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Office of Undergraduate Education  
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## ACADEMIC EMPLOYMENT

University of California, Davis

Offices of the Provost and Chancellor

### **Vice Provost and Dean**

Office for Undergraduate Education (appointment 5/1/14)

### **Interim Vice Provost**

Office for Undergraduate Education (1/13-5/14)

Division of Humanities, Arts & Cultural Studies

### **Director**

Humanities Institute (7/07-12/12)

Humanities Program (7/07-7/09)

Program in American Studies

### **Director** (7/07-7/08)

Professor (appointment 7/1/10)

Associate Professor (appointment 7/1/05)

Assistant Professor (appointment 7/1/01)

Affiliated Faculty, History Department (as of 2010)

## PERSONAL

Children: Sofía (2000) and Eva (2003)

Husband: David Spight

## PUBLICATIONS

### *Books*

- [Local Foods Meet Global Foodways: Tasting History](#), Editor with Benjamin Lawrance (London: Routledge, 2012).
- [Empty Pleasures: The Story of Artificial Sweeteners from Saccharin to Splenda](#) (Chapel Hill: University of North Carolina Press, 2010). Kindle & Audiobooks editions 2010.
- [Re-Wiring the Nation: The Place of Technology in American Studies](#), Editor with Siva Vaidhyanathan (Baltimore: Johns Hopkins University Press, 2007).
- [The Body Electric: How Strange Machines Built the Modern American](#) (New York: New York University Press, 2003).

### *Articles*

- “Improving Student Learning through Faculty Empathy in a Hybrid Course Community: A Case Study,” with Jen Sedell, *Liberal Education*, forthcoming Summer 2018.
- “Opinion: UC Davis to First-gen Students: ‘You Belong Here,’” *The Hechinger Report*, September 26, 2017 (<http://hechingerreport.org/opinion-uc-davis-first-gen-students-belong/>).
- “Academic Advising and Institutional Success,” *Academic Advising Today*, March 2017.

- “Advocating for Academic Advising,” with Brett McFarlane, in T.J. Grites, M.A. Miller and J. Givans Voller (editors), *Beyond Foundations: Developing as a Master Advisor*. San Francisco: Jossey-Bass, September 2016: 199-224.
- “Healthy, Vague: Exploring Health as a Priority in Food Choice” with Sara Schaefer, Charlotte Biltekoff, and Roxanne Rashedi, *Food, Culture, and Society*, June 2, 2016: 227-250.
- [“Abundance, Control, and Water! Water! Water!: The Work of Eating at Work.”](#) with Jen Sedell, Charlotte Biltekoff, and Sara Schaefer, *Food, Culture, and Society*, June 2, 2016: 251-271.
- “Don’t Divide Teaching and Research,” *The Chronicle of Higher Education*, March 2015.
- “Good to Think With: Another Look at the Mechanized Tomato,” *Food, Culture, and Society*, 16.4, December 2013: 603-631.
- “Thinking Through the Tomato Harvester,” *Boom: A Journal of California*, 3.1, Spring 2013: 33-30
- “A Roadmap for Research: Characterizing the Impacts of Uncertainty in the Policy Process: Climate Science, Policy Construction, and Local Governance Decisions,” with Debbie A. Neimeyer, Thomas Beamish, Alyssa Kendall, Ryken Grattet, Jonathan London, and Julie Sze. In Harry Geerlings, Yoram Shifan, and Dominic Stead (editors) *Transition Towards Sustainable Mobility: The Role of Instruments, Individuals, and Institutions*. Ashgate: Rotterdam, 2012.
- “Just Like a Peach: Visions of Nature in U.S. NutraSweet Marketing,” *Technikgeschichte*, Vol. 78, No. 8 (Fall 2011): 1-20.
- “The Frontiers of Food Studies,” with Charlotte Biltekoff, Amy Bentley, Warren Belasco, Psyche Williams-Forsen, Forum Section, *Food Culture and Society*, Vol. 14, No. 3 (September 2011): 301-314.
- Q & A with winemaker Randall Graham, *Boom: A Journal of California*, Vol. 1, No.1 (Spring 2011): 20-24.
- “Traversing the Local/Global and Food/Culture Divides,” Introduction to Special Double Issue on “Food Globality and Foodways Localities,” *Food and Foodways*, Vol. 19 no. 1-2 (2011): 1-10.
- Introduction to Special Issue on the Engaged Humanities, *Western Humanities Review*, Vol. 64, No. 3 (Fall 2010): 3-14.
- “The History of Technology, the Resistance of Archives, and the Whiteness of Race,” *Technology and Culture*, Vol. 51, No. 4 (October 2010): 919-937.
- “Sweet Nothings; Do Artificial Sweeteners Help You Lose Pounds—or Gain Them? Why, After Fifty Years of Research, We Still Don’t Know the Truth,” *Ms. Magazine*, October 2010 (Winter): 48-49.
- [“Artificial Sweetener as A Historic Window on to Culturally Situated Health,”](#) *Annals of the New York Academy of Sciences*, Vol. 1190, No. 1, (Blackwell Publishing, March 2010): 159-165.
- [“Saccharin Sparrow,”](#) in [The Object Reader](#), Raiford Guins and Fiona Candlin, Eds. (NY: Routledge, 2009): 506-9.
- [“American Studies Training,”](#) [Main Currents](#), UT Austin American Studies Program Magazine (Fall 2008): 6-7.
- [“The Slipperiness of Objects: Putting the Past in the Present in a Class of One Hundred,”](#) [Transformations: A Journal of Inclusive Scholarship and Pedagogy](#), Material Culture issue, Vol. 18, No.2 (2008): 14-25.
- [“The Origins of Cybex Space: Gustav Zander’s Amazing Gymnastic Devices,”](#) *Cabinet: A Quarterly Magazine of Art and Culture* No. 29, (Spring 2008): 27-31.
- [“Mechanized Southern Comfort: Touring the Technological South at Krispy Kreme,”](#) in [Dixie Emporium: Consumerism, Tourism, and Memory in the American South](#), A. Stonis, Ed. Athens: University of Georgia Press, 2008, 234-263.
- [“WHA Symposium: The Relevance of the Humanities,”](#) *Western Humanities Review*, (November 2007)

