

July 29, 2010

CURRICULUM VITAE

Catherine A. Dwyer

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of Computer Science & Information Systems
Pace University
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Academic Positions:

2008 – Pres.	Pace University <i>Associate Professor of Information Technology,</i> Seidenberg School of Computer Science & Information Systems	New York, NY
2000 – 2008	Pace University <i>Lecturer,</i> Seidenberg School of Computer Science & Information Systems	New York, NY
1995 – 2000	Pace University <i>Adjunct Instructor,</i> Seidenberg School of Computer Science & Information Systems	New York, NY

Education:

Ph.D. Information Systems (May 2008)
New Jersey Institute of Technology, Newark, NJ
Dissertation topic:
[“Appropriation of Privacy Management Within Social Networking Sites”](#)

M.S. Computer Science (June 1996)
Pace University, New York, NY

M.A. Music Education (June 1984)
The Manhattan School of Music, New York, NY

B.A. Double major English and Political Science (June 1979)
Fordham University, Bronx, NY
Magna cum laude in cursa honorum

Teaching Fields:

Application Development; Programming Languages; Systems Analysis and Design; Information Technology in Support of Environmental Sustainability; Online Privacy; Sociotechnical Systems; Social Computing; Ethics and Information Technology

Books:

Dwyer, Catherine, Gaylord, Henry, Murthy, Narayan, Sachs, David, *JavaScript 101*, Thomson Custom Publishing, 2003.

Dwyer, Catherine, Meyer, Jeanine, *Programming Games With Visual Basic*, with Jeanine Meyer, Course Technology, 2001.

Dwyer, Catherine, Molluzzo, John C., Meyer, Jeanine, Wolf, Carol E., *Pace University Software Exercises*, Simon & Schuster/Prentice Hall, 1999.

Refereed Journal Publications:

Dwyer, Catherine, Hasan, Helen, "Emergent Solutions for Global Climate Change: Lessons from Green IS Research," *The International Journal of Social and Organizational Dynamics in Information Technology* (forthcoming).

Molluzzo, John, Dwyer, Catherine (2009), "[Gender and Technology Careers: the Gap Continues](#)," *Information Systems Education Journal*, Volume 7, Number 21.

Dwyer, Catherine, Meyer, Jeanine (2006), "[Identifying Effective Structural Dimensions for Course Portals](#)," *International Journal of Learning*, Volume 12, Issue 6, pp. 165-174.

Meyer, Jeanine, Dwyer, Catherine (2006), "[Improving Quantitative Reasoning Through Analysis of News Stories](#)," *International Journal of Learning*, Volume 12, Issue 6, pp.129-134.

Dwyer, Catherine, Malani, Parthiv (2006), "[Low-Cost Collaborative Tools for Virtual Communication](#)," *Information Systems Education Journal*, Volume 4, Number 78.

Dwyer, Catherine, Knapp, Constance A. (2004) "[How Useful is IS 2002? A case study applying the Model Curriculum](#)," with Constance A. Knapp, *The Journal of Information Systems Education*, Volume 15, Number 4, pp. 409-416.

Journal Papers Submitted:

Dwyer, Catherine, "The Effect of Behavioral Targeting on Trust in E-Commerce," *Journal of Organizational and End User Computing*, (under review).

Dwyer, Catherine, "Developing an Energy Literacy Curriculum in Support of Environmental Sustainability," *The Journal of Information Systems Education* (under review).

Refereed Conference Papers:

Hasan, Helen, Dwyer, Catherine (2010). "[Was the Copenhagen Summit doomed from the start? Some insights from Green IS research](#)," Paper presented at the Americas Conference on Information Systems (AMCIS), Lima, Peru.

Dwyer, C., Hiltz, S. R., Poole, M. S., Gussner, J., Hennig, F., Osswald, S., et al. (2010). "[Developing Reliable Measures of Privacy Management Within Social Networking Sites](#)." Paper presented at the 43rd Hawaii International Conference on System Sciences, Koloa, Kauai, Hawaii

Dwyer, Catherine (2009). "[The Inference Problem and Pervasive Computing](#)," Paper presented at Internet Research 10.0, Milwaukee, Wisconsin.

