448-460 in L. Leivrow and S. Livingstone (Eds.). *The Handbook of New Media*, Sage, 2002.
- Oscar H. Gandy, Jr. "African Americans and the Information Age: Life in the pay-per-society," pp. 455-489 in U. Bailey and L. Morris (Eds.). *One-Third of a Nation. African American Perspectives*. Washington DC: Howard University Press, 2001.
- Oscar H. Gandy, Jr. "Framing at the horizon: A retrospective assessment," pp. 355-378 in S. Reese, O. Gandy, & A. Grant (Eds). *Framing Public Life*. Lawrence Erlbaum, 2001
- Oscar H. Gandy, Jr. "African Americans and privacy. Understanding the Black perspective in the emerging privacy debate," pp. 31-58 in J. Barber and A. Tait (Eds). *The Information Society and the Black Community*. Westport, CT: Praeger, 2001.
- Oscar H. Gandy, Jr. "Dividing practices: Segmentation and targeting in the emerging public sphere," pp.141-159 In R. Entman and L. Bennett (eds). *Mediated Politics: Communication and the Future of Democracy*. Columbia University Press, 2001.
- Oscar H. Gandy, Jr. "Gently, gently catch the monkey. Rush, and catch the air," [foreword], pp ixxi in J. Woo. *Copyright Law and Computer Programs*, New York: Garland Publishers, 2000.

- Oscar H. Gandy, Jr. "Race, ethnicity and the segmentation of media markets," pp. 44-69 in J. Curran & M. Gurevitch (eds). *Mass Media and Society*, 3rd Edition, Arnold/Oxford: 2000.
- Jessica Davis and Oscar H. Gandy, Jr. The mass media and African American social movements: Taking a longer view," pp. 339-359 in *Mass Communication, Democracy and Civil Society in Africa*. Luke Uche, (ed) Nigerian National Commission for UNESCO, Lagos: Nigeria. 1999.
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- Oscar H. Gandy, Jr. "Coming to terms with the panoptic sort," pp. 132-155 in D. Lyons and E. Zuriek [eds]. *New Technology, Surveillance and Social Control*. Minneapolis: University of Minnesota Press, 1996.
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- Oscar H. Gandy, Jr. "The role of theory in the policy process. A response to Professor Westin," pp. 99-106 in C. Firestone and J. Schement (eds). *Toward an Information Bill of Rights and Responsibilities*. Washington DC: The Aspen Institute Communications and Society Program, 1995.
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- Oscar H. Gandy, Jr. "Transaction-Generated Information (TGI): Signaling, sorting, and the Communication of Self," pp. 421-433 in J. Schement and B. Rubin [eds] *Between Communication and Information: Information and Behavior*, Vol. 4, New Brunswick, NJ: Transaction Publishers, 1993.
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- Oscar H. Gandy, Jr. "Tracking the audience: Personal information, privacy and the current crisis in capitalism." pp. 166-179 in J. Downing, A. Mohammadi, and A. Sreberny-Mohammadi (eds). *Questioning the Media*. Newbury Park, CA: Sage, 1990 (pp. 221-227 in Second Edition, 1995).
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- Review of Michael Connors. The Race to the Intelligent State. Futures, (December 1993): 1107-1108; Telecommunications Policy, (December 1993): 714-715.
- Review of Douglas Kellner. Television and the Crisis of Democracy." Science as Culture, 4(2) (1993): 307-313.
- Review of Douglas Kellner. Television and the Crisis of Democracy, Journalism Quarterly, Vol 61 (Spring,1992): 231-233.
- Review of M. Raboy. Missed Opportunities. The Story of Canada's Broadcasting Policy. Journal of Media Economics, (Fall 1991): 61-63.
- Review of J. Dates and W. Barlow. Split Image: African Americans in the Mass Media. Journal of Negro Education, 60(3) (Summer, 1991): 490-492.
- Review of Majid Tehranian. Technologies of Power. Journalism Quarterly Vol 67(4) (1991): 1130-1131.
- Review of Gary Marx. Undercover. Police Surveillance in America. Journal of Communication, Vol 40(1) (Winter, 1990): 131-133.
- Review of Schement and Lievrouw, Competing Visions, Complex Realities: Social Aspects of the Information Society, Journalism Quarterly, 65(3) (Fall 1988): 785-787.
- Review of Webster and Robins, Information Technology: A Luddite Analysis, Journal of Communication, 37(1) (Winter, 1987): 161-163.
- Review of N. Issacs, Untended Gates. The Mismanaged Press, Journalism Quarterly, 64(1) (Spring1987): 237-238.
- Review of Frank and Greenberg, Audiences for Public Television, Journal of Communication, 33(4) (1983):30-33.
- Review of McQuail and Windahl, Communication Models, Journal of Communication, 33(3) (1983): 207-209.
- Review of Lerner and Nelson (Eds) Communication Research--A Half Century Appraisal, Journal of Communication, 28(4) (Winter 1978): 214-215.