- "[Risky Food, Risky Lives: The 1977 Saccharin Rebellion](#)," *Gastronomica: The Journal of Food and Culture*, Vol. 7, No. 3 (Summer 2007): 100-105.
- "[Leaving the Intellectual Parking Lot](#)," preface to *Explorations*, UC Davis Undergraduate Research Journal (2006): iii-iv.
- "[Slow and Low Progress: Why American Studies Should Do Technology](#)," *American Quarterly* Vol. 58, No. 3 (September 2006): 915-941.
- "[\"Bleaching the Ethiopians\": Desegregating Race and Technology through Early X-ray Experiments](#)," *Technology and Culture*, Vol. 47, No. 1 (January 2006): 27-55.
- "[Plugging into Modernity: Wilshire's I-ON-A-CO and the Psychic Fix](#)," *The Technological Fix*, Lisa Rosner, Ed. (New York: Routledge, 2004): 31- 59.
- "[Ready-to-Wear Globalism: Decoding the Prada GPS](#)," *Winterthur Portfolio*, Vol. 38, No. 2/3 (2003): 109-129.
- "[New Voices Conference at the University of Wyoming - The Materials of American Studies: Reading Electric Belts](#)" in *American Studies*, Vol. 44, no. 1-2, (Spring/Summer 2003): 219-251.
- "[Dudley Allen Sargent & Gustav Zander: Health Machines and the Energized Male Body](#)," *Research in the Philosophy of Technology- Sport Technology: History, Philosophy, and Policy*, Miah, A & S, Ed. Vol. 21 (Summer 2002): 9-47.
  - Reprinted in *Iron Game History* (2003): 3-19.
- "[Designing the Electric Body: Sexuality, Masculinity and the Electric Belt in America, 1880-1920](#)," *Journal of Design History*, Vol. 14, No.4 (2001): 275-289.
- "[Recharging at the Fordyce: Confronting Machine and Nature in the Modern Bath](#)," *Technology and Culture*, Vol. 40 (October 1999): 746-767.

#### *Revised Article Reissued*

"Eating Technology at Krispy Kreme," Chapter 9 in *The Larder: Food Studies Methods from the American South*, Eds. John T. Edge, Elizabeth Engelhardt, Ted Ownby (Athens: University of Georgia Press and Southern Foodways Alliance, 2013).

#### *Article Reissued*

"The Origins of Cybex Space," Preliminary Study: RSI-T (Repetitive Strain Injury-Technology), Slag Gallery Exhibition Guide (Brooklyn, 2014).

#### *Series Editor*

- Science/Technology/Culture, with Siva Vaidhyanathan, University of Massachusetts Press
  - David Hecht, *Science and Storytelling: Rewriting Oppenheimer in the Nuclear Age* (2015)
  - Aram Sinnreich, *The Piracy Crusade: How the Music Industry's War on Sharing Destroys Markets and Erodes Civil Liberties* (November 2013)
  - Sunny Stalter, *Underground Movements: Modern Culture on the New York Subway* (November 2013)
  - Aram Sinnreich, *Mashed Up: Music, Technology, and the Rise of Configurable Culture* (August 2010)

#### *Book Reviews*

- With Jennifer Sedell, "Pure and Modern Milk: An Environmental History Since 1900," *American Historical Review*, Vol. 101 No. 4 (March 2015).
- With Jennifer Sedell, "The Divides Between Green and Just," combined review of three recent books in food studies, *Food and Foodways* (winter 2014).
- Review of *Health and Medicine on Display: International Expositions in the United States, 1876-1904*, *American Studies*, Vol. 59: 3 & 4 (Fall/Winter 2009 [pub 2011]): 172-174.

- Review of *The Garlic Capital of the World: Gilroy, Garlic, and Making of a Festive Foodscape, Food, Culture, and Society*, Vol.13, No.1 (March 2010): 145-6.
- [Review](#) of *Virtual America* in *Western Historical Review*, Vol. 40, No. 4 (Winter 2009): 513-4.
- Review of *House of Plenty: The Rise, Fall and Revival of Luby's* in *American Book Review*, Vol. 29, No. 3 (2008): 31.
- Review of *The Cult of Pharmacology: How America Became the World's Most Troubled Drug Culture* in *Technology and Culture* Vol. 48, No. 3 (2007): 668-670.
- Review of *Dominance by Design: Technological Imperatives and America's Civilizing Mission* in *American Historical Review* (April 2007): 493-494.
- [Review](#) of *Inventing Beauty: A History of the Innovations that have Made Us Beautiful* in *Journal of Design History*, Vol.18, No. 4 (2005): 401-2.
- [Review](#) of *Dark Light: Electricity and Anxiety from the Telegraph to the X-ray* in *American Historical Review*, Vol. 110, no. 3 (June 2005): 806-7.
- [Review](#) of *Body Work, Revolting Bodies, Fat Boys* in *American Studies*, Vol. 46, No. 2 (Summer 2005): 174-6.
- "[Consumption By Design](#)," Review of *Industrial Strength Design: How Brooks Stevens Shaped Your World* in *Business History Review*, Harvard Business School, Vol. 78, No.3 (Autumn 2004): 554.

