A Special Thank You to:

Ladawna Hobkirk, Sociology Administrative Assistant

Michelle DeHaven

Dr. John W. Bardo, Wichita State University President

Pat Campbell, Executive Assistant to the President

LAS Deans Office

And to *Panera Bread* and *The Twisted Cup* for their generous Food Donations

Visit the Shocker Soc Club page on the Sociology Department website at:

www.wichita.edu/sociology

First Annual
Sociology Symposium

Friday, October 25, 2013
Wichita State University
Lindquist Hall

Sponsored by Shocker Soc Club and Sociology Department

October 25, 2013

Friday 8:30am—3pm

200 Lindquist Hall

8:30-8:45—**Welcome**

8:45-10:00 **Session 1** — Doing Sociology

10:15-11:30 **Session 2** — Gender, Body, Sexuality

11:30-12:30 **Brown bag Lunch Session**
            — Celebrity Consumption

12:30-1:45 **Session 3** — Education

Lindquist Hall 100

2:00-3:00

Keynote Speaker:

President Bardo

Parental Choice, Neighborhood Schools, and the Market Metaphor in Urban Education Reform

Dr. Chase M. Billingham (Assistant Professor)

Critics of many popular urban school reforms in the United States allege that these reform efforts unfairly insert market forces into the public domain, resulting in widening inequalities between schools, yet the degree to which market ideology underlies reform efforts varies across different types of initiatives. In this article, I challenge the notion that market forces *per se* are responsible for the gentrification that school reform often facilitates. Drawing on in-depth interviews, government documents, and media accounts, I analyze one component of school reform in Boston, the overhaul of the city's public school student assignment policy. Reforms to the city's student assignment system were undertaken by the Boston Public Schools in 2012 with the explicit goal of encouraging middle-class families to enroll their children in urban public schools. Municipal leaders hoped to use urban school reform as a means of persuading new middle-class families to move into Boston, thus furthering the city's gentrification. Yet this initiative curtailed parental choice (and, therefore, market pressure) within the city's school system, while still potentially perpetuating inequalities. I discuss the implications of these findings for urban social theory related to education reform.

Media Consumption and Educational Outcomes

Darren Schmitz (Graduate Student)

The aim of this study is to determine whether media consumption, socioeconomic status, and other measures of cultural capital are all related to educational outcomes. The negative association between time use of media and academic outcomes is evident. The negative relationship between socioeconomic status, or SES, and academic achievement is also well established. Researchers who are partial to Bourdieu's (1984) framework of cultural capital do suggest that such differences are the result of the lifestyles or habits of each social class. Media consumption is a key focus of this research. I will argue that mass media is not simply related to cultural capital. It is itself a form of cultural capital and an over-looked dimension of it as well. For this study, I plan to collect and analyze data from the Educational Longitudinal Study of 2002. I will use Bourdieu's theory of cultural capital to analyze associations between media use, SES, and other forms of cultural capital in relation to student achievement. First, I will determine if socioeconomic differences are associated with educational outcomes. Second, I will examine whether SES is associated with media use. Third, I will analyze the associations between media and test scores. I will also analyze how media and cultural capital are related.

John William Bardo was born in Cincinnati, Ohio in 1948. He grew up in that area and graduated from Oak Hills High School in 1966. After high school, John attended the University of Cincinnati where he received a bachelor's degree in economics (1970). He also studied economics and social policy at the University of Southampton, England, during his junior year. After graduating from Cincinnati, John received a master's degree in sociology from Ohio University (1971) and a Ph.D. in sociology (1973) from the Ohio State University. He also attended the Institute for Educational Management at Harvard in 1987.

John's first academic appointment upon completing graduate school was at Wichita State University as an assistant professor of sociology. He also worked and taught in the Hugo Wall Center for Urban Studies. During his time at WSU, he also obtained a Fulbright to Australia where he and his wife Deborah studied Americans as migrants and had a sabbatical appointment at the University of Wales at Swansea in social policy.

