

David Schleifer, PhD

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Appointment: Vice President and Director of Research, Public Agenda

Education

PhD/MA, Sociology, New York University, 2010

BA, Sociology, Wesleyan University, Middletown, CT, 1998

Doctoral Dissertation: "Reforming Food: How Trans Fats Entered and Exited the American Food System."

Peer Reviewed Publications:

Carolyn Hagelskamp, David Schleifer, Chloe Rinehart and Rebecca Silliman. "Participatory Budgeting: Could It Diminish Health Disparities in the United States?" *Journal of Urban Health*, first published online May 7, 2018.

Kathryn Phillips, David Schleifer and Carolyn Hagelskamp. 2016. "Most Americans Do Not Believe That There Is An Association Between Health Care Prices And Quality Of Care." *Health Affairs*, 35(4), 647-653.

David Schleifer and Michaela DeSoucey. 2015. "What Your Consumer Wants: Business-to-business advertising as a mechanism of market change." *Journal of Cultural Economy*, 8(2): 218-234.

David Schleifer. 2013. "Categories Count: Trans Fat Labeling as a Technique of Corporate Governance." *Social Studies of Science*, 43(1): 54-77.

David Schleifer and David Rothman. 2012. "The Ultimate Decision Is Yours: Exploring Patients' Attitudes about the Overuse of Medical Interventions." *PLoS One* 7(12).

David Schleifer. 2012 "The Perfect Solution: How Trans Fats Became the Healthy Replacement for Saturated Fats." *Technology and Culture* 53(1): 94-119.

David Schleifer. 2011. "We Spent a Million Bucks and Then We Had To Do Something: The Unexpected Implications of Industry Involvement in Trans Fats Research." *Bulletin of Science, Technology and Society*, 31 (6): 460-471.

Michaela DeSoucey and David Schleifer. 2010. "Technique and Technology in the Kitchen: Comparing Resistance to Municipal Trans Fat and Foie Gras Bans." *Studies in Law, Politics, and Society* 51: 185-218.

David Schleifer. 2007. "The NYU Strike as Case Study." *Workplace* 14: 59-66.

David Schleifer. 2006. "Make Me Feel Mighty Real: Gay Female-to-Male Transgenderists Negotiating Sex, Gender, and Sexuality." *Sexualities* 9(1): 57-75.

David Schleifer. 2004. "Seeing in Genes: Mapping the Rice Genome in China," translated into Spanish in *La Revista Iberoamericana de Ciencia, Tecnologia y Sociedad* 1(3): 131-156.

Reports:

Rebecca Silliman and David Schleifer. 2018. "A Major Step What Adults Without Degrees Say About Going (Back) to College" Brooklyn, NY: Public Agenda.

Will Freidman, Antonio Diep and David Schleifer. 2018. "Where Americans See Eye to Eye on Health Care." Brooklyn, NY: Public Agenda.

Will Freidman, Ravi Reddi and David Schleifer. 2018. "Where Americans See Eye to Eye on Incarceration." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman, Chloe Rinehart and Antonio Diep. 2017. "Qualities that Matter: Public Perceptions of Quality in Diabetes Care, Joint Replacement and Maternity Care." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman and Chloe Rinehart. 2017. "Still Searching: How People Use Health Care Price Information in the United States, New York State, Florida, Texas and New Hampshire." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman and Chloe Rinehart. 2017. "How People Use Health Care Price Information in New York State." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman and Chloe Rinehart. 2017. "How People Use Health Care Price Information in Florida." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman and Chloe Rinehart. 2017. "How People Use Health Care Price Information in Texas." Brooklyn, NY: Public Agenda.

David Schleifer, Rebecca Silliman and Chloe Rinehart. 2017. "How People Use Health Care Price Information in New Hampshire." Brooklyn, NY: Public Agenda.

David Schleifer, Chloe Rinehart and Tess Yanisch. 2017. "Teacher Collaboration in Perspective: Guide to Research, Discussion Guide and Critical Questions." Brooklyn, NY: Public Agenda.

