

# TAYLOR MARION CRUZ

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## APPOINTMENT

2022- Associate Professor of Sociology (early tenure), 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, Department of Social and Behavioral Sciences  
University of California, San Francisco  
*Dissertation: Reform by Numbers: Accountability and the Sociotechnical  
Transformation of American Medicine*

2012 B.S. with Honors in Business, Minor in Sociology, Certificate in LGBTQ+ Studies  
Arizona State University  
*Honors Thesis: Queer Futures: Contesting Normativity in Standards of Care*

## AREAS OF EXPERTISE

Sociology of health and medicine; Science and technology studies (STS); Qualitative methods; Ethnography  
Critical data, algorithm, and AI studies; Race and racism; Gender and sexuality; Sociological theory

## PRIZES, HONORS, AND AWARDS

2023 Donald W. Light Award for Applied or Public Practice of Medical Sociology, American  
Sociological Association, Section on Medical Sociology  
*“Capturing Patients, Missing Inequities: Data Standardization on Sexual Orientation  
and Gender Identity across Unequal Clinical Contexts” (with Emily Allen Paine)*

2022 Ida B. Wells-Troy Duster Award, American Sociological Association, Section on Science,  
Knowledge, and Technology (SKAT)  
*“Racing the Machine: Data Analytic Technologies and Institutional Inscription of  
Racialized Health Injustice”*

2021 Outstanding Untenured Faculty Award (Nominated, Department of Sociology), California  
State University, Fullerton, College of Humanities and Social Sciences

2018 Diana Forsythe Dissertation Award for Social Studies of Science, Technology, and Health,  
UCSF Department of Anthropology, History, and Social Medicine

2017 Health, Health Policy, and Health Services Division Graduate Paper Award, Society for the  
Study of Social Problems  
*“Critique, Reform, Accountability: The Rise of Quantification in United States Health  
Care Delivery Policy, 1965-2015”*

## PUBLICATIONS

### Peer-Reviewed Articles

**Taylor M. Cruz**, Jaewoo Park\*, Emily Moore\*, Austin Chen\*, and Andrea Gordillo\*. Forthcoming. "Algorithms in the Margins: Organized Community Resistance to Automation in the Los Angeles Harbor Area." *Engaging Science, Technology, and Society (ESTS)*.

**Taylor M. Cruz**. 2024. "Racing the Machine: Data Analytic Technologies and Institutional Inscription of Racialized Health Injustice." *Journal of Health and Social Behavior* 65(1): 110-125.

Winner: Ida B. Wells-Troy Duster Award, ASA Section on Science, Knowledge, and Technology (SKAT)

**Taylor M. Cruz**. 2023. "Data Politics on the Move: Intimate Work from the Inside of a Data-Driven Health System." *Information, Communication & Society* 26(3): 496-511.

**Taylor M. Cruz**. 2022. "The Social Life of Biomedical Data: Capturing, Obscuring, and Envisioning Care in the Digital Safety-Net." *Social Science & Medicine* 294: 114670.

Steve G. Hoffman, Kelly Joyce, Sharla Alegria, Susan E. Bell, **Taylor M. Cruz**, Safiya Umoja Noble, Benjamin Shestakofsky, and Laurel Smith-Doerr. 2022. "Five Big Ideas about Artificial Intelligence." *Contexts* 21(3): 8-15.

**Taylor M. Cruz**. 2022. "Shifting Analytics within US Biomedicine: From Patient Data to the Institutional Conditions of Health Care Inequalities." *Sexuality Research & Social Policy* 19: 287-293.

**Taylor M. Cruz** and Emily Allen Paine. 2021. "Capturing Patients, Missing Inequities: Data Standardization on Sexual Orientation and Gender Identity across Unequal Clinical Contexts." *Social Science & Medicine* 285: 114295.