Other Publications

- Gandy, O., & Tsui, L. "On personal data protection, privacy and surveillance." Communication & Society, 43 (2018): 1-34.
- Oscar H. Gandy, Jr. "What the US can learn from the UK about the protection of privacy," Commentary. Surveillance & Society 6(3) (2009): 308-312.
- Oscar H. Gandy, Jr. "Mastering the use of numbers in telling the sad, sad story of discrimination and inequality," pp. 88-90 in Anne C. Osborne (ed), The Future of Journalism and Mass Communication Education. Baton Rouge, LA: Manship School of Mass Communication, Louisiana State University, 2008.
- Oscar H. Gandy, Jr. with the assistance of Francesca Wellings. The Great Frame Robbery. The strategic use of public opinion in the formation of media policy. Report to the Ford

- Foundation, 2003.
- Oscar H. Gandy, Jr. Entry, Communication Industry. Dictionary of American History, 3rd Edition. Charles Scribner, 2002.
- Oscar H. Gandy, Jr. Remembering Herb Schiller. Television and New Media, 2(1) (2001):37.
- Oscar H. Gandy, Jr. Audience segmentation: Is it racism or just good business? Media Development, 2(2000): 3-6.
- Oscar Gandy. How does the media shape ideas about diversity? Diversity Digest, (Spring 1999): 14.
- Oscar H. Gandy, Jr., with the assistance of Veronica Davison and C. Nicole Dickerson. Covering the Diversity Debate. A Report to the Ford Foundation. (1998).
- Oscar H. Gandy, Jr. "Worth Reading." Critical Studies in Mass Communication, 12(4) (1995).
- Oscar H. Gandy, Jr. Associate Editor/Organizer "Colloquy on cultural studies and political economy." Critical Studies in Mass Communication, (March 1995): 60-61.
- Oscar H. Gandy, Jr. "Worth Reading." Critical Studies in Mass Communication, 11(4) (1994).
- Oscar H. Gandy, Jr. "Going from bad to worse...The media's framing of race and risk." Media Studies Journal, (Summer 1994): 39-48.
- Oscar H. Gandy, Jr. "The information superhighway as the Yellow Brick Road." National Forum, (Spring 1994): 24-27.
- Oscar H. Gandy, Jr. (Ed). "Worth Reading." Critical Studies in Mass Communication, 10(4) (1993): 423-440.
- Oscar H. Gandy, Jr. "The name game." Connections. (Second Quarter 1993): 38.
- Oscar H. Gandy, Jr. "Where does our responsibility end? The role of Black scientists and engineers in the surveillance age." Journal of the NTA (July 1988): 72 pf.
- Oscar H. Gandy, Jr. Telephone Survey and Analysis of Survey Data, Re: The Minority Programming Consortia. Final Report to The Corporation for Public Broadcasting, February 1987
- Oscar H. Gandy, Jr. "Who knows what from which media?" Media Monitor (September/October 1986): 9.

Non-Print Publications (Writer and/or Producer)

- "Mental Health: Racism in America (Documentary Film), National Black Science Students Organization, 1982.
- "It's Basically Economic" (Instructional Television Series), WCAU-TV, 1971.
- "Conditions at this Hour are Normal!" (Television Documentary Special), WCAU-TV, 1971.
- "Malcolm X" (Program in cultural series), WCAU-TV, 1971.
- "Introduction to Photography" (Instructional Television Series), WCAU-TV, 1970.
- "Social Implications of Twentieth Century Technology" (Instructional Television Series), WCAUTV, 1970.
- "Right On!" (Public Affairs Television Series), WCAU-TV, 1969-71.