Carolin Hagelskamp, Chloe Rinehart, Rebecca Silliman and David Schleifer. 2016. "A Process of Growth: Participatory Budgeting in the United States and Canada in 2015-16." New York: Public Agenda.

Carolin Hagelskamp, Chloe Rinehart, Rebecca Silliman and David Schleifer. 2016. "Why Let the People Decide: Elected Officials on Participatory Budgeting." New York: Public Agenda.

Carolin Hagelskamp, Chloe Rinehart, Rebecca Silliman and David Schleifer. 2016. "Public Spending, by the People: Participatory Budgeting in the United States and Canada in 2014 – 15." New York: Public Agenda.

David Schleifer, Carolin Hagelskamp and Chloe Rinehart. 2015. "A Difficult Balance: Trustees Speak About the Challenges Facing Comprehensive Universities." New York: Public Agenda.

Carolin Hagelskamp, Will Friedman, Allison Rizzolo, Chloe Rinehart and David Schleifer. 2015. "What's at Issue Here? New York Metro Area Residents on the Problems That Concern Them Most." New York: Public Agenda.

David Schleifer, Carolin Hagelskamp and Chloe Rinehart. 2015. "How Much Will It Cost? How Americans Use Prices in Health Care." New York: Public Agenda.

David Schleifer, Carolin Hagelskamp, Allison Rizzolo and Chloe Rinehart. 2015. "Charter Schools in Perspective: Guide to Research, Discussion Guide and Critical Questions." New York, NY: Public Agenda.

Public Agenda. 2014. "In Theory, Yes: How Educators of Educators Discuss the Roles and Responsibilities of Communities in Education," New York: Public Agenda.

Public Agenda. 2014. "Joint Ventures: An Experiment in Community/Professional Co-framing in K-12 Education," New York: Public Agenda.

David Schleifer, Carolin Hagelskamp and Christopher DiStasi. 2014. "Curbing Health Care Costs: Are Citizens Ready to Wrestle with Tough Choices?" New York, NY: Public Agenda and the Kettering Foundation.

Carolin Hagelskamp, David Schleifer, and Christopher DiStasi. 2014. "Profiting Higher Education? What Students, Alumni and Employers Think About For-Profit Colleges," New York: Public Agenda.

Carolin Hagelskamp, David Schleifer, and Christopher DiStasi. 2013. "Is College Worth it For Me? How Adults Without Degrees Think About Going (Back) to School," New York: Public Agenda.

Public Agenda. 2013. "Not Yet Sold: What Employers and Community College Students Think About Online Education," New York: Public Agenda.

Book chapters:

David Schleifer and Aaron Panofsky. 2015. "Patient, Parent, Advocate, Investor: Entrepreneurial Health Activism from Research to Reimbursement," in *Democratizing Inequalities*, edited by Caroline Lee, Michael McQuarrie and Edward Walker, New York University Press.

David Schleifer. 2015. "Credible to Collaborators Themselves: How Corporations and Trade Associations Made Trans Fats into a Problem," in *Collaboration across Health Research and Medical Care*, edited by Niki Vermeulen, John N. Parker and Bart Penders, Ashgate Publishing.

Other Writing:

Schleifer, David, and Alison Fairbrother. 2014. "What Fish Oil Pills Are Hiding: One Woman's Quest to Save the Chesapeake Bay from the Dietary Supplement Industry." *Issues in Science and Technology*. Summer: 23-37, published simultaneously in *Creative Nonfiction*, issue 52.

David Schleifer and Alison Fairbrother. 2014. "The Fish at the Heart of the Food System," *Limn* 4, republished on Gizmodo.

David Schleifer. 2014. "How Trans Fats Almost Got Saturated," *Inform* 25 (1): 55-57.

David Schleifer. 2013. "Ask Not What Product Labeling Can Do for You," *Risk and Regulation* 25: 18-19, London School of Economics Centre for Analysis of Risk and Regulation.

David Schleifer and Bart Penders. 2011. "Food, Drugs and TV: The Social Study of Corporate Science." *Bulletin of Science, Technology and Society* 31 (6), 431-434.

