

KAYLA SCHWOERER

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Rockefeller College of Public Affairs
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EDUCATION

- Fall 2022 Ph.D. Public Administration
Rutgers University, Newark, NJ
School of Public Affairs and Administration
- Dissertation: “What’s the Use? Macro, Meso, and Micro Perspectives on the Relationship between Transparency, Information Usability, and Citizen-State Interactions.”
- May 2016 Master of Public Administration (MPA)
Arizona State University, Phoenix, AZ
School of Public Affairs
- Capstone: “Establishing Arizona’s State Economic Identity Through Innovation.”
- December 2012 Bachelor of Arts, Sociology (Minor: Music)
Texas Tech University, Lubbock, TX
School of Sociology, Anthropology & Social Work

RESEARCH INTERESTS

Public and Nonprofit Management; Digital Governance; Citizen-State Interactions; Communication; Social Equity and Inclusion; Design Science; Behavioral Insights.

ACADEMIC RESEARCH APPOINTMENTS

- August ‘23 Assistant Professor, Department of Public Administration and Policy,
Rockefeller College of Public Affairs and Policy, University at Albany, State
University of New York.

- Sept '22 - Aug '23 Assistant Professor of Public Administration, Department of Political Science and Public Administration, Faculty of Social Sciences, Vrije Universiteit Amsterdam.
- June '23 - Affiliated Researcher, Artificial Intelligence and Digital Governance Lab, Vrije Universiteit Amsterdam.
- May - July '22 Visiting Researcher, Utrecht School of Governance, Utrecht University.
- 2020 - 2022 Graduate Research Assistant, School of Public Affairs and Administration; Rutgers University-Newark; [Smart and Connected Communities Grant Funded by National Science Foundation \(NSF\)](#).
- 2018 - 2022 Affiliated Graduate Student, [Transparency and Governance Center](#).
- Summer 2020 [Senior Research Manager](#), [CoronaNet](#) Research Project
- Summer 2016 Graduate Research Assistant, Office of the President, Arizona State University.
- 2015-2016 Graduate Research Assistant, Center for Organization Research and Design, Arizona State University.
- 2015-2016 Graduate Research Assistant, Ira A. Fulton Schools of Engineering, Arizona State University.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

2023

Noor, Z., **Schwoerer, K.**, Siddiqui, S.. (Forthcoming) "Muslim Women and the Effect of Prosocial Motivation on Giving Intentions During COVID-19." *Voluntary Sector Review*.

2022

Schwoerer, K. An exploratory study of social media's role in facilitating public participation in e-rulemaking using computational text analysis tools." *Policy & Internet*. DOI: 10.1002/poi3.332

Schwoerer, K. Whose Open Data is it Anyway? An Exploratory Study of Open Government Data Relevance and Implications for Democratic Inclusion. *Information Polity: Special Issue on Inclusion and E-Government*. DOI: 10.3233/IP-220008

Schwoerer, K., Keppeler, F., Mussagulova, A., Puello, S. (2022). "CO-DESIGNing a More Context-Based, Pluralistic, Goal-Oriented, and Participatory Future for Public Administration" *Public Administration*. <https://doi.org/10.1111/padm.12828>

Wiley, K., **Schwoerer, K.**, Richardson, M., & Barajas Espinosa, M. (2022). “Engaging Stakeholders: A Multi-level Social Media Analysis of Nonprofit Microvlogging.” *Public Administration*.
<https://doi.org/10.1111/padm.12851>

2021

Schwoerer, K. Antony, M., Willis, K. (2021). “#PhD Life: The Effect of Stress and Sources of Support on Perceptions of Balance Among Public Administration Doctoral Students.” *Journal of Public Affairs Education*. <https://doi.org/10.1080/15236803.2021.1876474>

2019

Schwoerer, K. (2019). “Individuals’ Use of Twitter to Discuss Freedom of Information in the United States: A Social Network Analysis.” *The Journal of Civic Information*.
<https://doi.org/10.32473/joci.v1i2.119010>

INVITED BOOK REVIEWS

Schwoerer, K. (2020). “The Adjunct Underclass: How America’s Colleges Betrayed Their Faculty, Their Students, and Their Mission.” *Journal of Public Affairs Education*
<https://doi.org/10.1080/15236803.2020.179873>

INVITED CONTRIBUTIONS

2023

Schwoerer, K. “How to DATAFY Public Administration: An Introductory Guide.” Contribution to “Administrative Informatics Roundtable” at *Journal of Behavioral Public Administration*.

