Hello Sociologists,

The new year and new semester are well underway. The customary scramble that accompanies the beginning of every semester has now settled into normal hustle of academia. Preparations for the next journey have begun while keeping today’s quest on track. There are papers to write, papers to read, papers to present; applications to complete; research to conduct and transcribe and evaluate; meetings and lectures and presentations to attend. Everyone is always busy!

Well, take a few minutes to catch your breath. Browse through the pages of this newsletter to see what faculty members, students and alumni have been doing for the past six months or so. Make note of events the department, and G.A.S, and the Sociology Club have planned for the rest of the year, and squeeze some of them into your busy schedules—you’ll be glad you did.

We would love to hear what you think about our newsletter. Please email any comments, corrections, ideas, suggestions and news items to David at dembric@luc.edu, or to Chris at cwolff1@luc.edu. Have a great semester!

Editorial Board: David G. Embrick, J. Talmadge Wright, and Chris Wolff

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February 2012

As often seems to be the case, there is a lot going on at Loyola. For one thing, the university is revising its ‘Core’ curriculum. The Sociology department offers seven different courses in the Core, so we have been very involved in this process. The revisions all received approval this past fall semester, and the new Core will roll out for the new first-year class in 2012. Given that the university continues to have large enrollments, there will be a lot of students in our classes next year.

Within the College of Arts & Sciences, all departments have been charged with revising and updating their Promotion and Tenure documents. Thus, another departmental committee has also been working on that task. Our revisions are now at the Dean’s office and we should hear back shortly.

At the department level, there were a number of notable transitions and accomplishments this past fall and winter. For example, our new Assistant Professor Edward Flores is starting to settle in and adjust to life at Loyola and Chicago (his Los Angeles-based blood is still adjusting to Chicago in winter!). Assistant Professor David Embrick turned in his portfolio this fall as he will be evaluated for promotion and tenure. He received an enthusiastic positive vote from the department.

Among our graduate students, Jennifer Richardson-Stovall defended her dissertation in the fall, while recent Ph.D. graduates Laurie Stoll, Saher Selod and Kim Fox have taken tenure-track jobs (Laurie at University of Wisconsin-La Cross – where another of our Ph.D.s, Mahruq Khan, also teaches – Saher at Simmons College in Boston, and Kim at .Bridgewater State, MA). Several other students will defend their dissertations this spring.

The fall also witnessed several professional accomplishments among the faculty. Dr. Lauren Langman had a co-edited book (with Jerome Braun), Alienaion and the Carnivalization of Society published, while Dr. Kelly Moore, Dr. David Embrick, Dr. Anne Figert, Dr. Marcel Fredericks, Dr. Judith Wittner, Dr. Michael Agliardo, and Dr. Judson Everitt published articles in various journal or books. Moreover, Dr. Judson Everitt, Dr. Marcel Fredericks, and I were all honored by being nominated for the College of Arts & Science’s Sujack Award for Teaching Excellence.

So, welcome to the Sociology Department newsletter for another semester. We hope to keep you connected to people you know, introduce you to some that you don’t, and give you yet more evidence that our department is a lively, collegial, and energetic place to be. Do stay in touch, we love hearing from folks both far and near.

In the works

“’They All Look Alike’: Racial Perception, Popular Culture, and American Girl Dolls.” By Bhoomi K. Thakore and Rebecca West, PhD Candidates (based on an article currently under review in Sociological Inquiry)

The concept of phenotype is less in vogue among scholars today. Racial difference has moved beyond a discussion of physical characterizations to a discussion of racial perceptions informing and influencing structural interactions (Omi and Winant 1994, Feagin 2000). It has been found that minorities also face challenges in mainstream social perceptions and interpersonal interactions (Bobo 1999, Gallagher 2003, Forman 2004, Gaertner and Dovidio 2005). As American society has shifted from an overtly racist society to one that is more covert in its racial practices, the new colorblind rhetoric fails to address those racist tendencies that continue to shape experiences for minorities in America (Aranda and Rebollo-Gil 2004, Bonilla-Silva 2009).

An individual’s social classification is a dynamic process that depends more on the attitudes of the observer than the individual’s own self-identification or indeed, actual physical appearance (Peery and Bodenhausen 2008, MacLin and Malpase 2001). While the initial determinate of identification and categorization of people of color is still physical, these characteristics are seen through the lens of various cultural associations and the meanings attached to them. For example, both MacLin and Malpass (2001) and Levin and Berji (2006) found that the racial “label” attached to a human face changed the way a viewer perceived the person’s skin tone, suggesting that the cultural meanings attached to a particular racial category can have powerful influence on perceived phenotypes.

continued on page 12

In November he gave a talk, “Church in Black and White: The Organizational Lives of Young Adults,” at the Center for the Study of Religion and Society at the University of Notre Dame.