David Schleifer, Tracy Gilman and Lauren Silberman. 2010. "Welcome to Make It Happen," in *The Swedish Dance History*, volume 2, Stockholm: INPEX (International Performance Exchange).

David Schleifer. 2010. "How to be Allergic to Everything." *Ars Medica* 6 (2): 60-63.

David Schleifer. 2010. "The Best Way to Get Good Taste." *Post Road Magazine* 19: 49-54.

David Schleifer. 2009. "Salt's Fat Chance." *Chemical Heritage Magazine* 27(3): 38-39.

David Schleifer. 2007. "Fear of Frying: A Brief History of Trans Fats." *N+1 Magazine*.

David Schleifer, Asif Halim, and Doug Guthrie. 2010. "The Environmental Impact of Mining Metals and Gemstones: The Case for Putting Jewelry Back into Circulation." Report for Circa Jewelry & George Washington University School of Business, New York, NY and Washington, DC.

Fellowships and Awards:

Science and Technology Policy Fellow, Arizona State University To Think, To Write, To Publish Workshop, 2012-2013.

American Sociological Association Science, Knowledge, and Technology Section Award for Best Graduate Student Paper, for "The Dovetailing of Activism, Industry, and the Technological Backburner: How trans fats became healthy," 2009.

American Sociological Association Student Forum Travel Award, 2009.

Chemical Heritage Foundation John C. Haas Fellowship in the History of the Chemical Industries, in residence, 2008-2009.

New York University Dean's Dissertation Fellowship, 2007-2008.

Chemical Heritage Foundation Beckman Center for the History of Chemistry Travel Grant, 2007.

Doctoral Dissertation Research Improvement Grant, National Science Foundation, Science and Society Program, Award ID 0551752, 2006-2007.

American Sociological Association Sexualities Section Award for Best Graduate Student Paper, for "Make Me Feel Mighty Real: Gay Female-to-Male Transgenderists Negotiating Sex, Gender, and Sexuality," 2006.

MacCracken Fellowship, New York University, 2000-2005.

Graduate School of Arts and Sciences Travel Grant, New York University, Fall 2003.

New York University, Center for Teaching Excellence Fund for the Advancement of University Learning, 2003.

High Honors in Sociology, Wesleyan University, 1998.

Phi Beta Kappa, Wesleyan University, 1998.

Media Mentions: Available Upon Request

Selected Invited Presentations:

Price Transparency: It's What Consumers Want, South Florida Hospital & Healthcare Association, Annual Meeting, July 13, 2018.

Behind the Curtain: Price Transparency in Health Care, Government Finance Officers Association, Annual Meeting, May 7, 2018.

How Americans Seek and Use Health Care Price Information, Network for Excellence in Health Innovation, Convening on Transparency in Health Care: A Priority Roadmap for Consumer Engagement, February 1, 2017.

How Americans Seek and Use Health Care Price Information, National Academies of Sciences, Engineering and Math Committee on Ensuring Patient Access to Affordable Drug Therapies, December 13, 2016.

How Americans Seek and Use Health Care Price Information, Invited Presentation to the National Patient Advocate Foundation Policy Consortium, November 14, 2016.

Understanding the Use and Impact of Price Transparency in Health Care: Where Are We and Where Do We Go from Here, Robert Wood Johnson Foundation Policymaker Briefing at the Kaiser Family Foundation, May 12, 2016.

Centers for Medicare and Medicaid Services, Telephone Briefing, "How Much Will It Cost? How Americans Use Prices in Health Care," May 28, 2015.

Sitewire Health, Podcast, "Price Transparency: The Healthcare Consumer's View," May 8th, 2015.

U.S. Department of Health and Human Services Private Sector Engagement Office, Telephone Briefing, "How Much Will It Cost? How Americans Use Prices in Health Care," May 13, 2015.

Data and Society Data Bytes Series, "How Much Will It Cost? How Americans Use Prices in Health Care" March 19, 2015.

European Association for the Study of Science and Technology, Society for Social Studies of Science, and European Sociological Association Sociology of Science and Technology Network. European Sociological Association Keynote Discussion Session on Corporate Science, Copenhagen 2012.