MANUSCRIPTS UNDER REVIEW & REVISION

Wiley, K., DeMasters, C., Morgan, K., Richardson, M., Barajas Espinosa, M., & **Schwoerer, K.** Nonprofits & Social Media Strategy on TikTok.

Schwoerer, K. Perceptions of organizational publicness and performance.

Schwoerer, K., Dimand, A., Chen, W., Dotan, R., Kohl, A., Murtazashvili, I. Systematic scoping review of AI in the public sector.

Schwoerer, K. Public attitudes toward bureaucratic expertise.

Schwoerer, K. Open data portals, affordances, and usability.

Schwoerer, K. Communication design, framing, and public support of evidence-informed policy.

WORKING PAPERS

Schwoerer, K. Mapping user experience design onto digital citizen-state interactions.

Schwoerer, K. The politics of open government data.

Dark sides of UX design. [with M. Busuioc].

RESEARCH IN PROGRESS

Schwoerer, K., de Boer, N., Grimmelikhuijsen, S. Contestability of untrustworthy algorithms.

Alon-Barkat, S., Busuioc, M., **Schwoerer, K.**, Weißmuller, K. Discriminatory algorithms.

Schwoerer, K. Public support for public investment in AI.

AI and public procurement. [with A.M. Dimand, I. Murtazashvili, and A. Patrucco]

Nonprofits, message strategy, and dimensions of stakeholder engagement. [with H. Mao]

Nonprofits, reputation, and social media threats [with T. Ruddle]

Organizational learning and adoption of AI [with B. Johnson]

PROFESSIONAL AND TECHNICAL REPORTS

Schwoerer, Kayla. (2021). “Reflections on 20 Years of SEEDS Support: Findings from the 2020 Alumni Survey.” Funded by New Jersey SEEDS (501(c)3), Newark, NJ.

Schwoerer, Kayla. (2018). “District Factor Quotient: A New Approach to Recruiting Based on Student Need.” Funded by New Jersey SEEDS (501(c)3), Newark, NJ.

Antony, Meril., **Schwoerer, Kayla**, Sadovnik, Alan, & Backstrand, Jeff. (2018). “The Thriving Neighborhood Initiative (TNI) Project: Baseline Data Report, 2018.” Presented to Victoria Foundation (Funder) and Greater Newark LISC (Community Organizer).

BLOGS AND MEDIA

Schwoerer, Kayla. (2021). “Disabled in the Workplace: Designing Work for Access and Inclusion.” Initiative for Gender Equity in the Public Sector (IGEPS). Inclusion in Public Sector Workplaces Blog Series. www.igeeps.org/designing-work-for-access-inclusion

EDITORIAL ROLES

2023	Associate Editor, Academy of Management, Public Nonprofit Division
2023	Guest Editor, Special Issue: Administrative Informatics, Journal of Behavioral Public Administration (JBPA)
2022-	Book Review Editor, Chinese Public Administration Review (CPAR)
2022-2025	Editorial Board Member, Chinese Public Administration Review (CPAR)
2022-2025	Editorial Board Member, Nonprofit and Voluntary Sector Quarterly (NVSQ)

