Subramaniam (Subbu) Vincent is director of the Journalism and Media Ethics program. His focus is on developing tools and frameworks to help advance new norms in storytelling practice, ethical news product design and new vocabulary and signals to help the public process and demand ethical media. In late 2018, he contributed an invited chapter "Understanding the Demand-side of Misinformation and Analyzing Solutions" for an upcoming book, Fake News: Real Issues in Modern Communication, to be published by Peter Lang.

Vincent's interests also overlaps into ethical-AI to ingest, sort, and classify news. He collaborates with SCU faculty teaching AI and machine learning for ethics analysis through projects. He is currently a co-Principal Investigator for Mozilla Foundation's Responsible Computer Science grant to Santa Clara University to integrate ethics into CS curriculum.

During 2017-18, Vincent was Tech Lead for The Trust Project at the Markkula Center. The Trust Project is a consortium of top news companies, developing transparency standards that help citizens assess the quality and credibility of journalism. Vincent shepherded technical implementation of the Trust indicators (towards a minimum viable protocol) for over 30 newsrooms. He also offered technical guidance for the collaborative design and development of the Trust Indicators. He collaborated with the schema.org (W3C) community for the design of new metadata vocabulary specific to journalism and news organizations.

Prior to working for the Center, Vincent was a 2016 John S Knight fellow at Stanford University and visiting scholar at Stanford's Human Sciences and Technology Advanced Research Institute. His journalism innovation projects span data monitoring for cities to crowdsourcing. He has worked with several U.S. newsrooms to lower barriers to adoption of such innovations.

Prior to coming to Stanford, he was publisher and editor-in-chief of two award-winning public affairs news magazines in India. Before his foray into journalism, he was a valley engineer in the Bay Area. He holds master's and bachelor's degrees in computer engineering/EE from USC and the National Institute of Technology, Trichy, India, respectively.