CUNY Graduate Center Sociology Colloquium Series, "Molecules Move Markets: Why the food industry wanted federal trans fat labeling," April 8, 2011.

Heritage Radio Network, "Silk Road Food & Wine" series, David Schleifer and Sonya Rhee cohosts, 2011.

New York University College of Dentistry, Department of Epidemiology and Health Promotion, June 24, 2008. "CityTech: Urban Science and New York's Trans Fat Ban."

The Dr. Jerome S. Coles Science Library Lecture Series, New York University Bobst Library, March 26, 2008. "CityTech: Urban Science and New York's Trans Fat Ban."

Chemical Heritage Foundation Brown Bag Lecture Series, November 6, 2007. "Where Did All the Trans Fats Come From?"

American Institute of Wine and Food, October 10, 2007. "Getting Better for You: Trans Fats, Risk and Regulation," presented on the New York City Department of Health panel "What Will Happen To My Doughnut? How to Cope With the Trans Fat Ban."

Cornell University Institute for the Social Sciences, October 5, 2007. "Scientific Uncertainty as a Pathway to Unintended Consequences," presented at the Knowledge in Contention: Social Movements and the Politics of Science Workshop.

CUNY Graduate Center Foodways Colloquium, March 2007. "Where have all the trans fats gone?"

New York University School of Medicine, February 2004. "From Bowers to Goodridge: Universal Equality, Substantive Values, and Gay Rights," presented at the Presidential Platforms Discussion Series.

Selected Conference Presentations:

United Hospital Fund, Annual Symposium on Health Care Services in New York Poster Session, "Still Searching: How People in New York State Use Health Care Price Information," November 14, 2017.

Academy Health Annual Conference Poster Session, "Still Searching: How Americans Use Health Care Price Information," June 26, 2017.

Academy Health Annual Research Meeting, Boston MA, 2016. "Do Consumers Associate Price and Quality and What Are the Implications for Transparency Initiatives? New Insights from a National Survey."

United Hospital Fund, Annual Symposium on Health Care Services in New York Poster Session, "How Much Will It Cost? How Americans Use Prices in Health Care," October 20, 2015.

American Sociological Association, New York, NY, 2013. "Imagined Consumers: Business-to-Business Food Ingredient Advertising and the Role of Critique in Industrial Production."

Society for Social Studies of Science, Copenhagen 2012. "What Counts As A Blueberry? Making The Most of Regulatory Uncertainty in Business-To-Business Food Advertising" co-presented with Michaela DeSoucey.

American Sociological Association, Denver, CO, 2012. "The Conflict between Patient-centeredness and Evidence-based Medicine: A Qualitative Analysis of Responses to the COURAGE Study."

Eastern Sociological Society, New York, NY, 2011. "Patient, Parent, Advocate, Investor: Entrepreneurial Health Activism from Research to Reimbursement," co-presented with Aaron Panofsky.

Eastern Sociological Society, New York, NY, 2011. "What Counts As A Blueberry? Making The Most of Regulatory Uncertainty in Business-To-Business Food Advertising" co-presented with Michaela DeSoucey.

Society for Social Studies of Science, Cleveland, OH, 2011 "Patient, Parent, Advocate, Investor: The Contours of Markets, Medicine, And Government," co-presented with Aaron Panofsky.

American Sociological Association, Medical Sociology Section. Las Vegas, NV, 2011 "Patient, Parent, Advocate, Investor: The Contours of Markets, Medicine, And Government," co-presented with Aaron Panofsky.

American Sociological Association, Session on Economic Regulation. Atlanta GA, 2010, "Molecules Move Markets: Designing Trans Fat Labeling To Precipitate Technological Change."

Eastern Sociological Society Annual Meeting, Boston MA, 2010. "The Co-construction of Regulation and Industry: Designing Labeling To Precipitate Technological Change"

Society for Social Studies of Science, Washington DC, 2009. "How the Oil Got Changed: Stabilizing the Replacement of Trans Fats in American Manufactured Food."

New York State Political Science Association, New York, NY, 2009. "CityTech: Explaining the Limited Portability of Municipal Trans Fat Policies."

