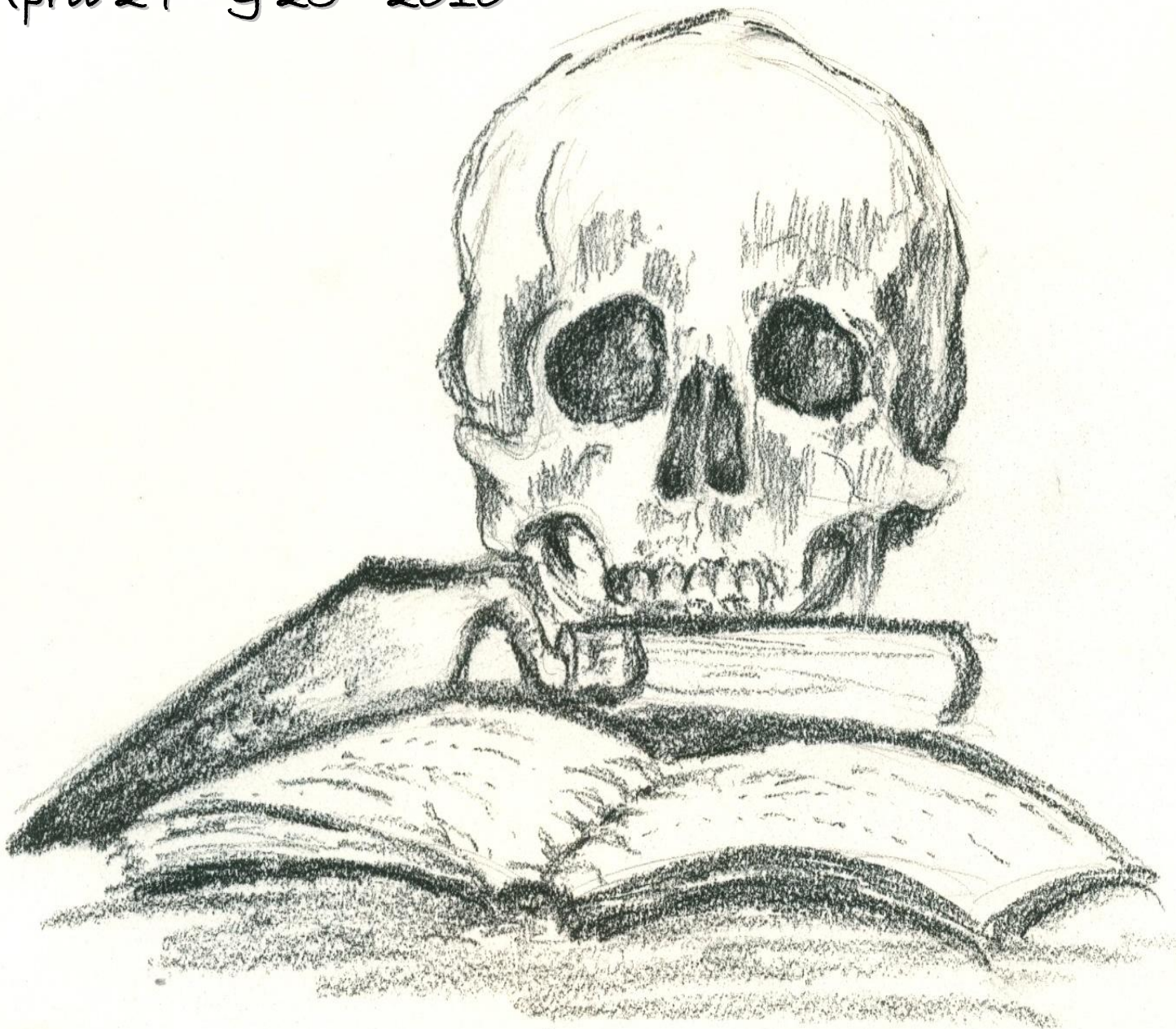


ANNUAL PASSHE

ANTHROPOLOGY

UNDERGRADUATE CONFERENCE

April 24th & 25th 2010



SSHE Undergraduate Anthropology Program

Saturday, April 24, 2010

9:00 AM – 10:00 AM	Registration and Continental Breakfast	
10:00 AM	Opening Remarks	
10:10 – 11:10 AM	Session 1	Research Papers
11:20 – 12:20 AM	Session 2	Research Papers
12:20 – 1:30 PM	Lunch on your own	
1:30 – 2:50 PM	Session 3	Research Papers
3:00 – 4:20 PM	Session 4	Research Papers
4:30 – 5:00 PM	Session 5	Research Posters
5:10 - 6:20 PM	Guest Lecture	Dr. Bernard Means
6:30 - 8:00 PM	Dinner at the Kara House, California	
8:00 – 10:00 PM	Entertainment	

Sunday, April 25, 2010

8:30 AM – 9:00 AM	Registration and Continental Breakfast	
9:00 AM	Opening Remarks	
9:10 – 10:30 AM	Session 6	Research Papers
10: 40 – 11:40 AM	Session 7	Research Papers
11:50	Business Meeting/Selection of next year's host	

The 2010 SSHE Undergraduate Anthropology Conference is underwritten by Dr. Michael Hummel, Dean of the College of Liberal Arts; the Department of Justice, Law and Society, and the Anthropology Club.