After leaving WSU, John held a variety of appointments at Southwest Texas State University, the University of North Florida, Bridgewater State College, and Western Carolina University. At Western Carolina, John served as chancellor from 1995 to 2011 after which he rejoined the faculty.

John's academic interests involve the relationships between higher education, the economy and quality of life. He speaks regularly on issues associated with the New Economy and building competitiveness. When not working, John enjoys international travel and working with stained glass.

John first met his wife Deborah in Neff Hall on the WSU campus and they married in 1975. They have one son, Christopher who lives in Cary, North Carolina where he is studying biology and chemistry at North Carolina Central University.

Session I — Doing Sociology

Wichita State University Sociological Symposium
Abstract: Norm Violation

Taylor Fortune

As a student in Sociology 111, we are required to execute a "norm violation" in order to understand the informal pressures to conform, the social sources of control, and personal power in social settings. After doing some research concerning the "norms" in the United States, I did not find anything that I wished to perform, so I began to brainstorm. Having done so, I intend to carry out my norm violation experiment by going to a restaurant and standing for the entire meal rather than sitting down. This norm violation does not appear to be so drastic that it would incur negative results, but should sufficiently provide feedback as to the unspoken "dining norms." Although it would be interesting to learn how my dinner party reacts to my standing for the entire meal, I tend to believe that their knowledge of this experiment will be of more value. If they act as if nothing is abnormal, it may cause the other dinner guests surrounding me to react more strongly. I am curious, however, if anyone will even notice or react to this norm violation since people tend to politely ignore things they find odd. The notion that society keeps us in check by the use of positive and negative sanctions/consequences is fascinating. I am interested to see how this experiment turns out and what I will learn from it and be able to share about it.

Education Migration: Examining Factors Related to Wichita State University Student's Desire to Stay in the Wichita Area after Graduation

Jordan Reed

In what ways may universities affect retention rates of their students within the community they serve post-graduation? The answer to this question can be found by examining initiatives on the part of the university, as well as any of its programs, and motivations that students may have for leaving the community after graduating. This study uses a 30-item survey of 360 students within one metropolitan university to examine the influence of these possible factors. It was found that merit-based scholarships are related with an increased desire to leave, and every other factor of university or program influence had no relationship on students' desire to leave the area after graduating. It was found that the motivations most related to desire to leave the area after graduation were proximity of family, career connections, and proximity of friends. Because only one of these factors (career connections) can be affected by university policy, this study suggests that attention into facilitation of these connections may have a stronger impact on retention for this university.

Session 3 — Education

An Examination of Student Engagement and Educational Outcomes at Wichita State University

Scott Walls (Graduate Student)

There are many variables that can affect the engagement level of students, as well as student's educational experiences and educational outcomes. I examined the affect age, race/ethnicity, and gender have on student engagement and their educational outcomes measured by the student's current grade point average. The sample for this study was a convenience sample of 138 students from Wichita State University in the spring of 2013. A fifty question survey was distributed to students on the campus of Wichita State University; 138 students completed the questionnaire. The data was collected and subject to statistical testing using Statistical Program for Social Sciences (SPSS). The results of this study found no relationship between the variables age, race/ethnicity, and gender, and the variables that encompass student engagement for the purposes of this study.