Winner: Donald W. Light Award for Applied or Public Practice of Medical Sociology, ASA Section on Medical Sociology

**Taylor M. Cruz** and Sheridan A. Smith\*. 2021. "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.

Kelly Joyce, Laurel Smith-Doerr, Sharla Alegria, Susan Bell, **Taylor M. Cruz**, Steven G. Hoffman, Safiya Noble, and Benjamin Shestakofsky. 2021. "Toward a Sociology of Artificial Intelligence: A Call for Research on Inequalities and Structural Change." *Socius* 7: 1-11.

**Taylor M. Cruz**. 2020. "Perils of Data-Driven Equity: Safety-Net Care and Big Data's Elusive Grasp on Health Inequality." *Big Data & Society* January-June: 1-14.

**Taylor M. Cruz**. 2017. "The Making of a Population: Challenges, Implications, and Consequences of the Quantification of Social Difference." *Social Science & Medicine* 174: 79-85.

\*Undergraduate student co-authors

Tooru Nemoto, **Taylor M. Cruz**, Mariko Iwamoto, Karen Trocki, Usaney Perngparn, Chitlada Areesantichai, Sachiko Suzuki, and Colin Roberts. 2016. "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.

Tooru Nemoto, **Taylor M. Cruz**, Mariko Iwamoto, and Maria Sakata. 2015. "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.

**Taylor M. Cruz**. 2014. "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

Sophie Wang and **Taylor M. Cruz**. 2023. "AI for Whose Good? Lessons from Community Resistance to Automation at the Port of Los Angeles." *Critical STS and Ethnographic Zine*. Available online (<https://taylormcruz.com/zine-ai>).

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

### Works in Progress

Kelly Joyce and **Taylor M. Cruz**. "A Sociology of Artificial Intelligence: Inequalities, Power, and Data Justice." Guest editor, *Socius* special issue. Expected Spring 2024.

**Taylor M. Cruz**. "Viral Data and their Publics: Following COVID-19 Data Analytics from Institutions of Power into Pandemic Society." Under review.

**Taylor M. Cruz**. "Pandemic Aftermath: The Social Lives and Deaths of COVID-19 Data." In preparation.

**Taylor M. Cruz** and Sophie Webb. "Pandemic Economic Justice: COVID-19 Policy Measures and Community Experiences." In preparation.

Emily Allen Paine and **Taylor M. Cruz**. "Failure to Launch? A Sociological Framework for Understanding the Troubled Uptake of SOGI Data Collection in Healthcare." In preparation.

### GRANTS AND FELLOWSHIPS

2023 "Science Zines for Public Engagement: Organized Community Resistance to Automation in the Los Angeles Harbor Area" (\$8,000)

Scott Jewett Community Engagement Grant, CSUF IBII and Provost's Office

2023 "Viral Aftermath: How Situated Publics Relate to COVID-19 Data" (\$7,000)

Summer Grant for Faculty Scholarly Productivity, CSUF Department of Sociology

2022 "Viral Data, Dirty Logics: Learning to Live with Digital Data in COVID-19" (\$6,000)

Summer Grant for Faculty Scholarly Productivity, CSUF Department of Sociology

2021 "Distrust in Pandemic Response: Perceptions of Expertise across Southern California's Diverse Publics" (\$9,000)

Summer Undergraduate Research Academy (SUREA), CSUF Office of Research

- 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
- 2018 Dissertation Completion Fellowship (Declined for faculty position), Andrew W. Mellon Foundation/American Council of Learned Societies
- 2017-18 “Reform by Numbers: Metrics, Accountability, and Health Care Delivery” (\$2,500)  
 Newcomer Policy Fund, UCSF Department of Social and Behavioral Sciences
- 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, 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, 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 due to COVID-19)
- 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.

