**CURRICULUM VITAE**

**Kenneth B. Muir, Ph.D.**

**Professor of Sociology**

Dept. of Sociology Home address:

203-B Chapell Wilson Hall 472 Virgil’s Lane

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**RESEARCH AND TEACHING SPECIALIZATIONS**

Sociology of sport; sociology of media; popular culture; introductory sociology

**EDUCATIONAL BACKGROUND**

Ph.D. Sociology, 1993, Virginia Tech. Dissertation title: "The Effect of Changes in Corporate Ownership on Three Metropolitan Daily Newspapers' Editorials, 1961-1992." Comprehensive examination areas: complex organizations, media sociology, social theory.

M.A. Journalism and Communication (double Master’s degree), 1985, University of Florida. Thesis title: "The Effect of Education on Communication Students' Standards of Ethics." Areas of study: media effects, media and society, media management, law and ethics.

B.A. Journalism, 1979, Oakland University. Areas of study: news writing, editing, reporting.

**EMPLOYMENT HISTORY**

2009- Professor of Sociology, Dept. of Sociology, Appalachian State University

2006 Fulbright Senior Specialist, Christchurch, New Zealand

2004-09 Associate Professor, Dept. of Sociology/Social Work, Appalachian State Univ.

2001- 06 Director, Master of Arts in Social Sciences Program, Appalachian State Univ.

1998-2004 Assistant Professor, Dept. of Sociology/Social Work, Appalachian State Univ.

1996-98 Assistant Professor (visiting), Department of Urban and Regional Studies, University of Wisconsin-Green Bay.

1993-96 Assistant Professor (visiting), Department of Sociology and Anthropology, West Virginia University.

1993 Assistant Professor (adjunct), Department of Sociology, Radford University

1987-92 Instructor, Department of Sociology, Virginia Tech.

1985-87 Instructor, Department of Communication, Radford University

1983-85 Copy editor, Gainesville Sun, Gainesville, FL.

1981-83 Sports editor, Jupiter Courier-Journal, Jupiter, FL.

1979-81 Reporter, Jupiter Courier-Journal, Jupiter, FL.

**COURSES TAUGHT (Graduate Level)**

**Social Science Seminar**: (Appalachian State, 2001-06)

**Contemporary Social Issues**: (Appalachian State, 2001, 2002, 2003, 2005)

**Contemporary Theory**: (Appalachian State, 2003)

**Race and Minority Relations**: (Appalachian State, 2002, 2003, 2004)

**COURSES TAUGHT (Undergraduate Level)**

**Intro. to Sociology**: (Appalachian State, 1998-present; UW-Green Bay, 1996-97; WVU, 1993-1996; Virginia Tech, 1992, 1991, 1989 (honors), 1988; Radford University, 1993

**Sociology of Sport**: (Appalachian State, 2004-present)

**Popular Culture:** (Appalachian State, 2004-present

**Sociology of Media**: (Appalachian State, 2000, 2005-2011)

**Complex Organizations**: (Appalachian State, 1999; Virginia Tech, 1992)

**Social Problems**: (Appalachian State, 2000-2002; Virginia Tech, 1989, 1990 (honors)

**Social Theory**: (Appalachian State, 1999; UW-Green Bay, 1996-97; Virginia Tech, 1992)

**Minority Groups**: (UW-Green Bay, 1997)

**Social Change and Collective Behavior**: (Appalachian State, 1998, 2000; WVU, 1993-96; Virginia Tech, 1989)

**Social Stratification**: (WVU, 1994-95)

**Marriage and Family**: Appalachian State, 2002, 2004, 2006; UW-Green Bay, 1996-97)

**Race Relations**: (Appalachian State, 2001- 2002; WVU, 1994-95; Virginia Tech, 1992, honors course)

**Gender Role Development**: (UW-Green Bay, 1996-97; Virginia Tech, 1987-88)

**Deviance**: (Appalachian State, 1999-2001, 2003, 2016; UW-Green Bay, 1996-97; Virginia Tech, 1992, honors course)

**Family**: (UW-Green Bay, 1996-97)

**Media and Culture**: (Honors course: WVU, 1994-96)

**Minorities and Media**: (Honors course: WVU, 1994-6)

**Other**: News Writing, Advanced Reporting, Editing, Magazine Editing, Introduction to Mass Communication, Feature Writing (Radford University, 1985-87; Advanced Senior Journalism Seminar, Intro to News Writing; University of Florida, 1983-85)

**BOOK CHAPTERS and REVIEWS**

2014 Muir, Kenneth B. “Jesse Owens.” In *Encyclopedia of Race and Ethnicity*. Cameron Lippard (ed.). Westport, CT: Greenwood Press.

