Hana R. Shepherd

Rutgers University
Department of Sociology
Davison Hall, 26 Nichol Ave.
New Brunswick, NJ 08901
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Academic Positions

2013-	Assistant Professor, Department of Sociology, Rutgers University, New Brunswick
2011-2013	Postdoctoral Research Associate and Lecturer, Woodrow Wilson School of Public and International Affairs and Department of Psychology, Princeton University *Roots Program, Co-director* njroots.princeton.edu

Education

2011	Ph.D. Sociology, Princeton University
2006	Santa Fe Institute, Complex Systems Summer School
2004	M.A. Sociology, Stanford University
2004	B.A. Interdisciplinary Studies in the Humanities: Culture and Politics, Stanford University *With distinction; with departmental honors.*

Research Interests

Social Networks, Culture and Cognition, Social Psychology, Organizations, Race and Inequality, Social Change, Legal Implementation, Labor, Theory, Methods

Publications

Forth	Shepherd, Hana. "Methods for Studying the Contextual Nature of Implicit Cognition." Eds. W. Brekhus and G. Ignatow, *Oxford Handbook of Cognitive Sociology*.
2017	DiMaggio, Paul, Ramina Sotoudeh, Amir Goldberg, and Hana Shepherd. "Culture Out of Attitudes: Relationality, Population Heterogeneity and Attitudes Toward Science and Religion in the U.S." *Poetics*. DOI: 10.1016/j.poetic.2017.11.001
2017	Marshall, Emily and Hana Shepherd. "Fertility Preferences and Cognition: Religiosity and Experimental Effects of Decision Context on College Women." *Journal of Marriage and the Family*. DOI:10.1111/jomf.12449
2017	Shepherd, Hana. "The Structure of Perceptions: How Networks Shape Ideas of Norms." *Sociological Forum* 32: 72-93.

2016   Paluck, Elizabeth Levy, Hana Shepherd, and Peter A. Aronow. "Changing Climates of Conflict: A Social Network Experiment in 56 Schools." *Proceedings of the National Academy of Sciences* 113: 566-571.

> Selected Media Coverage: Time, U.S. News and World Report, The New Yorker, CNN.com, Los Angeles Times, New York Magazine, Education Week, National Education Assoc. Today

2015   Shepherd, Hana and Elizabeth Levy Paluck. "Stopping the Drama: Gendered Influence in a Network Field Experiment." *Social Psychology Quarterly* 78: 173-193.

> Featured in SPQ Snaps, a format designed for a wider audience; paper and teaching tool available here: `SPQ Snaps`

2012   Paluck, Elizabeth Levy and Hana Shepherd. "The Salience of Social Referents: A Field Experiment on Collective Norms and Harassment Behavior in a School Social Network." *Journal of Personality and Social Psychology* 103: 899-915.

2011   Shepherd, Hana. "The Cultural Context of Cognition: What the Implicit Association Test Tells Us About How Culture Works." *Sociological Forum* 26: 121-143.

2010   Shepherd, Hana and Nicole Stephens. "Using Culture to Explain Behavior: An Integrated Approach." *Social Psychology Quarterly* 73: 353-354. (Equal authorship)

2010   Shepherd, Hana. "Classification, Cognition, and Context: The Case of the World Bank." *Poetics* 38: 133-149.

2009   Robu, Valentin, Harry Halpin and Hana Shepherd. "Emergence of Consensus and Shared Vocabularies in Collaborative Tagging Systems." *ACM Transactions on the Web* 3:1-34.

2008   Pager, Devah and Hana Shepherd. "The Sociology of Discrimination: Racial Discrimination in Employment, Housing, Credit and Consumer Markets." *Annual Review of Sociology* 34: 181-209.

2007   Halpin, Harry, Valentin Robu and Hana Shepherd. "The Complex Dynamics of Collaborative Tagging." *Proceedings of the 16th International World Wide Web Conference.* ACM Press: 211-220.

Other

2014   Shepherd, Hana. "Culture and Cognition: A Process Account of Culture." *Sociological Forum* 29: 1007-11.

2012   Shepherd, Hana. "Jargon: Crowdsourcing." *Contexts* 11: 10-11.

2007   Shepherd, Hana and Amir Goldberg. "Tagging Politics and Consensus." Special Issue: Wikipolitics. *Re-public.*

WORK UNDER REVIEW

Shepherd, Hana and Emily Marshall. Cultural Schemas and Contraceptive Use Among Young Women. (*Revised and resubmitted*)

Shepherd, Hana. Cultural Change in Groups: Group Structure and the Formation of Consensus in Norm Perception

Shepherd, Hana and Jeffrey Lane. In the Mix: Social Integration and Social Media Adoption.