Dwyer, Catherine (2009). "[Behavioral Targeting: A Case Study of Consumer Tracking on Levis.com](#)." Paper presented at the Americas Conference on Information Systems (AMCIS), San Francisco, CA.

Dwyer, Catherine, Hiltz, Starr Roxanne, & Widmeyer, George (2008). "[Understanding Development and Usage of Social Networking Sites: The Social Software Performance Model](#)." Paper presented at the 41st Annual Hawaii International Conference on System Sciences (HICSS), Hawaii.

Dwyer, Catherine, Hiltz, Starr Roxanne (2008). "[Designing Privacy Into Online Communities](#)." Paper presented at the Proceedings of Internet Research 9.0, Copenhagen, Denmark.

Dwyer, Catherine, Hiltz, Starr Roxanne, & Passerini, Katia (2007). "[Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace](#)." Paper presented at the Americas Conference on Information Systems (AMCIS), Keystone, Colorado.

Dwyer, Catherine (2007). "[Task Technology Fit, the Social Technical Gap, and Social Networking Sites](#)," Paper presented at AMCIS Doctoral Consortium, Keystone, Colorado.

Dwyer, Catherine (2007). "[Digital Relationships in the 'MySpace' Generation: Results From a Qualitative Study](#)." Paper presented at the 40th Annual Hawaii International Conference on System Sciences (HICSS), Hawaii.

Dwyer, Catherine, Hiltz, Starr Roxanne (2006). "[Visibility Within Mediated Networks: An Exploration of Contextual Factors](#)." Paper presented at CHI 2006 Workshop on Mobile Social Software, Montreal, Canada.

Dwyer, Catherine, Malani, Parthiv (2006). "[Low Cost Collaborative Tools for Virtual Communication](#)." Paper presented at Information Systems Educators Conference (ISECON), received Distinguished Writing Award, Columbus, Ohio.

Dwyer, Catherine, Hiltz, Starr Roxanne, & Jones, Quentin (2006). "[Discovering Boundaries for Mobile Awareness: An Analysis of Relevant Design Factors](#)." Paper presented at the Americas Conference on Information Systems (AMCIS), Acapulco, Mexico.

Dwyer, Catherine, Yi, Zhang, Hiltz, Starr Roxanne (2004). "[Using Web Analytics to Measure the Activity in a Research-Oriented Online Community.](#)" Paper presented at the America's Conference on Information Systems (AMCIS), New York, NY.

Dwyer, Catherine, Meyer, Jeanine (2000). "[A Case Study in Teaching Programming Using a Hybrid Instructional Model.](#)" Paper presented at Information Systems Educators Conference (ISECON), Philadelphia, PA.

Presentations and Workshops:

Workshop co-leader, with Helen Hasan, "Information Systems and Environmentally Sustainable Development," Pre-ICIS Workshop, Saint Louis, MO, December 11, 2010.

Invited Speaker, "Online Advertising 'Under the Hood:' Demonstrating Consumer Tracking to a Non-Technical Audience," Workshop on Interdisciplinary Studies in Information Security and Privacy (WISSP10), NYU-Abu Dhabi Institute in Abu Dhabi, UAE, October 3-4 2010.

Keynote Speaker, "Energy Literacy and 'Green IS:' Preparing Global Citizens for a Post-Carbon World," Simpósio Brasileiro de Sistemas de Informação ([SBSI 2010](#)), Marabá, Brazil, June 2010.

Invited Participant, Privacy Law Scholars Conference, Washington, DC, June 2010.

Invited Presenter, "Creating 'Platform Neutral' Laws for Sociotechnical Systems," NYU Privacy Research Group ([PRG](#)), March 2010.

Invited Speaker, "Tag You're It - Business Risks When Customers Find Out You Are Tracking Them," Seidenberg Alumni Tech Talk, New York, NY, March 2010.

Invited Panelist, "Facing Up to Privacy: Challenge or Opportunity?" OMMA AdNets Conference, New York, NY, November 2009.

Invited Speaker, "Ethics of Information Policy," IEEE Women in Engineering Professional Development Seminar, White Plains, NY, September 2009.

Workshop co-leader, with Elizabeth Avery Gomez (2009), "Sustainability Course Modules for Information Systems and Interdisciplinary Courses." Workshop presented at the America's Conference on Information Systems (AMCIS), San Francisco, CA.