#### *Edited Journals*

- “Food Globalities and Foodways Localities,” with Benjamin Lawrance, special double issue of *Food and Foodways*, with Vol. 19, No. 1-2 (2011).
- Co-Editor of *Boom: A Journal of California*, with Louis Warren, vols 1-6 (spring 2010-winter 2012), University of California Press.
- [Re-Wiring the Nation: The Place of Technology in American Studies](#), with Siva Vaidhyathan, special issue of *American Quarterly*, 2006.

#### *Encyclopedia Contributions*

- Artificial Sweeteners as Sweets, entry for *Oxford Companion to Sweets* (Oxford University Press, winter 2014).
- Artificial Sweeteners, entry for *Encyclopedia of Food Policy* (Sage Publishing, 2013).
- Character, Business/Corporate America, Technology, entries authored for [The International Encyclopedia of Men and Masculinities](#) (Thousand Oaks, CA: Sage, 2003).

#### **EXHIBITION**

- “Paper Takes: The Power of Uncivil Words,” October to November 2011, Buehler Alumni Center, UC Davis (project co-director). *Paper Takes* is a physical installation which uses the far-right collection of pamphlets in the Shields Special Collection of UC Davis in order to explore the motivations to write, distribute, read, and re-distribute materials vilifying particular individuals or groups since the late nineteenth-century. Divided into sections on authorship, racial and ethnic inferiority, anti homosexual policy-making, and political slander, *Paper Takes* makes connections between pamphlets and more current debates and enables its largely undergraduate-student audience to consider whether social media perpetuates or challenges these sorts of claims.

#### **WEBSITE**

- <http://civilityproject.ucdavis.edu/home.html>  
“The Limits of Civility” is a web-based project that explores a history of incivility on UC campuses in the context of the public university as an environment that is characterized by goals that often seem to be in tension: free expression and the exchange of ideas and facilitating inclusion and

tolerance in an increasingly diverse population. Tracing this tension from the largely Berkeley-based Free Speech Movement in the 1960s to the recent troubling incidents of hate and incivility at several UC campuses, the web history synthesizes journalistic evidence of key events, records of campuses' official responses to those events, and documentation of the rapidly shifting demographics of the UC system from the 1960s forward that constitute that backdrop against which these events occur. Launched October 2011 (project co-director).

## GRANTS AND AWARDS

- *Boom: A Journal of California* recognized as one of Library Magazine's top ten new magazines of 2011 (co-editor)
- Book of the Year Prize (2011) Association for the Study of Food and Society (for *Empty Pleasures*)
- CHOICE outstanding academic title 2011 (for *Empty Pleasures*)
- Work and the Humanities, Mellon Foundation Grant to UC Humanities Network, May 2011 (one of three PIs, 800k grant)
- Mellon Research Initiatives in the Humanities, Grant to Humanities at UC Davis, March 2011 (principle contributor to proposal, funding for 2011-2017, 1.47 million grant)
- Imagining America Fellow, Imagining America Consortium: Artists and Scholars in Public Life, 2010-2011
- Principal Investigator, "The Said and Unsaid: Reclaiming Civility on Campus," National Endowment for the Humanities, September 2010 (Project PI, UC Davis Humanities Institute Project, 30k + campus match)
- Chancellor's Fellow, UC Davis, 2008-2013 (25k research support)
- Principal Investigator, 2008 UC Multi Campus Research Group, Food and the Body (between UCD, UCSB, UCSC, UCB, UCR, and UCLA housed at UC Davis, 85k annual funding through 2012)
- Recipient, 2008 UC Davis Extension and Outreach, Community-Scholar Collaboration Grant (one year 8k funding for web-based collaboration, co-proposed with Jonathan London)
- Recipient, 2008 UC Humanities Research Institute 20th Anniversary Conference Award, "Environmental Humanities" (5k for 2009 event at DHI)
- Recipient, 2007 Chemical Heritage Foundation Travel Grant (one week), Philadelphia, PA
- Recipient, 2006-2007 Professional Development Grant, UC Davis (one quarter)
- 2006-2007 UC Humanities Research Institute Fellow, Race and Food Group (one quarter), Residential Research Group, UC Irvine
- Recipient, 2005-2006 Chancellor's Award for Distinguished Undergraduate Mentoring, UC Davis
- Recipient, 2005-2006 Washington D.C. Center Research Grant, UC Davis (one week)
- 2005-2006 UC Davis Humanities Institute Fellow, Food and Culture Group (one quarter)
- Finalist, 2004-2005 UC Davis ASUCD Distinguished Teaching Award
- Recipient, 2004-2005 Hagley Center for Business History Short-Term Grant (two weeks)
- Recipient, 2001-2010 UC Davis Faculty Research Awards

## CONFERENCES ORGANIZED

- Society of Fellows, first annual symposium of faculty and graduate student fellows in the humanities across the University of California System, University of California, Irvine, April 29, 2011 (co-organized).
- [Beyond Borders: Migration and the Next California](#), second annual Boom symposium and launch party for Boom: A Journal of California, Mondavi Center, UC Davis, March 10, 2011.
- [Failed State? Crisis and Renewal in California Politics and Culture](#), co-sponsored by Boom, the New America Foundation, and the California Studies Association, UC Davis, April 16, 2010.



- [Tasting Histories](#): Food and Drink Cultures Through the Ages, Robert Mondavi Institute of Food and Wine Science (with MRGs in World History and Food and the Body), Feb 27- March 1, 2009.
- Performance, Identity, Representation: New Modes of Research in the Humanities, DHI graduate student symposium, UC Davis, May 2008 (with DHI staff and graduate student assistants).
- [Beyond the Book](#): Humanities Scholarship in the Digital Age, DHI Conference, UC Davis, February 1, 2008 (with DHI staff and graduate student assistants)
- [Founding Food Studies, UC Davis](#), May 3, 2006.

