

TAYLOR MARION CRUZ

Curriculum Vitae

California State University, Fullerton
2600 Nutwood Avenue, College Park 936
Fullerton, CA 92831

Email: tacruz@fullerton.edu
Website: taylormcruz.com
Twitter: @taylormcruz

APPOINTMENT

2022- Associate Professor of Sociology, California State University, Fullerton
2018-22 Assistant Professor of Sociology, California State University, Fullerton
Faculty Affiliate, Center for Ethnography and Cultural Analysis

EDUCATION

2018 Ph.D. in Sociology, University of California, San Francisco
Committee: Janet Shim (chair), Howard Pinderhughes, Catherine Bliss
2012 B.S. with Honors in Business, Minor in Sociology, Arizona State University

AREAS OF EXPERTISE

Sociology of health and illness; Science and technology studies (STS); Health politics and policy; Sociological theory; Gender, race, and sexuality; Qualitative research methods

PUBLICATIONS

Peer-Reviewed Publications

- 2022 Cruz, Taylor M. "The Social Life of Biomedical Data: Capturing, Obscuring, and Envisioning Care in the Digital Safety-Net." *Social Science & Medicine*. 294: 114670.
- 2022 Hoffman, Steve G., Kelly Joyce, Sharla Alegria, Susan E. Bell, Taylor M. Cruz, Safiya Umoja Noble, Benjamin Shestakofsky, and Laurel Smith-Doerr. "Five Big Ideas about Artificial Intelligence." *Contexts* 21(3): 8-15.
- 2022 Cruz, Taylor M. "Shifting Analytics within US Biomedicine: From Patient Data to the Institutional Conditions of Health Care Inequalities." *Sexuality Research & Social Policy*. 19:287-293.
- 2021 Cruz, Taylor M. and Emily Allen Paine. "Capturing Patients, Missing Inequities: Data Standardization on Sexual Orientation and Gender Identity across Unequal Clinical Contexts." *Social Science & Medicine*. 285:114295.
- 2021 Cruz, Taylor M. "Data Politics on the Move: Intimate Work from the Inside of a Data-Driven Health System." *Information, Communication & Society*. doi: 10.1080/1369118X.2021.1954972

- 2021 Cruz, Taylor M. and Sheridan A. Smith*. "Health Equity Beyond Data: Health Care Worker Perceptions of Race, Ethnicity, and Language Data Collection in Electronic Health Records." *Medical Care*. 59(5):379-385.
- *Student co-author
- 2021 Joyce, Kelly, Laurel Smith-Doerr, Sharla Alegria, Susan Bell, Taylor M. Cruz, Steven G. Hoffman, Safiya Noble, and Benjamin Shestakofsky. "Toward a Sociology of Artificial Intelligence: A Call for Research on Inequalities and Structural Change." *Socius*. doi: 10.1177/2378023121999581
- 2020 Cruz, Taylor M. "Perils of Data-Driven Equity: Safety-Net Care and Big Data's Elusive Grasp on Health Inequality." *Big Data & Society* January-June: 1-14.
- 2017 Cruz, Taylor M. "The Making of a Population: Challenges, Implications, and Consequences of the Quantification of Social Difference." *Social Science & Medicine* 174: 79-85.
- 2016 Nemoto, Tooru, Taylor M. Cruz, Mariko Iwamoto, Karen Trocki, Usaney Perngparn, Chitlada Areesantichai, Sachiko Suzuki, and Colin Roberts. "Examining the Sociocultural Context of HIV-related Risk Behaviors among Kathoey Sex Workers in Bangkok, Thailand." *Journal of the Association of Nurses in AIDS Care* 27(2): 153-65.
- 2015 Nemoto, Tooru, Taylor M. Cruz, Mariko Iwamoto, and Maria Sakata. "A Tale of Two Cities: Access to Care and Services among African American Transgender Women in Oakland and San Francisco." *LGBT Health* 2(3): 235-42.
- 2014 Cruz, Taylor M. "Assessing Access to Care for Transgender and Gender Nonconforming People: A Consideration of Diversity in Combating Discrimination." *Social Science & Medicine* 110: 65-73.

Other Publications

- 2018 Cruz, Taylor M. "The Declining Significance of Class? A Renewed Call for Health Equity." *Synapse* (<https://synapse.ucsf.edu>).

Manuscripts under Review

Cruz, Taylor M. "Racing the Machine: Data Analytic Technologies and Institutional Inscription of Racialized Health Injustice." Revise and resubmit.

