

**Wichita State University**  
**3rd Annual**  
**Sociology Symposium**  
**October 23, 2015**

**A Special Thank You to:**

LaDawna Hobkirk,  
Sociology Administrative Assistant

Michelle DeHaven

Dr. Ballard-Reisch

LAS Deans Office



**Shocker SOC Club**

**WSU Sociology**  
**Department**  
**Lindquist Hall**

*Sponsored by Shocker SOC Club and  
The WSU Sociology Department*

**October 23, 2015**  
**Friday 9:00 am—3pm**  
**200 Lindquist Hall**

**9:00-9:15 Morning Mingle**  
*(coffee & muffins provided)*

**9:15 Welcome**

**9:30-10:30 Session 1**

**10:45-11:45 Session 2**

**11:45-1:00 Lunch**  
*(on your own)*

**1:00-2:00**

**Keynote Speaker**  
**Dr. Deborah Ballard-Reisch**

**2:15-3:15 Session 3**

Visit the  
Shocker SOC Club  
page on the  
Sociology Department website  
at:  
**[www.wichita.edu/sociology](http://www.wichita.edu/sociology)**



And follow us on Facebook:  
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<https://www.facebook.com/groups/shockersoc/>

# **Save the Date!**

## **Friday, March 4, 2016**

**3rd Annual  
Gender & Sexuality Conference  
at Wichita State University**

**With Keynote Speaker  
Lisa Wade**

*Sponsored by the  
Department of Sociology  
and the  
Shocker SOC Club*

**Keynote Speaker:  
Dr. Deborah Ballard-Reisch**

Kansas Health Foundation Distinguished Chair in  
Strategic Communication, professor at the Elliott  
School of Communication & founder of  
WSU Hunger Awareness Initiative



***Making Stone Soup:*  
5 Ingredients for a Successful  
Campus-Community Partnership to  
End Hunger**

# 9:30-10:30

## Session I

Chase Billingham  
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### **Gentrification, Displacement, and the Creation of Wichita's "Old Town"**

The degree to which lower-income residents in upgrading neighborhoods are displaced by the process of gentrification has provoked considerable debate in urban sociological research. Displacement is generally framed as a possible, and potentially remediable, outcome of gentrification. This stands in contrast to the predominant framing of displacement as a necessary precursor to redevelopment that characterized much of the earlier urban sociological literature on urban renewal. In this article, I challenge the conceptualization of displacement as a mere outcome of gentrification. Drawing on archival research and media accounts, I present an historical case study of redevelopment over 50 years in Wichita. I demonstrate that a displacement-first strategy has characterized all attempts – earlier government-led “urban renewal” campaigns, as well as more recent private sector-driven gentrification efforts – to transform the city’s “skid row” into the hub of a gentrified downtown core. I discuss the implications of these findings for sociological theories of gentrification.

## 2:15-3:15 Session 3

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### **Measurements and Analysis: First Experiences with Sociological Methods and Project Summaries.**

SOC 512: Measurement and Analysis is a required course for all Sociology majors at Wichita State University. In the course, students work in groups to develop a survey based research study in which they learn the steps of the research process and methodological skills necessary to conduct quantitative studies. This presentation will discuss students' first experiences implementing these skills and methodological issues encountered along the way. The presentation will also provide a summary of two group projects conducted in the course last spring. The first study, presented by Ashton and Damarshae, examines college drinking behaviors and will primarily discuss how race/ethnicity and monthly spending money are related to the social context of college drinking. The second study, presented by Adam, examines the media's effect on relationship perceptions and attitudes regarding homosexuality. The presentation will primarily focus on the effect media diversity has on participants' perceptions of homosexuality.

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### **Williamsburg and Gentrification: a Quantitative Analysis**

This paper explores the reasons for gentrification in the Williamsburg area. First, this research includes a detailed review of what previous literature has to say about this phenomenon, and illustrates what the social scientific community has written about reasons for gentrification and its consequences. Then, a discussion on how the changes of the neighborhood physically present themselves. This section will entail an in-depth discussion of what the changes in Williamsburg looked like; thanks to technology like Google Earth, it's possible to travel to an areas without the usual expenses that traveling entails. Using this technology, it is possible to literally see the changes in the neighborhood, and how these changes differ from other parts of Brooklyn and New York in general. After that discussion, the research moves into a more quantified discussion, using data from the U.S. Census to track changes over a period of ten years. Using data from the 2000 Census tract in conjunction with data from the 2013 Census tract, we will be able to see through percent changes how much the neighborhood of Williamsburg actually changed. Finally, in a final discussion, this paper will attempt to understand how gentrification affects not only the people in the city, but the place as well.