#### **CONFERENCE PANELS ORGANIZED (SAMPLE)**

- Boom: A Journal of California—Academic Publishing and the Question of Change, American Studies Association, San Antonio, November 2010.
- Boom and the Future of Academic Publishing, Pacific Coast American Historical Association, Santa Clara, August 2010.
- Reading Michael Adas: Perspectives on War, Technology, and the Transnational, American Studies Association, New Mexico, October 2008.
- Food Factories: Exploring the Appeal of Technological Tourism, American Studies Association, D.C., November 2005. Individual Presentation: Mechanized Southern Comfort: Labor, Consumption, and Technology at Krispy Kreme.
- Marketing, Branding, and Consumer Choice, American Studies Association, Atlanta, November 2004. Individual Presentation: Saccharin and Consumer Desire in the 1950s.
- Kitchens, Chapels, and Prada: Consumer Spaces and Global Exchange. American Studies Association, 2003. Individual Presentation: Decoding the Prada GPS.

#### **CONFERENCE PRESENTATIONS (SAMPLE)**

- “How to Facilitate Campus-Wide Change for Student Success through Advising,” UC Academic Advising Conference, UCLA, May 2018.
- “Transforming Advising,” with Brett McFarlane, NACADA International Conference, Sheffield UK, July 2017.
- “Leading Campus Advising Change,” NACADA National Conference, Atlanta, GA, October 2016.
- “Using Data to Improve Preparation, Learning Outcomes, and Persistence,” Reinvention Center Network Meeting, University of Southern California, November 3, 2015.
- “Don’t Divide Teaching and Research,” Undergraduate Vice Provost Networking Meeting, Pittsburgh, June 5, 2015.
- “Teaching with Technology, or What Flips in the Flipped Classroom?” Institute for Social Sciences Conference, University of California, Davis, May 1, 2015.
- “Enhancing Student Advising,” co-presenter with Brett MacFarlane and “Incentive-Based Budgeting and Student Success,” co-presenter with Erika Jackson, Office of the President Completions Conference, University of California, Riverside, January 8, 2015.
- “Addressing Organizational Culture for Student Success,” Office of the President Completions Conference, University of California, Riverside, January 9, 2015.
- “Boom: A Forum on California Writing,” Autrey Museum, Los Angeles, June 2011.
- “Tomato Men: Technology and Expertise in the Mechanization of California’s Tomato Harvest,” Conable Conference on Cuisine, Rochester Institute of Technology, New York, March 25, 2011.
- “From Healthy to Horrible: What the History of Artificial Sweeteners Reveals about Sugar,” Sugar Highs and Lows: Dietary Sugars, the Brain, and Metabolic Outcomes (University of California Conference on Health and Obesity), UC Davis, March 17, 2011.

- Moderator, “In the Field: Producing Food for Tomorrow,” Food for Tomorrow Conference, New Perspectives: Invention and Innovation Symposium, Lemelson Center, Smithsonian, Washington D.C., November 6, 2010.
- “Free Lunch or Techno-Fix: Appetite, Artificial Sweetener, and What Mother Nature Intended, U.S. 1951-1987,” German Historians’ Conference, September 30, 2010, Berlin.
- “State of the Field: Food History,” Organization of American Historians, Seattle, March 2009.
- “What Cultural History Tells Us About Consumer Health (the case of artificial sweetener), Foods For Health in the 21st Century: A Roadmap for the Future, UC Davis Centennial Symposia, UC Davis, November 18 2008.
- “Full Belly Panic: Diet Food and the Consumer Imperative in 1950s America,” Association for the Study of Food and Society, New Orleans, June 2008.
- "The Place of Science and Technology Studies in American Studies," American Studies Association, Philadelphia, October 2007.
- "Placing Eating Risks in an Environmental Context: The Saccharin Rebellion of 1977, Association of American Geographers Conference, San Francisco, April 2007.

#### INVITED TALKS

- “Assessment as Equity Work,” UC Davis Annual Assessment Summit, May 16, 2018.
- “Women, Mentorship, and Higher Education” Women’s List, University of California, Davis, March 7, 2018.
- “Faculty Advising Colloquy” University of California Academic Advising Conference, University of California, Davis, March 17, 2016.
- “Diet People: Why (Many) Americans Advocated for Artificial Sweetener in the 20<sup>th</sup> Century,” Pontificia Universidad Catolica de Chile, May 13, 2015.
- “Lessons on Leadership,” keynote address, Center for Leadership Learning Conference, UC Davis, February 27, 2015.
- “Leading Advising Enhancement from the Administration,” University of California Academic Advising Conference, University of California, Davis, April 24, 2014.
- “The Social Factors of Food Choice,” Workshop: Diet and Human Health: The Inputs to Phenotype, from Genetics to Food Choices,” USDA, Washington D.C., May 1, 2012.
- “Good to Think With: Another Look at the Mechanized Tomato,” Agrarian Studies Forum, Yale University, January 13, 2012.
- Thinking About Culture: Or How “Diet” Came to Mean More, Solano Faculty Forum, UC Davis, May 25, 2011.
- “Selling the Free Lunch: One Hundred Years of Artificial Sweeteners,” University of Santa Barbara, May 4, 2011.
- “Tomato Men: Technology and Expertise in the Mechanization of California’s Tomato Harvest,” Cuisine, Technology, and Development Conference, Rochester Institute of Technology, March 25, 2011.
- “From Healthy to Horrible: What the History of Artificial Sweeteners Reveals about Sugar,” Sugar Highs and Lows: Dietary Sugars, the Brain, and Metabolic Outcomes,” Coast/UCOP Obesity Symposium, UC Davis, March 17, 2011.
- “Artificial Sweetener, Cultural History, and the Rise of the “Diet” Business,” UC Office of the President Research Lunch Series, Oakland, February 9, 2011.
- “Why Diet Food Doesn’t Work,” Grand Opening: Winery, Brewery, and Food, Robert Mondavi Institute of Food and Wine Science, UC Davis, January 28, 2011.
- “Empty Pleasures: Artificial Sweetener and the Rise of Indulgent Restraint,” Culinary Historians of Northern California, San Francisco (Reading at Omnivore Books), January 13, 2011.