Saturday, April 24, 2010

Kara Alumni House, California University of Pennsylvania

9:00 AM – 10:00 AM Registration and Continental Breakfast

10:00 AM Opening Remarks

Session 1

Research Papers

10:10 – 10:30

Sarah E. Morrow
Indiana

Practicum in Production: Student Directing

10:30 – 10:50

Rachael C. Hyde
West Chester

Losing Control to Gain Control: The Power of Possession

10:50 – 11:10

Nathan S. Winters
Indiana

Masculinity in the Media: Cross Cultural Representations of Masculinity

11:10 – 11:20 AM

Break

Session 2

Research Papers

11:20 – 11:40

Peter Hornbach
Kutztown

American Atheist Culture and Religious Proclivity

11:40 – 12:00

Sarah Williams &
Brooke Knisely
Indiana

Death of Tongues: The Link Between Language, Thought, and Culture

12:00 – 12:20

Ren A. Frattone
Bloomsburg

Traditional Clothing of Lake Atitlan: An Application of Visual Anthropology

12:20 – 1:30 PM

Lunch on your own

Session 3

Research Papers

1:30 – 1:50

Shaina E. Rae
Bloomsburg

Viking Rune-Stones: Voices of Scandinavian Transition

1:50 – 2:10

Matthew Roth
Bloomsburg

Eye on Anthropology: Video Narratives from Senior Anthropologists at the American Anthropological Association Annual Meetings

2:10 – 2:30 Maryam Cristillo
Bloomsburg **Excavating Relations of Power: Personal Reflections on Archeological Fieldwork in Egypt**

2:30 – 2:50 Padraic Costello
Bloomsburg **Music as Freedom: Differences between Recreational and Professional Musicians in Improvisation Interpretation**

2:50 – 3:00 **Break**

Session 4

3:00 – 3:20 **Research Papers**
Cara Okey
Bloomsburg **Gender, Body Image, and Body Modification Practices in an American University Population**

3:20 – 3:40 Courtney M. Waltmyer & Laura Baker
Bloomsburg **Beauty or Brains? An Ethnographic Study in Mate Selection**

3:40 – 4:00 Giselle Lara
Bloomsburg **Americans and the World Around Them**

4:00 – 4:20 Liesl Driver & Kristin Fisher
Bloomsburg **Voices of Healing/*Voces de recuperacion* in the Coal Belt of Pennsylvania**

Session 5

Research Posters

Rachael C. Hyde
West Chester **Dance Culture of India: A Sociohistorical Perspective**

Erin Fitzpatrick
California **The Good, Ban and Successes of Animal Captive Breeding**

Rachael Salisbury
California **What is your lemur eating? The adaptive function of geophagy for Milne-Edwards' sifakas in Madagascar's eastern rainforest.**

5:10 – 6:20 PM Guest Lecture Dr. Bernard Means
**"The Legacy of Roosevelt's New Deal
for American Archaeology"**

6:30 – 8:00 PM Dinner in the Kara House

8:00 – 10:00 PM Entertainment (Game Show Anthropology)

**Sunday, April 25, 2006
Kara House, California**

8:30 AM – 9:00 AM Registration and Continental Breakfast

9:00 AM Opening Remarks

Session 6

9:10 – 9:30 AM

Research Papers

Dalton Mitzel &
Noah Jones
Bloomsburg

**Wrestling and Body Image: Is there a
Lasting Relationship?**

9:30 – 9:50

Victoria Schlieder
Bloomsburg

**The Columbia Mall: Examining the
Use of Retail Anthropology in a Local
Setting**

9:50 – 10:10

Eva Yuen
Bloomsburg

**Unions and Mobilization: The
Difference between the Occupations
of Iraq and Afghanistan.**

10:10 – 10:30

Stephanie Haupt
Bloomsburg

**Paranormal Phenomenon: What
Makes People So Interested?**

10:30 – 10:40

Break

Session 7

10:40 – 11:00

Research Papers

Michele DeLuca &
Kristin Kelly
Bloomsburg

**Gender Equality Expectations and
Assumptions in a University
Population**

11:00 – 11:20

Christian Rota
Bloomsburg

The Identity of a Gambler

11:20 – 11:40

Joshua A. Stoner
Bloomsburg

**9-1-1 What is the Nature of Your
Personality?**

11:50

Business Meeting/Selection of next year's host

Paper

Padraic Costello

Music as Freedom: Differences between Recreational and Professional Musicians in Improvisation Interpretation

