

# Robert E. Freeland

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## EXPERIENCE

2022 – present      **Appalachian State University**, Assistant Professor  
2020 – 2022        **RAI Services Inc.**, Director of Population Health Effects  
2016 – 2019        **Wake Forest University**, Lecturer/Visiting Assistant Professor  
2017 – 2018        **Elizabeth City State University**, Assistant Professor  
2016 – 2017        **Salem College**, Lecturer  
2014 – 2015        **Ohio State University**, Lecturer  
2011                 **Duke University**, Lecturer  
2007                 **University of North Carolina at Charlotte**, Lecturer

## EDUCATION

2014                 **Ph.D. Sociology**, Duke University  
Dissertation: “Occupational Stratification and the Multidimensional Structure of Symbolic Meaning.”  
Committee: Lynn Smith-Lovin (Chair), Lisa Keister, James Moody, Ken Land  
Specialty Areas: Social psychology and social stratification  
2007                 **M.A. Sociology**, University of North Carolina at Charlotte  
1994                 **B.S. Electrical Engineering**, California State Polytechnic University Pomona

## TEACHING AND RESEARCH INTERESTS

Social psychology	Social stratification of gender, race, and class
Work and occupations	Quantitative methods
Applied sociology	Management and organizations

## PEER-REVIEWED PUBLICATIONS

**Freeland Robert E.**, Lynn Smith-Lovin, Kimberly B. Rogers, Jesse Hoey, and Joseph M. Quinn. Forthcoming. “Perceived Occupational Gender Composition: A Census and Exploration.” *Advances In Group Processes*.

Quinn, Joseph M., **Robert E. Freeland**, Em K. Maloney, Kimberly B. Rogers, and Lynn Smith-Lovin. Forthcoming. “Meaning Change in U.S. Occupational Identities during the COVID-19 Pandemic: Was It Temporary or Durable?” *Social Psychology Quarterly*

Aidan Combs, **Robert E. Freeland**, Katelin M. Alfaro Hudak, and Elizabeth A. Mumford. 2023. “The Effect of Occupational Status on Health: Putting the Social in Socioeconomic Status.” *Heliyon Cell Press* 9(11):e21766

**Freeland, Robert E.**, Deena R. Battista, Michael Polster, Robyn Chae, Nicole Dianno, and Kimberly Frost-Pineda. 2023. "Purchase Intent and Product Appeal of Velo Nicotine Pouches Among Current Tobacco Users and Nonusers of Tobacco." *Contributions to Tobacco & Nicotine Research* 32(3): 66-76.

Frost-Pineda, Kimberly, Robyn Chae, Nicole Dianno, **Robert E. Freeland**, and Michael Polster. 2023. "Purchase Intent and Appeal of ENDS Products among Current, Former and Never Ever Users of Tobacco Products in the US." *Contributions to Tobacco & Nicotine Research* 32(2): 34-42.

Quinn, Joseph M., **Robert E. Freeland**, Jesse Hoey, Kimberly B. Rogers, and Lynn Smith-Lovin. 2023. "How Cultural Meanings of Occupations in the U.S. Changed During the Covid-19 Pandemic." *American Behavioral Scientist* 67(1) 125–147.

**Freeland, Robert E.** and Catherine E. Harnois. 2020. "Bridging the Gender Wage Gap: Gendered Cultural Sentiments, Sex-Segregation, and Occupation-Level Wages." *Social Psychology Quarterly* 83(2): 129-151.

**Freeland, Robert E.**, Robin Gauthier, and Lynn Smith-Lovin. 2019. "Macrolevel Determinants of Network Ties in Neighborhoods and Voluntary Associations: Does Internet Penetration at the Country Level Make a Difference?" *Sociological Review of China* 7(1): 18-35.

**Freeland, Robert E.** and Jesse Hoey. 2018. "The Structure of Deference: Modeling Occupational Status Using Affect Control Theory." *American Sociological Review* 83(2): 243-277.

• **Winner of the 2019 ASA Outstanding Recent Contribution in Social Psychology Award**

Kriegel, Darys J., Jesse K. Clark, **Robert E. Freeland**, David R. Heise, Muhammad Abdul-Mageed, Dawn T. Robinson, Lynn Smith-Lovin. 2017. "A Multilevel Investigation of Arabic-language Impression Change." *International Journal of Sociology* 47(4): 278-295.

**Freeland, Robert E.** and Lisa A. Keister. 2016. "How Does Race and Ethnicity Affect Persistence in Immature Ventures?" *Journal of Small Business Management* 54(1): 210-228.

**Freeland, Robert E.**, Kenneth I. Spenner, and Grace MacCalmon. 2015. "I Gave at the Campus: Exploring Student Giving and Its Link to Young Alumni Donations After Graduation." *Nonprofit and Voluntary Sector Quarterly* 44(4): 755-774.

Foy, Steven, **Robert E. Freeland**, Andrew Miles, Kimberly B. Rogers, and Lynn Smith-Lovin. 2014. "Emotions and Affect as Source, Outcome and Resistance to Inequality." Pp. 295-324 in *Handbook of Social Psychology of Inequality*, edited by J. McLeod, E. Lawler and M. Schwalbe. New York: Springer.

## RESEARCH IN PROGRESS

**Robert E. Freeland.** "Gendered Job Satisfaction and Occupational Status: An Application of Affect Control Theory." Second revise and resubmit. *Springer Handbook of Social Psychology*.