Shepherd, Hana and Emily Marshall. The Implicit Activation Pathway of Culture: A Survey Experiment on Associations with Childbearing.

Shepherd, Hana. Forging Foreign Policy: Organizational Identity and Knowledge Production.

WORKING PAPERS

Shepherd, Hana and Idit Fast. Working Out Organizational Compliance: A Comparative Study of Anti-bullying Legislation in Schools.

Callejas, Laura and Hana Shepherd. Conflict as a Social Mobility Mechanism in Schools.

Shepherd, Hana and Adam Reich. Social Instability vs. Social Change: Social Network Ties and Outcomes in 56 Middle Schools.

FELLOWSHIPS AND GRANTS

Center for Cultural Analysis Faculty Fellowship, Rutgers University, 2018-19

Russell Sage Foundation Grant for the Future of Work, "Understanding Local Labor Law Enforcement: A Comparative Organizational Study of City Labor Standards Enforcement Agencies", Co-PI with Janice Fine ($148,395)

Rutgers Research Council Grant, "Implications of Variation in School Status Hierarchies," 2016-17 ($2,000)

National Institutes of Health (NICHD) R03, "Using Innovative Analyses of Attitudes to Predict Fertility-Related Behavior," Co-PI with Emily Marshall, 2015-2017 ($168,573)

NSF EAGER, "Developing an Application for Assessing Respondent Experiences of Their Surroundings in Real Time," Co-PI with Lauren Krivo, Zaire Dinzey-Flores, and Janne Lindqvist, 2015-16 ($51,847)

Rutgers Research Council Grant, "Understanding School Climate and Peer Harassment Using a Social Network Intervention," 2014-15 ($1,500)

Spencer Foundation Grant, "A Social Network Approach to Influencing Civic Behavior: Building Cultures of Tolerance in Schools," Co-author with E.L. Paluck (PI), 2011 ($40,000)

Fellowship of Woodrow Wilson Scholars, Princeton University, 2008-2010

Global Network on Inequality, Princeton University, Visiting Fellowship to Jawaharlal Nehru University, Delhi, India, 2008

Association of Princeton Graduate Alumni/ae Summer Travel Fellowship, 2008

National Science Foundation Graduate Research Fellowship, 2004

Stanford University President's Scholar, 2000

CONFERENCES AND PRESENTATIONS

*Invited talks appear in italics.

Panelist, Presidential Session on Cultural Change, Eastern Sociological Society Annual Meeting, February 2018

A Process Account of Shared Culture: Empirical Evidence from School Networks, Networks and Culture Conference, Stanford University Graduate School of Business, October 2017

Working Out Organizational Compliance: A Comparative Study of Anti-bullying Legislation, American Sociological Association Meeting, August 2017 (with Idit Fast)

Connecting and Disconnecting: Social Media Adoption and Social Integration, American Sociological Association Meeting, August 2017 (with Jeff Lane)

Putting an Anti-Bullying Law in Place: Policy Implementation Styles and Student Outcomes, Sociology of Education Association, February 2017 (with Idit Fast)

Cultural Change in Schools, Hunter College Public Sociology Lecture, December 2016

Network Process Theory of Cultural Emergence and Change, American Sociological Association Meeting, August 2016

Theorizing Law on the Ground: A Comparison of the Implementation of Anti-Bullying Legislation, Law and Society Association Meeting, June 2016 (with Idit Fast)

Social Network Change in Schools, NYU Complex Organizations Workshop, Panel on the Organizations and Social Networks (with Delia Baldassarri and Jason Greenberg), April 2016

The Company We Keep: Experimental Evidence on Network Change from 56 Middle Schools, International Network for Social Network Analysis, April 2016

Can Innovative Analyses of Attitudes Improve Prediction of Behavior? Cognitive Representations and Fertility-Related Behavior (with Emily Marshall)
        Population Association of America Annual Meeting, April 2016
        Eastern Sociological Society, March 2016

Cognitive Representations, Schemas, and Behavior, Population Association of America Annual Meeting, San Diego, CA, April 2015 (With Emily Marshall, Christine Bachrach, and Heather Rackin)

Processes of Network Change: Experimental Evidence from 56 Middle Schools, Stanford Graduate School of Business, March 2015

The Contextual Meaning of Fertility: A Survey Experiment, American Sociological Association, Annual Meeting, August 2014

Big Data: Can It Solve Cultural Sociology's Behavioral Problems, American Sociological Association, Annual Meeting, August 2014 (with Emily Marshall)

Getting More from Mobile Devices: Using Implicit Attitude Measures for Ecological Momentary Assessment, Digitizing Demography Conference, Facebook, August 2014 (with Emily Marshall)