- “Artificial Sweetener and the Business of ‘Healthy Pleasures,’” Health Services Research Seminar, Center for Healthcare Policy and Research, UC Davis, Sacramento, December 9, 2010.
- “Why the Humanities Needs A Center,” Dean’s Colloquium, UC San Diego, December 1, 2010.
- “Three Stories You Don’t Know About Artificial Sweeteners, but Should,” Shields Library, University of California, Davis, October 15, 2010.
- Empty Pleasures: Gender, Technology and Knowledge in the Promotion of and Protest Against Artificial Sweetener in the United States,” Nutrition, Eating and Drinking in the History of Medicine, Science, and Technology, Combined Conference of the German Society for the History of Medicine, Natural Science and Technology and German History of Technology, Maastricht University, Netherlands, September 25, 2010.
- "Innovation, Identity, and Artificial Sweetener Promotion in the Post-War U.S." Science Studies Colloquium, University of California, San Diego, March 2010.
- "Why Canners Created Diet Food," keynote address, Letters and Sciences Celebration, University of California at Davis, February 2010.
- "Without Removing the Pleasure: What Made Tillie the Queen of Diet Food," Tillie Lewis Day, Haggin Museum, Stockton, October 25, 2009.
- "Making More Out of Less: Entrepreneurs, Identity, and Consumer Citizenship in Early Artificial Sweetener Promotion," Cultural Studies Colloquium, September 25, 2009.
- Artificial Opportunities: Affiliation and Masculinity in Early Artificial Sweetener Production,” Graduate Student Symposium Address, American Studies, University of Texas at Austin, April 2009.
- “From Consumption to Production to Ecology: Past, Present, and Future Technoidentities,” keynote address, Mid-America American Studies Association, University of Iowa, April 2009.
- "The Business of Diet Food: Abbott Laboratories and the Sucaryl Campaign," Hagley Museum and Library Research Seminar Series, Wilmington, DE, March 2008.
- "It's All in How We Define Technology: Bringing Gender, Race, and Power to the Center of SHOT, Society for the History of Technology 50th Anniversary Workshop address, Washington D.C., October 2007.
- "What the Humanities Can Teach us About Teaching," Summer Institute of Teaching with Technology, UC Davis, July 2007.
- "Living a Life of Research," keynote address, UC Davis Undergraduate Research Conference, April 2007.
- "Material Culture, Technology, and Popular Medical Cultures," Chinese Medicine and the Body Course, UC Berkeley, May 2006.
- "What Makes the Donuts Taste So Good? Understanding Technology at Krispy Kreme," Minnesota State University Moorhead, American Studies, April 2006.
- "Mechanized Southern Comfort: Touring the Technological South at Krispy Kreme," Dixie Emporium: Consumerism, Tourism, and Memory in the American South, Macon, GA, October 2005; American Historical Association, Philadelphia.
- "Technology and Material Culture," UC Berkeley Material Culture Working Group, May 2005.
- "Materials of Culture: Saccharin, Science and Gender in the 1950s," Beyond Consumption: The Culture of Food and Wine, Davis Humanities Institute Conference, March 2005.
- "Saccharin and Post-War Domestic Science," Consortium for Women and Research, UC Davis, November 2004.

#### **ROUNDTABLES/ WORKSHOPS/GUEST TEACHING**

- “How to Write Your Research Question,” Cultural Studies Methods Course for first year students, Prof. Caren Kaplan, UC Davis, April 12, 2018.



- “American Studies: A User’s Guide,” Panel Discussion, American Studies Association, Chicago, October 2017.
- “American Studies and Administration,” Panel Discussion, American Studies Association, Chicago, October 2017.
- “Material Culture in American Studies, American Studies 10: Introduction to American Studies, UC Davis, October 19, 2015.
- “Diet People: Why (Many) Americans Advocated for Artificial Sweetener in the 20<sup>th</sup> Century,” Pontificia Universidad Catolica de Chile, May 12, 2015.
- “Supporting Hybrid and Online Learning,” Center for Excellence in Teaching and Learning Series, UC Davis, March 4, 2015.
- “Improving Advising through Administrative Partnerships,” NACADA Seminar on Completion, National Webinar, February 9, 2015.
- “Working Successfully with Faculty and Balancing Teaching with Research,” Teaching Assistant Orientation, University of California, Davis, January 26, 2015.
- “Integrating Research into Teaching,” Teaching Assistant Orientation Sessions, University of California, Davis, October 2014.
- “Why We Need to Watch Innovation Chains in Food Systems,” Sustainable Food Systems Working Group, Community and Regional Development Graduate Group, May 2013.
- Experiences of Pilot 1 Institutions, Western Association of Schools and Colleges Annual Conference, San Diego, April 9, 2013.
- “What Can Material Culture Tell Us?” American Studies 10: Introduction to American Studies, UC Davis, October 16, 2012.
- Participant, “Envisioning Cuisine Studies,” Plenary Discussion, Conable Conference on Cuisine, Rochester Institute of Technology, New York, March 25, 2011.
- Participant, “Food Anxieties: A Symposium on the Question of ‘What to Eat,’” Multi Campus Research Program on Food and the Body Conference, Bonny Doon Vineyard and UC Santa Cruz, Santa Cruz, March 14, 2011.
- Moderator, “An Informed Society,” Democracy and the Culture of Civic Conversation, California Council for the Humanities Forum, Los Angeles, March 4, 2011.
- “Artificial Sweetener, American Studies, and the Rise of the “Diet” Business,” American Studies 10: Introduction to American Studies, UC Davis, February 24, 2011.
- Research and Methods: Q and A on *Empty Pleasures* and American Studies, Upper Division Course: Theory and Methods in American Studies, Carleton College, February 22, 2011.
- Recent Trends in Journal Publishing, Cultural Studies Workshop, February 17, 2011.
- Writing the Prospectus, Cultural Studies Workshop, February 18, 2010.
- Job Interview Practice Session, Cultural Studies Workshop, November 2009.
- UC Multi Campus Research Program on Food and the Body, Dissertation Retreat Facilitator, Sonoma, November 21-22, 2009; September 19-20, 2010.
- Writing Effective Abstracts, Graduate Student Roundtable, UC Davis, January 2009.
- UC Multi Campus Research Program on Food and the Body, Dissertation Retreat Facilitator, Calistoga, September 14-15, 2008.
- “Diet Divas: Female Sweetener Entrepreneurs and the Promotion of Diet Foods in the U.S.,” Multi Campus Research Group working papers series, UC Santa Cruz, April 2008.
- Effective graduate student mentoring in the humanities and social sciences, Faculty Roundtable, UC Davis, April 2008.
- Prospectus Writing, Cultural Studies Graduate Group Colloquium Series, UC Davis, March 2007.
- Material Culture in American Studies, Graduate Student Workshop Speaker, American Studies Conference, Oakland, October 2006.