Eastern Sociological Society Annual Meeting, Baltimore, MD, 2009. "Policy Experiments and Technological Agency: Comparing the New York and Philadelphia Trans Fat Bans."

Society for Social Studies of Science, Rotterdam, Netherlands, 2008. "CityTech: How Cities Do Science."

Association for the Study of Food and Society, New Orleans, LA, 2008. "Reformulating Trans Fats: Technologies, Tactics and Taste."

Eastern Sociological Society, New York, NY, 2008. "Seeking Regulation and Adding Value: The Case of Trans Fat Labeling."

American Anthropological Association, Washington DC, 2007. "Industry, Uncertainty, Opportunity and the Case of Trans Fats."

Society for Social Studies of Science, Montreal, Quebec, 2007. "The Unintended Consequences of Knowledge-Based Social Movements."

American Sociological Society, Collective Behavior and Social Movements Section, New York, NY. August 2007. "Where Did All The Trans Fats Come From? The Unintended Consequences of Knowledge-Based Social Movements"

Vital Politics, Bios Centre, London School of Economics. September 2006. "Seeing in Genes: Mapping the Rice Genome in China."

Queer Matters Conference, King's College London. May 2004. "Having Sex, Making Gender: Gay Female-to-Male Transgenderists Negotiating Sex, Gender, and Sexuality."

Conference Sessions Organized:

Society for Social Studies of Science, Copenhagen 2012. Session co-organizer with Bart Penders and Xaq Frohlich, "Governing the food-health nexus: Practices and Materialities."

Society for Social Studies of Science, Tokyo, Japan. August 28, 2010. Session co-organizer with Bart Penders, "The Social Study of Corporate Science."

Society for Social Studies of Science, Washington DC. October 31, 2009. Chair, Food Risks Panel.

American Sociological Association Section on Science, Knowledge and Technology, August 10, 2009. Organizer, Panel on Science, Food, and Nutrition

Book Reviews:

David Schleifer. 2017. Review of *Dangerous Digestion: The Politics of American Dietary Advice* by Melanie DuPuis, *Contemporary Sociology* (47)1: 63-64.

David Schleifer. 2013. Review of *Sweet Stuff: An American History of Sweeteners from Sugar to Sucralose* by Deborah Jean Warner, *Technology and Culture* (54)1: 205-207.

David Schleifer. 2012. Review of *Empty Pleasures: The Story of Artificial Sweeteners from Saccharin to Splenda* by Carolyn de la Peña, *Technology and Culture* 52(4): 849-850.

David Schleifer. 2011. Review of *Decentering Biotechnology: Assemblages Built and Assemblages Masked* by Michael Carolan, *Contemporary Sociology* 40(6): 695-697.

David Schleifer. 2010. Review of *Breathing Space: How Allergies Shape Our Lives and Landscapes* by Gregg Mitman, *Science as Culture* 19(3):393

David Schleifer. 2009. Review of *Cultivating Science, Harvesting Power: Science and Industrial Agriculture in California* by Christopher R. Henke, *Chemical Heritage Magazine* 27(1): 47.

David Schleifer. 2008. Review of *The Toothpick: Technology and Culture* by Henry Petroski, *Food, Culture and Society* 11(4): 533-536.

David Schleifer. 2007/2008. Review of *In Defense of Food* by Michael Pollan, *Time Out New York* 639: December 27, 2007–January 2.

David Schleifer. 2007. Review of *Microtrends* by Mark J. Penn, *Time Out New York* 624: September 13–19.

David Schleifer. 2007. Review of *Alice Waters and Chez Panisse* by Thomas McNamee, *Time Out New York* 599: March 22–28.

David Schleifer. 2005. Review of *The Rise of Viagra* by Meika Loe, *Science as Culture* 14(3): 293–296.

David Schleifer. 2005. Review of *The World Turned: Essays on Gay History, Politics, and Culture* by John D'Emilio, *Archives of Sexual Behavior* 34(6): 709–710.

David Schleifer. 2005. Review of *Beyond the Closet: The Transformation of Gay and Lesbian Life* by Steven Seidman, *Sexuality and Culture* 9(1): 98–100.