"Gendered Advertising in Parenting and Family Magazines"

Cambria Goen, 2013

This content analysis examines 325 advertisements from five issues of popular parenting and family magazines from February, March, and April of 2013. The advertisements were coded using a coding scheme from Bryan K. Robinson and Erica Hunter's 2008 article entitled "Is Mom Still Doing It All? Reexamining Depictions of Family Work in Popular Advertising."   The titles of the magazines in this study ("Family Circle," "Family Fun," "Parenting," "Parents," and "Parent & Child) would imply that their intended audience is any family or any parent; the advertising seems to imply a different message. From their placement on the magazine stands to the underrepresentation of fathers and fathering, the clear message is that parenting is primarily the responsibility of the mother. Bright, glossy magazines that tout "Fixes for Classic Mom Mistakes" (Family Circle), "Autism Report, Life-changing news for the 1-in-88" (Parenting), and "The crucial childproofing step you missed" (Parents) lure moms in and then show them, largely through advertising, what it means to be a mother. They support the traditional belief that fathers are less involved in parenting by nearly excluding them from their pages. The advertisers don't want to alienate the male readers they might have by gendering their copy, so they have turned to using words like "you" and "your," even though the content of the other advertisements makes it clear that "you" means "Mom." All of this adds up to perpetuating traditional gender roles in families.

COMPARING DISABLED ELDERLY WITH AND WITHOUT CAREGIVERS

Dr. Twyla Hill (Full Professor)

Most of the caregiving needed by older persons is provided by family and friends. Not everyone who needs help gets it, however. This project explores the differences between disabled elderly persons who do and do not receive assistance, using the 2008 wave of the Health and Retirement Study dataset. Over half of the sample does not get help. Net of other factors, females, married respondents, and Black respondents are more likely to receive assistance. Also, older respondents, those with less education, those with more health conditions, and those who report feeling in worse health are more likely to get help.

Relationship Types and Attitudes

Jennifer Bowers (Graduate Student)

"Stay-over" relationships, cohabitation, and attitudes about marriage among emerging adults were analyzed in a convenience sample of 308 college students. Participants were asked to complete a survey designed to assess how emerging adults engage in "stay-over" relationships and cohabitation and how they view these types of relationships in comparison to each other and to marriage. The current study extends previous research to assess when emerging adults express a desire for first marriage and how they view the marriage. Results of this study indicate that emerging adults do not view marriage as outdated or unimportant. Females express a desire to get married at slightly younger ages compared to men. Those who planned on getting married reported younger ages for first marriage compared to those who did not plan on getting married. Participants who planned on cohabiting before marriage reported a higher age for first marriage and participants currently in a committed relationship reported younger ages for first marriage.

deeply matter in a way that is more palatable than discussing real people that we know who might be dealing with these issues currently, we can begin to comprehend the purpose of celebrities (Sternheimer 2011). Whether we ascribe to the conflict theorist perspectives of Horkheimer, Marcuse, or Adorno who would argue that popular culture serves as a form of propaganda to distract the masses from economic interests and systems of inequality (2002), or to a more symbolic interactionst approach that would ask us to recognize their actions on an individual level, it remains obvious that our mainstream attention was on the spectacle of Twerking rather than on tensions in Syria. The reality is that the majority of American citizens might not be able to find Syria on a map and will in no way be directly impacted (in ways that they can visualize and recognize the connections) by this global issue; however, the one thing that a larger demographic will share in common is the deeply penetrative fear of how to raise a teenage daughter in a culture that sexualizes her while fetishizing her innocence and castigating her for her own agency. Celebrities serve a function within our society that can and should be examined sociologically and Miley Cyrus is a significant example of this phenomenon.

11:30-12:30
Brown bag Lunch Session

"Twerking & Celebrity Consumption: Analyzing the Social Significance of Miley Cyrus".

Jodie C. Simon, M.A. (Instructor)

