

MARY F.E.EBELING

Department of Culture & Communication
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ACADEMIC POSITION

2012-	Associate Professor Department of Culture & Communication Drexel University	2006 -2012	Assistant Professor Department of Culture & Communication Drexel University
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EDUCATION

PhD *University of Surrey*, Guildford, United Kingdom
Sociology, 2006

MScJ *Medill School of Journalism, Northwestern University*, Evanston, IL, USA
Online and financial journalism, 2001

BFA *School of the Art Institute of Chicago*, Chicago, IL, USA
Performance, African and diaspora studies, 1991

AWARDS & GRANTS

Visiting International Researcher, Department of Sociology, University of Surrey, United Kingdom
(2014)
Distributed Phantoms: Health marketing's blunt tools and incongruous narratives

Urban Sustainability Initiative, Drexel University
(2014)
\$7400
Refuse, Reuse, Revalue: Waste and Redefining Value in Postindustrial Cities
Principal Investigator

Social Science Research Fund, College of Arts & Sciences, Drexel University
(2013-14)
\$13,500
Refuse, Reuse, Revalue: Waste and Redefining Value in Postindustrial Cities
Principal Investigator

The Harbor, Beta-Local (San Juan, Puerto Rico)
(2013)
Marketing Chimeras: Critical Perspectives on Neoliberal Medicine and Late Capitalism
Scholar-in-residence

Science, Technology and Society/Advanced Technical Education, National Science Foundation
(2010-12)
\$325,000
Two-Year Colleges and the Invention of Nano-Labor: Between Promise and Possibility
Co-Principal Investigator

The Antelo Devereux Research Award for Young Faculty, College of Arts & Sciences, Drexel University (2010-11)
\$10,000

Translational machines: Nanobiotechnologies in two postindustrial regions, Philadelphia and Milan
Principal Investigator

Office of Faculty Development and Equity, Drexel University (2009-10)
\$5800

Nanobiotech transfer in two postindustrial cities: Philadelphia and Milan
Principal Investigator

Office of Research, Drexel University (2006-07)
\$5000

Reengineering the postindustrial city: Emerging nanotechnologies in Philadelphia
Principal Investigator

Economic and Social Research Council (ESRC, United Kingdom), Science in Society Programme, www.sci-soc.net (2005-06)

£45,000
Spinning Science: The Nanotech Industry and Financial News
Principal Investigator

European Union 5th Framework (2002-05)

Simweb, full scholarship for PhD
University of Surrey, UK

Northwestern University, Evanston, IL, USA (2000-01)
Medill Editorial grant

Program of African Studies Panofsky Award and Center for International and Comparative Studies Travel Grant

\$2500
For field research in Dakar, Senegal.

Dow Jones Newspaper Fund, Princeton, NJ, USA (2001)
Scholarship and internship at Bloomberg News LP, New York Bureau, US Stocks Team.

Institute for International Education, New York, NY, USA (1992-93)
Fulbright Fellowship for Independent Study in Zimbabwe.

Research interests

Sociology of science and technology, media and marketing communication, medicine, health, knowledge and power in late capital, the production of value through autonomous organizing.

- 2014 Principal Investigator. Distributed Phantoms: Health marketing's blunt tools and incongruous narratives. Ethnographic investigation on the use of big data and predictive analytics in health and medical marketing, and the implications these have on patient privacy.
- 2013 Principal Investigator. Refuse, Reuse, Revalue: Waste and Redefining Value in Postindustrial Cities. Collaborative project with Dr. Mira Olson (Environmental Engineering, Drexel University). Ethnography of value production in two wastestreams, solid waste and water reclamation with Philadelphia.
- 2010 Co-Principal Investigator. Two-Year Colleges and the Invention of Nano-Labor: Between Promise and Possibility. Collaborative research with Dr. Amy Slaton (History & Politics, Drexel University) investigating technical education in nanomanufacturing and the links to the development of a nanotech-based economic sector in the Philadelphia region.

Founder. Working Group on Commodification, Technology and Gender. An interdisciplinary working group focused on biopolitics, biocapital and technologies with support from the Women Studies Program at Drexel University.

- 2009 Principal Investigator. Translational machines: Nanobiotechnologies in two postindustrial regions, Philadelphia and Milan. Collaborative research with Prof Paolo Milani (Physics, University of Milan) on technological transfer in the nanobiotech sector as it is emerging in Philadelphia and Milan.
- 2007 Principal Investigator. Research project investigating the emerging nanobiotech sector developing in Philadelphia and the societal impacts stakeholders in its development are considering. Fieldwork is being conducted with the A.J. Drexel Nanotechnology Institute and industrial partners in marketing, investing and business development. Support provided by the Office of Research, Drexel University.
- 2007 Principal Investigator. Pharmaceutical advertising and ethnography of marketing. Support provided by the Advertising Educational Foundation, New York, NY.
- 2005 Principal Investigator. Spinning science: The nanotech industry and financial news, *University of Surrey*, Guildford, UK. Fifteen-month qualitative, ethnographic study in the Economic and Social Research Council's (ESRC) Science in Society Programme examined the primary relationship between financial news sources—the scientists and public relations agents working in the emerging nanotechnology sector—and the financial journalists covering the field. Research was conducted in the United Kingdom and the United States.