2013 Muir, Kenneth B. “The Ship That Would Not Die: USS Queens, SS Excambion, and USTS Texas Clipper.” *The Journal of Popular Culture*. Vol 36:4.

2011 Nash, Bradley, Jr., W. Edward Folts, Kenneth B. Muir, James Peacock, Kate Jones. “Elderly Populations and the Rural Housing Continuum.” *Rural Housing and the Exurbanization Process*, edited by David W. Marcouiller, Mark B. Lapping and Owen J. Furuseth.  Aldershot, England: Ashgate Publishing.

**BOOK CHAPTERS and REVIEWS (cont.)**

2009 Muir, Kenneth B. “Toward a Typology of Sport Celebrities.” In *Celebrity in Contemporary America.* Santa Barbara, CA: Greenwood Publishing Group.

2008 Muir, Kenneth B., and Trina Seitz. “Collegiate Rugby and Subculture Deviance.” In *Deviance: The Interactionist Perspective.* Boston: Allyn and Bacon.

2008 Muir, Kenneth B. Review of *Journalism in the Movies,* by Matthew C. Ehrlich, Journal of Popular Culture, January 2008 Volume 52, Number 10.

2007 Muir, Kenneth B. Review of *Horsehide, Pigskin, Oval Tracks, and Apple Pie,* by James A. Vlasich, *Journal of Popular Culture*, June 2007 Volume 50, Number 8.

2006 Folts, W. Edward, Kenneth B. Muir, James Peacock, Bradley Nash, Jr., and Kate Jones. “Rural Housing for the Elderly.” In *Service Delivery to Rural Older Adults: Research, Policy, and Practice.* New York: Springer Publishing Company.

2003 Folts, W. Edward, and Kenneth B. Muir. “Rural Housing for the Elderly.” In R.J. Ham,

R.T. Goins, and D.K. Brown (eds.), *Best Practices in Service Delivery to the Rural*

*Elderly.* Morgantown, WV: West Virginia University Center on Aging.

**OTHER PUBLICATIONS INCLUDING BOOKS/JOURNAL ARTICLES**

2013 Muir, Kenneth B. *The Sociological Perspective.* Dubuque, IA: Kendall Hunt Publishing.

2012 Raj Ghoshal, Cameron Lippard, Vanesa Ribas, and Ken Muir. "Beyond Bigotry: Teaching About Unconscious Prejudice." Teaching Sociology.

2007 Muir, Kenneth B. Review of “Journalism in the Movies” by Matthew C. Ehrlich, Urbana and Chicago: University of Illinois Press, *The Journal of Popular Culture*, June, 2007.

2006 Muir, Kenneth B. “Measuring the Benefits of Mentoring for ‘Foster Grandparents:’ A Research Note.” *Educational Gerontology.* 32:5, 379-389.

2005 Folts, W. Edward, Edwin Rosenberg, Kenneth B. Muir, and Lorin A. Baumhover. “Reassessing the Demographic Imperative.” *Educational Gerontology.* 31:1, 73-83.

2004 Muir, Kenneth B., and Trina Seitz. “Homophobia, Misogyny, and Machismo in a Deviant Athletic Subculture: A Participant-Observation Study of Collegiate Rugby.” *Deviant Behavior.*

2004 Folts, W. Edward, Kenneth B. Muir, and Bradley Nash, Jr. “Housing and the Older Rural Population.” *Journal of Housing for the Elderly.* Vol. 19: 1.

**PUBLICATIONS (Cont.)**

2002 Muir, Kenneth B. Biographies of sociologists Thorstein Veblen, Max Weber; comedian Charlie Chaplin; newspaper publishers William Randolph Hearst and Katherine Graham. Manuscripts accepted for publication in “Modern Age” special publication of Greenwood Press.