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

Jamming, vamping, shredding, noodling – depending on the situation, the style, and the musician, “improvising” has many different names. Similarly, depending on the situation, the style, and the musician, “improvising” also serves many different functions. In this presentation in ethnomusicology, I compare and contrast recreational and professional musicians primarily through their approach to the art of improvisation and what purpose engaging in this practice serves for them. Through various ethnographic methods of data collection, including participant observation, surveys, and interviews with musicians in the Bloomsburg area and in cyberspace, I examined the differences in improvisation between musicians who practice music (or university students who are learning to practice music), for a living and musicians who play recreationally. I ultimately wanted to discover how approaching music as a profession influences how musicians perceive improvisation and, possibly by extension, music as a whole. Through my research, I have observed that improvisation for professional musicians often functions as a liberator and a means of escape from other aspects of life, whereas improvisation for recreational musicians, on the other hand, primarily serves as a socializing tool and a way to “show off” one’s skills.

Paper

Maryam Cristillo

Excavating Relations of Power: Personal Reflections on Archeological Fieldwork in Egypt

Bloomsburg University

Mentor: Dr. DeeAnne Wymer

Abstract:

My paper presents a critical reflection on my experiences at an archaeology field school directed by Dr. Donald Redford of the Pennsylvania State University in Mendes, Egypt. Focusing less on artifacts buried in the ground, I am more interested in excavating the nature of power relations among the American staff and local Egyptian nationals hired for their labor. The Tel er-Ruba site (typically called Mendes) has provided evidence of early occupation during the late Naqada II period circa 5,000 B.P. Based on the archaeological findings at the site, there is reason to believe that Tel er-Ruba and her sister site Tel Timai were in fact occupied earlier, around the mid-fourth millennium. By critically examining my fieldwork journal entries and experiences, supplemented by perspectives from informal interviews with several students and professors, along with a review of the literature, I argue that relations of knowledge and labor at the site are best understood as a hegemonic mirror to larger social relations and processes. I conclude by recommending that the Tel er-Ruba program incorporate Egyptian undergraduate students of archeology in its summer fieldwork as an effective way to enhance the value of archeology as both a discipline and process of intercultural understanding.

Paper

Michele DeLuca and Kristin Kelly

Gender Equality Expectations and Assumptions in a University Population

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The purpose of this ethnographic research was to examine differences in students' perceptions of gender roles relating to work, political participation, income generation, childrearing, and housework. We surveyed over 500 Bloomsburg University of Pennsylvania students to investigate their expectations for gender equality and their assumptions about the laws pertaining to workplace equity. Through the development of an interactive gender equality website, we also conducted a cyber-focus group discussion of the survey results to obtain critical feedback on our findings and generate public discussion of the issues. This research is intended to address the question; "What are university student expectations for gender equality in the United States?"

Paper

Liesl Driver and Kristin Fisher

Voices of

Healing/Voces de recuperacion in the Coal Belt of Pennsylvania

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The Coal Belt Region of Pennsylvania has recently been the target of media scrutiny due to acts of violence against Latinos, specifically the beating death of Mexican immigrant Luis Ramirez in the town of Shenandoah. Also, anti-immigration housing legislation in the town of Hazleton, which focused on Latino populations, has contributed to the ethnic tensions in the region. In response to these events and the ethnic and racial conflict in the region, individuals and community organizations have formed to speak against racism and create a more peaceful community that is accepting of diversity. Our research focuses on these "Voices of Healing", or those that are promoting positive change and an environment free of racism and violence. Through local news reports, on-line groups in support of peace and justice, community leaders, and local Latino and non-Latino organizations, we obtained narratives which highlight opinions on the situation and ideas as to how to improve the climate for all ethnic groups in the region. The interviews with community members provide possible solutions and demonstrate the actions the local community is taking to promote peace. Through ethnographic research, we demonstrate that anthropologists can play a role in ameliorating racial and ethnic conflicts, especially in relation to culture change resulting from immigration.

Poster

Erin Fitzpatrick

The Good, Bad and successes of Animal Captive Breeding

California University of Pennsylvania

Mentor: Dr. Arrigo-Nelson

Abstract:

Captive breeding is the process of breeding rare or endangered species in human controlled environments, such as wildlife preserves, zoos and other conservation facilities. It is used to provide animals for zoos and aquariums, research facilities, and to increase the population sizes of animals that are considered to be threatened or endangered. Additionally, it can be used commercially, to produce animals for the pet trade, circuses, etc. This poster examines several benefits of captive breeding, including raising public awareness and the restocking of wild populations with captive-bred animals, as well as explores some of the problems with captive breeding, including the poor success of reintroduction programs and the difficulty of achieving self sustaining populations in captivity. Finally, this poster presents case studies of the California condor, whooping crane, American alligator, and black-footed ferret, species that were once endangered and now are succeeding in their natural habitats due to captive breeding.