PUBLICATIONS

- 2014 Ebeling, M. (2014) "Marketing Mediated Diagnoses: Turning Patients into Consumers," in Jutel, and Dew, K. (eds.) *Sociology of Diagnosis: A Guide for Practitioners*. Baltimore: Johns Hopkins University Press.
- 2013 "'Emotions on the Ground': *Ground Wars: Personalized Communication in Political Campaigns*, by Rasmus Kleis Nielsen. Princeton, NJ: Princeton University Press, 2012." *Contemporary Sociology* (forthcoming).
- 2011 Ebeling, M. (2011) "'Get with the Program!': Pharmaceutical marketing, symptom checklists and self-diagnosis," *Social Science and Medicine* 73 (2011): 825-832.
- Ebeling, M. and P. Milani. "Scale-up and Commercialization in Nanotechnology," in special issue of the *Journal for Nanoparticle Research*, Mary Ebeling & Paolo Milani (eds.). pp. 1-20. (in press).
- 2010 Ebeling, M. (2010) "Marketing Chimeras: The biovalue of rebranded medical devices," in Aronczyk, M. and Powers, D. (eds.) *Blowing Up the Brand Critical Perspectives on Promotional Culture*. New York: Peter Lang Publishers. Pp. 241-259.
- Slaton, A. and M. Ebeling. (2010) "Two-Year colleges and the allure of "nano": Understanding institutional enthusiasms". *Proceedings of the American Society of Engineering Education* 2010, pp. 936-948.
- 2008 Ebeling, M. (2008) "Mediating uncertainties: Communicating the financial risks of nanotechnologies." *Science Communication*, 29 (3): 335-361.
- Ebeling, M. (2008) "Beyond advertising: The pharmaceutical industry's hidden marketing tactics." *PR Watch*, Feb. 21, 2008. www.prwatch.org/node/7026 , pp.1-4.
- Ebeling, M. and J. Gibbs. (2008) "Searching and Reviewing the Literature." with Julie Gibbs, in *Researching Social Life* (3rd ed.) Nigel Gilbert (ed.). London: Sage Publications. Pp. 63-79.

- 2007 Cooper, G. and M. Ebeling. (2007) "Epistemology, structure and urgency: The sociology of financial and scientific journalists." *Sociological Research Online* 12 (3): 8-20.
- Cooper, G. and M. Ebeling. (2007) "Investment and interpretation: nanotechnology, financial journalism and practical epistemology." *Nanotechnology and Society: The Organization and Policy of Innovation*, proceedings of the Science, Technology and Society Initiative, UMass Amherst.
- 2006 "After Habermas: New perspectives on the public sphere. Crossley, Nick and Roberts, John Michael." *Sociological Research Online* 11 (2): 120-22.
- 2003 Ebeling, M. (2003) "The New Dawn: Black Agency in Cyberspace." *Radical History Review* No. 87, Fall 2003, pp. 96-108.
- Ebeling, M. (2003) "Going Global: The Internet and Freedom of the Press in Africa." P.T. Zeleza and I. Kakoma (eds.) *Science and Technology in Africa*. Lawrenceville, NJ: Red Sea Press. Pp. 291-307.