Additionally, Dr. Williams, with Jeffrey M. Timberlake of the University of Cincinnati, had a paper, “Stereotypes of U.S. Immigrants from Four Global Regions,” accepted for publication by the journal Social Science Quarterly.

Elfriede Wedam presented a paper, “How Consistent Ethic of Life Groups Suggest Moral Alternatives to the Instrumental Rationality of Economic and Social Systems” at the International Society for the Sociology of Religion meetings, Aix-en-Provence, 30 June-3 July

In October Dr. Wedam presented “New Conceptualizations of Community in Congregational Settings: Some Empirical Findings and Theoretical Considerations” at the Religious Research Association annual meetings in Milwaukee, WI.

Dr. Wedam received a $2500 grant from Hank Center to support research on “The Paradoxical State of the Abortion Debate in the U.S.”

This year, Associate Professor Kelly Moore is serving as a Program Officer at the National Science Foundation, an independent government agency that funds scientific research. She works in the Science, Technology and Society Program, which funds work about how social factors influence science, and how science influences society, and in the Ethics Education in Science and Engineering Program, which funds research on how to improve graduate ethics education in STEM fields. NSF funds workshops, dissertation research, faculty research, and much more. Although Kelly can’t help LUC faculty or students while she’s at NSF, do check out its programs at http://www.nsf.gov/. She’ll be returning to Loyola this summer, and is happy to meet with faculty or students interested in applying to NSF.

Dr. Moore presented “From Worker to Entrepreneur: Metaphors of Scientized Body Production in the Contemporary U.S.” at the Annual Meeting of the Society for Social Studies of Science in Cleveland in October, 2011. She also presented two papers at the American Sociological Association Meeting in Las Vegas last summer, and published an article in Theory and Society, and two entries in the Encyclopedia of Social Movements, one of them with graduate student Matthew Hoffmann.

Phil Nyden gave a university-wide address on “Do We Know It All: Combining University and Community Research” at the University of Maine in September. The event was sponsored by the Margaret Chase Smith Policy Center.

Dr. Nyden presented a paper, “Where is the Public in Public Sociology? What Place Do Ordinary People with Ordinary Lives Have in Creating Knowledge?” at the Great Cities/Ordinary Lives Conference at the University of Illinois Chicago in September.

The photography exhibit, “Pathways to Stable Housing” combined the photographs of photojournalist Noah Addis with interviews completed by Dr. Nyden to document success stories of formerly homeless men, women, and families who moved to stable housing. This was a featured exhibit at the Loyola University Museum of Art (LUMA) from August 2011 through mid-January 2012.
There are many good things to report from the graduate program. Our students are presenting and publishing their research and finishing their theses/dissertations in large numbers. Lydia Billatos and Melissa Howell were awarded Global and Community Stewards Fellowships from the Graduate School. Catherine Gillis was announced as a Pre-Doctoral Teaching Scholar for academic year 2012-2013. New and recent Ph.D. students are also having great success in the academic job market. Congratulations to Laurie Cooper Stoll, Saher Selod and Kim Fox for getting tenure track positions. Applications to the MA and Ph.D. program are also on the rise and we look forward to meeting many of the applicants when they come for a visit.


Additionally, Leslie was selected by the School of Education Cuba Projects to provide workshops for staff and volunteers working in Catholic community centers there. She and Associate Professor David Shriberg (School of Education) will conduct the Organizational Management (Leadership) unit during the first half of February in La Habana and Santa Clara.

Rebecca West has accepted a lectureship at Columbia College Chicago in the Cultural Studies Department. The position is full-time through Spring 2013. Her paper, “They’re For Me, Not My Daughter”: Collecting as a Feminist Hobby” has been accepted to the 9th International Conference Crossroads in Cultural Studies, to be held in Paris in July 2012.

Lydia Billatos was awarded a Community and Global Stewards Fellowship in the amount of $3,000 in support of her research in discrimination and racial inequality in America. Her paper “The Kenyan Family Through a Gendered Lens” was accepted for presentation at the International Organization of Social Sciences and Behavioral Research Conference in Las Vegas in November.

John Stover, whose Master’s level research not only earned Loyola University Chicago’s very first award for excellence in graduate student research but also has been published in a special edition of Nova Religio (2008), is in the final stages of completing his dissertation this Spring and Summer. His research highlights how documentary filmmaking provides a unique form of social activism that not only exposes audiences to the goals and values of the movements being filmed, but also engages filmmakers in a process of socially constructing realities that are aligned, or misaligned, with the movements and issues they seek to advance. John is also teaching Intro to Sociology courses at the University of San Francisco and Skyline College this Spring, and is well versed in the sociologies of gender and sexuality, religion and new religious movements, social movement theory (especially as related to the GLBT movement), qualitative methodologies, and film and society.