2001 Folts, W. Edward, and Kenneth B. Muir. “Housing for Older Adults: New Lessons From the Past.” *Research in Aging, Vol. 24 (1) 10-29.*

2000 Muir, Kenneth B. and Ed Rosenberg. “Deviance and the Aging Athlete: A Participant-Observation Study of the Transformation of Rugby.” *The Southwest Journal on Aging, Vol. 16 (2), 107-118*.

2000 Folts, W. Edward, L. Baumhover, K. Muir, and E. Rosenberg. *Developmental Disabilities and Aging: Changing the Gerontology Curriculum to Address the Issues of the 21st Century.* Manuscript in preparation for submission to Educational Gerontology: An International Journal. Formal. Unfunded.

2000 Muir, Kenneth B. “The Civil War and the Press.” *American Journalism*.

2000 Muir, Kenneth B. Review of documentary film “Varmints.” Bullfrog Films, Oley, PA.

1999 Muir, Kenneth B., “Corporate Change and Neutral Newspaper Editorials: A Preliminary Investigation.” *Mass Comm Review, Vol. 23, 67-78.*

1995 Muir, Kenneth B., Student Study Guide. New York: McGraw-Hill.

1994 Muir, Kenneth B., Introductory Sociology Reader. New York: McGraw-Hill.

**PUBLICATIONS UNDER REVIEW**

2016 Muir, Kenneth B., “Hanging with the Boys: Re-examining Male and Female Deviance in Athletic Subculture.” Submitted to *Journal of Deviant Behavior.*

**PRESENTATIONS/PAPERS**

2015 “Countering Culture: English Rugby Women’s Struggle for Identity,” paper presented at the North American Society for Sociology of Sport annual conference, November 4-7, Santa Fe, NM.

2014 “Hanging with the Boys: Re-examining Deviant Behavior in Male and Female Athletic Subculture,” paper presented at Popular Culture Association annual conference, April 16-19, Chicago, Ill.

**PRESENTATIONS/PAPERS (cont.)**

2013 “It’s Not the Same Game Anymore: The Changing Face of Women’s Rugby,” paper presented at Popular Culture Association annual conference, April 16-19, Washington, DC.

2012 "Beyond Bigotry: Teaching About Unconscious Prejudice,” paper presented at American Sociological Association annual conference, Aug. 2012, Denver, CO.

2010 “Toward a Typology of Sport Celebrities”, Paper presented at the Popular Culture Association annual conference, April 21-24, San Antonio, TX.

2009 “The Pornographers: A Look at the Middle-Management”, Paper presented at the Popular Culture Association annual conference, April, 23-25, New Orleans, LA.

2008 “Smiling Faces: A content analysis of media images of male and female athletes”, Paper presented at the Popular Culture Association annual conference, March 21-24, San Francisco, CA.

2007 “Women’s Rugby Players’ Perceptions of Gender Identity”, Paper presented at the North American Society for the Sociology of Sport’s annual conference, Nov. 1-3, Pittsburgh, PA.

2006 “ ‘It’s Just Not The Same Game’: A Cross-Cultural Examination of Women Rugby Players’ Perceptions of Gender Identity”, Paper presented at the North American Society for the Sociology of Sport’s annual conference, Nov. 3, Vancouver, BC.

2005 “Acting Like ‘Ladies’: Sex-Role Socialization in an Athletic Subculture.” Paper presented at the 3rd Annual International Arts and Humanities Conference, Honolulu, HI, Jan. 12.

2004 “The Mass Media and Organized Labor: Agency, Structure, and Historical Transformations,” Paper presented at the annual meeting of the Southern Sociological Society, Atlanta, GA, April 20.

2004 “Women’s Voices in a ‘Man’s World’” Paper presented at the annual meeting of the Popular Culture Association and American Culture Association, San Antonio, TX, April 14.

2003 “Editorial Cartoonists and the September 11 Terrorist Attacks: An Application of Kubler-Ross’ Stages of Grief.” Paper presented at the annual meetings of the Southern Sociological Society, New Orleans, April 26.

2003 “Housing the Rural Elderly: Policy and Service Issues.” Paper presented at the Southern Gerontological Society annual meetings, Richmond, VA, April 12; authors: W. Edward Folts, Lorin A. Baumhover, Kenneth B. Muir, and Edwin Rosenberg.

