

reflected appraisals

We perceive ourselves as we believe others perceive us

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friendship the soc of betrayal

Just when we thought everyone had weighed in on the Roger Clemens-Andy Pettitte-human growth hormone affair, *The New York Times* called in the sociologists to discuss the rift among these (former) friends and questions of loyalty among men and in sports.

Stony Brook University's Michael Kimmel noted the clash of two values



AP Photo/Duane Burleson

Former friends and New York Yankees pitchers Roger Clemens, right, and Andy Pettitte in 2003.

connected to masculinity—doing the right thing and never betraying your friends.

Sports sociologists noted that a team's cohesiveness often trumps the higher moral value of ratting out a teammate.

Which obviously didn't happen here. New York Yankees pitcher Andy Pettitte told a congressional committee in February that fellow Yankee pitcher Roger Clemens used steroids and human growth hormone.

The article went on to explain how men and women navigate sacrifice in friendships and how they handle questions of loyalty.

"Scholars who study gender differences say that when deciding how far loyalty should go, men make calcula-

tions on a case-by-case basis rather than on any gender-specific prescription," the paper reported.

promises candidates propose poverty policies

The Democratic presidential candidates published statements about their plans to combat a new "war on poverty" in the inaugural issue of *Pathways*, a new magazine covering policy debates about wealth and poverty in America.

Pathways is run by sociologist-editors David Grusky and Chris Wimer at Stanford University's Center for the Study of Poverty and Inequality in California.

"The candidates' policy recommendations include: tripling the Earned Income Tax Credit (Obama) [and] creating at least 5 million 'green collar' jobs (Clinton)," the *San Francisco Chronicle* reported in covering the launch of the publication.

The *Chronicle* said the launch of the magazine couldn't be more timely, given the fact that the economy has overtaken the war in Iraq as Americans' top concern this election year and the gap between rich and poor is at its widest in 80 years.

"Today, there is an extraordinary commitment to reduce poverty, which comes out loud and clear in the articles submitted by the Democratic candidates," Grusky told the paper, noting the first issue is devoted to "the high cost of running a high-poverty economy."

Pathways will be able to comment on a "smart" war on poverty, Grusky told the *Chronicle*, because of the better data available thanks to breakthroughs

in computing, information analysis, and data retrieval.

happy spaces design by soc sci

Clients are lining up for a sociologist and neuroscientist to design "happy spaces," according to Britain's *Yorkshire Post* newspaper.

Happy space refers to rooms specifically designed to invoke positive feelings and emotions. Recent studies, according to the *Post*, have shown factors like "room layout, lighting, symmetry of architecture and the position of doors have an effect on our brain function, health and mood," the paper reported.

Working together at Salford University's Centre for Research and Innovation in the Built and Human Environment, sociologist John Zeisel and his research partner neuroscientist Peter Barrett have been asked to, among other things, help design a Manchester elementary school.

The city council wants to ensure students increase their academic performance, and if it takes an environmental change to achieve it, the council is willing to consider it, the *Post* reported.

digital technology may displace family gatherings

If you email grandma every day, do you still have to fly cross-country to visit her for the holidays?

That's the question *The New York Times* explored with sociologists and social scientists in a recent article about how much family time, in the digital

age, is considered enough.

University of Missouri sociologist Deborah Smith spoke about the “changing rules about the level of obligation” required from families as technology has changed the way they stay in touch.

“For some people, a stream of e-mail messages to a relative or a gift from Amazon.com in the mail might add up to enough money in the ‘emotional bank’ to make skipping a visit acceptable,” the paper reported.

Social scientists are questioning what relationships will lack when we miss the smiles, tears, giggles (or frowning brows and rolling eyes) that an email or text message would never convey.

cohorts marking last, first sociologists

Is the current cohort of sociology majors likely to be the last at Indiana State University? According to the *Indiana Statesman*, the sad truth is yes.

A proposal to suspend the sociology major and combine the sociology and psychology departments will likely be decided by the university administration by spring 2008, the dean of the College of Arts and Sciences, told the paper.

ISU students’ protests are falling on the deaf ears of school officials who see no alternatives to cutting the program, even though statistics suggest that sociology is an appealing field of study.

Undergraduate sociology major enrollment increased 18 percent between 1992 and 2002 according to a survey by the American Sociological Association. ASA also found the number of students graduating with degrees in sociology has been steadily increasing since the late 1980s, recently surpassing the number

of degrees awarded in economics.

Faculty members at the University of La Verne in California recently experienced a similar programmatic shut-down, if on a slightly smaller scale and with less lead time.

According to the university’s *Campus Times*, they showed up one morning in September to find the three-year-old online criminology program had been cancelled, with no explanation.

The provost told the paper he had discussed the decision with the department chair and one other faculty member two months before, and gathered enough information to make a decision about cutting the program. The faculty members said they had no advance notice of the cancellation.

On a brighter note, Portland State University’s sociology department just received state approval for a doctorate program, which will begin in Fall 2008. The doctorate will focus on how health and social inequality benefit some social groups at the expense of others.

recognition sociologist among influential hispanics

Clara Rodríguez, a sociologist at Fordham University, made *Hispanic Business* magazine’s annual list of 100 most influential Hispanics in the country.

Rodríguez was listed for her work in the field of education. The mag-



Photo courtesy Fordham University

azine, which published the list in its October issue, highlighted Rodríguez’s work as a consultant for the television shows *Dora the*

Explorer and *Sesame Street* and noted she has written more than 50 articles on Hispanics in the United States and recently coauthored *Culture and Commerce of Publishing in the 21st Century*.

The magazine boasts a circulation of 1.1 million among Hispanic business leaders.

game show sociologist smarter than 5th grader

Sandra Zichermann, a sociology Ph.D. student at University of Toronto, won \$100,000 on the television game show *Are You Smarter Than A Canadian 5th Grader* for being, well, smarter than a Canadian 5th grader.

The show asks adults trivia questions culled from an elementary school curriculum.

To win the \$100,000 question, Zichermann needed help from an 11-year-old with the three colors of Belgium’s flag (black, yellow, and orange).

“I don’t think I could have played it any better than I did. It was awesome,” she told *The (Ontario) Record*.

She also told the paper she plans to spend the money paying off her education debt and on an investment opportunity.