Elizabeth V. Sweet

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Education

2013 Ph.D. Sociology, University of California, Davis.
 2006 M.A. Sociology, University of California, Davis.

2004 **B.A. Sociology,** *summa cum laude*, Oregon State University.

Current Appointment

2016-2017 Lecturer, Department of Sociology, California State University, Sacramento

Research and Teaching Interests

Research Methods and Statistics; Children and Childhood; Sex and Gender; Sociology of the Family; Inequality and Stratification

Dissertation

"Boy Builders and Pink Princesses: Gender, Toys, and Inequality over the Twentieth Century."

With a content analysis of 3,909 Sears Catalog toy advertisements, I describe changes in the gender-based marketing and gendered content of children's toys over the 20th century. I analyze social structural, economic, and cultural explanations for the trends in toys using historical demographic data, public opinion data, and secondary analyses. **Committee:** Mary Jackman (Chair), Kimberlee Shauman, Erin Hamilton, Katherine Conger

Publications

Peer Reviewed

2014	Sweet, Elizabeth. "Dolls." in Oxford Bibliographies in Childhood Studies, edited by
	Heather Montgomery. New York, NY: Oxford University Press. [Invited submission]
2012	Diane Felmlee, Elizabeth Sweet and H. Colleen Sinclair. 2012. "Gender Rules: Same- and
	Cross-Gender Friendships Norms." Sex Roles 66:518-529.

Other

2014	Elizabeth Sweet. December 22, 2014. "How Did Toys Get Stereotyped by Sex?" New
	York Times [Invited submission].
2014	Elizabeth Sweet. December 9, 2014. "Toys Are More Divided by Gender Now Than They
	Were 50 Years Ago." The Atlantic.
2012	Elizabeth Sweet. 2012. "Guys and Dolls No More?" New York Times, Dec 23, SR12.

Manuscripts in Preparation

Playing with Gender: Toys, Gender, and Inequality over the Twentieth Century. Book manuscript.

"His, Hers, and Theirs: Gender Marketing and 20th Century Children's Toys." Article manuscript.

Teaching Experience

Lecturer, California State University, Sacramento

2016-2017	Introduction to Statistics for Sociologists (SOC 101), Fall 2016 (in progress)
	Sociology of Childhood and Adolescence (SOC 170), Fall 2016 (in progress)
	The Family (SOC 166), Fall 2016 (in progress)
2015-2016	Introduction to Statistics for Sociologists (SOC 101), Spring 2016
	Research Design and Analysis (SOC 102), Fall 2015
	Sociology of Childhood and Adolescence (SOC 170), Fall 2015, Spring 2016
2014-2015	Sociology of Childhood and Adolescence (SOC 170), Spring 2015

Lecturer, University of California, Davis

2015-2016	Sociology of Childhood (SOC 153), Spring 2016
	Ideologies of Race, Class and Gender (SOC 172), Winter 2016
	Sociology of Gender (SOC 132), Fall 2015
2014-2015	Sociology of Gender (SOC 132) Spring 2015
	Sociology of Childhood (SOC 153) Winter 2015
	Introduction to Social Research, Data Analysis (SOC 46B), Fall 2014

Associate Instructor, University of California, Davis

2012	Sociology of Gender (SOC 132)
2011	Sociology of Gender (SOC 132)
2010	Introduction to Social Research, Data Analysis (SOC 46B)
2009	Introduction to Social Research, Data Analysis (SOC 46B)

Teaching Assistant, University of California, Davis

2005-2012	Introduction to Social Research, Data Analysis (SOC 46B) - 4 times
	Intermediate Social Statistics (SOC 106)
	Ideologies of Race, Class and Gender (SOC 172) - 2 times
	Political Sociology (SOC 118) - 6 times
	Introduction to Sociology (SOC 1)
	Self and Society (SOC 2) - 2 times
	Immigration and Opportunity (SOC 4)

Undergraduate Teaching Assistant, Oregon State University

Sociology of Health Care (SOC 154)

2003	Introduction to Sociology (SOC 204)
	Understanding Social Research (SOC 415)
	Conducting Social Research (SOC 416)

Current Research

Playing with Gender: Toys, Gender, and Inequality over the Twentieth Century.