FELLOWSHIPS, AWARDS, AND HONORS

2023	Challenge Grant Award, IBM Center for the Business of Government
2023	Best Dissertation Award, ASPA Section for Women in Public Administration
2023	Best Reviewer Award, International Journal of Public Administration (IJPA)
2022	Graduate Student Travel Grant Award, Rutgers University-Newark
2022	Walter W. Mode Scholarship
2022	Wallace O. Keene ASPA Conference Scholarship
2021	Emerging Scholar Award, Muslim Philanthropy Initiative (IUPUI Lilly School)
2021	Outstanding Reviewer Award, Academy of Management PNP Division
2020-2022	Fellow, ASPA Section for Science and Technology in Government (SSTIG)
2020	Rutgers-Newark Nominee for K. Patricia Cross Future Leaders Award
2019	Valerie Gregg Scholarship Award, Digital Government Society
2019	Digital Governance Junior Scholar Award Runner-up, ASPA SSTIG
2019	Best Paper Finalist, Freedom of Information Coalition (NFOIC)
2017-Present	Graduate Fellow, SPAA, Rutgers University-Newark

INVITED TALKS

November 2022	Student Resources Panel: Mental Health in Academia. Association for Public Policy Analysis and Management (APPAM) Conference. Washington, D.C.
May 2022	Guest Lecture, Introduction to Public Management, Leiden University. The Hague, The Netherlands. “Big Data, Data Feminism, and Algorithmic Governance.”

- April 2022 Guest Lecture, Introduction to Public Administration, College of Charleston. Charleston, South Carolina.

 “Big Data, AI, and the Future of Technology in Public Service.”
- March 2022 Moderator and Emcee, American Society for Public Administration (ASPA) Students and New Professionals Summit. Jacksonville, Florida.
- February 2022 Guest Lecture, Chair of Public Management, Zeppelin University, Friedrichshafen, Germany.

 “Public Organizations’ Adoption of Algorithmic Systems: An Organizational Learning Approach.”
- November 2021 Invited Talk, Digital Governance Research Colloquium hosted by the Hertie School Centre for Digital Governance, Berlin, Germany.

 “Communicating Transparency: Designing the Information Environment for Equitable Public Engagement”
- October 2021 Panelist & Moderator, American Society for Public Administration Webinar.

 “Public Communication: Skills, Applications, and Value”
- May 2021 Welcome Address and Closing Remarks, American Society for Public Administration (ASPA) Students and New Professionals Summit.
- March 2021 Guest Lecture, Chair of Public Management, Zeppelin University, Friedrichshafen, Germany.

 “Designing Transparency: Leveraging Technology for Equitable Public Engagement in the U.S.”
- February 2021 Invited Talk, División de Administración Pública del CIDE Mexico City, Mexico.

 “Managing Stress and Cultivating Social Support in Doctoral Programs”
- September 2020 Guest Lecture, Organizational Leadership in Nonprofits, Department of Family, Youth, and Community Sciences, University of Florida.

 “Nonprofits and Social Media, Interview with Kayla Schwoerer and David Campbell.”
- August 2020 Invited Micro-Lecture, Public Governance Institute, KU Leuven, Belgium.

 “Insights for Public Administration from Experimental Research Designs”

March 2020 Guest Lecture, Zeppelin University, Chair of Public Management, Friedrichshafen, Germany.

“Open Government in the United States: Promises, Obstacles, and Unanswered Questions”

CONFERENCE PAPERS AND PRESENTATIONS

*Presenter

2023 “Algorithmic Discrimination in Public Service Provision: Understanding Citizens’ Attribution of Responsibility for Human vs. Algorithmic Discriminatory Outcomes.” Accepted for presentation at: Public Management Research Conference, Utrecht, Netherlands. [with Saar Alon-Barkat, Madalina Busuioc, and Kristina Weißmuller]

“Algorithmic Discrimination in Public Service Provision: Understanding Citizens’ Attribution of Responsibility for Human vs. Algorithmic Discriminatory Outcomes.” Accepted for presentation at: International Research Society for Public Management (IRSPM), P14: Behavioural and Experimental Public Management. Budapest, Hungary. [with Saar Alon-Barkat, Madalina Busuioc, and Kristina Weißmuller]