**PRESENTATIONS/PAPERS (cont.)**

2003 “Rural Housing for the Elderly.” Paper presented at the Association for Gerontology in Higher Education meetings, Jacksonville, Fl. March 20; authors: W. Edward Folts and Kenneth B. Muir.

2002 “Return of the Loop: Violent Imagery in Internet Pornography,” Paper submitted and accepted for presentation at the Popular Culture/American Culture Association meetings in Toronto, April 20.

2002 “Praxis Makes Perfect: Teaching Popular Culture and Research Methods to Introductory Sociology Students,” Southern Sociological Society meetings, Baltimore, April 13-17.

2001 “Deviance and the Aging Athlete: A Participant-Observation Study of Rugby,” Popular Culture/American Culture Association annual meetings, Philadelphia, April 15-18.

2001 “The Civil Rights Editorials of Ralph McGill: Some new interpretations,” Southern Sociological Society, Atlanta, GA, April 8.

2001 “Teaching Popular Culture to the Introductory Sociology Student,” Popular Culture Association annual meetings, Philadelphia, April 15-18.

2001 “The Logic and process of Developing an Introductory Sociology Course for Majors and Non-Majors,” Invited panelist and discussant, North Carolina Sociological Association annual meetings, Durham, NC., March 4.

2000 “The Sociological Imagination of Ralph McGill: The Conscience of the South,” Southern Sociological Society annual meetings, New Orleans, LA, April 19-22.

2000 “Us and Them: Teaching Research Methods and Popular Culture,” Southern Sociological Society annual meetings, New Orleans, LA, April 19-22.

2000 “Creating and Documenting a Record in Excellence in Teaching,” invited participant, North-Central Sociological Association meetings, Pittsburgh, PA, April 14-16.

1999 “Ralph McGill and the New South,” Southern Sociological Society annual meetings, Nashville, TN, April 14.

1998 “Instrumentality and Expressiveness in the Stands: Male/Female Sports Fan Behavior,” North American Society for the Sociology of Sport, Las Vegas, NV, November 1998.

1997 “On Becoming Male: Sex-Role Socialization and Male Rugby Players,” British Sociological Association annual meeting, Edinburgh, Scotland, April 9-15.

1997 “Doing Deviance: Rationalization and Motivation in Athletics,” North-Central Sociological Association, Indianapolis, IN, April 24.

**PRESENTATIONS/PAPERS (cont.)**

1996 "Sports Fans' Attitudes Toward Sports Officials," North-Central Sociological Association, Cincinnati, OH, April 22.

1995 "Deviant Behavior in an Athletic Subculture: The Case of Rugby," North-Central Sociological Association, Pittsburgh, PA, April 23.

1995 "How the Media Reported the Baseball Strike," North-Central Sociological Association, Pittsburgh, PA, April 23, session organizer, presenter, discussant.

1995 "Exploring New Uses for Content Analysis," American Sociological Association, Washington, DC. August 1995.

1995 "It's Rare to Find a Medium Well-Done," American Sociological Association, Washington, DC. August 1995, Roundtable organizer, discussant, Marxist Section.

1994 "Social Control in an Athletic Subculture," North-Central Sociological Association, Columbus, OH, April 26.

1994 "A Preliminary Inquiry into Neutral Editorials," North-Central Sociological

Association, Columbus, OH, April 26.

1994 "Ritual in Deviant Subcultures," North-Central Sociological Association, Columbus, OH.

**HONORS/RECOGNITIONS**

2014 - 2016 Most Helpful Faculty, ASU Student Government Association

2013 Nominated, finalist, Wayne D. Duncan Faculty Enrichment award, ASU

2010 Award recipient, ASU Last Lecture Series

2009 Award recipient, Most Involved Faculty Member, ASU Residential Housing

2006 Nominated, SGA Outstanding Teacher of the Year award

2006 Nominated, University Board of Governor’s Outstanding Teaching Award

1998-2008 Nominated, Club Sports Adviser of the Year, ASU University Recreation Program

2003 Outstanding Faculty Adviser nominee, ASU College of Arts and Sciences

2002 Outstanding Faculty Adviser nominee, ASU College of Arts and Sciences

2000 ASU, Nominee, ASU College of Arts and Sciences, Academy of Outstanding Teachers

1998-2000 ASU, Nominee, faculty adviser of the year

1999 ASU, finalist for SGA Outstanding Teacher of the Year award

1996-97 Nominated, UW-Green Bay, Outstanding Teacher of the Year award

1994-96 WVU Honors Program, Golden Apple Teaching Award

(Honors top ten faculty members at the University)

1995 Invited lecturer, Faculty Showcase Series, West Virginia University

1986-87 Finalist, Teacher of the Year, Radford Univ.

