

# HANA R. SHEPHERD

Rutgers University  
Department of Sociology  
Davison Hall, 26 Nichol Ave.  
New Brunswick, NJ 08901  
Email: [hshepherd@sociology.rutgers.edu](mailto:hshepherd@sociology.rutgers.edu)

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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

## 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

Culture and Cognition, Social Networks, Social Psychology, Organizations, Race and Inequality, Legal Implementation and Enforcement, 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*.
- 2018 Shepherd, Hana and Emily Marshall. "The Implicit Activation Mechanism of Culture: A Survey Experiment on Associations with Childbearing." *Poetics* 69: 1-14.
- 2018 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* 68: 31-51.
- 2018 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* 80: 521-536.
- 2017 Shepherd, Hana. "The Structure of Perception: 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: CNN.com, Education Week, Los Angeles Times, National Education Assoc. Today, The New Yorker, New York Magazine, Time, U.S. News and World Report
- 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 AND WORKING PAPERS

- Shepherd, Hana and Jeffrey Lane. In the Mix: Social Integration and Social Media Adoption. *Revised and Resubmitted, Social Science Research*
- Shepherd, Hana and Emily Marshall. Childbearing Worldviews and Contraceptive Behavior Among Young Women. *Revise and Resubmit*

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

Shepherd, Hana and Idit Fast. Working Out Organizational Compliance: The Organizational Field and Variation in Schools' Implementation Practices During a Time of Legal Change. *Under review*

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

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

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

Gomila, Robin, Hana Shepherd, and Betsy Levy Paluck. Network Insiders and Observers: Who Can Identify Influential Network Members?

Shepherd, Hana and Adam Reich. Workplace Networks and Precarious Work: New Survey Evidence.

## FELLOWSHIPS AND GRANTS

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, 2018-2020 (\$148,395)

Gretel Weiss Graduate Student-Faculty Collaboration Grant, Rutgers Department of Sociology, "Work Conditions and Message Framing: Applications to Worker Outreach and Organizing", with Alexandra Gervis, 2018-2019 (\$4,000)

MaGrann Conference Grant: "New Tools for Understanding Low-Wage Work", Rutgers University, 2018

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

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

## SELECTED CONFERENCES AND PRESENTATIONS

\*Invited talks appear in italics.

*CERSI, Department of Sociology, Yale University, February 2019*

*Economic Sociology Workshop, MIT Sloan School of Management, February 2019*

*Culture Workshop, Department of Sociology, New York University, December 2018*

*Networks and Time Workshop, Department of Sociology, Columbia University, November 2018*

*Discussant, Cornell ILR/Rutgers Symposium Federalism in U.S. Work Regulation, Rutgers University, November 2018*

Organizer, “New Tools for Studying Low-wage Work”, Rutgers University, October 2018

Social Instability vs. Social Change: Social Network Ties and Outcomes in 56 Middle Schools, American Sociological Association Meeting, August 2018 (with Adam Reich)

The Affordances and Constraints of Local Labor Law, Law and Society Association Meeting, June 2018 (with Janice Fine)

*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)

*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*

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

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)

*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

### *Graduate*

Research Methods, Writing Seminar, Institutional Transmission of Inequality, Sociology of Culture, Psychology for Policy Analysis (Woodrow Wilson School of Public and International Affairs, Princeton University, 2011-13)

### *Undergraduate*

Honors Seminar: How Government, Business and Non-Profits Change Our Behavior, How Organizations Work, Sociology of Culture, Interventions and Social Change

## SERVICE

### *Field*

Editorial Board, *Social Psychology Quarterly*, 2016-18, 2019-2022

Editorial Board, *Sociological Forum*, 2016-present

Organizer, Panel on Norms, Culture and Cooperation, ASA Section on Altruism, Morality, and Social Solidarity, 2019

Member, Graduate Student Affairs Committee, ASA Section on Social Psychology, 2018-19

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

ASA Social Psychology Section Mentoring Program, mentor, 2016, 2018

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

News Editor, *Sociology Lens*, 2010-12

### *University, Department, Other*

Rutgers Sociology Department Committees: Executive Committee 2014-15; 2017-18; 2018-19, Ombudsman Committee 2018-19; Colloquium Committee 2014-17, Undergraduate Committee 2016-17, Culture and Cognition Area Captain and Workshop Co-organizer 2016-17

Aresty Research Program, 2014-15, 2018-19; Reviewer 2016-17, 2018-19

Consulting Researcher, Student Leadership Project, 2011-14

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

## AD HOC REVIEWER

American Journal of Sociology, American Sociological Review, Clinical Psychology Review, Communications of the Association for Computing Machinery, International Journal of Communication, 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, Socius