“Nonprofit Organizations, Message Strategy, and Stakeholder Engagement.” American Society for Public Administration (ASPA) Annual Conference.†[with Hanjin Mao]

“Designing ‘Customer Experience’: Applying Information Design and UX Design Principles to the President’s Management Agenda.” IRSPM Symposium ‘Design for Debate’ hosted by Utrecht School of Governance. Utrecht, the Netherlands.*

2022 “Designing for Usability: Open Data Portal Affordances and Open Data Use.” International Conference on Open Data. Virtual.*

“Designing User Experience with Government: Applying Information Design Principles to Enhance Social Equity.” Association for Public Policy Analysis and Management (APPAM) Conference. Washington, D.C.*

“The Adoption and Impacts of Algorithmic Decision-Making Tools in the Public Sector: An Organizational Learning Approach.” Public Management Research Conference (PMRC). Phoenix, Arizona.*

“Does Communicating the Evidence in Evidence-Based Policy Matter for Individuals’ Policy Support?” Association for Public Policy Analysis & Management (APPAM). Austin, TX.*

- “Usability and Open Government Data: What Factors Drive User Engagement?” American Society for Public Administration Annual Conference. Jacksonville, FL.*
- 2021 “How are Nonprofits Using TikTok to Engage Stakeholders?” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). Atlanta, GA. November 18-20, 2021.*
- “Gender Differences in Muslim Philanthropy: The Role of Prosocial Motivation in Charitable Giving During COVID-19.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). Atlanta, GA. November 18-20, 2021.
- “Knowledge Co-Production and Co-Design with Citizens and Frontline Workers: Perspectives for more Context-based, Pluralistic, Goal-Oriented and Interactive Research.” International Research Society for Public Management (IRSPM), P13: Learning from the Frontline: Front Line Worker Attitudes, Decision-Making, and Behaviors.*
- “Designing Information for Engagement: Cities’ Use of Social Media to Communicate Climate Action Plans.” American Society for Public Administration (ASPA) Annual Conference. *
- 2020 “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Research Society for Public Management (IRSPM), Computational Methods Study Group. *
- “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” Association for Public Policy Analysis & Management (APPAM). *
- “Nonprofits’ use of social media during COVID-19.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA).*
- “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” European Group for Public Administration (EGPA), Behavioral Public Administration Study Group.*
- “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Perspectives on Public Policy and Administration. George Mason University. Arlington, VA.*
- 2019 “Tweeting for Transparency: Understanding Citizens’ Use of Social Media to Discuss Freedom of Information Laws.” Northeast Conference of Public Administration (NECoPA). Brooklyn, New York.*

“Dimensions of Publicness and Perceptions of Performance: The Case of Charter Schools” Association for Public Policy Analysis & Management (APPAM). Fall Conference, Denver, Colorado. *

“Tweeting for Transparency: Understanding Citizens’ Use of Social Media to Discuss Freedom of Information Laws.” Transatlantic Dialogue (TAD) 2019. New York, New York. *

“Technology and Open Government: Thinking Critically About the Role of Social Media.” Digital Government Society. dg.o 2019 Doctoral Consortium. Dubai, UAE. *

“Perceptions of Performance and School Choice Behavior: An Experimental Study.” Public Management Research Association (PMRA) Academic Writing Workshop. City University of Hong Kong. Hong Kong SAR. *

“Social Media Use and Political Engagement: A Social Network Analysis of Individuals’ Use of Twitter to Discuss Freedom of Information in the United States.” National Freedom of Information Coalition (NFOIC) FOI Research Competition, Dallas, Texas.*

ACCEPTED BUT NOT PRESENTED DUE TO COVID-19

2020 “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” Public Management Research Conference (PMRC).

“Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” International Research Society of Public Management (IRSPM).

CONFERENCE PANELS ORGANIZED

2020 “Evidence and Implications of Science, Technology, and Innovation in the Public Sector.” Public Management Research Conference (PMRC).

Panel presenters (in alphabetical order): Jason Anastasopoulos, Aaron Deslatte, Mary K. Feeney, Federica Fusi, Micah Gell-Redman, Gregory Porumbescu, Kayla Schwoerer, Andrew Whitford.