Paper

Ren A. Frattone

Clothing of Lake Atitlan: An Application of Visual Anthropology

Mentor: Dr. DeeAnne Wymer and Dr. Faith Warner

Traditional

Bloomsburg University

Abstract:

The main focus of my anthropological research, in the form of visual anthropology, has been the use of traditional clothing in and around the Lake Atitlan area of Guatemala. My work consists of approximately nine-hundred and fifty photographs. Some images are from Patzun, located within the department of Chimaltenango. This town is an hour drive from Panajachel, and therefore very near the department of Solola, in the western part of the country where Lake Atitlan is located. Lago de Atitlan is a municipality with twenty-two different towns, each one having its own style of traditional clothing, which are called traje or traje tipico. I used portraiture as my primary approach in visual anthropology, while concentrating on the daily activities relating to leisure and work, to better demonstrate the differences in clothing between indigenous men and women. I also interviewed and observed people over a seven week period. This work led me to wonder how much a larger, more globalized world can affect even the smallest, most remote of places.

Paper

Stephanie Haupt

Phenomenon: What Makes People So Interested?

Mentor: Dr. Faith Warner

Paranormal

Bloomsburg University

Abstract:

The purpose of this ethnographic research is to investigate if there are certain cultural and personality factors that predispose individuals to take an interest in paranormal activity and paranormal investigations. The project focuses on groups in Central Pennsylvania that regularly engage in paranormal investigations, including groups from Pottsville and Northumberland County. I conducted participant observation by attending group meetings, experiencing paranormal investigations, and participating in the 9th Annual PA Paranormal Conference held at Mt. Joy, Pennsylvania. Additionally, I utilized a survey, semi-structured interviewing, a focus group discussion, and online cyber-surveying to better understand the personalities and cultural backgrounds of individuals who take an avid interest in the paranormal. My hypothesis for this research was the contention that the majority of people who are interested in paranormal investigations had some sort of personal experience with the supernatural realm in the past, and that experience predisposed them to pursue their interest in paranormal investigations. It is hoped that my research can help individuals and groups who have this shared interest better understand themselves and their commonalities, as well as challenge stereotypes the general public may have about the types and variety of people who engage in paranormal investigations.

Paper

Hornbach

Atheist Culture and Religious Proclivity

Mentor: Dr. Kimberly Shively

Peter

American

Kutztown University

Abstract:

This paper attempts to investigate the human social process of facilitating collective cohesion, and common perceptual orientation, through the group construction of totalistic ideologies and symbolic reductions designed to express them. This investigation is conducted by examining atheist organizations and various social groups in the Philadelphia area that define the locus of their identity through atheism. By examining an often unconscious social process of developing symbolic and ritualistic systems, even within the active, conscious effort to reject the very virtue of such things, the paper attempts to make statements about our potentially underlying nature as creatures of symbolic reduction. Methods of research include participant

observation and interviews. Findings suggest a propensity for social groups, focused around totalistic ideologies, to structure themselves in relatively predictable ways. In addition to the theme of a potentially foundational drive within our social nature, the historical and contextual forces surrounding these organizations are also deeply examined. Its important to note that while this paper investigates the idea of a very basic universality concerning social behavioral processes, it is only presented as a possibility and talked about, at a maximum, as contributory to the social arrangements of the observed groups, which have been largely shaped by context.

Paper

C. Hyde

to Gain Control: The Power of Possession

University of Pennsylvania

Wholey

Rachael

Losing Control

West Chester

Mentor: Dr. Heather

Abstract:

In my paper I discuss the complex nature of spirit possession, which is a process or experience by which a supernatural, psychological force takes control of a human's body and thoughts, and brings about rather obvious changes in the victim's health and behavior. Possession is widespread; while its foundation lies in Africa, today it occurs in cultures all over the globe, and takes on many forms. In my paper I argue that spirit possession can be considered a corrective mechanism that enables disenfranchised members of society to transform themselves into more powerful, respected individuals. I analyze three groups that have experienced distinct kinds of oppression: the Hauka of West Africa, who were subject to the brutality of French colonization; the Holy Ghost People of Appalachia, who are generally poverty-stricken; and a group of Malaysian factory women, who must cope with the implications of industrialization—namely gender discrimination. By incorporating historical and social perspectives, my aim is to demonstrate that the need for some kind of agency was provoked by oppressive conditions. Spirit possession, then, is perhaps one way in which these groups can gain an element of control in a world where they have none.