*Ida B. Wells-Troy Duster Award, ASA Science, Knowledge, and Technology Section

Cruz, Taylor M., and the Health, Tech, and Society Lab. "Algorithms in the Margins: Port Worker and Community Resistance to Automation in the Los Angeles Harbor Region." Revise and resubmit.

Manuscripts in Progress

- Cruz, Taylor M., and the Health, Tech, and Society Lab. “Who’s Driving Injustice? Stratified Engagement with Automated Technologies and Structural Inequality.” Under revision.
- Cruz, Taylor M. “AI Ethics from Center to Margin: Fairness, Accountability, and Transparency in Structural Context.” In preparation.
- Paine, Emily Allen, and Taylor M. Cruz. “Failure to Launch? A Sociological Framework for Understanding the Troubled Uptake of SOGI Data Collection in Health Care.” In preparation.
- Cruz, Taylor M. “Data and their Publics: Learning to Live with Biomedical Data in the COVID-19 Pandemic.” In preparation.

HONORS, GRANTS, AND AWARDS

- 2022 Ida B. Wells-Troy Duster Award, American Sociological Association, Science, Knowledge, and Technology Section
- 2020-22 “Distrust in Pandemic Response: Perceptions of Expertise across Southern California’s Diverse Publics” (\$15,000)
Research, Scholarship, and Creative Activity Award, CSU Chancellor’s Office Summer Undergraduate Research Academy, CSU Fullerton Office of Research
- 2020-21 Outstanding Untenured Faculty Award (Nominated, Department of Sociology), California State University, Fullerton, College of Humanities and Social Sciences
- 2018 Dissertation Completion Fellowship (Declined for faculty position), Andrew W. Mellon Foundation/American Council of Learned Societies
- 2018 “Reform by Numbers: Accountability and the Sociotechnical Transformation of American Medicine” (\$5,000)
Forsythe Award for Social Studies of Science, Technology, and Health, UCSF Department of Anthropology, History, and Social Medicine
- 2017-18 “Reform by Numbers: Metrics, Accountability, and Health Care Delivery” (\$2,500)
Newcomer Policy Fund, UCSF Department of Social and Behavioral Sciences
- 2017 Health, Health Policy, and Health Services Division Graduate Paper Award, Society for the Study of Social Problems
- 2017 Dissertation Completion Fellowship (Alternate), Ford Foundation
- 2016-17 “Shifting Logics of Medical Rationality: Performance, Efficiency, and Equity during Health Care Reform” (\$3,000)
Harrington Policy Fund, UCSF Department of Social and Behavioral Sciences
- 2014-17 Graduate Research Fellowship (\$136,000), National Science Foundation
- 2014 Population Health Training Fellowship, Fenway Institute and Boston University
- 2012-17 Graduate Dean’s Health Science Fellowship, UCSF Graduate Division
- 2008-12 National Hispanic Recognition Program (\$92,000), College Board and Arizona State University

INVITED PRESENTATIONS

- 2022 “The Social Life of Biomedical Data: Capturing, Obscuring, and Envisioning Care in the Digital Safety-Net,” Invited Session on Surveilling through Technology, American Sociological Association, Thematic Panel.

- 2022 “Racing the Machine: Data Paradoxes in the Struggle for Social Justice in United States Biomedicine,” Invited Session on Racial Quantification, American Sociological Association, Section on Racial and Ethnic Minorities.
- 2021 “Engaging AI and Society, from Center to Margin,” Institute for Computational and Data Science, Pennsylvania State University.
- 2020 “The Social Lives of Big Data in a Data-Driven Health System,” Invited Session on Artificial Intelligence (AI) and Inequalities, American Sociological Association, Section on Science, Knowledge, and Technology. (cancelled)
- 2020 “A University for the 2020s,” Humane Infrastructures: An Experimental Humanities Workshop, UC Humanities Research Institute, UC Los Angeles.
- 2019 “The Difference Organizationally Embedded Users Make with Data-Driven Technologies,” Algorithms on the Shop Floor Workshop, Data & Society.
- 2019 “Population Health and the Technopolitics of Data-Driven Care,” Diana Forsythe Lecture, UCSF Department of Anthropology, History, & Social Medicine.
- 2019 “The Emerging Technopolitics of Data-Driven Society,” University Hour, CSU East Bay Department of Sociology.