Katelin A. Hudak, **Robert E. Freeland**, Aidan Combs, and Elizabeth Mumford. Under review. "Occupational Prestige of Law Enforcement Officers: Quantifying self and public perceptions of prestige."

**Freeland, Robert E.** "General Theory of Occupational Prestige."

**Freeland, Robert E.** and Catherine Harnois. "Discrimination in Municipal Human Relations Commissions: Linking Personal Experiences and Policymaking."

Araujo, Andres Castro, **Robert E. Freeland**, Lynn Smith-Lovin, Kim Rogers, and Aidan Combs. "Updating Occupational Deference Scores for All Occupations."

**Freeland, Robert E.** and Annie Page. "Occupational Status and Mental and Physical Health in the General Social Survey."

**Freeland, Robert E.** Lisa Walker, and Catherine Harnois. "Gendered Job Skills as Specific Status Characteristic."

**Freeland, Robert E.** and Jon Gordan. "The Multiple Dimensions of Job Satisfaction and Dignity."

Scruggs, Augusta and **Robert E. Freeland.** "Police Use of TikTok for Image Management."

## **COURSES TAUGHT**

Applied Sociology  
Changing Contours of Work in the 21<sup>st</sup> Century  
First Year Seminar  
Honors Thesis  
Introduction to Sociology  
Management & Organizational Behavior  
Marriage and Family  
Social Stratification: Gender, Race, and Class  
Quantitative Analysis of Sociological Data  
Racial and Ethnic Relations  
Research Methods  
Senior Research Seminar  
Social Problems  
Social Movements: Politics and Protest  
Urbanization  
Wealth, Power, and Privilege

## PRESENTATIONS

- 2017 “Modeling Occupational Status Using Affect Control Theory.” Paper presented at the *Modeling Social Interactions* conference, Hanover, NH
- 2017 “A Multidimensional Model of Occupational Gender Stratification.” Paper presented at the *Modeling Social Interactions* conference, Hanover, NH
- 2014 “Investigating Arabic Impression Change A Multi-level Investigation.” Paper presented at the annual meeting of the American Sociological Association, San Francisco, CA
- 2014 “Measuring Occupational Status: EPA and Occupational Prestige.” Paper presented at the annual meeting of the Southern Sociological Society, Charlotte, NC
- 2013 “Identity Stability across Structural Discontinuity: The Enduring Effect of Proximate Social Structures on Donation Behavior.” Paper presented at the annual meeting of the American Sociological Association, New York, NY
- 2013 “Gender Concentration and the Occupational Earnings Gap.” Paper presented at the annual meeting of the American Sociological Association, New York, NY
- 2013 “Black Isolation in the General Social Survey: An Artifact of the Name Generator Methodology.” Paper presented the annual meeting of the Southern Sociological Society, Atlanta, GA
- 2012 “Gender Concentration and Symbolic Meaning.” Paper presented at the Research Advances in Affect Control Theory II conference, Indianapolis, IN
- 2011 “Social Class and the Friendship Ties in Neighborhoods, Work and Voluntary Associations: A Cross-National Analysis of 19 Countries.” Paper presented at the annual meeting of the American Sociological Association, Las Vegas, NV
- 2011 “Social Isolation and the Internet: Examining the Network and Psychological Components of Isolation within the GSS.” Paper presented at the annual meeting of the Southern Sociological Society, Jacksonville, FL
- 2011 “Using Affect Control Theory to Understand Arab Culture.” Paper presented at the annual meeting of the Southern Sociological Society, Jacksonville, FL (Co-author Jessie Clark)
- 2009 “Involuntary Job Loss from 1985 - 2005: Trends from the PSID.” Paper presented at the American Sociological Association annual meeting, San Francisco, CA
- 2007 “Age, Volunteerism and Social Structure: A Life Course Perspective.” Paper presented at the American Gerontological Association annual meeting, San Francisco, CA (Co-author Diane Zablotzky)
- 2007 “Wealth and Job Instability.” Paper presented at the American Sociological Association annual meeting, New York, NY
- 2007 “Altruism as Affect Control” Paper presented at the Southern Sociological Society annual meeting, Atlanta, GA

2006 Participation in the American Sociological Association's Spivack Workshop on School Composition and School Outcomes, Washington, D.C.

### **BOOK REVIEWS**

Freeland, Robert E. 2009. Review of *Society and the Absurd: A Sociology of Conflictual Encounters* by Schlomo G. Shoham. *Sociological Inquiry* 79(2):256-257.

### **ADDITIONAL EXPERIENCE**

Datasets – American Community Survey (ACS), Occupational Information Network (O-Net), International Social Survey Program (ISSP), National Longitudinal Study of Youth (NLSY), Panel Study of Entrepreneurial Dynamics (PSED), Panel Study of Income Dynamics (PSID)  
Analysis Software - Stata, SPSS, R, HLM, Python Pandas

### **ASSOCIATION MEMBERSHIPS**

American Sociological Association  
Southern Sociological Society  
International Network for Social Network Analysis

### **RELATED PROFESSIONAL EXPERIENCE**

2018 – Director of Analytics and Research, Go Blue Health, San Diego, CA

2004 – Co-founder, Keller Williams Realty Tulare & Kings Counties, Visalia, CA

2003 – 2004 Information Systems Director, I MEF G-6, United States Marine Corps  
Camp Pendleton, CA and Fallujah, Iraq  
Rank: Major

2000 – 2003 Information Systems Director, Accruent, Santa Monica, CA

1995 – 2000 Information Systems Officer, United States Marine Corps, Marine Corps University,  
Quantico, VA  
Rank: Captain