Poster

Rachael C. Hyde

Culture of India: A Sociohistorical Perspective

University of Pennsylvania

DeSousa

Dance

West Chester

Mentor: Dr. Valerian

Abstract:

Dance as a reaction to life has a long tradition that encircles the globe, and those physical traditions of the Indian subcontinent are incomparably rich. Indian dance covers an extensive range of forms, from the ancient classical to folk and modern. Many of these were created in response to specific social and historical conditions. Throughout history, dance has served many purposes—it exists to communicate feelings, to express ideas, to react to political, social and cultural factors, and as a way of understanding the world. My poster explores and demonstrates the effects of colonization, industrialization, and other social forces on the versatile nature of Indian dance. My aim is to trace the history and evolution of Indian dance from the classical era, throughout British colonization, and up until contemporary times. It will become clear how various aspects of style and interpretation have changed over time, while some things, like the need for expression, have remained constant. Over the decades, people have found new meaning in ancient dance forms—some have been manipulated by subsequent generations as a way of reflecting their own challenges and achievements—and new styles have also been created as a way of responding to various social phenomena.

Paper

Giselle Lara

Americans and the World Around Them

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The ethnographic research project that I conducted involved asking a series of questions to American university students about their knowledge on World Geography. The goal of this study is to see how well Americans can correctly identify countries on a map that are constantly featured in the media due to their significant impact on U.S. culture, economics, and politics. Informants were asked a series of questions relating to their gender, age, major, region, and socio-economic background to determine if any of these factors influence their knowledge on World Geography. The major benefit anticipated from this research is that it will increase our understanding of the degree to which Americans are geographically aware of the world around them and why variations in geographical competence exist within the population. It is hoped that my research will be useful to educators in terms of curriculum design and planning and that it can contribute in a positive way towards the development of general education regarding World Geography in the United States.

Paper

Dalton Mitzel and Noah Jones

Body Image: Is there a Lasting Relationship?

Mentor: Dr. Faith Warner

Wrestling and

Bloomsburg University

Abstract:

This ethnographic research project explores the relationship between wrestling, dieting, exercise habits, and the overall effect that wrestling has on body image perceptions and behaviors among athletes who competed in high school and university wrestling. We surveyed and interviewed former and current wrestlers, coaches, and officials to determine how their participation in the sport of wrestling impacts their daily life and perceptions of their own body. We hope that this research can be helpful as an educational resource for coaches and wrestlers to better understand the positive and potentially harmful consequences of wrestling in terms of behaviors and attitudes relating to weight, nutrition, appearance, fitness, and exercise.

Paper

Elizabeth Morrow

Production: Student Directing

Pennsylvania

Sarah

Practicum in

Indiana University of

Mentor: Dr. Victor Garcia

Abstract:

What goes on behind a closed rehearsal of a theater production? When does a student become a practitioner? When do the students and faculty become colleagues? How does this come to alter the balance of power between the student and educator? Practicum in Production is an ethnographic project focusing on an academic theater as it produces a series of student driven one acts. Through the use of participant observation, survey work, and interviewing, the ethnographer seeks to explain the complexity and importance of the student component of academic theater institutions. Comparative student directing styles will be looked at as the students navigate directing for their first large staging areas. Spatial relations, motivations, and social structures build the framework in which students come to learn appropriate techniques and behaviors for production. How effective are these processes? What is the product? Practicum in Production brings light to the ethics, dedication, and struggles of academic theaters and their students.

Paper

Cara Okey

Gender, Body Image, and Body Modification Practices in an American University Population

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The purpose of this ethnographic research is to conduct a study of men and women's body image perceptions in an American university population. The project involved participant observation, interviewing, photography, and surveying Bloomsburg University of Pennsylvania students on their body image perception to determine if there is a difference in satisfaction between genders. My research examines the different body modification practices in the population, taking gender into account gender as my independent variable. The importance of this research is the development of an understanding of how college-age adults perceive their body image and the ways that they attempt to change their appearance through modifications that can be expensive and sometimes even dangerous to their health. Such research can be used to help us better understand issues of self-esteem, health, nutrition, beauty, and status and to counteract the assumption that men are more likely to be satisfied with their body image, and therefore less likely to engage in potentially harmful behaviors in order to modify it.

Paper

Shaina E. Rae

Viking Rune-Stones: Voices of Scandinavian Transition

Bloomsburg University

Mentor: Dr. DeeAnne Wymer

Abstract:

Rune-stones, typically large standing raised stones with runic inscriptions, are found across northern Europe and typically date to the 4th through 12th century. and. These megaliths, whose meanings have been interpreted in a number of ways, are nonetheless standing erections of Scandinavian society, communication and expression. These monuments were erected for many varied purposes which include accomplishments of the living, memorials to the dead, markers of important events, and a declaration of property. The Viking Age was a turbulent time in early medieval Europe with constant conflict between Germanic peoples and the period is particularly highlighted by changing religions which created an uneasy cohesion in the region. The greatest catalyst for cultural change of these northern peoples was the introduction of Christianity and Rune-stones undoubtedly reflect such a distinct shift in this world view. Changes in the written content of the stones as well as the artwork can tell us much about the people during this era of great cultural transformation. My paper will thus explore current studies on the Rune-Stone content in relation to location and time period, review both Norse and Christian lore, and address how stylistic variations noted by scholars can lead to elucidating connections between the two combating belief systems. Pagan representations in various cultural materials were not entirely annihilated by the emergence of Christianity but merely transmuted by dual-symbolism.