This research uses a content analysis of 7,366 Sears Catalog toy advertisements to describe historical trends in the gendering of children's toys and to explain the recent and paradoxical amplification of gender in children's toys.

"Between a Rock and a Pink Place: An Exploration of Narrowing Gender Boundaries and Childhood Gender Expression" with Krysti Ryan

We draw on deviance theory and an analysis of children's toy advertisements to explore how the recent emergence of extreme gender boundaries in children's culture has led a greater range of behaviors to be perceived as gender non-conforming.

"Beauty and the Beast: Beauty and Violence in Gender Relations" with Mary Jackman

We use Jackman's (2002) definition of violence to analyze a wide range of physically injurious female beauty practices across different cultures and historical periods. We analyze the ways in which the politics of gender govern the practice of beauty, examining the social and economic incentives and sanctions that induce women to engage competitively in violent beauty practices.

Conference Presentations

Comerence	e Presentations
2016	Gender Disparities in Children's Toys. Presented at the White House Conference: <u>"Helping Children Explore, Learn, and Dream without Limits: Breaking Down Gender Stereotypes in Media and Toys"</u> held at the White House on April 6, 2016.
2014	"From Little Homemakers to Pink Princesses: Gender and Children's Toys in the Late 20th Century." Presented at the "Fun with Dick and Jane" Conference on Gender and Childhood at Notre Dame University in South Bend, IA.
2013	"Same as it Ever Was? Gender and Children's Toys over the 20th Century." Presented at the 108 th Annual American Sociological Association Meeting in New York, NY.
2013	"Same as it Ever Was? Gender and Children's Toys Advertisements over the 20th Century." Presented at the 2013 UC Davis Interdisciplinary Graduate and Professional Symposium.
2009	"Not Just Preference: Racial/Ethnic Disparities in U.S. Breastfeeding Initiation." Presented at the 104 th Annual American Sociological Association Meeting in San Francisco, CA.
2009	"Can Women and Men be Friends? Life Stage, Gender, and Norms in Cross- Gender Friendships." Paper coauthored with and presented by Diane Felmlee at the 104 th Annual American Sociological Association Meeting in San Francisco, CA.
2004	"Is there a Doctor in the House? An Analysis of the Factors That Influence Women's Access to Health Insurance in Oregon." Presented at the 75 th Annual Pacific Sociological

Association Conference in San Francisco, CA.

2003 "Diaper Divas: Examining and Countering the Sexualization of Young Girls in the U.S."

Presented at the 4th Annual Conference on Gender and Culture, Oregon State University.

Invited Talks and Presentations

2015 "Beyond the Blue and Pink Toy Divide." Presented at the 2015 TEDxUCDavis conference on April 26, 2015 and at the TEDxUCDavisSalon event on October 4, 2015.

TEDx video: https://www.youtube.com/watch?v=xdHJGH97vyo

2015 "Playing with Gender: Gender, Children's Toys, and Inequality over the Twentieth

Century." Presented at the UC Davis Department of Sociology Colloquium, February 20,
2015.

2013 "From Papa Dolls to Pink Princesses: Gender, Stereotypes, and Toys over the 20th Century." Presented at the UC Davis Sociology Department Power and Inequalities Workshop.

2012 "Passive in Pink? Exploring the Gendered World of Children's Toys and Toy Advertising over the 20th Century." Presented at the UC Davis Consortium for Women and Research Graduate Research Brownbag Series.

2011 "Knowing or Defining what Kids Like? Toys, Advertising and Gender in the 20th Century." Presented at the UC Davis Sociology Department Social Inquiry Workshop.

Guest Lectures

"Gender and Children's Toys" in SOC 172 Ideology of Race, Class, and Gender, UC Davis and in Sociology of Childhood, UC Davis
 "Gender and Children's Toys." in Introduction to Sociology, Ritsumeikan University, Japan (via Skype) and in two sections of SOC 132 Sociology of Gender, UC Davis

2010-2013 "Passive in Pink? Developing a Content Analysis Research Project." in four sections of SOC 46A Introduction to Social Research, UC Davis

Research Experience

2014-2015 **Postdoctoral Scholar**, UC Davis Department of Sociology Funded by UC Davis NSF ADVANCE Program. PI: Kimberlee Shauman