## CONSULTING

- Mattson Foods, Appetite Control and Future Products, October 2012.
- Institute for the Future (Palo Alto, CA), The Future of Snacking, August 2011.
- Institute for the Future, Global Food Outlook Expert Workshop, Palo Alto, October 21, 2010.
- California Dairy Council
  - Foods for Health Initiative Group Strategy Session, UC Davis, Spring 2009
  - One-On-One Session, August 2009.

## BLOG POSTS, <http://andeverydaylife.wordpress.com/>

- Stomach Share, October 29, 2010
- Slow Food and Less Food, October 22, 2010
- Food Stamp Soda Ban Means More Coke Zero, October 15, 2010
- Nourishment and Cookie Dough, September 17, 2010
- Appetite and the MRI, February 23, 2010
- The Sustainable Pen, December 11, 2009
- No Time for the Flu, November 18, 2009
- The Brand Image and Me, October 27, 2009
- The Pink, October 20, 2009

## CAMPUS SERVICE

- Chair, Closing the Preparation Gap Working Group, UC Davis, Spring 2018
- Member, Recruitment Advisory Committee, University Registrar, 2017-18
- Undergraduate Scholarships Taskforce, 2016
- Member, Recruitment Advisory Committee, Curator, Maria Manetti Shrem Museum, 2015-16
- Library Space Planning Steering Committee, 2016-2017
- Member, Fiscal Stewardship and the 2020 Initiative Committee, 2015
- Member, The University of the 21<sup>st</sup> Century Committee, 2015
- Co-Chair, One Graduation Committee, 2014-2015
- Member, Vision of Excellence Committee, 2014
- Co-Chair, Testing Center Planning Committee, 2014
- Co-Chair, Instructional Facilities Master Planning Project Advisory Committee, 2014-16
- Member, UC Davis Prize Committee, 2013, 2014, 2015, 2016
- Co-Chair, Academic Organization Task Force, UC Davis, fall 2013.
- Chair, Promotion and Tenure Ad Hoc Committee, Academic Affairs, spring 2013
- Member, RFP Drafting Committee, Interdisciplinary Frontiers in the Humanities and Arts Research Program, Office of Research, UC Davis, spring 2012
- Member, 2015 Milan World Expo Sustainable Food Pavilion Planning Committee, UC Davis, 2012
- Chair, UC Davis Humanities Institute Associate Director Search Committee, winter 2011
- Member, Blue Ribbon Committee on Research Recommendations Committee, UC Davis, winter/spring 2011
- Participant, One Health Planning Group, UC Davis, 2010
- Team Member, Discovery & Dissemination Design Team, *Strategic Plan Development*, UC Davis Health System, 2010
- Administrative Coordinator, Chancellor's Colloquium Speaker Series, 2010-2011
- Administrative Coordinator, Faculty Assistant to the Arts & Advisory Committee (DHI), 2010-2011

- Chair, UC System-wide Humanities Network, 2009-2011
- Member, Cultural Studies Executive Committee, 2004-2007; 2009-2011
- Co-Coordinator, Multi Campus Research Group on Food and the Body (with UCB, UCSC, UCD) 2007-2011
- Director, Davis Humanities Institute, 2007 – 2102 (sabbatical 2011-2012)
- Adviser, second and third year students, Cultural Studies Graduate Group, 2009-2010
- Member, Information and Education Technology Review Committee, 2010
- Member, Chancellor's Blue Ribbon Committee on Research, 2009-2010
- Administrative Co-Coordinator, Art of Regional Change Community Media Initiative (DHI), 2008-present
- Member, Vice Provost's Budget Committee for Instruction and Research, 2008-2009
- Member, Committee on Research, 2008-2009
- Administrative Coordinator, DHI2 Advisory Committee for the Digital Humanities (DHI), 2008-2010
- Member, Executive Committee, Robert Mondavi Institute of Food and Wine Science, 2008- 2009
- Member, Executive Committee, Foods for Health Initiative, 2008-2009
- Member, Cultural Studies Admissions Committee, 2008-2010
- Member, Dean's Advisory Committee, 2006 - 2008, 2002 – 2004
- Director, Humanities Program, 2007 – 2009
- Member, Center for History, Society and Culture Program Committee, 2007 – 2010
- Member, Science and Technology Studies Program Committee, 2004-2009
- Member, Chancellor's Retreat Implementation Committee, 2007 – 2008
- Director, American Studies Program, 2007- 2008
- Member, English Department Search Committee, 2007-2008
- Chair, Program Review Committee Education MA Review, Grad Council, 2006 – 2007
- Member, American Studies Search Committees, 2003, 2006, 2007
- Chair, American Studies Search Committee, 2005
- Chair, Education Policy Committee, Grad Council, 2005 – 2006
- Member, Graduate Council, 2004 – 2006
- Member, Science and Technology Studies Director Search Committee, 2003-2004; 2004-2005
- Affiliated Faculty, Cultural Studies Graduate Group, 2001-present

