

Curriculum Vitae

Laurel D. Graham

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Educational Background

- 1992 Ph.D. Sociology, University of Illinois at Urbana-Champaign, Specialization in Sociology of Scientific Knowledge
- 1987 M.A. Sociology, University of Illinois at Urbana-Champaign
- 1985 B.A. Sociology (major)/Philosophy (minor), Minnesota State University at Moorhead (Summa Cum Laude)

Academic Experience

- 1998-present Associate Professor of Sociology, University of South Florida at Tampa
- 2013-2019 Associate Professor and Associate Chair, Department of Sociology, University of South Florida at Tampa
- 2005-2013 Associate Professor and Undergraduate Program Director, Department of Sociology, University of South Florida at Tampa
- 1992-1998 Assistant Professor of Sociology, University of South Florida at Tampa

Book

Graham, Laurel. (1998). *Managing On Her Own: Dr. Lillian Gilbreth and Women's Work in the Interwar Era*. Norcross, Georgia: Engineering and Management Press.

Peer-Reviewed Journal Articles

Graham, Laurel, Jennifer Friedman and Xamil Vega (2021). "Forbidding Your Cake and Eating it Too: Health Performance Strategies in U.S. Middle-Class Families." *Social Theory & Health*. March 2021 online, 2022 in print. <https://doi.org/10.1057/s41285-021-00160-6>

Friedman, Jennifer and Laurel Graham (2018). "A Kitchen Table Pedagogy for Interrogating Whiteness through a Research Experience Course." *Sociology of Race and Ethnicity* 4(1): 142-153.

Graham, Laurel. (2013). "Lillian Gilbreth's Psychologically Enriched Scientific Management of Women." *Journal of Historical Research in Marketing*, special issue "Remembering Female Contributors to Marketing Theory, Thought and Practice" (Mark Tadajewski and Pauline Maclaran, Eds.), 5(3): 351-369.

Howes, Elaine, Laurel Graham, and Jennifer Friedman (2009). "Between McDonaldization and Gardening Pedagogy: How Teachers Negotiate Science Education in Action." *Green Theory & Praxis: The Journal of Ecopedagogy*, 5(1): 126-152.

Friedman, Jennifer and Laurel Graham (2008). "The Skills of Poverty Survival: One Woman's Life and Stories." *Humanity and Society*, 32(4): 361-386.

Graham, Laurel. (2000). "Lillian Gilbreth and the Mental Revolution at Macy's, 1925-1928." *Journal of Management History*, Symposium on Gender and Scientific Management, (Christopher Nyland and Hindy Lauer Schachter, Eds.), 6(7): 285-305.

Graham, Laurel. (1999). "Domesticating Efficiency: Dr. Lillian Moller Gilbreth's Scientific Management of Homemakers, 1924-1930." *Signs: Journal of Women in Culture and Society*, 24 (3): 633-675.

Graham, Laurel. (1997). "Beyond Manipulation: Lillian Gilbreth's Industrial Psychology and the Governmentality of Women Consumers." *The Sociological Quarterly*, 38(4): 539-565.

Graham, Laurel. (1994). "Critical Biography Without Subjects and Objects: An Encounter with Dr. Lillian Moller Gilbreth." *The Sociological Quarterly*, 35(4): 621-643.

Book Chapters and Book Segments

Graham, Laurel. (2009). "Beyond Manipulation: Lillian Gilbreth's Industrial Psychology and the Governmentality of Women Consumers." *Critical Marketing Studies, Volume II: Further Theoretical and Empirical Perspectives in Critical Marketing Studies* (Mark Tadajewski and Pauline Maclaran, Eds.). Thousand Oaks, CA: Sage. (Reprinted from 1997 peer-reviewed article)

Graham, Laurel. (2003). "Lillian Gilbreth and the Mental Revolution at Macy's, 1925-1928." Pp. 270-291 in *Frank and Lillian Gilbreth: Critical Evaluations in Business and Management* (Michael C. Wood and John C. Wood, Eds). NY: Routledge. (Reprinted from 2000 peer-reviewed article)

Graham, Laurel. (2003) "Critical Biography Without Subjects and Objects: An Encounter With Dr. Lillian Moller Gilbreth." Pp. 141-168 in *Frank and Lillian Gilbreth: Critical Evaluations in Business and Management*, (Michael C. Wood and John C. Wood, Eds.). NY: Routledge. (Republished from 1994 peer-reviewed article)

Graham, Laurel and David Ferguson. (2001). "Lillian M. Gilbreth." Ten-page entry in *Biographical Dictionary of Management* (Morgen Witzel, Ed.). Bristol: Thoemmes Press.