Community Service

To the University Community

- Chair, Pluralism Committee of the University Council, 2005--2006
- Designate, Senate Executive Committee, 2004--2005
- Member, Provost Search Committee, 2005
- Chair, Structural and Organizational Issues Working Group, W.E.B. DuBois Collective Research Institute, 1998-
- Member, Faculty Advisory Committee, Center for Community Partnerships, 1998-
- Member, Senate Committee on Academic Freedom and Responsibility, 1997--
- Member, Working Group, African American Interdisciplinary Learning and Research Initiative, University

of Pennsylvania, 1997--
 Member, Dean's Search Committee. School of Arts and Sciences, University of Pennsylvania, 1996-7.
 External review consultant. Ontario Council of Graduate Studies, Carleton University PhD Programme in Mass Communications, Fall, 1996.
 Chair, Information and Society Planning Committee, Annenberg Public Policy Center, 1995-6.
 Member, Affirmative Action Council, 1995-; Chair, Subcommittee on Faculty and Staff Hiring and Retention (1996-8).
 Member, Dean's Review Committee, Annenberg School, 1994.
 Member, Provost's Committee on Undergraduate Education; Chair, Subcommittee on public service/service learning. 1994-5.
 Member, Deputy Provost Search Committee, 1992.
 Faculty Affirmative Action Officer, Annenberg School for Communication, 1989-91, 1992--1996.
 Member, Honorary Degrees Committee, University of Pennsylvania, 1989-91
 Member, Provost's Committee on Doctoral Education, University of Pennsylvania, 1989-90
 Member, Task Force on Retirement, University of Pennsylvania, 1989-92.
 Member, Advisory Board, School of Communications, Howard University, 1988-1996.
 Member, Executive Committee, ASC, 1989-91, 1995-
 Member, Graduate Studies Committee, ASC 1987-91, 1995-6
 Member, Committee on Academic Freedom and Responsibility, ASC 1987-88
 Member, Committee on Admissions and Financial Aid, ASC, 1987-91
 Member, and Chair of the Subcommittee on Reappointment, Promotion and Compensation, Faculty Career Opportunities Program Committee, HU, 1985-86.
 Chair, Curriculum Committee, Graduate School of Arts and Sciences, HU, 1985-86.
 Member, Internal Review Committee, Graduate School of Arts and Sciences, HU, 1986.
 Acting Director, Center for Communications Research, HU, 1985-86.
 Coordinator, Independent Faculty Federation, HU, 1985.
 Chair, Appointments, Promotion and Tenure Committee, Department of Communication Arts and Sciences, HU, 1984-85.
 Member, Executive Committee, School of Communications, HU, 1984-85.
 Chair, Curriculum Committee, School of Communications, HU, 1981-82.
 Member, Appointments, Promotion and Tenure Committee, Department of Communication Arts and Sciences, HU, 1981-82.
 Member, CAI Steering Committee, Center for Academic Reinforcement, HU, 1979-82.
 Member, Television Task Force, HU, 1977-80.
 Member, Instructional Computing Services Committee, HU, 1978-79.
 Member, Curriculum Committee, Department of Radio, Television and Film, HU, 1977-78.
 Chair, Community Relations Committee, UCSD, 1972-73.

To the Profession

Contributing Editor, *New Media & Society*. 2000ó
 Member, Editorial Board, *Communication Research*, 2000-2006
 Member, International Council, International Association for Media and Communication Research, 2000- 2006
 Associate Editor. *Critical Studies in Mass Communication*, 1998--2001
 Member, Editorial Board, *Mass Comm Review*, 1998--2002
 Appointed Member, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1996-1998.

Member, Editorial Review Board, Journal of African Communications, 1996-?

Member, Executive Board, Association for Education in Journalism and Mass Communication, 1995-96.

Chair, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1995-96.

Vice-Chair, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1994-5.

Member Task Force 2000, Chair subcommittee on publications, Association for Education in Journalism and Mass Communications, 1993.

Member, International Council, International Association for Mass Communication Research, 1992-1996.

Associate Editor, Critical Studies in Mass Communication, 1992-95.

Member, Publications Committee, Association for Education in Journalism and Mass Communication, 1992-1995.

Member, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1990-1993; re-elected, 1993-1996.

Member, Research Board, Speech Communication Association, 1989-91.

Immediate Past Head, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1989-90.

Head, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1988-89

Member, Nominations and Elections Committee, Association for Education in Journalism and Mass Communication, 1988-89.

Head-Elect, and Program Chair, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1987-88.

Editorial Advisory Board, Southwestern Mass Communication Journal, 1992.

Editorial Board, Journal of Communication, 1991--?

Editorial Board, Journal of Media Economics, 1989-?

Editorial Board, Public Relations Research Annual, 1989

Editorial Board. Howard Journal of Communications, 1988-

Editorial Advisor, Encyclopedia of Communications, 1984-1988

Editorial Board, Critical Studies in Mass Communications, 1983-1986, 1996

Editorial Board, Mass Communications Review Yearbook, 1982-1988

Treasurer, Union for Democratic Communications, 1982-84.

