

Hana R. Shepherd

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New Brunswick, NJ 08901

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ACADEMIC POSITIONS

2013- Rutgers University, Assistant Professor, Department of Sociology

2011-2013 Princeton University, Postdoctoral Research Associate and Lecturer, Woodrow Wilson School of Public and International Affairs and Department of Psychology

Roots Program, Co-director njroots.princeton.edu

EDUCATION

Princeton University, Ph.D. Sociology, 2011

Dissertation: "Great Decisions: The Organizational Basis of Foreign Policy Ideas in the Council on Foreign Relations"

Qualifying Exams: Culture, Organizations and Networks, International Political Economy

Santa Fe Institute Complex Systems Summer School, 2006

Stanford University, M.A. Sociology, 2004

Stanford University, B.A. Interdisciplinary Studies in the Humanities, 2004
Departmental honors, with distinction

RESEARCH INTERESTS

Culture and cognition	Social psychology	Social networks	Organizations
Race and inequality	Social change	Theory	Methods

PUBLICATIONS

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

Shepherd, Hana, and Elizabeth L. Paluck. 2015. 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: <http://www.asanet.org/journals/spq/snaps.cfm>

Paluck, Elizabeth L. and Hana Shepherd. 2012. The Saliency 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.

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

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

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

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

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

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

OTHER PUBLICATIONS

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

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

Shepherd, Hana and Amir Goldberg. 2007. Tagging politics and consensus. Special Issue: Wikipolitics. *Republic*. <http://www.republic.gr/en/?p=147>

UNDER REVIEW

- Shepherd, Hana. The Structure of Perceptions: How Networks Shape Ideas of Norms.
- Marshall, Emily and Hana Shepherd. Cognition and Fertility Preferences of College Women: An Experimental Test of the Effect of Social Context on Preferences.
- Pronin, Emily, Camille Gray, Elliot Kruse, and Hana Shepherd. The Target Effect: When the Bias Blind Spot Yields to Group Identities.

WORKING PAPERS

- Shepherd, Hana. The Company We Keep: Experimental Evidence from 56 Middle Schools.
- Shepherd, Hana and Elizabeth Levy Paluck. A Network Process Theory of Cultural Emergence and Change.
- Shepherd, Hana and Emily Marshall. The Contextual Meaning of Fertility: A Survey Experiment.
- Shepherd, Hana. Setting the Agenda: Insularity and Organizational Decision-Making in American Foreign Policy.
- Shepherd, Hana and Idit Fast. Theorizing Law on the Ground: A Comparison of the Implementation of Anti-Bullying Legislation.
- Shepherd, Hana. School Network Characteristics and Peer Harassment.
- Shepherd, Hana, Paul J. DiMaggio, and Amir Goldberg. Schematic Heterogeneity in Attitude Data and Debates about White Americans' Racial Attitudes.

FELLOWSHIPS AND GRANTS

- NIH 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. (\$1500)
- Spencer Foundation Grant: A Social Network Approach to Influencing Civic Behavior: Building Cultures of Tolerance in Schools. 2011. (Co-author with E.L. Paluck, PI, \$40,000)
- Princeton University Dissertation Completion Fellowship, 2010
- 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
- Princeton University Graduate School, Graduate Academic Initiative Grant: Methods for Complex Social Systems Research Workshop, 2005. (\$1,500)
- National Science Foundation Graduate Research Fellowship, 2004

Stanford University President's Scholar, 2000

PRESENTATIONS

Cognitive Representations, Schemas, and Behavior. (With Emily Marshall, Christine Bachrach, and Heather Rackin). Population Association of America Annual Meeting, San Diego, CA. April 29, 2015.

Processes of Network Change: Experimental Evidence from 56 Middle Schools, Stanford Graduate School of Business, March 11, 2015.

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

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

Getting More from Mobile Devices: Using Implicit Attitude Measures for Ecological Momentary Assessment, Digitizing Demography Conference, Facebook, August 15, 2014 (with Emily Marshall)

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

The Production of American Foreign Policy Ideas: Process and Meaning-Making in an Elite Organization, Advancing Cultural Sociology, Yale Center for Cultural Sociology, 2014

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

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

Social Influence and Gender in School Social Networks. Graduate School of Applied and Professional Psychology, Rutgers University, 2013

Social Influence and Gender in School Social Networks, American Sociological Association, Annual Meeting, 2012

Peer Influence on Collective Norms and Gendered Harassment in a School Network, Analytical Sociology Conference, Columbia University, 2012

Great Decisions: The Organizational Basis of Foreign Policy Ideas in the Council on Foreign Relations, Culture and Interaction Workshop, University of Pennsylvania, 2012.

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

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

Networks and Perceiving Social Behavior, American Sociological Association, Annual Meeting, 2009

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

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

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

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

Norms and Networks. Department of Psychology Seminar, Princeton University, 2006

TEACHING

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

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

Organizations, Rutgers University, Spring 2014; Spring 2015

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

ADVISING AND SERVICE

Editorial Board, *Sociological Forum* 2016-2017

Editorial Board, *Social Psychology Quarterly*, 2016-2018

Consulting Researcher, Student Leadership Project, 2011-2014

Editorial Board, Rutgers Journal of Sociology, 2010-12

News Editor, Sociology Lens, 2010-12

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, Journal of Health and Social Behavior, Journal of Social and Political Psychology, Poetics, Proceedings of the National Academy of Sciences, Social Forces, Social Problems, Social Psychology Quarterly, Social Science Research, Sociological Forum, Sociology of Education, Sociology Compass, The Sociological Quarterly