CONFERENCE PANELS CHAIRED

2021 “Data and Measurements in Nonprofit Research.” Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) 2021 Annual Conference.

- 2021 “Experiences and Management of Frontline Workers.” ARNOVA 2021 Annual Conference.
- 2020 “Collaboration, Vulnerability and The Board,” ARNOVA 2020 Annual Conference.

CONFERENCE WORKSHOPS ORGANIZED

- 2022 “Developing the Data Science of Public Administration Research and Practice.” Pre-Conference Workshop for Public Management Research Conference (PMRC), Phoenix, AZ. Organized with (in alphabetical order): Jason Coupet, Sarah Larson, Michael Overton, Eric Stokan, and Samuel Workman.

SYMPOSIA ORGANIZED

- 2020 Virtual Doctoral Students’ Symposium.
- “Meet the Editors” Virtual Panels (Co-organized with Dr. Maria Cucciniello)
- Featuring journal editors from: *Journal of Public Administration Research and Theory*, *Review of Public Personnel Administration*, *Public Management Review*, *Journal of Behavioral Public Administration*, *Australian Journal of Public Administration*, *Journal of Health, Organization and Management*, and *Journal of Public Policy*.

DEPARTMENTAL TALKS

- 2023 Presenter, “Contestability of Untrustworthy Algorithms” Vrije Universiteit Amsterdam.
- 2023 Presenter, “Affordances of Open Data Portals and Usability.” Vrije Universiteit Amsterdam.
- 2021 Presenter, “Attitudes Toward Expert Knowledge: Combining An Experimental and Computational Approach to Explore Partisan Responses to Climate Change Policy.” SPAA, Rutgers University-Newark.
- 2021 Panelist, “Navigating Work-Life Balance as a Doctoral Student.” SPAA, Rutgers University-Newark.
- 2020 Presenter, “Social Media for Social Accountability: Individuals’ Use of Twitter to Exercise Voice.” SPAA, Rutgers University-Newark.
- Presenter, “Assessing the Effect of Transparency on Partisan Motivated Reasoning: A Survey Experiment.” SPAA, Rutgers University-Newark.

TEACHING EXPERIENCE

GRADUATE-LEVEL

- Spring 2023 Master Thesis Supervisor, Governance of New & Emerging Technologies Theme, VU Amsterdam.
- Summer 2022 Public Financial Management, School of Public Affairs and Administration (SPAA), Rutgers University, Newark. Online (Asynchronous).
- Summer 2021 Administrative Ethics, School of Public Affairs and Administration (SPAA), Rutgers University, Newark. Online (Asynchronous).
- Summer 2020 Public Sector Labor Relations, School of Public Affairs and Administration (SPAA), Rutgers University, Newark. Online (Synchronous).

UNDERGRADUATE-LEVEL

- Spring 2023 AI & Society, Faculty of Social Sciences, VU Amsterdam.
- Spring 2023 Bachelor's Thesis Supervisor, [Philosophy, Politics & Economy](#) Program, John Stuart Mill College, VU Amsterdam.
- Spring 2020 Introduction to Public Administration, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.
- Fall 2019 Public Service Organizations, School of Public Affairs and Administration (SPAA), Rutgers University, Newark.

TEACHING-ASSISTANTSHIPS

- Spring 2019 Administrative Ethics (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.
- Spring 2019 Technology and Public Administration (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.
- Fall 2018 Master of Public Administration Capstone (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.
- Fall 2018 Administrative Ethics (Graduate-Level), School of Public Affairs and Administration (SPAA), Rutgers University, Newark.
- Spring 2016 Public and Nonprofit Leadership (Undergraduate), School of Public Affairs, Arizona State University.
- Fall 2015 Public and Nonprofit Leadership (Undergraduate), School of Public Affairs, Arizona State University.