PRESENTATIONS

Peer-Reviewed Conferences and Meetings

- 2012 "Neoliberalism, Innovation, and the Interpretive Potential of Laboratory Studies" at the Society for the Social Study of Science (4S) Annual Conference, October 16-21, 2012, Copenhagen, Denmark.
- 2011 "“Being useful to society”: Labor, skills and knowledge in postindustrial science," conference paper on author-organized panel *Practices and Practitioners: Skill, Labor and Identity in High-Tech Occupations* at the Society for the Social Study of Science (4S) Annual Conference, November 5-9, 2011. Cleveland, Ohio, USA.
- "The Smallest Bench: Standards in Nanobiotechnologies," with Amy Slaton, conference paper for the 7th Laboratory Histories Conference, University of Leuven, June 6-8, 2011. Leuven, Belgium.
- 2010 "Translating at the boundaries: Probing collaborations between nanobio and STS," with Paolo Milani, conference paper for the European Association for the Study of Science and Technology (EASST) Conference, September 2-4, 2010. Trento, Italy.
- "Translational devices and biological machines: Testing the boundaries of the nano-biological," with Paolo Milani, conference paper for the Society for the Social Study of Science (4S) Annual Conference, August 25-29, 2010. Tokyo, Japan.
- "Two-year colleges and the allure of “nano”: Understanding institutional enthusiasms," with Amy Slaton, conference paper for the American Society of Engineering Education 2010 Conference, June 20-23, 2010. Louisville, KY.
- "Translational work at the boundaries: Laboratory collaborations in nanobiotech," conference paper for the 6th Laboratory History Conference, June 10-12, 2010, Stony Brook-SUNY, NY.
- 2009 "Reengineering through reeducation: Creating a postindustrial working class in nanomanufacturing," conference paper for the Society for the Social Study of Science's (4S) Annual Conference, October 28 – November 4, 2009. Washington DC.
- 2008 "“Silence is a statement”: Exile and new communication technologies." International Association of Forced Migration Studies Annual Conference. January 6-11, 2008. American University in Cairo, Cairo, Egypt.

- "Reengineering the postindustrial city: Philadelphia and the marketing of an emerging nanotechnological sector." Paper for the bi-annual meeting of the Society for the Social Study of Science (4S), August 2008. Rotterdam, The Netherlands.
- "Who has the right to speak in exile?: Online silences, discursive identities and interpretative communities." Paper for the annual meeting of the Association of Internet Researchers, October 2008. Copenhagen, Denmark.
- "Africa Gets the Star Treatment: American Celebrity, "African Crisis" and Mediated Epistemologies." Paper for the annual meeting of the African Studies Association, Nov. 2008. Chicago, IL.
- 2007 "Rebranding patients into consumers: Pharmaceutical advertising and the creation of new drug markets." Communication and Conflict: Propaganda, Spin and Lobbying in the Global Age, September 7-9, 2007. University of Strathclyde, Glasgow, Scotland, UK.
- "Disrupted imaginaries: Exile, discursive identity and online discourse." British Sociological Association (BSA) Annual Conference. April 12-14, 2007. University of East London, London, UK.
- "Talking (up) technologies: ambiguity and certainty in financial discourse." British Sociological Association (BSA) Annual Conference. April 12-14, 2007. University of East London, London, UK.
- 2006 "Understanding nanotechnology: epistemological practice in the work of financial and scientific journalists." Society for Social Studies of Science Annual Conference, November 1-5, 2006. Vancouver, Canada.
- "The nanotech economy and the reporting of financial risks." The European Association for the Study of Science and Technology (EASST) EASST 2006 conference, August 23-26, 2006. Lausanne, Switzerland.
- "The commercialisation of nanotech and financial news." Nano Science and Technology Institute (NSTI) Annual Meeting. May 7-11, 2006. Boston, MA.
- 2005 "Spinning science: The nanotech industry and financial news." Science communication seminar in the School of Computer Science and Communication, Kungliga Tekniska Högskolan (Royal Institute of Technology), November 17, 2005. Stockholm, Sweden.
- "Nanotechnology and financial news." Seminar at the British Academy for the Advancement of Science (The BA). November 22, 2005. The Dana Centre (Museum of Science), London, UK.
- 2004 "Online research offline." Paper presented at the INCITE Postgraduate Research Conference, *Technologies: Studies and Strategies*, December 9, 2004. Department of Sociology, University of Surrey, Guildford, UK.
- 2003 "Democratic Spaces, delayed Utopia: Political exile and online discourse." Paper presented at the OII-iCS Symposium, September 17-20, 2003. Balliol College, Oxford University, Oxford, UK.
- 2002 "Why are Africans treated differently? Ritualized language and the poverty of American reporting on Africa." Paper presented at the *Reporting Africa in the U.S. Media* conference, African Studies Center, March 8, 2002. University of Illinois at Urbana-Champaign, IL.
- 2001 "Online journalism and communication in Africa." Paper presented at the 6th Annual Midwest Graduate Student Conference in African Studies, March 30-April 1, 2001. Northwestern University, Evanston, IL.
- "Going global: The Internet and freedom of the press in Africa." Paper presented at the 27th Annual Symposium on Technology and Development in Africa, April 25-28, 2001. African Studies Center and College of Engineering, University of Illinois at Urbana-Champaign, IL.