## **PROFESSIONAL SERVICE**

- Member, Review Team, Undergraduate Education, University of Hawaii Manoa, February 2018.
- Member, Review Team, Summer Sessions, University of California Irvine, February 2017.
- Member, Review Team, Oregon State Humanities Institute, May 2016.
- Member, Western Association of Schools and Colleges Review Team, University of California Santa Cruz, October 2015.
- Member, Board of Directors, Reinvention Center (2015-present).
- Grant Reviewer, Community Stories Program, California Council for the Humanities, March 2015.
- Grant Reviewer, Humanities Without Walls, University of Illinois, (2014, 2016)
- Member, International Student Data Working Group, UCUES/SERU (2013-2016).
- Contributing Editor, *Technology and Culture* (2013-2017)
- Grant review for the National Science Foundation (2007, 2008, 2012).
- Member, Consortium of Humanities Centers and Institutes IGERT Working Group (2012).
- Member, Consortium of Humanities Centers and Institutes Environmental Humanities Directors Group (2011-2012).

- Editorial Board Member, *American Quarterly* (2011-2014).
- Advance Book Reviews for University of California and AltaMira Press (2011).
- Grant Review for the National Endowment for the Humanities, Challenge Grants (2010).
- Manuscripts reviewed for Duke University Press (2011; 2012) and University of Georgia Press (2010).
- Member, Consortium of Humanities Centers and Institutes Sustainability Taskforce (2009)
- Member, American Studies Association Speakers Bureau (2009-present)
- Outside reviewer for the following programs: American Studies, University of Maryland, Baltimore County (2009); Humanities Center, Oregon State University (2009)
- Editorial Board Member, *History and Technology* (2008-present)
- *Encyclopedia of the Body*, advisory board member, Greenwood Press (2008)
- Outside reader for article submissions to the following journals
  - *American Quarterly* (journal of American Studies Association), 2005, 2009, 2010, 2012.
  - *Food, Culture, and Society* (journal for the Assoc. for the Study of Food and Society), 2010, 2012.
  - *Technology and Culture* (Journal for the Society for the History of Technology), 2005, 2010, 2012, 2013, 2014.
  - *Communication and Critical/Cultural Studies, Disability Studies Quarterly, Current Anthropology* (one-time reviews)
- Promotion review for NYU (Steinhardt School), UC Santa Cruz (Anthropology and Community Studies) and UC Irvine (Film and Media Studies)
- Multiple manuscript reviews for UC Press, NYU Press, Harvard Press, University of Mississippi Press, Berg Press
- Grant review for Massachusetts Cultural Council Science Panel (2008)
- Co-Coordinator, Science and Technology Studies Caucus, American Studies Association (2007-2009)
- Member, American Studies Association Council (2007-2010)
- Member, American Studies Association Executive Committee (2007-2010)
- Grant review, Smithsonian Institution Scholarly Studies Program (Humanities) (2007)

### **PROFESSIONAL ASSOCIATIONS (CURRENT and RECENT)**

Reinvention Center (Vice Provosts of Undergraduate Education in Research Universities)

Western Association of Schools and Colleges (UC Davis Accreditation Liaison Officer)

NACADA: The Global Community for Academic Advising

American Studies Association

Association for the Study of Food and Society

Society for the History of Technology

Imagining America: Artists and Scholars in Public Life

### **MEDIA CONTRIBUTIONS/COVERAGE**

- “UC first-generation faculty to students: You’ve got this and we’re here to help,” Nicole Freeling, UC Newsroom (web story September 25, 2017).
- *Empty Pleasures* interview on Innovation Hub (aired September 16, 2017).
- UC first-gen program interview, KCBS-AM (aired August 27, 2017).
- “How UC is Shaping the Next Generation with First Generation,” Janet Napolitano, *Huffington Post* (August 23, 2017).
- Sugar and Artificial Sweetener, Interview with BackStory with the American History Guys, NPR, Virginia Foundation for the Humanities (recorded October 26, 2013).