Melissa Howell has been awarded the Community and Global Stewards Fellowship ($3,000) for her research in family food choices in conjunction with the High Ridge YMCA and the Community-based Research, Advocacy,
This spring semester is rich in opportunities to do research, to socialize and to celebrate. As the calendar below shows, professional opportunities for undergraduates have become abundant. If any of these catch your interest, take the initiative and talk to a faculty member about it. We’re genuinely happy to help you pursue these opportunities, but we expect you to make “the first move”. Those of you who want to apply for a nationally competitive award, such as a Fulbright research grant or a Gilman travel grant, should contact Dr. James Calzagno at Loyola’s Fellowship Office to begin what is typically a multi-year process.

All the events below are open to all sociology students; I’ll likely be forwarding news about additional events that were not yet scheduled as of “press time” for this newsletter. As registration time comes around, please get in touch with your sociology advisor to discuss your plan, and remember that internships are available over the summer. I look forward to seeing everyone at our Graduation and Honors Reception at the end of April. Have a good semester!

Dr. Krogh

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**Undergrad Opportunities/Application Deadlines**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>Feb 15</td>
<td>Application due for ASA Honors Program to attend annual meeting (Requires faculty letter of nomination)</td>
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<td></td>
<td>Go to <a href="http://www.asanet.org">www.asanet.org</a> (click on “Teaching &amp; Learning” and then “Students: Undergraduate”) for more information and an application form</td>
</tr>
<tr>
<td>March 1</td>
<td>Application deadline for Loyola Fellowships</td>
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<td></td>
<td>Go to <a href="http://www.luc.edu/lurop/about.shtml">http://www.luc.edu/lurop/about.shtml</a> (click on LUROP Programs)</td>
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<td>CURL - Take a leadership role in an engaged research project</td>
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<td>Provost - Pursue a research project in collaboration with a faculty mentor</td>
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<td>Research Mentoring - Be a summer assistant to a Ph.D. student</td>
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<td>March 9</td>
<td>Abstract for oral presentations for LUC Undergraduate Research Symposium</td>
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<tr>
<td>March 12</td>
<td>Abstract for Sociology Mini-Conference to <a href="mailto:Isharma@luc.edu">Isharma@luc.edu</a></td>
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<td>Abstract for posters for LUC Undergraduate Research Symposium</td>
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<td>March 27</td>
<td>Careers in Sociology Workshop, 4-5 p.m. in Sullivan 290</td>
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<td>March 15</td>
<td>Panel of Alumni speaking on “Life After Loyola” (6:30 PM)</td>
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<tr>
<td>April 14</td>
<td>(Saturday) Chicago Ethnography Conference at University of Illinois Chicago</td>
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<tr>
<td>April 13</td>
<td>Loyola Sociology Mini-Conference</td>
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<tr>
<td>April 21</td>
<td>(Saturday) LUC Undergraduate Research Symposium</td>
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<tr>
<td>April 29</td>
<td>Graduation and Honors Reception @ 3:00 P.M.</td>
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<tr>
<td>May 1</td>
<td>Fellowship Improvement Grants (FIG)</td>
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**Undergrad Publishing and Paper Competitions**


October submission for Illinois Sociological Association Paper Competition
Open Submission for The Journal for Undergraduate Ethnography (JUE).
Open Submission for Sociological Insight

See the undergraduate section of the department website and click on “Publishing, Papers, and other Opportunities” for more details.

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*continued on page 11*
Graduate Association of Sociologists (G.A.S)

This fall G.A.S. hosted several events and opportunities for students to spend time together. Social events included two post-colloquium gatherings at Hamilton’s around the corner on Broadway, and another at Lickety Split, the new ice-cream place just a bit further south on Broadway.

We also held our annual Town Hall Meeting with our chair, Rhys Williams, and continued our Brown Bag luncheon series with an excellent presentation from graduate student Melissa Howell entitled, “Planning Your Research Agenda.” Students who attended these events found helpful and enjoyed the lively discussions. We look forward hosting more events and offering additional ways to get involved this spring.

Upcoming Social Events:

⇒ **February 16 BROWN BAG:** “Collaborating on Research” with graduate student Courtney Irby. Join us for a discussion on the process of doing collaborative research with other graduate students.