Invited Participant, "Seminar: Ethics in Practice," NYU Faculty Resource Network, June 2009.

Invited Speaker, "Social Media and Higher Ed: The Good and the Bad," Northeast Association of Graduate Students Annual Meeting, Newark, Delaware, April 2009.

Invited Lecturer, "Online Privacy Management: Identifying Social Design Requirements," United States Military Academy, April 1, 2009.

Contributor, "Privacy and Social Networking Sites," ICT&S Podium, University of Salzburg, Invited Lecture by Starr Roxanne Hiltz, December 1, 2008.

Panelist, "[Alternate Paths to University Positions: Women's Choice](#) ." at Advancing Women and the Underrepresented in the Academy, Faculty Resource Network, Charlotte, NC, November 2007.

Invited Speaker, video presentation "Digital Relationships," Youth Technology Forum, University of Canterbury, New Zealand, July 2007.

Tutorial co-leader, "Social Software," with Starr Roxanne Hiltz, Lorne Olfman, Chris Lott, and Todd Richmond, presented at Hawaii International Conference on System Sciences (HICSS), January 2007.

Co-Presenter, "Technology as an Integrator of Course Content: Critical Success Factors," with Jeanine Meyer, at The Twelfth International Conference on Learning, Faculty of Education at the University of Granada, July 2005.

Co-Presenter, "Quantitative Mis-Information: Learning the Importance of Quantitative Analytic Skills by Studying their Mis-application," with Jeanine Meyer, at The Twelfth International Conference on Learning, Faculty of Education at the University of Granada, July 2005.

Co-Presenter, "Implementing a Required Computing Course Using a Hybrid Model," with Jonathan Hill, The Tenth Sloan-C International Conference on Asynchronous Learning Networks, Orlando, FL, November 2004.

Co-Presenter, "Harnessing Urban Diversity: The Story of the Trendsetters Network," with Barbara Edington, 10th Annual International Conference of the Coalition of Urban and Metropolitan Universities, New York, NY, 10/2004.

Co-Presenter, "Anytime, Anywhere Faculty and Curriculum Development," with Constance A. Knapp, The Ninth Sloan-C International Conference on Asynchronous Learning Networks, Orlando, FL, November 2003.

Chair of Discussion Panel, "The Challenge of Plagiarism in Teaching Programming," Information Systems Educators Conference (ISECON), Cincinnati, Ohio, November 2001.

Popular Publications and Media Appearances:

Interview, *The New York Times*, May 28, 2010 "[Slipstream: When Patients Meet Online, Are There Side Effects?](#)" by Natasha Singer

Interview, *Online Media Daily*, May 18, 2010 "[Study: Even Moderate Privacy Regulation Reduces Ad Effectiveness](#)," by Wendy Davis

Guest, *EdCast*, CUNY-TV, "Facebook Privacy Management," February 24, 2010

Interview, *Houston Chronicle*, June 23, 2009 "[Online Officers, A New Way of Networking](#)," by Allen Reed

Interview, *BusinessWeek*, June 18, 2009 "[Internet Marketing: Is Regulation Coming?](#)" by Douglas MacMillian

Interview, *Behavioral Insider*, May 22, 2009 “[Exposing The Beacons in Our Midst](#),” by Steve Smith

Interview, *The New York Daily News*, April 15, 2009 “[Does Facebook Make You Dumber?](#)” by Rosemary Black

Interview, *Saint Louis Post-Dispatch*, May 16, 2008 “[MySpace indictments may force change, or at least talk](#),” by Tim Barker

Interview, *The Washington Post*, May 2, 2008 “[The Rise of Alter Egos In Everybody's Space](#),” by Kim Hart

Interview, *La Opinión*, April 8, 2008 “[Acuerdo ImpreMedia y My Space Latino](#),” by Yolanda Arenales

Interview, *Glue Magazine*, Winter 2008 “[Baring it all: People Expose Their Whole Lives on Facebook](#),” by Erin Kristalyn

Interview, *Saint Louis Post-Dispatch*, January 17, 2008 “[Role-playing on Net draws eye of the law](#),” by Tim Barker

Interview, *The New York Times*, January 1, 2008 “[Putting Your Best Cyberface Forward](#),” by Stephanie Rosenbloom