Paper

Christian Rota

The Identity of a Gambler

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The purpose of my study is to research the general "gambler" who does not believe their behavior is problematic and to compare the results with people who admit that they have a gambling addiction. I believe that the gambling mentality can lead people into doing things that they wouldn't normally do and that many

individuals with gambling problems are not properly identified and helped. Furthermore, I believe that the Gamblers Anonymous test does not correctly identify some gambling problems. The significance of this study is to answer the question, “What is the difference between the two groups: 1) those who like to gamble and do so without causing harm to themselves and others; 2) and those who have a gambling problem?” Through the use of a survey, interviews, and participant observation, my ethnographic study will explore that question from an anthropological perspective. It is hoped that this research may help people with the implications of their gambling habits and better inform support groups and agencies that serve individuals who have gambling problems.

Paper

Matthew Roth

Eye on Anthropology: Video Narratives from Senior Anthropologists at the American Anthropological Association Annual Meetings

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The American Anthropological Association has hosted a large annual meeting for over a hundred years. For many anthropologists, these meetings serve as a secular rite of intensification and as an opportunity to network, disseminate research findings, and promote their professional development. At the 2008 annual meetings the General Anthropology Division hosted a participatory roundtable discussion, organized by Peter Brown, that centered on anthropological observations of the culture of the meetings. Ideas were generated by roundtable participants as to how an ethnography of the meetings could be conducted. The following year in Philadelphia, with inspiration drawn from the earlier roundtable, we set out to study various aspects of the meetings, including a focus on senior anthropologists and how the meetings have changed over time. Quite literally, we turned the anthropological lens on ourselves. We conducted video interviews that were designed to yield rich digital narratives focusing on the social and structural changes of the meetings over the lifetimes of our informants and their ideas as to the future of Anthropology.

This ethnographic project is contributing to the development of a reflexive social history of our discipline by providing a space for critical reflection on ourselves, our meetings, and the future of our discipline.

Poster

Rachael Salisbury

What is your lemur eating? The adaptive function of geophagy for Milne-Edwards' sifakas in Madagascar's eastern rainforest.

California University of Pennsylvania

Mentor: Dr. Arrigo-Nelson

Abstract:

Geophagy is the intentional practice of consuming soil, a behavior seen in a wide variety of primate species. One of the most common hypotheses for geophagy is that the consumption of soils with a high clay content facilitates digestion by helping animals to maintain proper pH when consuming acidic fruits. This study examines whether geophagy serves a similar role in the Milne-Edwards' sifaka (*Propithecus edwardsi*) of Ranomafana National Park, Madagascar. To examine this phenomenon, soil composition (proportion of sand, silt, and clay) was compared between 11 sites where sifaka soil consumption was observed and 33 sites, which were randomly positioned within the animals' home ranges. It was predicted that soils taken from sifaka feeding sites would contain higher clay concentrations than soils taken from the control sites. Soil composition was determined using a combination of standard sieving and specific gravity (hydrometer) testing techniques at the labs of Geo-Mechanics Inc. in Elizabeth, Pa, and non-parametric statistical comparisons were carried out using SPSS software. Results of these analyses reveal that the pH of consumed soils does not statistically differ from that of the control samples (average proportion of clay: Consumed soils =5.05 +/- 4.47; Controls soils =6.16 +/- 5.06). This suggests that sifakas are not discriminating between soils,

based on their clay contents, when choosing sites for soil consumption. However, it does not preclude geophagy from serving an adaptive function for sifakas, as possible alternative hypotheses for future study include: nutrient supplementation and toxin neutralization. Funding for this project was provided by: Fulbright (IIE), The St. Louis Zoo (FRC), National Science Foundation (BCS DDIG 0333078 to SAN) Primate Conservation, Inc and Geo-Mechanics Inc.