Member, Steering Committee, Union for Democratic Communication, 1980-86

Chair, Organizing Committee, Tenth Annual Telecommunications Policy Research Conference, 1981-82.

Consulting and Contributing Editor, Journal of Communication, 1973--1991

Peer Reviewer, Journal of Broadcasting, Journal of Communication, Journalism Quarterly, Critical Studies in Mass Communications, Communication Theory, Communication Research

To the Wider Community

Member, Board of Directors, Tucson Residents for Responsive Government, 2015- 2021

Member, Board of Directors, Center for Digital Democracy, 2014--

Member, Committee on Privacy in the Information Age, National Research Council, 2002-2004

Member, Advisory Board, Center for Democracy and Technology, 1996-1999

Member, Executive Board, Center for Global Media Studies, 1999-2002

Member, Advisory Board, Electronic Privacy Information Center, 1995-; Board of Directors, 2000-, Chair, 2003-2006

Reviewer, Ford Predoctoral Dissertation Fellowships Program, National Research Council, 1993-1995

Reviewer, National Science Foundation, Technology, Values and Society, 1993, 1994, 1998
 Member, Board of Directors, Communications Consortium, 1991-1996
 Member, Board of Directors, Institute for Public Representation, Georgetown University Law Center, 1982--
 Member, Advisory Board, Public Interest Video Network, 1986-1990
 Judge, Annual Women at Work Broadcast Awards, National Commission on Working Women, 1984, 1985.
 Secretary, Board of Directors, KUUMBA Foundation, San Diego, CA, 1972-73.

Awards and Honors

Surveillance Studies Network Outstanding Achievement Award, 2016
 Featured in Black Pioneers in Communication Research by Ronald Jackson and Sonja Givens, Sage, 2006.
 Outstanding Faculty Award, The WEB DuBois College House, 2006.
 Media Justice Award. Media Tank, 2006.
 Wayne Danielson Award, University of Texas at Austin, 2000.
 Year 2000 Presidential Award. Association for Education in Journalism and Mass Communication, August 2000.
 Dallas Smythe Award, Union for Democratic Communication, 1998.
 Freedom Forum Media Studies Center Residential Fellowship, 1993-94 to study "Statistical Reality: The role of the press in the communication of risk."

Research Grants and Contracts

"When is it all right to point? An examination of public policy discourse on racial segmentation and targeting," Research Fellowship, Center for Africana Studies, University of Pennsylvania, 2004-5, \$10,000 (with Sonya Grier).
 "The Great Frame Robbery: The strategic use of public opinion in the formation of media policy." The Ford Foundation, 2002-2003, \$50,000.
 Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2002-2003, \$15,000.
 Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2001-2002, \$15,000.
 Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2000-2001, \$15,000.
 "Campus Diversity Content Analysis Project" 1997-1998, Ford Foundation, \$23,216.00.
 Summer course development grant, 1998-1999, Center for Community Partnerships, University of Pennsylvania, \$2,970.00.
 With Jonathan Baron, "The role of the mass media in the perception of racially comparative risk", 1996-1997, Annenberg Public Policy Center, \$27,500.
 "The incentive system and the communication of risk" University of Pennsylvania, Public Policy Initiatives Fund, 1991, \$3000.
 "AHANA Research Grant" for AEJMC, Minorities and Communication Division, Awarded, 1989, The Annenberg Foundation, \$21,600.
 "Telecommunications and Privacy" 1987-90, PENN/AT&T telecommunications Project, \$135,000.00
 "Minority Programming Consortia Project Evaluation" 1986-87, Corporation for Public Broadcasting, \$12,706.50
 "Mass Media and Health: An Examination of Symbolic Resources for the Construction of Images of Health and the Health Care System" 1986-87, Howard University Faculty Research Program, \$7,000.
 "The Jesse Jackson Campaign" 1984-85, Howard University School of Communication, \$3,200.

- "The Tenth Annual Telecommunications Policy Research Conference" 1981-82
US Department of Commerce, NTIA, \$10,000.
National Science Foundation, \$17,000.
The M.L. Annenberg Foundation, \$15,000.
The John and Mary Markle Foundation, \$10,000.
The Benton Foundation, \$5,000
The Canadian Radio-television and Telecommunications Commission, \$5,000.
- "Marketing a Miracle: Information Subsidies and the CAT Scanner" 1980-82, Howard University Faculty Research Program, \$6,250.
- "Market Factors in Audience Production" 1979-80, Howard University Faculty Research Program, \$4,500.
- "An Assessment of Consumer Education and Information Needs of Black Hearing Impaired Adults", 1977- 78, Howard University Faculty Research Program, \$3,246.