Interview, *INSIDE 1 to 1: Privacy*, October 2007 “Facebook: Managing Youth Privacy and Trust,” by Jay Cline, in *INSIDE 1 to 1: Privacy*, a newsletter distributed by the [International Association of Privacy Professionals](#) (IAPP)

Interview, *iMediaConnection*, October 16, 2007 “[Is the MySpace Crowd Lying to Marketers?](#),” by Michael Estrin

Interview, *Agence France-Presse (AFP)*, September 27, 2007 “[Trading privacy for friends?](#),” by Alice Ritchie

Interview, *ComputerWorld*, September 18, 2007, “[Facebook, MySpace users will trade privacy for features](#),” by Heather Havenstein

Guest, *BronxTalk AM*, CUNY-TV, “Computing and Education,” March 12, 2001

University Service:

Member, New York Faculty Council Constitution Revision Committee, February 2010 to present

Vice-Chair, Seidenberg Faculty Council, September 2009 to present

Member, Board of Advisors, Pace Academy for Applied Environmental Studies, September 2009 to present

Member, New York Faculty Council Sub-committee on Graduate Programs, 2009 to present

Member, Committee to Develop the Bachelor's of Science in Information Technology, 2008-2009

Course coordinator for IS112, Computer Organization and Programming, 2006 to 2010

Member, Board of Advisors, SCI² Incubator, 2005-2007

Member, Board of Advisors, Pforzheimer Honors College, 2005-2007

Member, Search Committee, Director of Development for Seidenberg School, 2002

Member, Search Committee, Director of CIS101 (Seidenberg School), 2003

Information Systems Undergraduate Curriculum Revision Chair, 2002-2003

Member, Board of Advisors, Center for Downtown New York, 2002-2006

Professional Membership and Activities:

Membership: Association of Computing Machinery (ACM), IEEE Computer Society, Association for Information Systems (AIS)

Conference Reviewer: America's Conference on Information Systems (AMCIS); International Conference on Information Systems (ICIS); Information Systems Educators Conference (ISECON); International Community on Information Systems for Crisis Response and Management (ISCRAM); Hawaii International Conference on Information Systems (HICSS); ACM Conference on Human Factors in Computing Systems (CHI); Association of Internet Researchers (AoIR)

Journal Reviewer: *Communications of the Association of Information Systems; Ethics and Information Technology; Human Communication Research; Electronic Markets - The International Journal on Networked Business; Information and Organization; Behaviour & Information Technology; Sex Roles: A Journal of Research*

Grant Reviewer: Austrian Science Fund (FWF), "Social Networking Sites in the Surveillance Society (SNS3)"

Session chair: America's Conference on Information Systems (AMCIS); Hawaii International Conference on Information Systems (HICSS); Association of Internet Researchers (AoIR)

Founding member SIGGreen: Association for Information Systems special interest group, on the design of 'Green' Information Systems in support of environmental sustainability (<http://greensig.atspace.org/index.html>).

Member, Editorial Review Board: *International Journal of Business Intelligence Research*

Professional Employment:

1989 to 1998	Muir Communications <i>Technology Consultant</i>	New York, NY
1984 to 1988	Drexel, Burnham, Lambert <i>Programmer Analyst</i>	New York, NY

Honors and Grants:

Faculty Award for Distinguished Service, for Development of B.S in Information Technology, 2010

Kenan Grant, in support of travel to the Privacy Law Scholars Conference, 2010

Thinkfinity Grant, “Rule Based, Automated Control and Compliance Systems: The Strategic Alignment Between Accounting and Data Mining,” with Susanne O’Callaghan, 2009

Kenan grant, in support of travel to the Hawaii International Conference on System Sciences (HICSS), 2007

Faculty Award for Distinguished Service, Lead Developer of Web Assisted curricula for University core course CIS101, Introduction to Computing, 2003

Elected to *Alpha Epsilon Lambda*, the Honor Society for Graduate and Professional Students, 2007

Outstanding Student of the Year, School of Computer Science & Information Systems, Pace University, 1996

CSIS Alumni Award for Service to the University, Pace University, 1996

Elected to *Upsilon Pi Epsilon*, Computer Science Honors Society, 1996

Elected to *Phi Beta Kappa*, 1979