PROFESSIONAL AND COMMUNITY SERVICE

SERVICE TO PROFESSION

- 2023- Vice Chair, ASPA Section for Women in Public Administration (SWPA).
- 2021- Board Member, Academic Women of Public Administration (AWPA).
- 2022- Membership Committee, Academy of Management PNP Division
- 2022-2023 Chair, ASPA's Student and New Administration Professionals Section
- 2022-2025 Board Member, Section for Science and Technology in Government (SSTIG)
- 2021-2022 Student Representative, ASPA National Council.
- 2021-2023 Board Member, ASPA Section for Women in Public Administration (SWPA).

SERVICE TO COMMUNITY

- 2022 Judge, Youth Entrepreneurship Challenge, Network for Teaching Entrepreneurship (NFTE)
- 2022 Mentor (to New Jersey high school students), IgniteSTEM's Design Challenge. Princeton University.
- 2021 Judge, Youth Entrepreneurship Challenge, Network for Teaching Entrepreneurship (NFTE)
- 2019-2020 Volunteer, Be Social Change (NYC)
- 2017-2020 Mentor, Network for Teaching Entrepreneurship (NYC Chapter)
- 2018-2020 Project Muse Committee Member, New York Junior League
- 2016-2017 Debate Judge, Success Academies & NYC Urban Debate League
- 2013-2017 Volunteer Coordinator, The Pet Knot (501(c)3)
- 2013-Present Co-Founder & Board Member, The Pet Knot (501(c)3)
- 2013-2013 Foster/Volunteer Coordinator, The Rescue Network of Arizona

SERVICE TO INSTITUTION

- 2023 Co-Chair, Young Scholars Research Seminar, Department of Political Science & Public Administration, VU Amsterdam

- 2019-2021 Founding President, Ph.D. Student Club, School of Public Affairs & Administration, Rutgers University-Newark.
- 2020 Doctoral Student “Super Sessions” Co-Organized with Dr. Yahong Zhang, School of Public Affairs & Administration, Rutgers University-Newark.
- 2015-2016 Graduate Student & Professional Association; Arizona State University.

MANUSCRIPT REFEREE

Journal of Public Administration Research & Theory (JPART)

Public Administration Review (PAR)

Public Management Review (PMR)

Public Administration

Nonprofit and Voluntary Sector Quarterly (NVSQ)

Government Information Quarterly

Information Polity

Policy & Internet

Journal of Public Management & Social Policy

Journal of Public Affairs Education

Academy of Management (AOM) Annual Meeting Reviewer

Voluntary Sector Review

International Journal of Public Sector Management

International Journal of Public Administration

Chinese Public Administration Review

Public Policy & Administration

TRAINING AND SKILLS

PEDAGOGICAL TRAINING

- Spring 2022 Micro-Credential: Designing Student-Centered Courses, Association of College and University Educators (ACUE).

- Fall 2021 Certificate for Lifelong Learning in Inclusive & Equitable Teaching.
- Competency 1: Facilitating Difficult Classroom Discussions.
- Competency 2: Universal Design for Learning and Inclusive Teaching Strategies.
- Competency 3: Disability as an Aspect of Diversity: Understanding Access and Inclusion in the Classroom.
- Summer 2021 Micro-Credential: Creating an Inclusive and Supportive Online Learning Environment, Association of College and University Educators (ACUE).
- Summer 2020 Micro-Credential: Promoting Active Learning Online, Association of College and University Educators (ACUE).

METHODOLOGICAL SKILLS

- June 2021 Inter-University Consortium for Political and Social Research (ICPSR) Summer Program (Participation Funded by Rutgers-SPAA)
- Machine Learning: Applications in the Social Sciences
- Multilevel Models I: Introduction and Application
- Bayesian Modeling for the Social Sciences I: Introduction and Application.
- Introduction to the LaTeX Text Processing System
- Introduction to Python
- Introduction to R Statistical Computing Environment
- May 2021 Summer Statistics Institute, The University of Texas at Austin
- Causal Inference with Observational Data
- Scalable Machine Learning: Methods and Tools