- Primary contributor, “The Men Who Made Us Thin,” *Fresh One Productions/BBC*, 2013.
- “The Original Nordic Track,” Andrew Sullivan, *The Daily Beast* (January 5, 2013) <http://andrewsullivan.thedailybeast.com/2013/01/the-original-nordic-track.html>
- “Going to the Gym Today? Thank this 19<sup>th</sup>-Century Orthopedist,” *The Atlantic* (January 3, 2013) <http://www.theatlantic.com/technology/archive/2013/01/going-to-the-gym-today-thank-this-19th-century-orthopedist/266768/>
- Artificial Sweeteners, *New York Times* Science Podcast (recorded May 11, 2012).
- *Empty Pleasures* interview on WICN Radio New England (recorded January 13, 2011).
- “Saccharin’s Mostly Sweet Following,” Elena Conis, *Los Angeles Times* (12/27/10).
- *Empty Pleasures* interview on WCUB AM, Manitowic, WI, November 23, 2010.
- *Empty Pleasures* interview on This Way Up, Radio New Zealand (recorded November 20, 2010).
- *Empty Pleasures*, Interview with Celeste Quinn, WILL Radio, NPR Illinois, November 11, 2010.
- *Empty Pleasures* and Artificial Sweetener Use, interview on KPFA (Berkeley), October 26, 2010.
- “Bitter Truth: ‘Corn Sugar’ Shift is Meant to Confuse Consumers,” Op-Ed, *Sacramento Bee*, September 25, 2010, 13a.
- *Empty Pleasures* interview on Martha Stewart Radio, September 23, 2010.
- [Empty Pleasures interview with Jeffrey Calison](#), Capital Public Radio (Sacramento), Sept 13, 2010.
- “P. 99 Test,” solicited blog post, September 2010
- Technology and Weight Loss: Artificial Sweetener, [Interview with Robert Siegel](#), “All Tech Considered,” *All Things Considered*, September 6, 2010.
- “Ask An Academic: Sweet,” Q and A with Eileen Reynolds, *The New Yorker* Book Bench, August 31, 2010, <http://www.youtube.com/watch?v=NJzDbzsDdMU>
- “Making the Case for Humanities Majors,” December 2009, Newswatch, UC Davis <http://www.youtube.com/watch?v=NJzDbzsDdMU>
- “Drinking among Young Women on the Rise” CBS Early Show, October 2009.
- “Old Fashioned Cleaners Sweeping into Homes,” *Sacramento Bee* (3/7/09).
- “Field Studies: In Exploring Culture, Politics, and the Environment, Food Programs Hit the Mainstream,” Jane Black, *Washington Post* (8/20/08).
- “[UC Davis Humanities Institute Looks to Future](#)” *College Currents*, Fall 2008.
- Saccharin and American Culture, *Insight*, NPR (aired: 3/17/05).
- Barbie and Branding, *Marketplace*, NPR (aired: 6/11/04).
- Listerine Ads and 1920s US Culture, *Living on Earth*, NPR (aired: 12/03).
- "Memorializing 9-11," interview aired (9/10/02) KCRA Sacramento.

## STUDENTS ADVISED

### PhD Committees

Kelley Gove, Cultural Studies (chair)

Megan Bayles, Cultural Studies (co-chair) [completed 2017]

Ami Sommariva, Cultural Studies (co-chair) [completed 2016]

Sarah McCullough, Cultural Studies (co-chair) [completed 2013; associate director of the UC San Diego Humanities Institute]

Stacy Jameson, Cultural Studies (chair) [completed 2011; postdoctoral fellow University of Toronto]

Lesley Madsen-Brooks, Cultural Studies (chair) [completed 2007; asst professor of public history, Boise State University, Idaho]

### MA Committees

Ildi Carlisle-Cummins, Community and Regional Development (member)

### PhD Qualifying Exams

Kelley Gove, CST (2013), Trisha Barua, CST (2013), Megan Bayles, CST (2011); Rosalinda Salazar, English (2011); Tom Galaraga, CST (2011); Sarah McCullough, Cultural Studies, CST (2010); Daniel Caeton, CST (2010); Ami Sommariva, CST (2009); Stacy Jameson, CST (2008); Jee-Eun Song, CST (2007); Lesley Madsen Brooks, CST (2004)

### Undergraduate Theses (American Studies)

Brennan Baraban, 2018; Marisa Swain, 2011; Stevie Jeung, 2009; Kristine Vandenberg, 2008; Sivan Kovnator, 2008; David Asen, 2007; Alicia Leupp, 2006; Megan Neves, 2006; Eric Covey, 2006; Hilary Costa, 2006; Rebecca Chamow, 2006; Emily Laurel Smith, 2005; Andrew Ramos, 2005; Shelly Crull, 2002

### Undergraduate Internships/Independent Studies

2017-18: The Effectiveness of Writing Tutoring

2010-2011; 2009-2010

American Studies Marketing/Communications Internships

UC Davis Humanities Institute Internship

2007-8, 2008-9, 2009-10

American Studies 125: Corporate Cultures

### Undergraduate Honors Students

2015-16 Incoming Transfer Students in UHP first-year seminar (20)

2016-17 Incoming Transfer Students in UHP first year seminar (18)

2017-18 Incoming Transfer Students in UHP first-year seminar (36)

## **COURSES TAUGHT**

FYS 2: University Honors Program Transfer Seminar

FYS 1: Thinking in Pictures (Campus Book Project)

FYS 1: The Warmth of Other Suns (Campus Book Project)

FYS 1: Food Safety

FYS 1: University Honors Program Transfer Seminar

FYS 1: Understanding the Research University

[AMS 10: Introduction to American Studies](#)

[AMS 21: Objects and Everyday Life](#)

HONORS 21: Museums, Exhibitions, and Culture

[AMS 101G: Marketing Products and Places](#)

[AMS 125: Corporate Cultures](#)

[AMS 155: Symbols and Rituals in American Life \(Food\)](#)

[AMS 158: Technology and the Modern American Body](#)

[AMS 160: Marketing and U.S. Culture](#)

[AMS 190a: Senior Thesis Workshop](#)

[AMS 199: Marketing Internship in American Studies](#)

[AMS 295: Food and Culture in the United States](#)

[CST 295: Healthy Consumption in the United States](#)

[HUM 299L: Digital Humanities Seminar \(grad seminar\)](#)

## **EDUCATION**

1996-2001 Ph.D., American Studies, University of Texas at Austin

Dissertation: *Powering the Modern Body: Theories of Energy Transfer in American Science, Technology, and Popular Culture, 1870-1945*. Committee: Jeffrey Meikle (chair), Linda Henderson,



Desley Deacon, Jan Todd, Mark Smith  
1989-1994 B.A. American Studies, German, California State University Fullerton  
Study Abroad, Universitat Tubingen, Germany, 1992-1993

**FOREIGN LANGUAGES**

Spanish, German

**AREAS OF RESEARCH**

Education and technology; academic advising and student success; material culture; technology and science studies; food, health and gender studies; research and public/civic engagement in the humanities; business history and corporate cultures; consumer culture (advertising, marketing, branding)