Graham, Laurel. (2000). "Nutrition and Home Economics." Article #212 (2520 words) in *The Routledge International Women's Studies Encyclopedia* (Cheris Kramarae and Dale Spender, Eds.). New York: Routledge.

Graham, Laurel. (1999). "Lillian Gilbreth and the Myth of the Superwoman," *Inquiry: Research Scholarship and Creative Activity*. Tampa, FL: University of South Florida.

Graham, Laurel. (1992). "Archival Research in Intertextual Analysis: Four Representations of the Life of Dr Lillian Moller Gilbreth." Pp. 31-52 in *Investigating Subjectivity: Research on Lived Experience* (Carolyn Ellis and Michael Flaherty, Eds.). Newbury Park: Sage.

Krug, Gary and Laurel Graham. (1989). "Symbolic Interactionism: Pragmatism for the Postmodern Age." Pp. 61-71 in *Studies Symbolic Interaction* (Norman K. Denzin, Ed.). Greenwich, CT: JAI Press.

Book Reviews

Graham, Laurel. (2012). Book review of *Consumption Challenged: Food in Medialised Everyday Lives*, by Bente Halkier. *Contemporary Sociology*, 41(2): 214-215.

Graham, Laurel. (1997). Book review of *Women Writing Culture*, edited by Ruth Behar and Deborah Gordon. *Journal of Contemporary Ethnography*, 25: 529-533.

Conference Presentations and Invited Talks

Friedman, Jennifer and Laurel Graham. "Food Double-Agents: How Tween and Teen Middle-Class Kids Participate in the Management of Family Eating." Presented at the Midwest Sociological Society annual meeting, March 24, 2023, Minneapolis, MN.

Friedman, Jennifer and Laurel Graham. "Neocolonial food conflicts in the Immigrant Family Kitchen: How mothers resist US food culture by dishing out ethnicity." Presented at the conference "Reimagining Our Worlds from Below: Transnational Conversations on Resistance, Movements and Transformations – An online SSSP Global Outreach Conference," May 18-21, 2022.

Graham, Laurel and Jennifer Friedman. "The Supermom's Little Helper: The Backstage of Family Food Narratives." Presented at the American Sociological Association in Montreal, Quebec. August 12, 2017.

Xamil Vega, Jennifer Friedman and Laurel Graham. "Sugar's Effects on Sustainability." Presented at Tampa Bay's Network to End Hunger 6th Annual Conference: Turning Solutions into Action. Tampa, FL. October 21, 2016.

Graham, Laurel and Jennifer Friedman. "The Backstage of Family Food Narratives: Sneaking, Hiding, Hoarding, and Raiding Food." Presented at the annual meetings of the Society for the Study of Symbolic Interaction, Seattle, WA. August 20, 2016.

Graham, Laurel and Jennifer Friedman. "Tastes Like Teen Spirit: How Undergraduate Student Researchers Enhance Collaborative, Qualitative Research." Paper Presented at the SSSI Couch-Stone Symposium, St. Petersburg, FL. March 14, 2015.

Friedman, Jennifer and Laurel Graham. "The Social Dynamics of Food in Local, Ethnically Diverse Families of the Middle-Class." Paper presented at the Research That Matters: Sustainable Food Conference. University of South Florida, Tampa. January 30, 2015.

Howes, Elaine, Laurel Graham and Jennifer Friedman. "Intangible Benefits of Organic Gardening at a K-8 Charter School: Resisting the 'McDonaldization' of Education and Nutrition." Paper presented at the 28th Annual Ethnography in Education Research Forum. University of Pennsylvania, 2007.