CONFERENCE PRESENTATIONS (SELECT)

- 2022 “The Social Life of Biomedical Data: Capturing, Obscuring, and Envisioning Care in the Digital Safety-Net.” European Association for Study of Science and Technology, Madrid, ES.
- 2022 “The Life of Digital Health Data: Measuring Care in the Safety-Net.” An Unequal Digital World? Media Sociology ICA Post-Conference, Sciences Po, Paris, FR.
- 2021 “Capturing Patients, Missing Inequities: Data Standardization on Sexual Orientation and Gender Identity across Unequal Clinical Contexts.” American Sociological Association, San Francisco. (virtual)
- 2021 “Governing AI: Worker, Policy, and Engagements with Automation at the Port of Los Angeles.” Computer Ethics Philosophical Enquiry/International Association for Computing and Philosophy, University of Hamburg, DE. (virtual)
- 2021 “Governing Automation at the Port of Los Angeles: Worker, Policy, and Expert Engagements with AI.” Pacific Sociological Association, San Diego. (virtual)
- 2021 “Understanding Race, Ethnicity, and Language in Electronic Health Records.” Pacific Sociological Association, San Diego. (virtual)
- 2020 “The Real on REAL: A Qualitative Study of Health Care Workers’ Understanding of Race, Ethnicity, and Language in EHRs.” American Public Health Association, San Francisco. (virtual)
- 2020 “Challenges of Data-Driven Equity: Provider and Staff Reactions to EHR Data Collection on Sexual Orientation and Gender Identity.” American Public Health Association, San Francisco. (virtual)
- 2020 “Perils of Data-Driven Equity: Confronting the Fundamental Conditions of Gender and Sexual Minority Health Inequities.” American Sociological Association, San Francisco. (virtual)
- 2020 “Understanding Race, Ethnicity, and Language in Electronic Health Records,” Society for the Study of Social Problems, San Francisco. (cancelled, COVID).
- 2019 “Provider and Staff Reactions to EHR Data Collection on Sexual Orientation and Gender Identity: Notes from the Safety-Net,” Gay and Lesbian Medical Association, New Orleans, LA.

- 2019 “Population Health and the Emerging Technopolitics of Data-Driven Care,” Society for Social Studies of Science, New Orleans, LA.
- 2019 “The Technopolitics of Data-Driven Society: The Difference End-Users Make with Information Technology and Data Analytics,” American Sociological Association, New York, NY.
- 2019 “The Emerging Technopolitics of Data-Driven Society,” Pacific Sociological Association, Oakland, CA.
- 2018 “Accounting for Difference: Conceiving ‘the Social’ in the Era of Accountability,” Pacific Sociological Association, Long Beach, CA.
- 2017 “Critique, Reform, and Accountability in United States Health Care Policy,” American Sociological Association, Montreal, Canada.
- 2016 “Three Tensions in the Quantification of Difference for Population Research: The Case of Sexuality,” American Sociological Association, Seattle, WA.

INVITED WORKSHOP PARTICIPATION

- 2020 Sociology of Artificial Intelligence/Machine Learning (AI/ML), Drexel University
- 2020 Contested Data: What Happens When the Givens Aren’t Taken, Data and Society
- 2019 Datafication and Community Activism, UC Irvine Department of Informatics

INVITED FORUM PANELIST

- 2021 Applying for Graduate Fellowships: NSF GRFP & Ford Foundation, CSU Fullerton
McNair Scholars Program Summer Institute
- 2020 Social Sciences Panel, California Forum for Diversity in Graduate Education
- 2020 Applying for Graduate Fellowships: NSF GRFP & Ford Foundation, CSU Fullerton
McNair Scholars Program Summer Institute
- 2019 Applying for Graduate Fellowships: NSF GRFP & Ford Foundation, CSU Fullerton
McNair Scholars Program Summer Institute

TEACHING EXPERIENCE

Instructor of Record

California State University, Fullerton

Theories of Social Behavior	Fall 2018 – Spring 2022 (regular)
Sociology of Health and Illness	Spring 2020 – Spring 2022
Sociology of Science and Technology (STS)	Fall 2022
Health, Tech & Society Lab (Independent Study)	Spring 19 – Fall 2022 (regular)
Advanced Theories of Social Behavior (graduate)	Fall 2021, Fall 2022

Additional Teaching

Sociological Theory (CSU East Bay)	Winter 2017 – Spring 2018
Social Policy (CSU East Bay)	Winter 2018
Racial and Ethnic Relations (CSU East Bay)	Fall 2017
Introduction to Health Policy (San Jose State)	Fall 2016