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## **Factors Contributing to the Refusal of the H1N1 Swine Flu Vaccine Worldwide**

The 2009 H1N1 Swine Flu pandemic resulted in an estimated 60.8 million cases, 274,304 hospitalizations, and 12,469 deaths in the U.S. alone (Centers for Disease Control, 2011, p. 1). However, fifty-nine percent of Canadians (Heinrich et al., 2011, p. 1), forty-five percent of Americans (Gerwin, 2012, p. 635), and forty-five point three percent of Australians (Seale et al., 2010, p. 102) refused the Swine Flu vaccination. The purpose of this research is to discover the reason(s) why so many people refused the vaccine. A variety of factors influenced people's decision to refuse the vaccine, both on a micro and macro level. In order to collect information about the determinant factors in the choice to receive the vaccine, eight published studies with data collected during or immediately after the Swine Flu pandemic worldwide were evaluated and summarized. From these eight sources, several determinant factors arose: age, location, socioeconomic status, and education level. The studies also found that the media also plays a significant role by shaping people's perceptions of the vaccine and the pandemic. Finally, people's perceptions of the government are another determining factor in their refusal of the vaccine. By evaluating data from studies conducted during and after the H1N1 Swine Flu pandemic, it is clear that there must be changes made on both the macro and micro level in order to prevent future pandemics of treatable illnesses.

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## **Pin-Up Girls: The Average Woman Compared to the Sex Symbol**

Many women and girls in the United States struggle with body image. There is an invisible pressure put on them to fit perfectly inside of the 36-24-36 measurements. Pin-up girls have been the visual standard of the perfect body shape for over 100 years. How does the pin-up girl and the "average, girl-next-door" woman compare to the ideal 36-24-36? Within this study, a random sample of pin-up girls was selected and measurements obtained to make the comparison. Those results were then compared to the average size woman at three points in history.

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Jodie Simon

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Tammy Harpel

## 10:45-11:45 Session 2

### **Blurred Lines: The Construction and Romanticization of Sex Trafficking in Popular Dark Erotic Romance Novels\***

While often overlooked in social science research, romance novels function as both literary and pop culture artifacts that portray highly scripted visions of potential social lives. Considering romantic literature may be accountable for a “large part of women’s exposure to sexuality and relationships” (Iqbal 2014), it is important that scholars from a variety of disciplines examine the messages constructed within these texts, particularly within the increasingly popular “dark erotic romance” subgenre. Using a mixed methods unobtrusive qualitative approach, we combine framing analysis and content analysis to explore how sexual slavery was constructed within the texts of two popular dark erotic romance novels as well as how those narrative were consumed by readers as assessed by their Goodreads reviews (n=168 reviews). Findings reveal that difference in how reviewers defined the situation (i.e., as an event such as kidnapping versus a larger social issue such as human trafficking) varied by reviewer rating level (1 star, 3 star, or 5 star). Results also revealed that the relationship between victim and perpetrator was framed from several different and sometimes competing angles including romantic, erotic, Kink/BDSM, and/or abusive. Implications for education and future research will be discussed.

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### **"That's What She Pinned": Gender Stereotypes and Pinterest**

Pinterest is a social networking website launched in 2010, which reached 10 million users by 2011 and 48.7 million users by 2013. Previous studies have found that the boards created by users consist of resources for everything from everyday interests to major life events. Considering the majority (approximately 80%) of Pinterest users are female, it is not surprising that the content or resources collected reflect gender ideals. To assess the specific ways Pinterest users might support or challenge traditional gender roles, this qualitative content analysis analyzes the boards and pins of ten Pinterest users (five women and five men). The boards were coded as typically female oriented, typically male oriented, or gender neutral based on specific pins within the board. The analysis yielded three primary findings. First, the majority of boards pertained to gender neutral topics. Second, both men and women had boards that were gender specific. Finally, gendered boards tended to support gender role stereotypes.

*\*To be presented at the 2015 Society for the Scientific Study of Sexuality annual conference, Albuquerque, New Mexico*