Paper

Victoria Schlieder

The Columbia Mall: Examining the Use of Retail Anthropology in a Local Setting Bloomsburg University

Mentor: Dr Faith Warner

Abstract:

This ethnographic research project involves an examination of the shopping and consumption habits of visitors to the Columbia Mall in Bloomsburg, Pennsylvania. As the only shopping mall in the immediate Bloomsburg area, one would think that the Columbia Mall has a lot of business and would be doing well; it is not. While shoppers are scarce, those who do visit have insights into what could be done to rejuvenate the mall. This ethnographic research focuses on the opinions and ideas of the shoppers as to what could be done to revive a mall that has been struggling to maintain its businesses and to attract more shoppers. Surveys were distributed at the mall itself, online, and at other locations throughout the Bloomsburg area. I also went to the Columbia Mall as a shopper-observer to better understand the populations which shop at the mall on various days and times. Open-ended interviews were also conducted with mall administrators and several prominent business people from the Bloomsburg area. This research falls under the new specialization of ‘retail anthropology’ which is centered on how people shop and act in retail environments. It is my hope that this research will show that this new specialization can be applied to local retail spaces in the same way that it is used for larger markets. Finally, I will share my findings with the owners of the Columbia Mall to provide them information that may help to revitalize the mall and attract customers.

Paper

Joshua A. Stoner

9-1-1 What is the Nature of Your Personality?

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

In this presentation, I share ethnographic research which examines the relationship between personality and the choice of pursuing and maintaining a career in emergency medicine and trauma care. My research in medical anthropology demonstrates that while some emergency medicine professionals take offense to the stereotyping of their specialization, others openly accept and some even believe a personality standard is almost a requirement in the field. In attempting to study health professionals, I have discovered that problems of rapport, privacy, confidentiality in relation to the medical establishment to be significant barriers to fieldwork. I collected data through standard ethnographic techniques, including surveying EM physicians, residents, nurses, technicians, and surgeons in the field and exploring national forums and professional organizations through online websites. In this presentation, I explore the relationship between personality and career choice in emergency medicine while critically considering the challenges posed by the “white wall of silence” that is hit when communicating with medical professionals who are concerned over issues of stigmatization and privacy.

Paper

Courtney M. Waltmyer and Laura Baker

Beauty or Brains? An Ethnographic Study in Mate Selection

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

The purpose of this study is to investigate what men find attractive in a mate in the contemporary United States. We interviewed men about their mate preferences relating to personality, education, and attractiveness. We also asked them questions about themselves to obtain a better understanding of how their values, identities, and desires relate to their expectations in a mate. Furthermore, we compared different age groups to determine if the importance of physical appearance, career success, education, income, and family changes with age. Our hypothesis is that younger men consider physical attractiveness to be the most important quality in a mate, but that as they age, attractiveness becomes less important and a career, income, and family life grow in importance. It is hoped that this ethnographic research will demonstrate that men's perspectives change as they mature and that achieved qualities such as education, income, and family-building become much more important when seeking a potential, lifelong mate. We believe the research to be important because our society emphasizes body image and attractiveness for women in particular, yet beauty may be of lesser importance in terms of mate-selection. An awareness of this may help counteract women's negative body images and behaviors and encourage more positive behaviors, including education, income generation, and professional development.

Paper

Sarah Williams & Brooke Knisely

Death of Tongues: The Link Between Language, Thought, and Culture

Indiana University of Pennsylvania

Mentor: Dr. Francis Allard

Abstract:

This presentation focuses on language extinction and the light that has been shed on this topic by recent studies on how language is linked to thought. There will be three main points of discussion. The first point presents current statistics on the number and types of presently endangered languages. Second, we will consider arguments presented by scholars for and against the preservation of languages, with a focus on the issue of whether language extinction necessarily entails the disappearance of culture. Third, we review some of the recent evidence indicating a link between language, thought, and culture. In light of this evidence, we argue that the extinction of language is associated with the loss of culturally specific thought patterns, and thus with the loss of culture. Our research brings forth previous ideas presented in a new perspective, within the field of linguistic anthropology. Our goal is to inform the general public that not only language is being affected, but the culture and history as well.

Paper

Nathan S. Winters

Masculinity in the Media: Cross-Cultural Representations of Masculinity

Indiana University of Pennsylvania

Mentor: Dr. Francis Allard

Abstract:

In many contemporary industrialized societies, media plays a major role in the process of enculturation, especially in terms of how identity is constructed. Behavior and gender performance are established in the representation of men and women in the media, reflecting cultural attitudes towards such behavior. This paper examines how ideas about masculinity are being reinforced and changed through popular media by focusing on depictions of men in two countries, the United States and Japan. By focusing on how men are

portrayed in the media, one can better understand how gender identity is developed and how new masculine identities are being formed and negotiated within popular media. This paper uses television, graphic novels, and male icons to better understand where these new masculinities are coming from and how they are being taught to today's youth.