⇒ **February 17 FIRST ANNUAL DEPARTMENT CHILI COOKOFF:** Join the department as we compete over who can make the best chili. More information will follow about how to submit to the contest. The event is open to all graduate students and faculty, regardless if you decide to enter a pot of chili or not.

⇒ **April 11 BROWN BAG:** “Writing and Publishing Book Reviews” with Dr. David Embrick. He will also give advice about writing articles, identifying the best journal, and the review process.

⇒ **April 13 DEPARTMENT RESEARCH SYMPOSIUM:** G.A.S. and the Sociology Club will host the annual Sociology Department Research Symposium, an opportunity to present research papers and course papers and receive feedback from the department. More information will follow with how to submit papers to the symposium. We had a great showing last year and look forward to another symposium full of great research papers. This opportunity is open to undergraduates and graduate students.

⇒ **April 25 BROWN BAG:** “CV writing” with Dr. Judson Everitt., Coffey Hall 425, 1:30-3:00.

Watch for information about these events and for announcements of more post-colloquium gatherings and brown bags. As always, feel free to email any of your G.A.S. reps with questions and suggestions.

We’ve added a link to a GAS monthly events calendar on our web page

http://www.luc.edu/sociology/gas/shtml

Your G.A.S. reps,

Lucas Sharma, lsharma@luc.edu ♦ Tim Sacco, tsacco@luc.edu ♦ Travis O’Rear, torear@luc.edu;
Whitney Rodriguez, wrodriguez@luc.edu ♦ Kelsea Ciavaglia, kciavaglia@luc.edu
**Sociology Club**

Sociology Club had a very fruitful semester full of membership meetings and events. Events that stand out include:

⇒ **Going to Graduate School Panel** featuring graduate students Gwendolyn Purifoye, Courtney Irby, and Lucas Sharma  
⇒ **The 3rd Annual Sociology of Horror Halloween Event**, featuring a movie showing of “Heathers” followed by a led discussion of sociological concepts in the film by graduate student Todd Fuist.  
⇒ **The first Urban Adventures Event** to the Argyle neighborhood to talk about gentrification in Argyle and Andersonville. Both undergrads and graduate students went to this event, making it full of many good conversations.  
⇒ **Bake Sale to Benefit Loyola Gives** We raised over eighty dollars for the annual charitable Christmas fundraiser.  
⇒ Sociology Club students and other undergrads came to four different meetings with our job candidates. Thank you to all the students who participated and gave great feedback to our department.

Continue to find us on OrgSync or email sociologyclub@luc.edu to get more involved in upcoming events. We plan to host more Urban Adventures, make Sociology Club tee-shirts, have additional movie events, and plan the Annual Sociology Department Research Symposium.

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**SAVE THE DATE**

**April 13, 2012**

**Sociology Department Research Symposium**

Please save the date for the annual Sociology Department Research Symposium, an opportunity to present research papers and course papers and receive feedback from the department. We had a great showing last year and look forward to another symposium full of great research papers. This opportunity is open to undergraduates and graduate students.

More information about submitting papers to the symposium will follow.

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**Upcoming Department Events**—watch your email for details

- **Chili Cookoff**, February 17  
- Colloquia, see page 16 for schedule.  
- **Honors Reception**, April 27.
Margaretta Swigert was busy last year. In addition to completing her dissertation “Globalizing Kenyan Culture: Jua Kali and the Transformation of Contemporary Kenyan Art: 1960-2010” and receiving her Ph.D. she was invited to give a paper “Contemporary Kenyan Art in the Marketplace: Accessing Local Resources & the Global Economy” at UCLA at the Triennial Symposium of the Arts Council of the African Studies Association. The theme of the symposium was African Art and the Marketplace. She was one of a few sociologists as most of the participants (from all over the world) were cultural anthropologists or art historians.

Margaretta also participated in an Emory University, Atlanta, Georgia symposium honoring leading African Art historian Sidney L. Kasfir and organized by Emory’s African Art Department in collaboration with the journal Critical Interventions based out of UCSB. She presented “The Kenyan Artist, The Workshop/Network and Cultural Brokerage.”

Currently Margaretta is “having a wonderful working life here [Kenya]. I am lecturing at the Kenya Methodist Church and I have two weekly Culture columns in the Kenyan media. I write critical reviews on theatre and the visual arts for The Nairobi Star and The Business Daily. I am a media consultant for the Kenya Arts Diary and I am also working on a book project focused on the History of Contemporary Kenyan Art. More opportunities are opening up daily!! I feel very privileged to be here. Plus the weather is awesome!”