Miley Cyrus and Twerking took over the news and inundated our social media newsfeeds. People everywhere chimed in and bloggers, critical media theorists, talk show hosts, celebs and friends all offered up conflicting opinions and analysis. Somewhere in this mess of slut shaming, racial appropriation, and pop culture critique is a message that resonates. What is this message? Why does it matter? Underneath this highlight reel of gifs and viral gags, serious global issues were mounting. Is it trivial to focus on a former Disney princess pop star when war threatens in Syria? Applying Sternheimer's celebrity consumerism theory (2011) to the issue we can begin to understand what motivates the American society to invest in our celebrities. By recognizing that Disney princess pop stars serve as speculums to our own conflicted ideas of sexualized innocence, we can begin to offer some explanation for this intense scrutiny (Kilbourne 2011, Simon 2012). Miley Cyrus and those that came before her grow up in a culture that has sexualized their innocence, pandered to their role as repository for a society's repressed desires and a society that waits with apparent glee for their imminent self-destruction as they attempt to navigate the transition from passive receptacle to agency in their own exploitation (Simon 2012). When they inevitably self-destruct the societal backlash results in endless amounts of time and energy discussing this transition. By recognizing that this form of celebrity consumption allows us to transcend our own problems and discuss things that really do

10:15-11:30
Session 2 — Gender, Body, Sexuality

Kia Porter-Hastings (Graduate Student)

Previous research establishes that parents shape adolescents' romantic relationships in many ways. Specifically, research indicates that parent-child relationships can predict the offspring's attachment style in their romantic relationships. Our research question asked how parental attachment and parental involvement are associated with emotional intimacy, relational exclusivity, and sexual behavior in adolescents' romantic relationships. This study examines parental influence on adolescents' involvement in romantic relationships given that romantic relationships play a part in adolescent well-being. We conducted a secondary analysis of the National Longitudinal Study of Adolescent Health, a nationally representative survey of adolescents between the ages of 12-18 years in 1994-95. To answer our research question, we studied adolescents who were currently in an ongoing romantic relationship. We found that emotional intimacy was positively associated with quality of relationship with parents, which seemed important to girls. High emotional intimacy, relational exclusivity and sexual behavior were negatively associated and with parental attachment, particularly for young women. Lastly, a negative association between exclusivity and quality of relationship with parents was found which seemed less important for boys. The findings indicate gender differences in how children spend time with parents are related to how involved they are in romantic relationships.

Leah Hanson

The stigmatism of being a bald woman in America's society is just one of the burdens that women who suffer with cancer handle with on a daily basis. Society responds differently to cancer patients based on gender rather than the level of the illness. There are several burdens placed upon cancer patients in which the cancer patients need to normalize the illness to help society function normally around cancer patients. Cancer Patients are left feeling like the freak shows in a carnival.

The Medicalization of Pregnancy and Childbirth

Mallory Rousseau (Graduate Student)

Through a comparative analysis, this paper seeks to explore the ways in which the medical community has appropriated the natural process of childbirth, and the consequences thereof. The medicalization of childbirth has resulted in the undermining of women's inherent biological ability to successfully give birth without unnecessary medical intervention. This evaluation serves to illuminate the ways in which women's bodies have been pathologized as abnormal and powerless over their hormones and natural bodily functions. As such, this argument will lend further evidence to the greater claim that American society engages in a continuous devaluation and disempowerment of women.

"Embodying Dominance and Submission with Male Bodies: The Impact of Gender Subjectivity and Sexuality on the Body"

Philip Pettis, B.A. (Alumni)

The majority of research on gendered bodily experiences has focused primarily on the socio-cultural influences on the female body. Although the focus of research on bodily experiences has primarily focused on women, in recent years there has been an increased focus on men's bodily experiences, specifically in regards to gay and bisexual men. This qualitative research study examines the bodily experiences of gay and bisexual men surrounding gender and sexuality. The purpose of this study is to explore the ways in which gay men embody, negotiate, or resist bodily expectations of gender and sexuality. A number of sociological, feminist, and queer theoretical perspectives will be considered. Thirty-seven individuals from diverse racial, ethnic, religious, educational and socioeconomic backgrounds participated in this study. The results of this study indicated that most gay men actively and consciously embody socio-cultural bodily expectation pertaining to gender and sexuality. Furthermore, the results of this study indicated that a minority of gay men actively and knowingly manages to negotiate or resist gendered and sexualized bodily expectations.