Guest Lectures

California State University, Fullerton

Social Media and Social Interaction Sp19
Guest Lecture, Carter Rakovski

University of California, San Francisco

Sociology of Health and Medicine (graduate) Fa14
Teaching Assistant, Howard Pinderhughes

Policy and Politics of Health (graduate) Sp17
Guest Lecture, Howard Pinderhughes

PROFESSIONAL DEVELOPMENT (TEACHING)

2020 Teaching Remotely (Canvas Intermediate), CSUF Faculty Development Center
2020 Teaching Remotely (Canvas Beginner), CSUF Faculty Development Center
2019 Teaching and Learning Preconference: “Inclusive Pedagogy for a More Just World,”
 American Sociological Association
2019 IMPACT Teaching Certificate, CSUF Faculty Development Center
2017 Science Teaching Effectiveness Program for Upcoming Professors, UCSF Office of
 Career and Professional Development

PROFESSIONAL DEVELOPMENT (RESEARCH)

2019 New Faculty Support Certificate, CSUF Faculty Development Center
2017 Certificate of Accomplishment in French, City College of San Francisco
2014 Summer Institute in Population Health Training Fellowship, Fenway Institute and
 Boston University School of Public Health
2013 Summer Institute in Community-Based Research, San Francisco State University

SERVICE TO UNIVERSITY

California State University, Fullerton

Student Services Committee, Department of Sociology (2018-22; Chair, 2019-22)
Faculty Search Committee, Department of Sociology (2019-20)
Student Services/Commencement Committee, Department of Sociology (2020-21; Chair, 2020-21)
Graduate Committee, Department of Sociology (2020-22)
Search Committee, Associate Vice President for Faculty Affairs and Support (Spring 2021)
University Writing Proficiency Committee, Academic Senate (2021-22)
Undergraduate Curriculum Committee (2022-23; Chair, 2022-23)
Lecturer Evaluation Committee (2022-23)
University Honors Program Advisor Board (2022-23)
University Exceptional Assigned Time Committee (2022-23)

Advising and Mentorship

Mariana Lopez CSUF Sociology Undergraduate Research (Mentor, 2018-)

Madeline Kim	CSUF Senior Honors Thesis	(Chair, 2019-20)
Chris Fuentes	CSUF Sociology MA Thesis	(Chair, 2020-)
Robert J. Gladwell	CSUF Sociology MA Thesis	(Chair, 2020-)
Sheridan Smith	CSUF Sociology Undergraduate Research	(Mentor, 2019-)

SERVICE TO PROFESSION

Journal Reviews (Referee)

Social Studies of Science, Social Forces, Social Science & Medicine, Medical Anthropology Quarterly, LGBT Health, Medical Care, Health Education & Behavior, Sociology of Health & Illness, Sexuality Research & Social Policy, Social Science Research Council (SSRC)

Grant Reviewer (Panelist)

National Science Foundation, Science and Technology Studies (STS) (Referee) (2022)
National Science Foundation, Computer and Information Science and Engineering (Panelist) (2021)

Review and Award Committees (Member)

American Sociological Association
Robert K. Merton Book Award, Science, Knowledge, and Technology Section (2020)
Society for the Study of Social Problems
Graduate Student Paper Award, Health, Health Policy, and Health Services Division (2018)

Conference Sessions (Organizer)

American Sociological Association, Science Knowledge, and Technology Section, "Antiracist Science: Problems and Possibilities for Institutional Change," Los Angeles, CA (2022)
Pacific Sociological Association, "Sociology of Science and Technology," Sacramento, CA (2022)
Society for the Study of Social Problems, "Health Equity Today," Philadelphia, PA (2018)
California Sociological Association, "Health and Inequality," Sacramento, CA (2017)

SERVICE TO COMMUNITY

Academic Coach, First Graduate, San Francisco, CA (2016-18)
High School Student Mentor, East Bay College Fund, Oakland, CA (2016-18)

AFFILIATIONS AND MEMBERSHIPS

American Sociological Association (2014-)
Sections: Medical Sociology; Science, Knowledge, and Technology; Theory; Political Sociology
Society for the Social Studies of Science (2015-)
European Association for Study of Science and Technology (2022-)

LANGUAGES

Spanish (Advanced in reading, speaking, and writing)
French (Intermediate in reading, Beginner in speaking and writing)