Beth Filipiak (2004) Beth was a service coordinator in a housing complex for low-income senior citizens, and then she volunteered with a non-profit organization in the Philippines. She’s now back at Loyola, pursuing a dual master’s degree in social justice and community development.

Sarah Collins (2007) Sarah taught English in Santiago, Chile (and married a Chilean!) and has returned to the U.S. to complete a Master’s in International Education at New York University. She says that she finds the program both challenging and enjoyable, and that her Loyola statistics class, along with the final research class, gave her “a great foundation for this program.”

Lindsay Vrost (2008) Lindsay volunteered for a non-profit start-up in Chicago, and then worked for the survey research organization NORC. She became a Research Analyst in their health care department and moved to Washington, DC. to help evaluate a Health Information Technology program, and she’s now planning to attend graduate school in bioinformatics.

John Lingner (2010) John has been working for the Hephzibah Children’s Association in their residential group home, providing care to children who have emotional or behavioral problems. The experience has led him to seek a master’s in social work, and he hopes to begin graduate work in the fall.

Janine Bologna (2011) Janine is volunteering in Detroit through City Year. She reports that she’s loved the work, although it hasn’t been the easiest. She would be happy to talk with any Loyola students who are considering programs like Americorps. Janine says, “There are so many things I wish I knew about doing a year of service before starting, I would love the opportunity to help fellow Loyola grads prepare for such adventures.” Contact Dr. Krogh for her contact information.

Carolyn D. Dallas, ’75 I am the Executive Director of a non-profit in the District of Columbia, Youth Court of the District of Columbia, formerly Time Dollar Youth Court. We are a Diversion Program that deals with first time juvenile offenders. We were recently written up by NY Times Pulitzer Prize winning columnist Tina Rosenberg in her column “Fixes” which can be found on our website at www.youthcourtofdc.org.

Claudia E. Youakim I received my BA in sociology from Loyola University in 2003. Since then, I have received my MA from DePaul University in 2008, and am currently enrolled in a PhD program in Sociology at the University of Florida. I just started in Fall of 2011 and I’m focusing on the portrayal of Arabs in Western society. I’m excited about the program, the faculty and working with some of my future colleagues. It all started at Loyola, and I’m certainly a proud alumni.

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Through the Center for Urban Research and Learning and in cooperation with other Centers of Excellence (Center for Urban Environmental Research and Policy, The Child Law Center, and the Center for Human Rights for Children) Phil received $60,000 in funding from Loyola University to develop an interdisciplinary “Healthy Homes” project that will work with government and community partners in identifying and addressing emerging environmental problems facing communities in the Chicago metropolitan area. There will be opportunities for faculty, graduate students, and undergraduates to work on facets of this project.


With graduate student Joel Ritsema, **Dr. Everitt** presented “Scaffolding in the College Classroom: Socio-cultural Learning Theory and Building on Students’ Existing Knowledge to Teach Social Problems,” at the Annual Meeting of the Society for the Study of Social Problems in August. And he also presented his paper, “Making Teachers Out of Men: Gender Norms and Priming for Institutional Roles in Teacher Education,” at the Annual Meeting of the American Sociological Association in August.

On January 4 **Judson** and his wife Jill had a their first child, a beautiful baby boy! *Congratulations!*

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**Items of Interest**

Dr. Anthony Orum is currently a Visiting Scholar at the Center for Urban Research and Learning and working on developing new research projects. Tony has had a distinguished career as an urban sociologist, publishing scores of articles and books on a broad range of topics.

Undergraduate students are reminded that the Center for Urban Research and Learning offers CURL Undergraduate Research Fellowships to qualified juniors and seniors. Fellows work on one or more of CURL’s teams focused on collaborative university-community research projects. Fellows receive approximately $1,200 per semester and work at CURL ten hours per week. Acceptance is on a rolling application basis, so it is not too late to apply for Spring 2012 and Summer 2012 opportunities. For more information visit: [http://luc.edu/curl/fellowship_applications.shtml#uf](http://luc.edu/curl/fellowship_applications.shtml#uf). Students can also contact Dr. Nyden at pnyden@luc.edu.

Wei Chen, an urban sociologist from Zhongnan University of Economics and Law (about 800 km west of Shanghai), will be a visiting faculty member based at CURL during the 2012-2013 academic year. The Sociology Department is co-hosting her visit.
Amanda Counts graduated with her masters in December 2011. Her thesis, “The Uses of Expertise,” was passed with distinction. A portion of this thesis was presented at the University of Vienna with a young researchers’ travel grant in December. Her work was also presented at Concordia University in an invited lecture in November. A coauthored paper with Joseph Renow was presented at the Society for the Social Studies of Science (4S) conference in Cleveland. Amanda is engaged to Evan Tanner and will be married in a small ceremony in Guatemala in May 2012. She is currently working on publishing her projects while pursuing other interests, particularly among refugee populations.