**PROFESSIONAL ACTIVITIES and SERVICE**

2015 Reviewer, British Journal of Sports Medicine.

2015 North American Society for the Sociology of Sport, conference committee.

2015 North American Society for the Sociology of Sport, official conference locator.

2015 North American Society for the Sociology of Sport, panel organizer, presenter, November 4-7, Santa Fe, NM.

2015 National Area Chair, Discussant, Organizer, “Eros and Pornography in Society,” April 1-4, New Orleans, LA, four sessions.

2013- UNC Faculty Assembly representative.

2013- Member, Executive Council, North Carolina Sociological Association.

2013 Editor, NCSA Newsletter, one edition/volume.

2012 National Area Chair, Discussant, Organizer, “Eros and Pornography in Society,” Popular Culture Association, Washington, DC, April 14-17, four sessions.

2011 National Area Chair, Discussant, Organizer, “American Journalism” Popular Culture Association, Boston, MA, April 5-8, two sessions.

2011 National Area Chair, Discussant, Organizer, “Eros and Pornography in Society”, Popular Culture Association, Boston, MA, April 5-8, five sessions.

2010 National Area Chair, Discussant, Organizer, “American Journalism” Popular Culture Association, San Antonio, TX, April 21-24. (Four sections)

2010 National Area Chair, Discussant, Organizer, “Eros and Pornography in Society”, Popular Culture Association, San Antonio, TX, April 21-24. (Five sections)

2009 National Area Chair, Discussant, Organizer, “American Journalism” Popular Culture Association, New Orleans, April 8-11.

2009 National Area Chair, Discussant, Organizer, “Eros and Pornography and Popular Culture” Popular Culture Association, New Orleans, April 8-11. (Four Sections).

2008 National Area Chair, Discussant, Organizer, “American Journalism” Popular Culture Association, San Francisco, March 21-25.

2008 National Area Chair, Discussant, Organizer, “Eros and Pornography and Popular Culture” Popular Culture Association, San Francisco, March 21-25. (Four Sections).

2007 National Area Chair, Discussant, Organizer, “American Journalism” Popular Culture Association, Boston, April 6-9.

2007 National Area Chair, Discussant, Organizer, “Eros and Pornography and Popular Culture” Popular Culture Association, Boston, April 6-9. (Five Sections).

2006 National Area Chair, Discussant, Organizer “American Journalism” Popular Culture Association, Atlanta, March 22-25.

2006 National Area Chair, Discussant, Organizer “Eros, Pornography, and Popular Culture” Popular Culture Association, Atlanta, March 22-25.

2005- Exhibits Coordinator, Southern Sociological Society.

2005 National Area Chair, Discussant, Organizer “American Journalism” Popular Culture Association, San Diego, CA, March 24-29. (Two Sections).

2005 National Area Chair, Discussant, “Eros, Pornography, and Popular Culture” Popular Culture Association, San Diego, CA, March 24-29. (Four Sections).

2005 Session organizer and discussant, “American Popular Culture,” 3rd Annual International Arts and Humanities, Honolulu, HI, Jan. 12.

**PROFESSIONAL ACTIVITIES AND SERVICE (Cont.)**

2001-2006 Wilkes Community College Advisory Board, North Wilkesboro, NC

2002 Session organizer, Southern Sociological Society annual meetings, Baltimore,

2002 Invited panelist, Southern Sociological Society annual meetings, Baltimore.

2001 Invited panelist, The Logic and Process of Teaching Introductory Sociology to Majors and Non-Majors, annual meeting, North Carolina Sociological Assoc.

2000 Invited reviewer, Wadsworth Publishing, introductory sociology textbook

2000 Session Chair and Discussant, Southern Sociological Society, Impact of Media, April 19, New Orleans, LA.

2000 Discussant and Presider, Poster Session, Southern Sociological Society, April 19, New Orleans, LA..

1999 Reviewer, Bullfrog Video Publications.

1998 Organizer, discussant, North-Central Sociological Association, Crowd Behavior and the Mass Media. April 16, 1998, Cleveland, OH.