### CONFERENCE PRESENTATIONS

- 2024 “Science Zines for Public Engagement: Organized Community Resistance to Automation in the Los Angeles Harbor Area.” Pacific Sociological Association, San Diego.
- 2023 “Science Zines for Public Engagement: Organized Community Resistance to Automation in the Los Angeles Harbor Area.” Making and Doing Program, Society for Social Studies of Science (4S), Honolulu.
- 2023 “Viral Data and their Publics: Following COVID-19 Data Analytics from Institutions of Power into Pandemic Society.” American Sociological Association, Philadelphia.
- 2023 “Failure to Launch? A Sociological Understanding of the Troubled Implementation of SOGI Data Collection.” American Sociological Association, Philadelphia.
- 2022 “The Social Life of Biomedical Data: Capturing, Obscuring, and Envisioning Care in the Digital Safety-Net.” European Association for Science and Technology, Madrid.

- 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.
- 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 “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 due to COVID-19).
- 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, 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 in Population Health Research: The Case of Sexuality,” American Sociological Association, Seattle, WA.

#### INVITED DISCUSSANT AND WORKSHOP PARTICIPANT

- 2024 Seminar in Culture, Psychiatry, and Global Mental Health, Harvard Medical School
- 2023 Equity and Labor Panel, National Network for Critical Technology Assessment, Georgia Institute of Technology
- 2023 Toward a Safety Science of Machine Intelligence, Northwestern University
- 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 2024 (regular)
Sociology of Health and Illness	Spring 2020 – Spring 2023 (regular)
Sociology of Science and Technology (STS)	Fall 2022, Fall 2023
Health, Tech & Society Lab (Independent Study)	Spring 2019 – Spring 2024 (regular)
Advanced Theories of Social Behavior (Graduate)	Fall 2021, Fall 2022, Fall 2023
Disease, Illness, and Society (Honors)	Spring 2024

#### 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

## SERVICE TO PROFESSION

#### Journal Editorial Board (Member)

*American Sociological Review* (2024-)

#### Review and Award Committees (Member)

American Sociological Association

Donald W. Light Award Committee for Applied or Public Practice, Section on Medical Sociology (2024)

Ida B. Wells-Troy Duster and Emancipatory Practice Award Committee, Section on Science, Knowledge, and Technology (2023)

Robert K. Merton Book Award Committee, Section on Science, Knowledge, and Technology (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

Regular Session on Medical Sociology, Montreal, Canada (2024)

Communication, Information Technology, and Media Sociology (CITAMS) Section Session, “The Sociology of Artificial Intelligence,” Montreal, Canada (2024)

Science, Knowledge, and Technology (SKAT) Section Session, “Antiracist Science: Problems and Possibilities for Institutional Change,” Los Angeles, CA (2022)

Society for the Social Studies of Science (4S), "Matters of Justice in Science, Technology, and Medicine," Honolulu, HI (2023)  
Pacific Sociological Association, "Sociology of Science and Technology," Sacramento, CA (2022)  
Society for the Study of Social Problems, "Health Equity Today," Philadelphia, PA (2018)

#### Grant Reviewer (Panelist)

National Science Foundation, Panelist (2024, 2023, 2021); Referee (2022)  
Swiss National Science Foundation, Humanities and Social Sciences (Referee) (2023)

#### Journal Reviews (Referee)

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

### **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 (2022-24; Chair, 2022-24)  
Lecturer Evaluation Committee (2022-23)  
University Honors Program Advisory Board (2022-24; Chair, 2023-24)  
University Exceptional Assigned Time Committee (2022-24)  
Faculty Research Committee (2023-24)

#### **Advising and Mentorship**

Mariana Lopez	CSUF Sociology Undergraduate Research	(Mentor, 2018-20)
Madeline Kim	CSUF Senior Honors Thesis	(Chair, 2019-20)
Chris Fuentes	CSUF Sociology MA Thesis	(Chair, 2020-23)
Robert J. Gladwell	CSUF Sociology MA Thesis	(Chair, 2020-23)
Sheridan Smith	CSUF Sociology Undergraduate Research	(Mentor, 2019-21)
Priscilla Ziegler	CSUF Sociology MA Thesis	(Chair, 2022-)

### **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; CITAMS; Sex and Gender  
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; native speaker)

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

*Certificate of Accomplishment in French*, City College of San Francisco (2018)