2013 **Graduate Research Assistant**, UC Davis NSF ADVANCE program

Reviewed resources and prepared literature databases on implicit bias, mentorship, and campus climate for the UC Davis ADVANCE program. PI: Kimberlee Shauman

2012 **Graduate Research Assistant**, UC Davis Center for Poverty Research
Data preparation, cleaning and analysis for project on county level poverty, rurality, and
child removal in cases of suspected child neglect. Pls: Lisa Pruitt and Kimberlee Shauman

2005-2007 Qualifying Paper Research, UC Davis

> "Not Just Preference: The Social Context of Breastfeeding Initiation and Duration in the United States." Examined national-level racial/ethnic disparities in breastfeeding using logistic regression and hazard modeling.

2005-2007 Graduate Research Assistant, UC Davis

> Assisted in data preparation, cleaning and analysis on several projects. Created coding schemes for and coded qualitative open-ended survey responses. Trained and

supervised data coders. PI: Diane Felmlee

2007 Graduate Research Assistant, UC Davis

> Conducted library research on diverse beauty practices across different cultures and historical periods and reviewed literature for a theoretical paper on violent female

beauty practices, "Beauty and the Beast." P.I.: Mary Jackman

2005-2006 Field Research, UC Davis

> Did participant observation in breastfeeding support group meetings; interviewed mothers about their experiences negotiating breastfeeding and paid employment

Media Appearances

Television (quest expert)

2015 Global News (Canada), 11-16-2015

2014 MSNBC's Melissa Harris-Perry Show, 12-14-2014

Al Jazeera America's *The Stream*, 12-10-2014

2012 CNN Newsroom with Suzanne Malveaux, 12-24-2012

Radio (guest expert)

2016 WMC Live with Robin Morgan 6-6-2016

2014 CKNW's (Canada) The Mike Eckford Show 12-26-2014

> KCBS Radio (San Francisco) 12-25-2014 KCRW's Press Play (L.A.), 12-17-2014 WPR's Central Time, 12-15-2014 NPR/WHYY Radio Times, 4-14-2014

2013 NPR's *On Point*, 12-11-2013

The Wire (Australia), 11-8-2013

2012 BBC World Service – Newsday program, 12-24-2012

Print and Online (quoted expert)

2016 The Economist, 7-23-16: His and Hers

SFGate, 7-17-16: Mattel's cool new Game Developer Barbie was designed...

Toronto Star, 6-30-16: New active, more diverse dolls coming to Canadian shelves Quartz, 6-22-16: A scientific guide to navigating the world of gendered toys...

The Atlantic, 6-16-16: She-Ra and the Fight Against the Token Girl

Washington Post, 6-12-16: Barbie's got a new body...

The Guardian, 5-28-2016: Are gendered toys harming childhood development? NorthJersey.com, 5-23-16: The superhero business is for both boys and girls