David Schleifer. 2005. Review of *Terrors of the Table: The Curious History of Nutrition* by William Gratzner, *Time Out New York* 533: December 15–28.

David Schleifer. 2002. Review of *Strip City* by Lily Burana, *Sexuality and Culture* 6(4): 107–108.

Selected Blog Posts:

Face-to-Face Price Transparency, with Andrea Ducas on the American Journal of Managed Care blog, July 14, 2015.

Americans Are Eager for Price Information, New Survey Finds, with Andrea Ducas on the Health Affairs GrantWatch blog, March 26, 2015

Patients' Views On Reforming The Physician Fee-For-Service Payment System on the Health Affairs blog, February 28, 2014.

Better Collaboration Needed Between Nurses and Physicians on the Public Agenda blog, June 27th, 2013.

Looking at Robert Irwin and Reading Proust on the To Think, To Write, To Publish blog, May 21, 2013.

Previous Appointments:

- Senior Research Associate, Public Agenda, 2013-2016
- Associate Research Scholar, Center on Medicine as a Profession, Columbia College of Physicians and Surgeons, 2010-2012.
- Research Consultant, George Washington University School of Business and Circa Jewelry May 2010-September 2010.
- Research Assistant to Professor Caitlin Zaloom, America in Debt project, New York University Department of Social and Cultural Analysis, Fall 2009-Fall 2010.
- Research Consultant, New York City Department of Health, Trans Fat Help Center, Summer 2007
- Policy Research Assistant, The Hunger Project, Summer and Fall 2006 .
- Ethnographic and Focus Group Observer, Social Science Research Council, Summer 2006.
- Research Assistant, Professor Dorothy Nelkin, New York University Law School, 2002- 2003.
- Vaid Policy Research Fellow, National Gay and Lesbian Task Force, Summer 2002.
- Research Assistant & Focus Group Moderator, Oregon Social Learning Center, 1998–1999.
- Researcher, Connecticut Department of Mental Health and Addiction Services, Spring 1998.
- Program Intern, International Gay and Lesbian Human Rights Commission, Summer 1997.
- Research Assistant, Leonard Davis Health Economics Institute, University of Pennsylvania, Summer 1995.

Leadership and Service:

- Data Advisory Committee Member, National Patient Advocate Foundation, 2017 (ongoing).
- Gala Fundraiser Committee Member, Neighbors Together, Brooklyn NY, 2017, 2015 and 2014.

- Awards committee member, American Sociological Association Science, Knowledge, and Technology Section Sally Hacker-Nicholas Mullins Award for Best Graduate Student Paper, 2012 and 2013.
- Awards committee member, American Sociological Association Sexualities Section Committee on the Award for Best Graduate Student Paper, 2007.
- Graduate student representative to faculty recruitment committee, New York University Department of Sociology, 2005–2006.
- Graduate student representative to job placement committee, New York University Department of Sociology, 2004–2005.
- Co-organizer, NyLon Social Theory and Practice Conference, New York University and London School of Economics, April 2003.
- Undergraduate committee chair, Wesleyan University Sociology Majors Faculty Search, 1997 to 1998.
- Founding member, Wesleyan University Sexuality Studies Committee, 1997 to 1998.

Teaching:

- Instructor, *Business and Its Publics: Inquiry and Discourse*, New York University Stern Undergraduate College of Business, Spring 2007.
- Instructor, *Sexual Diversity in Society*, New York University Department of Sociology, Spring 2003 and Summer 2003.
- Grader, *Criminology*, New York University Department of Sociology, Spring 2002.
- Teaching Assistant, *World Cultures: Modern China*, New York University Department of Sociology, Fall 2001, Fall 2002 and Fall 2003.
- Teaching Assistant, *Introduction to Sociology*, New York University Department of Sociology, Spring 2004 and Fall 2005.
- Visiting Lecturer, *English Writing and Grammar*, Yunnan Normal University Department of English, Kunming, China, Fall 1999 and Spring 2000.

Professional Memberships: Academy Health, American Sociological Association; Society for Social Studies of Science; American Association of Public Opinion Research.