Graham, Laurel and Jennifer Friedman. "Buying with Dignity." Presented at the meetings of the Society for the Study of Symbolic Interaction. San Francisco, CA, 2004.

Friedman, Jennifer and Laurel Graham. "Working the System that is Working Her." Presented at the meetings of the Society for the Study of Social Problems. San Francisco, CA, 2004.

Graham, Laurel. "Turning Parental Fear into Governed Consumerism." Presented at the meetings of the Society of the Study of Symbolic Interaction. Atlanta, GA, 2003.

Graham, Laurel. "Maternal Discipline: The Interplay of Advice and Agency in the Infant Feeding Decision." Presented at the meetings of the Society for the Study of Symbolic Interaction. Chicago, IL, 2002.

Graham, Laurel. "Dr. Lillian Moller Gilbreth: Mother, Psychologist and America's First Lady of Engineering." Presented for the USF College of Engineering in honor of Women's Awareness Month. Tampa, FL, 1999.

Graham, Laurel. "Lillian Moller Gilbreth and the Human Element in Industrial Management." Presented for local chapter of Delta Kappa Gamma, an organization of retired teachers. Sun City Center, FL, 1999.

Graham, Laurel. "The Personal is Scientific': Expanding Actor-Network Analyses to Accommodate Marginalized Social Scientists." Presented the Annual Meeting of the Society for Social Studies of Science. Tucson, AZ, 1997.

Graham, Laurel. "Gender and Personal Circumstance in Scientific Management's Entrance Into the Department Store." Presented the meetings of the Midwest Sociological Society. Des Moines, IA, 1997.

Graham, Laurel. "Lillian Moller Gilbreth and the Governmentality of Women." Minnesota: Presented at the conference "The Women, Gender, and Science Question." University of Minnesota, St. Paul, MN, 1995.

Graham, Laurel. "From Factory to Home: Gender Mythology in the Career Path of Lillian Moller Gilbreth." Presented at the Florida West Coast Chapter 91 meeting of the Institute of Industrial Engineers. Tampa, FL, 1995.

Graham, Laurel. "Baby 13: Lillian Gilbreth and the Birth of the Efficient Homemaker ." Presented at the Hagley Museum conference "His and Hers: GenderTechnology and Markets." Wilmington, DE, 1994.

Graham, Laurel. "Images of Women at the Birth of Consumerism." Presented at the meetings of the Midwest Sociological Society. St. Louis, MO, 1994.

Graham, Laurel. "Managed Space and Body Discipline." Presented at the meetings of the Midwest Sociological Society. St. Louis, MO, 1994.

Graham, Laurel. "The Self as Subject Object, and Cyborg: A Case Study of a Scientist and the Women She Studied." Presented at the meetings of the Society for the Study of Symbolic Interaction. Pittsburgh, PA, 1992.

Graham, Laurel. "Crafting Self-Managing Saleswomen: Lillian Moller Gilbreth at Macy's (1925-1930)." Presented at the meetings of the Society for Social Studies of Science. Cambridge, MA, 1991.

Graham, Laurel. "Constructing the Rationalized Homemaker: Lillian Moller Gilbreth's Extensions of Scientific Management Into Homemaking." Presented the meetings of the American Sociological Association. Cincinnati, OH, 1991.

Graham, Laurel. "How to be a Scientist and a Mother at the Same Time: Lessons from *Belles on Their Toes*." Presented at the meetings of the Midwest Sociological Society. Chicago, IL, 1990.

Graham, Laurel. "A Year in the Life of Lillian Moller Gilbreth: Four Representations of the Struggle of a Woman Scientist." Presented at the Stone Symposium of the Society for the Study of Symbolic Interaction. St. Petersburg, FL, 1990.

Graham, Laurel. "Managing Uncertainty in a Graduate Research Practicum." Presented at the meetings of the Midwest Sociological Society. Minneapolis, MN, 1988.

Conference Organizing

January 30, 2015 Research that Matters Sustainable Food Conference: People, Policy & Practice, USF Patel College for Global Sustainability.

Over 220 faculty researchers, student researchers, and community leaders participated in this conference that I co-organized with Dr. Jennifer Marshall (USF Public Health) with a \$1000 "Research that Matters" grant that we obtained the USF OCEP and over \$600 in sponsorship funds that we solicited from USF departments, schools, and colleges.