Invited

- 2014 "Distributed Phantoms: Health marketing's blunt tools and incongruous narratives." Seminar in department of sociology, University of Surrey. March 19, 2014. Guildford, United Kingdom.
- "The Emotional Labor of Food Justice Organizing." Seminar at Konsthall C. March 6, 2014. Stockholm, Sweden.
- 2013 "Marketing Chimeras: Critical Perspectives on Neoliberal Medicine and Late Capitalism." Seminar at Beta-Local. March 15, 2013. San Juan, Puerto Rico.
- 2012 "Direct-to-Consumer Marketing and the Construction of Diagnosis," St. Joseph/Candler Health System Advance (seminar to board of trustees), November 2-4, 2012. Sea Island, GA.
- "Filling the Gap? Nanomanufacturing and workforce development at American two-year colleges," seminar at the Science and Technology Policy Institute, September 6, 2012. Washington DC.
- "Neoliberalism, Innovation, and Laboratory Studies," Laboratory History 8th Annual conference, March 29 - 31, 2012. Atlanta, GA, USA.
- "Neoliberalism, Innovation, and the Interpretive Potential of Laboratory Studies," Laboratory History 8th Annual conference, March 29-31, 2012. Atlanta, GA, USA.
- 2011 "Pharmaceutical marketing and the sociology of diagnosis," conference paper for the panel Sociology of Diagnosis at the Annual Conference for the Society for the Study of Social Problems (SSSP), August 19-21, 2011. Las Vegas, NV.
- "Marketing imperatives and the shaping of diagnosis," Author co-convened workshop on the sociology of diagnosis, Pine Manor College, August 16, 2011. Boston, MA.
- "Science and its Patrons," discussion presented at "*So Many Boundaries...:Recent Ideas and Ideologies of Expertise*," a workshop co-sponsored by the Philadelphia Center for the History of Science and Drexel University convened at the Chemical Heritage Foundation, May 4-5, 2011. Philadelphia, PA.
- "Nano for All, All for Nano: The Optimism for High Tech in America," with Amy Slaton. Dean's Seminar Series, College of Arts and Science, Drexel University. April 6, 2011. Philadelphia, PA.
- "What Social Science Sees in Science: Perspectives on the Everyday Practices of Science," presented in the Friday Seminar Series at Filarete Foundation, February 25, 2011. Milan, Italy.
- 2009 Panelist on "Academic freedom in science and technology" panel at the 2nd Annual Frederic Ewen Academic Freedom Center Conference, New York University, April 3, 2009. New York, NY.
- "Marketing Chimeras: Biotech, medical devices and rebranding patients into consumers," Blowing up the Brand, New York University, May 9-10, 2009. New York, NY.
- 2008 "Communicating the uncertain financial futures of nanotechnologies," The British Academy of Science (The BA) Annual Science Communication Conference. May 19-20, 2008. London, UK.
- 2007 "Emerging technological markets and communicating health risks." Publicis USA, July 26, 2007. New York, NY.
- "Strategic ambiguity: Mediating the uncertain futures of new technologies." Dean's Seminar Series, College of Arts and Science, Drexel University. May 30, 2007. Philadelphia, PA.
- Invited participant in roundtable discussion as part of the Spring 2007 Workshop:
"Nanotechnology and society: The organization and policy of innovation." Sponsored by the

Center for Public Policy and Administration, University of Massachusetts, Amherst. May 17-18, 2007. Amherst, MA.

"Information to rights: African new media and human rights." 14th Annual African Studies Consortium Colloquium, African Studies Center, University of Pennsylvania, April 20, 2007. Philadelphia, PA.

EDITORSHIPS

Sociology, Associate Editorial Board, British Sociological Association (2006-2009)
Program of African Studies Working Papers Series, Northwestern University, Evanston, IL (1998-2000)

TEACHING

2006 *Department of Culture and Communication, Drexel University, Philadelphia, PA*

-present Media Sociology: Genres of War
Political Sociology: Imaging Multiple Democracies
Globalization
Sociology of Science and Technology: Politics of Life
Sociology of the Future
Research Methods for Sociology majors
Global Research Methods
Contemporary Social Theory
Global Subjects of Biocapital
Media and Advocacy in Urban Spaces

2004 Instructor, Youth Culture and New Technologies
-05 *Department of Sociology, University of Surrey, Guildford, UK*
Year One level course

2004 Guest lecturer, Producing New Media Technologies and Society: Design & Use
-06 Year One level course and Guest lecturer, Digital Technologies
Department of Sociology, University of Surrey, Guildford, UK
Masters level course

ACADEMIC AFFILIATIONS & ACTIVITIES

Member, British Sociological Association
Member, American Sociological Association
Member, Society for the Social Study of Science
Member, Society for the Study of Social Problems
Reviewer, Economic and Social Research Council (UK)
Reviewer, Association of Internet Researchers
Reviewer, *Journal of American History*
Reviewer, *NanoEthics*
Reviewer, *Social Science and Medicine*
Reviewer, *Sustainability Accounting, Management and Policy Journal*

LANGUAGES

Native English speaker. Proficiency in French and Spanish.

REFERENCES

Available upon request.