Author Meets Reader: Panelist for Daria Roithmayr's "Reproducing Racism", Law and Society Association Annual Meeting, June 2014

The Production of American Foreign Policy Ideas: Process and Meaning-Making in an Elite Organization.
    Advancing Cultural Sociology, Yale Center for Cultural Sociology, May 2014
    Culture and Interaction Workshop, University of Pennsylvania, March 2012

What Should the Sociology of Culture and Cognition Look Like? Panelist, Eastern Sociological Association, February 2014

Field Experiments and Practice, Summer Community-Oriented Primary Care Program, Robert Wood Johnson Medical School, June 2013

Social Influence and Gender in School Social Networks.
    Graduate School of Applied and Professional Psychology, Rutgers University, April 2013
    American Sociological Association, Annual Meeting, August 2012
    Analytical Sociology Conference, New York, June 2012

Flattening Political Discourse: The Case of the Council on Foreign Relations and Its Critics, American Sociological Association, Annual Meeting, August 2010.

Cognitive Accounts of Culture, Bridging Social Psychologies Conference, Northwestern University, November 2009

Networks and Perceiving Social Behavior.
    American Sociological Association, Annual Meeting, August 2009
    Department of Psychology Seminar, Princeton University, October 2006

Science vs. Religion? A New Look at an Old Opposition Using Data on Public Attitudes in the U.S., American Sociological Association, Annual Meeting, August 2008 (With Paul DiMaggio and Amir Goldberg)

The Implicit Association Test and Cognitive Culture, National Communications Association Conference on Cognitive Methods, May 2008

Exploring Schematic Heterogeneity in Attitude Survey Responses, Annenberg School for Communication, University of Pennsylvania, February 2008 (with Paul DiMaggio and Amir Goldberg).

Schematic Heterogeneity in Attitude Data: White Americans' Racial Attitudes, American Sociological Association, Annual Meeting, August 2007 (with Paul DiMaggio).

Teaching

Honors Seminar: How Government, Business and Non-Profits Change Our Behavior, Fall 2017

Institutional Transmission of Inequality Seminar (Graduate), Rutgers University, Fall 2016

Writing Seminar (Graduate), Rutgers University, Spring 2016, Fall 2017

Sociology of Culture (Undergraduate), Rutgers University, Spring 2015, Spring 2018

Sociology of Culture (Graduate), Rutgers University, Fall 2014

Organizations, Rutgers University, Spring 2014, Spring 2015, Spring 2018

Interventions and Social Change, Rutgers University, Fall 2013; Spring 2014, Fall 2014

Psychology for Policy Analysis, Preceptor, Woodrow Wilson School of Public and International Affairs, Princeton University, 2011-13

Senior Thesis Writing Group Leader, Princeton University, 2007-08

Creativity, Innovation and Society, Preceptor, Princeton University, 2006

Social Inequality, Preceptor, Princeton University, 2006

Counselor and Math Tutor, Upward Bound Program, Trenton, NJ, 2005-06

SERVICE

Field

Member, Max Weber Award Committee, ASA Section on Organizations, Occupations and Work, 2018

Editorial Board, *Sociological Forum*, 2016-present

Editorial Board, *Social Psychology Quarterly*, 2016-18

ASA Social Psychology Section Mentoring Program, mentor, 2016-17

Editorial Board, *Rutgers Journal of Sociology*, 2010-12

News Editor, *Sociology Lens*, 2010-12

University and Department

Rutgers Sociology Department Committees: Colloquium Committee 2014-17, Executive Committee 2014-15, Undergraduate Committee 2016-17, Culture and Cognition Area Captain and Workshop Co-organizer 2016-17

Aresty Research Program, 2014-15; Reviewer 2016-17

Co-organizer, Culture and Inequality Departmental Colloquium, Department of Sociology, Princeton University, 2009-10

Secretary, Black Graduate Caucus of Princeton University, 2006-07

Co-organizer, "Methods for Complex Social Systems Research Workshop," Princeton University, 2005-06

Student Diversity Assistant, Graduate School, Princeton University, 2005-06

Co-coordinator for Faculty Diversity Issues, Presidential Cabinet, Associated Students of Stanford University, 2002-03

Other

Consulting Researcher, Student Leadership Project, 2011-14

Ad Hoc Reviewer

American Journal of Sociology, American Sociological Review, Clinical Psychology Review, Communications of the Association for Computing Machinery, JAMA Pediatrics, Journal of Health and Social Behavior, Journal of Social and Political Psychology, Poetics, Proceedings of the National Academy of Sciences, Public Administration, Social Forces, Social Problems, Social Psychology Quarterly, Social Science Research, Sociological Forum, Sociological Methods and Research, Sociology of Education, Sociology Compass, The Sociological Quarterly