Bhoomi Thakore presented the following during Fall 2011:

- “Images of South Asians in American Popular Media: 1980 to present.” Presented at the annual meeting of the Social Science History Association, regular session, November 18, Boston, MA

- “From Foreigner to Performer: Historic and Contemporary Representations of South Asians in American Popular Media.” Presented at the annual meeting of the Association for Humanist Sociology, October 15, Evanston, IL (with Jaclyn Mueller)

- “‘They All Look Alike’: Racial Perception, Popular Culture and American Girl Dolls.” Presented at the annual meeting of the Association for Humanist Sociology, October 15, Evanston, IL with Rebecca West.

This spring Bhoomi will be presenting:

- “Changing Representations or Changing Stereotypes? Contemporary South Asians in Popular Media” at the annual meeting of the Southwest Social Science Association, April 7, San Diego.

- “American Girl Says She’s Black”: Marketing Influence on the Racial Perception of Consumers” at the annual meeting of the Southwest Social Science Association, April 6, San Diego, with Rebecca West.

She also has the following forthcoming publications:


Bhoomi has been nominated for student representative for the ASA’s Section for Racial/Ethnic Minorities and the Southwest Social Science Association.

Reginald Nievera is currently running a column/blog through ChicagoNow.com called “Ignorance is Bliss”. It features articles that are sociological in nature (psychology, philosophy, or anthropology are also accepted). Anyone can write anything they feel they want to get off their chest, want to share with the general public, or anything at all, as long as it is sociological in nature. Submissions should be between 400-600 words, come with a good headline, and a picture to go along with the text if possible. Email submissions to rnievera@luc.edu. He will only do minor edits, if any at all, and they will be posted on the website for the world to read. No IRB approval needed! The site is http://www.chicagonow.com/ignorance-is-bliss/


Kasey recently published, along with Ana Moreno of UIC, a paper in the Association for Critical Sociology’s new digital journal Sýnkrisis. The paper is entitled, “No Papers, No Problem: Uncle Sam Wants You.” He was nominated for Student Representative of the American Sociological Association’s Section on Latina/o
Congratulations to our December Graduates

Elizabeth Brandner
Allison Brennan
Nicole Buczek
Samantha Lewandowski (SANT)

Earl Louis
Morgan McDonald
Jessica Oester
Sarah Pakenham
Carolyn Paul (SANT)
Kathryn Paustian

Brienne Poyser
Peter Robinson
Melina Rodriguez
Elaina Squillace
Bianca Wells

Reminder

There are three ongoing speaker series open to undergraduates

- **Master of Urban Affairs and Public Policy (MUAPP) Practitioner Series**
  Wednesdays 5:30-6:30 • Granada Center 4th floor conference room

- **Friday morning seminars** • 10:30-12:00 • Center for Urban Research and Learning

- **Sociology Colloquium Fridays** • 3:00-4:30 • Lake Shore Campus

Also see Sociology Club announcements on page 10 for additional events for undergrads.

Alumni News continued

**Kerryann DiLoreto, ’99**
Recently I celebrated 12 years of survey research as a senior project director at the University of Wisconsin Survey Center in Madison, WI. Currently I am directing the Center’s largest-ever project, The Wisconsin Longitudinal Study, for renown sociologists Robert Hauser and Pamela Herd. To date, we have completed in-person interviews across the country with over 7,700 participants. These three-hour interviews include cognitive assessments, physical measurements, salivary DNA samples, and consent to access Social Security and Medicare records. I look forward to many more good years, and studies, here to come.

*We look forward to hearing from all of you!*

Alumni Outreach

What about the rest of you?
Did you get a new job?
Did you recently win an award?
Did you publish new research?
Are there any new faces in the family portraits?
Let us know your news—we will be happy to pass it on.

Send all news to:
David G. Embrick
(dembrick@luc.edu).
sociology during the 2012-2013 academic year.

Kasey will participate in several conferences this spring. At the Southwestern Sociology Association’s annual meetings in San Diego, he will present a paper “Robbing Percy and Pablo to Pay Paul: How Money Exchange Between the Illinois Lottery and Public Education Reproduces Inequality.” He will also present another paper, “High Stakes Education Finance: How State-Sponsored Policy Reproduces Race and Class Inequality” at the National Association for Ethnic Studies annual meetings in New Orleans and the Annual Human Rights and Civil Rights Conference in Memphis.

Diana Guelespe was inducted into Alpha Sigma Nu (Jesuit Honor Society) on Oct. 16, and won the International Week Poster Contest on Nov. 18. Congratulations!