2016 The Atlantic, 5-5-2016: Will Toys Ever Go Beyond Blue and Pink? FatWallet.com, 4-13-2016: Why Your Kids Need Gender Neutral Toys Irish Independent, 3-3-2016: Goodbye Pink Princess and Little Boy Blue Slate, 2-9-2016: Target Takes Another Step Toward Gender Neutrality... Live Science, 2-5-2016: Toys Like Me: Why Diversity in Barbie Dolls and Legos Matters Salon, 1-26-2016: "Star Wars" fans, unite: The only way to fight #WheresRey trends... Globe and Mail, 1-7-2016: Toy makers called out for overlooking female characters 2015 Wall Street Journal, 12-29-2015: Lego Builds Stronger Ties to Girls Washington Post, 12-4-2015: Toy sellers step gingerly into debate... Washington Post, 11-17-2015: Princess Leia is a general now. Why isn't she in... New York Times Upshot, 10-30-2015: Boys and Girls, Constrained by Toys and Costumes New York Times, 10-27-2015: Sweeping Away Gender-Specific Toys and Labels Denver Post, 10-25-2015: Boulder startup Bitsbox helping to buck gender... Quartz, 9-5-2015: Science shows gender neutral toys empower children... Business Insider, 8-23-2015: Target changed how it labels toys — and customers... *Sydney Morning Herald*, 8-22-2015: <u>Target drops pink for girls</u>, <u>blue for boys</u> ... Slate, 8-14-2015: Gendering Toys Isn't About Nature or Tradition. It's About Ideology Washington Post, 8-13-2015: Target will stop labeling toys for boys or for girls. Good. Los Angeles Times, 8-10-2015: Target plays catch-up in removing gender-based... Boston Globe Magazine, 2-21-15: The problem with separate toys for girls and boys 2014 Globe and Mail, 12-11-2014: Of trucks and princesses: Why toys are more... Al Jazeera America, 11-30-2014: Selling gender: Exploiting Stereotypes for Profit New York Times Magazine, 11-18-2014: How Disney Turned 'Frozen' Into A Cash Cow The Guardian, 4-22- 2014: The Fightback Against Gendered Toys Live Science, 3-5-2014: Plastic Ceiling? Barbie May Limit Girls' Job Aspirations 2013 Slate Magazine, 12-23-2013: Chick Whiskey and Dude Cognac Telegraph, 12-17-2013: Toys: What Your Daughter Really Wants This Christmas *Time*, 12-27-2013: The War on Pink Forbes, 11-27-2013: Dear Santa, My Daughter is Drowning in Pink Sydney Morning Herald, 11-22-2013: When the gender divide becomes ... Los Angeles Times, 11-21-2013: GoldieBlox: The girls' toy commercial sweeping... Live Science, 9-4-2013: Lego Releases First Female Scientist Haaretz (Israel), 8-30-2013: How pink is too pink? Raising daughters in the age of Disney Vrij Nederland Magazine (Netherlands), 7-19-2013: De seksualisering van speelgoed [The sexualization of toys] Ms. Magazine, 6-5-2013: Kids' Toys: More Gendered Than Ever

Honors, Awards and Grants

2016	Invited guest, United State of Women Summit hosted by the White House
2015	Finalist for the Clayman Institute Postdoctoral Research Fellowship, Stanford University
2013	UC Davis Graduate Fellowship (\$10,747)
	Departmental Travel Grant, Department of Sociology, UC Davis (\$600)
2012	Dissertation Fellowship, Department of Sociology, UC Davis (\$9,912)
2011	Dissertation Research Grant, Department of Sociology, UC Davis (\$3000)
	Dissertation Fellowship, Department of Sociology, UC Davis (\$9912)
2010	Dissertation Research Grant, Department of Sociology, UC Davis (\$200)
	Dissertation Award, Institute for Governmental Affairs, UC Davis (\$550)
	Graduate Research Award, Consortium for Women and Research, UC Davis (\$500)

Departmental Research Grant, Department of Sociology, UC Davis (\$450)
 High Pass, Comprehensive Examination, Department of Sociology, UC Davis.
 Graduate Fellowship, UC Davis (\$22,743)
 Research Grant, Department of Sociology, UC Davis (\$200)

Waldo-Cummings Outstanding Senior Award, Oregon State University

Waldo-Cummings Outstanding Senior Award, Oregon State University Faculty Writing Award, Department of Sociology, Oregon State University

2003 Charles E. Starnes Writing Award, Department of Sociology, Oregon State University

Professional Service

2015 Assisted with the development of the 2015 American Association of University Women (AAUW) Gift Guide for Empowering Girls
Reviewer for Journal of Research on Women and Gender

2005-2015 Supervised and mentored undergraduate research assistants in several different

content-analysis and field-research projects

2014 Table Presider, Section on Sex and Gender Roundtable Session, 109th Annual Meeting

of the American Sociological Association in San Francisco, CA

2010-2013 Graduate Student Representative, Graduate Program Committee, Department of

Sociology, UC Davis

2012 Reviewer for Sociological Perspectives

2008-2010 Graduate Student Representative, Undergraduate Program Committee, Department of

Sociology, UC Davis

2007-2008 Graduate Student Representative, Graduate Program Committee, Department of

Sociology, UC Davis

2005-2007 Graduate Student Office Space Committee, Department of Sociology, UC Davis

Professional Associations

American Sociological Association

Re: Gender (formerly the National Council for Research on Women)

References

Professor Mary R. Jackman Department of Sociology University of California, Davis One Shields Ave. Davis, CA 95616

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Professor Bohsiu Wu Department of Sociology University of California, Davis 6000 J Street Sacramento, CA 95819

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Professor Vicki Smith
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