Papers and presentations from the conference are posted at:

http://scholarcommons.usf.edu/ocep_fg/1/

Two online articles/slide shows regarding the conference:

<http://psgs.usf.edu/news/article/patel-college-presents-at-usf-sustainable-food-conference>

<http://usf-community-engagement.org/2015/02/12/2015-research-that-matters-sustainable-food-conference-was-a-huge-success/>

Grants

- 2015-2016 Aetna Foundation "Local Roots" grant. Patrick Snead (Tampa Heights Junior Civic Association), Rebecca Zarger (USF Anthropology-PI), Laurel Graham (USF Sociology, Co-PI), Jennifer Friedman (USF Sociology, Co-PI), with support from the USF Office of Community Engagement staff. Supported the development of aquaponics gardening as well as a youth-led farmer's market and entrepreneurship training at the Tampa Heights Junior Civic Association, assessed and studied by our team of USF researchers which I helped lead. \$25,000.
- 2015 USF Office of Community Engagement Service-Learning Award. Jennifer Friedman and I applied for this together to support a course that she taught and I helped with in Spring 2015, Sociological Research Experience. \$4,000.
- 2014-2015 CAS Internal Award. "Family Food Rituals and the Formation of Adolescent Eating Habits." \$1,500.
- 2007-2008 USF Collaborative for Children, Families, and Communities

Principal Investigator, “Promoting Nutrition and Environmental Stewardship through School Gardening in Tampa Bay.” \$14,800.

2006-2007 Lowes Home Improvement
Lowe's Outdoor Classroom Grant. \$2,000. (to support school gardening research project)

Teaching and Research Interests

Identity & Community; Consumerism; Sustainability; Parenthood; Food; Inequality and Intersectionality; Social Theory; Environment; Interactionism; Gender; Cultural Studies; Sociology of Scientific Knowledge; Women in Science; History of Management.

Courses Taught

Graduate Courses: Sociology of Consumer Culture, The Communication of Sociology, Women and Scientific Knowledge, Women & Work, Contemporary Sociological Theory.

Undergraduate Courses: Classical Theory (face-to-face and online), Identity and Community (face-to-face and online), Senior Seminar in Sociology, Consumer Culture, Sustainable Consumption, Contemporary Theory, Women, Work, & Welfare, Sociology of Scientific Knowledge, Introduction to Sociology, Contemporary Social Problems (Global Citizenship focus).

Departmental, College, and University Service

2021- Undergraduate Committee (member), College of Arts and Sciences, USF

2021- Undergraduate Committee (member), School of Social Sciences, CAS, USF

2020- Undergraduate Committee (member), Department of Sociology and ISS, USF

2022-2023 Marketing and Communication Committee (chair), Department of Sociology and Interdisciplinary Social Sciences, USF

2020-2022 Colloquium and Marketing Committee (chair), Department of Sociology and ISS, USF

2019-2021 Faculty Development Committee (member), College of Arts and Sciences, USF

2019-2020 Colloquium Committee (chair), Department of Sociology, USF

2018-2019 Recruitment Committee for Assistant Professor (member), Department of Sociology, USF

- 2013- Executive Committee (member), Department of Sociology, USF
- 2013-2019 Undergraduate Committee (member ex-officio), Department of Sociology, USF
- 2013-2019 Graduate Committee (member ex-officio), Department of Sociology, USF
- 2015-2016 University Community Engagement Committee, USF, as well as the “Tenure and Promotion” subcommittee of this larger committee.
- 2015 Spring semester, OCEP Service Learning Award evaluation committee member.
- 2010-2012 Global Citizenship General Education Program and Faculty Learning Committee (member), College of Arts and Sciences, USF
- 2010-2011 School of Social Sciences Undergraduate Committee (member), College of Arts and Sciences, USF
- 2005-2013 Undergraduate Committee (chair), Department of Sociology, USF
- 2005-2007 Honors and Awards Committee (member), College of Arts & Sciences, USF
- 2000-2003 Faculty Executive Committee (chair), Department of Sociology, USF
- 1992-1994 Undergraduate Curriculum Committee (member), College of Arts & Sciences, USF