Paper

Eva Yuen

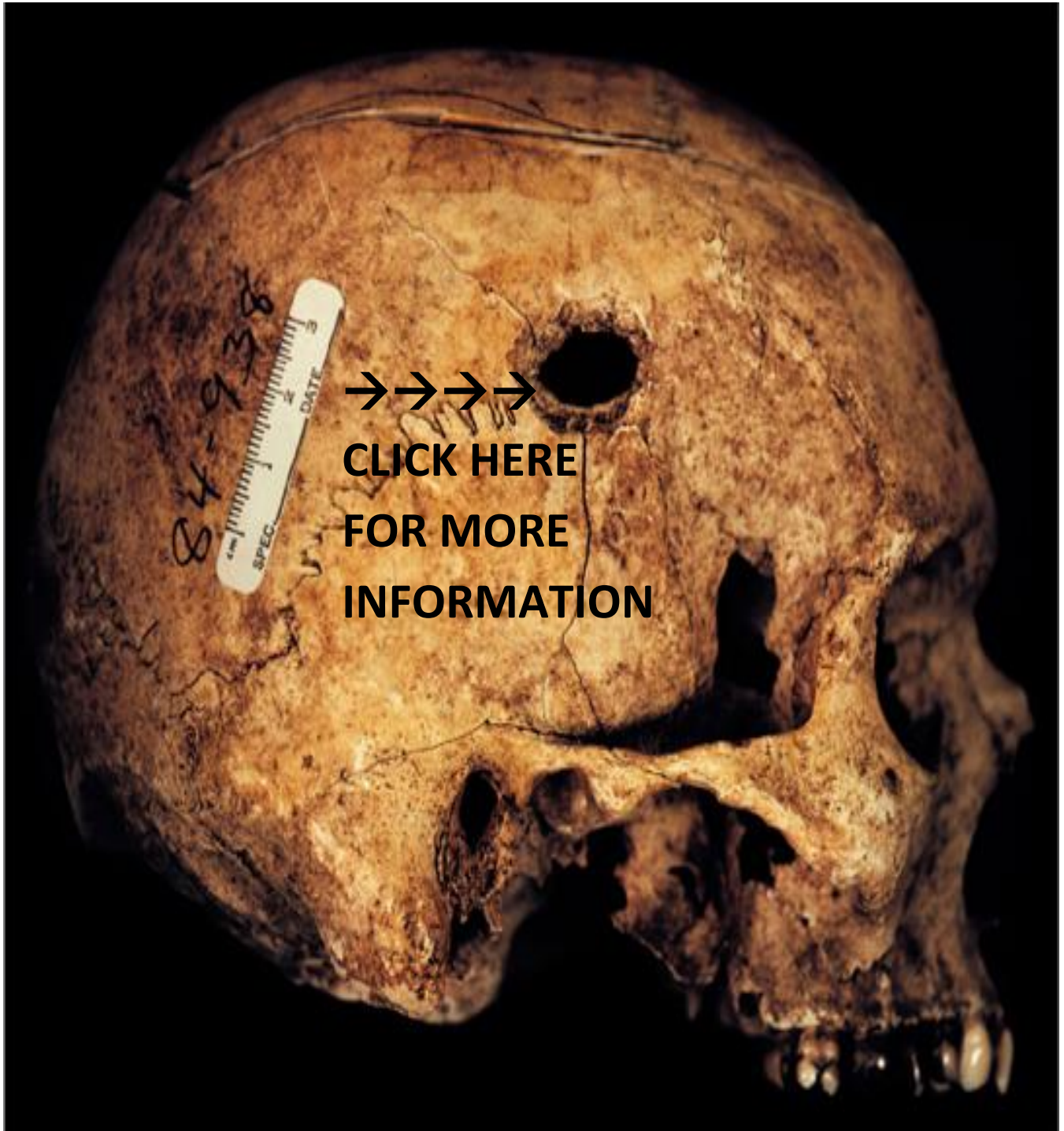
Unions and Mobilization: The Difference between the Occupation of Iraq and Afghanistan.

Bloomsburg University

Mentor: Dr. Faith Warner

Abstract:

Labor unions often mobilize to counter the growing corporate power which threatens the working conditions of their people. They often argue that when money is spent on foreign policies, less money will be available to invest in creating jobs and reducing unemployment. In 2005, the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) adopted Resolution 53 to oppose the occupation of Iraq, claiming that "unending military presence will waste lives and resources, undermine our nation's security and weaken our military." Now, five years later, under the Presidency of Barack Obama and the promise for change, the decision has been made to withdraw the troops from Iraq and instead, send them to Afghanistan. Is this the change that labor unions voted for? If not, why hasn't the AFL-CIO adopted a resolution to oppose this decision? My ethnographic research considers why there is not the same degree of labor union opposition as there was against the occupation of Iraq. Using standard ethnographic methods including surveying, interviewing, and participation, I focused my research on union members who are affiliated with the U.S. Labor against the War Coalition that was formed to counter the occupation of Iraq. It is hoped that my research will contribute a better understanding of the relationship between labor unions, war, and political leadership in the contemporary United States.



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