Working from this understanding, we set out to explore how the process of racial identification is affected by preexisting associations with phenotypical features such as eye color, hair color and texture, face shape, and skin tone. Using 51 stock images of American Girl dolls (a popular brand of American toys), we asked respondents to identify the racial and/or ethnic group to which the doll belongs. Our sample includes 475 respondents, approximately half who are familiar (“collectors”) and half who are unfamiliar (“non-collectors”). Cross-comparison between these groups informed our understanding of the extent to which the company’s marketing influences racial categorizations. In our research, we seek to turn a more critical lens on the intersection of race and marketing/branding and focus on questions about perceptions and first impressions through race scholarship.

There were a few findings that held true for both collector and non-collector respondent groups. First, dolls with dark vinyl “skin” as in Fig. 1 were overwhelmingly identified as Black, regardless of their other features. Similarly, dolls with light vinyl “skin” as in Fig. 2 were defined as White. These findings speak to the existing cultural understandings of race as a matter of skin tone.

However, in further examples, the issue of pigmentation became more nuanced. Collectors and non-collectors identified the dolls in Figs. 3 and 4 very differently. The majority of non-collectors identified both the dolls as Black (98% and 67% respectively), while the majority of collectors (68%) identified the doll in Fig. 4 as Asian Indian. The difference in interpretation is likely related to familiarity with the American Girl company’s marketing, which markets the doll in Fig. 3 as Black and the doll in Fig. 4 as Asian Indian.

These two groups of respondents represent two cultural contexts in which racial signifiers are developed. In this instance, the American Girl company takes on the position of expert. For collectors, American Girl’s descriptions become key to their own racial understandings. As non-collectors are free from the direct influence of American Girl’s marketing, the meanings they make are influenced by their understanding of the American racial landscape.

Through further analysis, it is evident that the collectors’ conceptions of racial identity are not defined solely by their understanding of American Girl’s branding. Both dolls represented in Fig. 5 & 6 are marketed by American Girl as Asian Indian, but the position of expert in this context is different. In the case of Fig. 5, the doll is marketed specifically to collectors, while in the case of Fig. 6, the doll is marketed to a wider audience.

Gwendolyn Purifoye was an:

- Invited Presenter for Northwestern University’s Ethnography Workshop: “Do you see me: The Homeless and Their Occupied Spaces,” Northwestern University (November 2011)
- Presented “Race in Motion: A Study of Social Interactions on Public Transportation at the Association for Humanist Sociology Annual Meeting (October 15, 2011)
multiracial – Fig. 5 is identified as Japanese and White, while Fig. 6 is identified as Japanese, White and Native Hawaiian. While collectors and non-collectors identified the doll in Fig. 5 as “Asian” in roughly equal numbers, the majority of neither group identified the dolls “correctly” based on her character.

For the doll in Fig. 6, collectors were more likely than non-collectors to describe the doll as Native Hawaiian (40%), while non-collectors described the doll as White (48%). Again, the majority of neither group identified either of these dolls as multiracial. The tendency of respondents to identify the doll by her minority characteristics reflects the continuing ideology of hypo-descent and the “one-drop rule” in the United States (Root 1995, Omi 1999). Even when the doll’s identity is explicitly defined as minority and white, she is not categorized as white if her physical appearance indicates otherwise. This pattern not only reinforces the boundaries among racial groups, but also challenges the identification of those who are multiracial.

Our data suggest two significant findings. First, physical characteristics, particularly skin tone, have a powerful influence in the process of racial identification. Second, pre-existing racial ideologies such as that of hypo-descent remain influential despite explicit statements challenging these positions. As Bonilla-Silva (2004) suggested, the racial identification and social placement of minorities in American society will depend on the ways in which the white majority chooses to define them. In other words, some minorities will be better off than others. From our study of American Girl dolls, it is evident that these definitions are based on skin tone and other physical characteristics.

While skin tone remains a prominent feature for the categorization of race and ethnicity in American society, particularly in the distinction between Black and White, it is apparent that the combination of physical features is important for the identification of those racial groups in-between. Bonilla-Silva (2004) argued that the unique experiences of every minority will make it more difficult to study the experiences of a minority group as a whole. Indeed, the racial identification of those dolls that are non-white becomes much more nuanced depending on the combination of physical features. This suggests that in our growing multiracial and multicultural society, skin tone and phenotype will continue to be the most salient features of perceived “otherness.”