Professional Service

- Aug. 2023- Editorial Board Member, *Social Currents*, the journal of the Southern Sociological Society.
- Aug. 2003 Organizer and Presider for the Regular Session on “Consumers and Consumption,” American Sociological Association annual meetings, Atlanta.
- Aug. 2003 Organizer and Presider for the Regular Session on “Consumer Culture”, American Sociological Association annual meetings, Atlanta.
- Aug. 1992 Presider for session on "Constructing Science," American Sociological Association annual meetings, Philadelphia.
- 1992-2000 Advisory Editor for the journal *The Sociological Quarterly*

1992- Reviewer for: *Appetite* (an international research journal), *Sociology of Race and Ethnicity*, *Organization & Environment*, *Symbolic Interaction*, *Social Studies of Science*, *Signs*, *National Women's Studies Association Journal*, *Sociological Quarterly*, etc..

Community Service

- 2023- Social Science Committee Member, Tampa Bay Estuary Program, St. Petersburg, FL.
- 2018- Executive Board Member, STEP (Students Tapping Every Potential), a non-profit organization serving middle school and high school students.
- 2015-2016 Office of Community Engagement community match-ups, participated on August 18, 2015, October 21, 2015 and April 25, 2016.
- 2014-2016 Tampa Heights Junior Civic Association. Participated as a volunteer in many events with the THJCA and consulted with leaders regarding research and service needs.
- 2012 Delivered talk entitled "Consumer Culture and Hope for a Sustainable Future" as part of the lecture series called "Faith and Action" at First United Church of Christ, Tampa, Florida. June 12, 2012.
- 2008-2018 Creator and webmaster of community service website: The Tampa Bay School Gardening Network (<http://web3.cas.usf.edu/tbgs>).

Organization Membership

- 2022- Midwest Sociological Society (member)
- 2000- ASA section: Consumers & Consumption (member)
- 1992- American Sociological Association (member of sections Family and Consumers & Consumption)
- 2015-2017 Society for the Study of Symbolic Interaction (past member)
- 2005-2013 Alpha Kappa Delta (International Sociological Honors Society) (Faculty Advisor at USF)

Honors and Awards

- 2002 Outstanding Undergraduate Teaching Award, USF (\$2,000)
- 1996 Outstanding Undergraduate Teaching Award, USF (\$2,000)
- 1995 Teaching Incentive Award, USF (\$5,000 added to base salary)

1994 Faculty Research and Creative Scholarship Award, USF (\$5,000)

Faculty Professional Development

Feb. 2023 New Quizzes Workshop. Innovative Education, USF. Completed Feb. 3, 2023.

Aug. 2019 Online Instructor Certification. Five-week course, USF. Completed in August 2019.

July 2013 USF Marketing Initiative Project. Competed successfully to make the USF Department of Sociology a Fall 2013 client of the USF Marketing Initiative. This resulted in public relations and marketing knowledge and products for the department.

June 2013. Canvas Basics Workshop. ATLE (Academy for Teaching and Learning Excellence), USF-Tampa.

Oct. 2008 HTML Workshop. USF Center for 21st Century Teaching Excellence, SVC 1072, USF-Tampa. This workshop assisted in further development of the gardening website.

Mar. 2008 Dreamweaver Workshop. USF Center for 21st Century Teaching Excellence, SVC 1072, USF-Tampa. This workshop assisted me in development of the Tampa Bay School Gardening Network website

Aug. 2007 USF Marketing Initiative Project. Competed successfully to make the USF School Garden Research Group a Fall 2007 client of the USF Marketing Initiative. I gained invaluable knowledge of how to accomplish public relations objectives as the head of the Tampa Bay School Gardening Network.

Media Appearances

October 2016 “Positively Tampa Bay” (ABC Action News, Tampa). Was one of two guests speaking about the Aetna “Local Roots” grant I helped obtain for the Tampa Heights Junior Civic Association.

May 2005 *Plethora*, dir. Victoria Jorgenson. A Movie Productions. Featured prominently in this 45 minute documentary film aired on public television and at film festivals.