1993 Member, Teaching Sociology Committee, North-Central Sociological Assoc.

1995 Organizer of invited session, Marxist Sociology Section of American Sociological Association, Washington, DC.

1995 Organizer of paper session, "Media, Labor, and Management," North-Central Sociological Association, Pittsburgh, PA.

1993-96 Reviewer, Undergraduate Student Paper Award, North-Central Sociological Association, Pittsburgh, PA.

1995 Reviewer, Scholarly Achievement Book Award, North-Central Sociological Association, Pittsburgh, PA.

1995-97 Editorial Board Member, Collegiate Press, introductory text book reviewer.

1993-95 Secretary-Treasurer, West Virginia Sociological Association.

1993-98 Reviewer, Teaching Sociology and McGraw-Hill, Introductory textbooks.

**UNIVERSITY and DEPARTMENTAL ACTIVITIES**

2016- Academic Integrity Board

2016- University Research Fellow, University of Winchester (UK)

2011- University Athletic Council

2012 Departmental Curriculum Committee

2009 Faculty Fellow, University Housing and Residential Life

2008 - 10 University Faculty Grievance Committee

2006 Faculty Development Taskforce, Policies and Procedures Subcommittee

2005-08 ASU Summer Reading Program, Materials Committee Chair

2005-07 College of Arts and Sciences, Outstanding Alumni Committee

2005-08 Department Computer Committee

2003-05 College of Education, Planning and Policy Committee

2003-08 ASU Summer Reading Program, Materials Committee Member

2002-08 ASU Summer Reading Program Committee Member

2002- ASU HEMP Club, faculty adviser

2007-08 ASU Students for Ron Paul, faculty adviser

2004 Invited Speaker, Residential Housing Program

2001- Department Graduate Committee

1998-05 Freshman Learning Committee Faculty/Student Facilitator

1998-05 Freshman Learning Committee, Orientation Organizer and Presenter

1998-05 Freshman Learning Committee, Team Member

1998-02 ASU Teaching Enhancement Committee

2000 Co-author, Department Five-year Plan

2000- Graduate Faculty, Full Member

‘99-02’05’06 Department Personnel Committee, ASU

2000-04 Faculty Senate, ASU, various committee assignments

1999-03 North Carolina State Assembly, faculty representative

1998-2002 Faculty Development Committee, ASU

1998-2000 Public Relations Committee, ASU

1998 Student Evaluation Committee, ASU (chair)

1998-01 Undergraduate Internship Committee

1998- Faculty adviser, women’s and men’s rugby clubs, ASU

1996-98 Member, Women’s Studies Program, University of Wisconsin-Green Bay

1993-1996 Faculty Associate, Center for Black Research, West Virginia University

1993-96 Member, Undergraduate Curriculum Committee, Dept. of Sociology, WVU

1993-96 Coach, adviser, West Virginia University Men's Rugby Football Club

1994-96 Faculty academic adviser, Kappa Delta Rho, Mu Alpha Chapter.

**MEMBERSHIPS**

2005- International Arts and Humanities Association

2000- Popular Culture Association

1998- North American Society for the Sociology of Sport

1998- Southern Sociological Society

1998- North Carolina Sociological Association

1987-1995 American Sociological Association

**REFERENCES**

W. Edward Folts, Ph.D., former Department Chair, Professor of Sociology, Dept. of Sociology, Appalachian State University, Boone, NC.

Email: Foltswe@appstate.edu (828) 262-2293

Lorin Baumhover, Ph.D., Chancellor’s Chief of Staff (ret.), Professor of Sociology, Dept. of Sociology, Appalachian State University, Boone, NC.

E-mail: Baumhoverla@appstate.edu (828) 262-2880.

Stanley Aeschleman, Ph.D., Provost (ret.), Professor Emeritus, Dept. of Pyschology, Appalachian State University, Boone, NC.

E-mail: Aeschelmansa@appstate.edu (828) 262-2272.

Anthony Calamai, Ph.D., former Dean, College of Arts and Sciences, Professor of Physics, Appalachian State University, Boone, NC.

E-mail: Calamaiag@appstate.edu (828) 262-3078.