Works Cited
### Spring 2012 Colloquium Series

All events are 3 - 5 pm unless otherwise noted

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<th>Date</th>
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<tbody>
<tr>
<td>Fri., Feb 3</td>
<td>Dr. Jennifer Richardson, Northwestern University</td>
<td>Coffey 425</td>
<td>3:30 - 5:00</td>
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<tr>
<td>Thurs., Feb 16</td>
<td>Dr. Ben Penglase, <em>Assoc. Prof. of Anthropology</em> Loyola University Chicago</td>
<td>Mundelein</td>
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<tr>
<td></td>
<td>“A Shock of Order: Policing and Urban Violence in Rio de Janeiro, Brazil.”</td>
<td>Greenhouse</td>
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<tr>
<td>Wed. Feb 29</td>
<td>Dr. Ben Shepard, <em>Assist. Prof. of Human Services</em> CUNY/NYC College of Technology</td>
<td>Coffey Hall</td>
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<tr>
<td></td>
<td>“Occupy Wall Street, Bonus Plazas, and Contested Public Space in New York City.”</td>
<td>McCormick Lounge</td>
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<tr>
<td>Fri., March 16</td>
<td>Dr. Judson Everitt, <em>Sociology Instructor</em> Loyola University Chicago</td>
<td>Coffey Hall</td>
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<tr>
<td></td>
<td>“Teacher Careers and Inhabited Institutions: Sense-Making and Arsenals of Teaching Practice in an Era of Accountability.”</td>
<td>McCormick Lounge</td>
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<tr>
<td>Fri., March 23</td>
<td>Dr. Quincy Stewart, <em>Assoc. Prof. of Sociology</em> Northwestern University</td>
<td>Crown 503</td>
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<td></td>
<td>“Big Bad Racists, Subtle Prejudice and Minority Victims: An Agent Based Model of Racial Inequality.”</td>
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<tr>
<td>Fri., March 30</td>
<td>Dr. Adrienne Massanari, <em>Asst. Prof. of Communication</em> Loyola University Chicago</td>
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<td></td>
<td>“TBA”</td>
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<tr>
<td>Fri., April 13</td>
<td>Dr. Gerald Platt, <em>Emeritus Professor of Sociology</em> University of Massachusetts</td>
<td>Coffey Hall</td>
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<tr>
<td></td>
<td>“TBA”</td>
<td>McCormick Lounge</td>
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<tr>
<td>Wed., April 25</td>
<td>Todd Fuist, <em>Ph.D. Candidate, Sociology</em> Loyola University Chicago</td>
<td>TBA</td>
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<td></td>
<td>“Sacred Solutions to Profane Problems: Faith, Identity, and the Work of God in Urban Religious Communities.”</td>
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### other important dates

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<tr>
<th>Date</th>
<th>Event Description</th>
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<th>Time</th>
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<tbody>
<tr>
<td>Wed., Feb 15</td>
<td><em>Department Meeting</em> (full time faculty)</td>
<td>Coffey 425</td>
<td>3:30 - 5:00</td>
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<tr>
<td>Fri., Feb. 17</td>
<td>Chili Throw Down</td>
<td>McCormick Lounge</td>
<td>4:30 – 7:30</td>
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<tr>
<td>Fri., Feb. 18</td>
<td>CAGSRC Meeting</td>
<td>McCormick Lounge</td>
<td>12:00 – 5:00</td>
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<tr>
<td>Wed., March 21</td>
<td><em>Department Meeting</em> (full time faculty)</td>
<td>Coffey 425</td>
<td>3:30 – 5:00</td>
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<tr>
<td>Fri., April 13</td>
<td><em>Sociology Club Symposium</em></td>
<td>McCormick Lounge</td>
<td>10: 00 – 3:00</td>
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<tr>
<td>Wed., April 18</td>
<td><em>Department Meeting</em> (full time faculty)</td>
<td>Coffey 425</td>
<td>2:00 – 3:30</td>
</tr>
<tr>
<td>Sat., April 21</td>
<td>CAGSRC Meeting</td>
<td>Coffey 425</td>
<td>12:00 – 5:00</td>
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<tr>
<td>Fri., April 27</td>
<td><em>Department Honors Celebration</em></td>
<td>McCormick Lounge</td>
<td>3:00 – 5:00</td>
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<tr>
<td>Thurs., May 10</td>
<td>Graduate School Commencement</td>
<td>Gentile Arena</td>
<td>12:00pm</td>
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<td></td>
<td>CAS Honors Convocation</td>
<td>Gentile Arena</td>
<td>8:00 pm</td>
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<tr>
<td>Fri., May 11</td>
<td>CAS Commencements</td>
<td>Gentile Center</td>
<td>10:00, Arts</td>
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<td>4:00, Sciences</td>
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