

CURRICULUM VITAE

Philip C. McCarty

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EDUCATION

- 2003- **A.B.D. Sociology (anticipate filing in September 2007)**
Dissertation title "Mapping the Culture War: Measuring Frames in Political Debate." Department of Sociology, University of California, Santa Barbara. Chair John Mohr, William Bielby, Jon Cruz, and Denise Bielby.
- 2002 **Master of Arts (MA), Sociology, Honors**
Thesis title "Measuring Meaning Structures: Consumer Culture in the United States, 1935-1995." Department of Sociology, University of California, Santa Barbara
- 1997 **Master of Arts (MA), Cultural Anthropology**
Department of Anthropology, University of California, Santa Barbara
- 1995 **Bachelor of Arts (BA), Cultural Anthropology, Summa Cum Laude**
Department of Anthropology, University of California, Santa Barbara

ACADEMIC POSITIONS

- 2007- Postdoctoral Researcher
Center for Nanotechnology in Society
University of California
Santa Barbara, CA 93016-2150
- 2005-07 Adjunct Faculty
Department of Sociology
University of Massachusetts, Amherst
Amherst, MA 01003-7525

RESEARCH INTERESTS

My primary research is in sociology of culture and political sociology. In my dissertation I developed a hybrid quantitative/qualitative methodology for the analysis of frames in the debates and speeches leading up to the 2004 Presidential Election. I also have a long-term interest in classical and contemporary social theory.

TEACHING INTERESTS

Classical and contemporary social theory, juvenile delinquency, criminology, and social psychology. I have assisted with a range of courses including general research methods, quantitative data analysis, qualitative data collection, symbolic interaction, ethnography, and cultural anthropology.

PUBLICATIONS - book in progress

Central Themes in Social Theory. This book manuscript is under advance contract with Oxford University Press. The projected date of completion is November 2008.

PUBLICATIONS - articles in progress

"Measuring Frames in Political Debate." Currently being revised and re-submitted to the *American Journal of Sociology*.

"Rules of the Frame Game: Synthesizing Frame Theory for Analyses of Political Discourse." To be submitted to *American Sociological Review*.

"Framing Political Culture." Accepted for presentation at the annual meeting of the American Sociological Association for presentation in August 2007.

"Fragmentation or Continuity? Connecting Classical and Contemporary Social Theory." To be submitted to *Sociological Theory*.

OTHER PUBLICATIONS

1996 Carlos, Manuel, Melody Knutson and Philip McCarty. "Partners in the Development of a Multimedia Curriculum for Mexican Field Ethnography." *Proceedings of the Pacific Coast Council on Latin American Studies* 16:3-25.

PAPERS/CONFERENCE PRESENTATIONS

2006 "Mapping the Culture War: Measuring Frames in Political Debate." Presented at the annual meeting of the American Sociological Association, August 12, Montreal, Canada.

2003 "New Approaches to Measuring Meaning Structures" presented to the Institutional Theory Workshop, Department of Sociology, UCSB.

2001-3 Guest archaeology lecturer on Royal Olympic Cruise Lines. In 2001, I presented a series of lectures on ancient Egyptian, Greek and Turkish cultures. In 2003 I presented a series of lectures on past and present Mayan culture.

1996 "Doing Ethnographic Research in Mexican Peasant Communities in a Multimedia Computer Environment." Paper presented at the 95th Annual Meeting of the American Anthropological Association in San Francisco. November 20-24. Invited session. Co-authored with Dr. Manuel Carlos and Juan José Gutiérrez Álvarez.

- 1996 "Trascendiendo Fronteras: Respuesta Tecnológica a los Retos Académicos del Siglo XXI." Paper presented at the *Taller Internacional de Antropología 1996*. Sponsored by the Cuban National Academy of Sciences in Havana, Cuba. April 15. Co-authored with Raymond Huerta and Martha Otilia Olvera.
- 1996 "The Application of Computer Technology to Undergraduate Curriculum in Cultural Anthropology: Simulated Ethnographic Field Research." Paper presented at the 1996 Annual Meetings of the Society for Applied Anthropology in Baltimore, MD. March 27. Co-presented Dr. Manuel Carlos and Juan José Gutiérrez Álvarez.
- 1995 "University of California, Santa Barbara, and Universidad Autónoma de Querétaro: Partners in the Development of Multimedia Curriculum for Mexican Field Ethnography." Paper presented the Pacific Coast Council for Latin American Studies in Las Vegas, NV. March 5-9. Co-authored with Dr. Manuel Carlos and Melody Knutson.
- 1994 "Undergraduates as Ethnographic Field Researchers of Mexican Peasant Communities: The Application of Classroom Skills to Field Settings." Paper presented at the 94th Annual Meeting of the American Anthropological Association in Atlanta, GA. November 11. Co-authored with Dr. Manuel Carlos and Melody Knutson.

AWARDS AND SCHOLARSHIPS

- 2000 Travis L. Dixon Service Award, UCSB Graduate Students Association.
- 1999 Outstanding Faculty Member Award, UCSB Office of Residential Life.
- 1995 Phi Beta Kappa Honors Society.
- 1995 Summa Cum Laude, College of Letters and Sciences, UCSB.
- 1995 Chairperson's Award for Outstanding Achievement, Department of Anthropology, UCSB.
- 1994 Robert and Naomi Sommers Scholarship in Mexican Studies.
- 1994 J. and I. Campbell Scholarship for Academic Excellence, UCSB.

RELATED WORK EXPERIENCE

- 2003-2004 Data Analyst/Database Manager
Council on Alcoholism and Drug Abuse/RAND
Santa Barbara, CA 93101

I worked closely with the RAND Corporation to create a data collection system for use by non-profit organizations. Specifically, I designed, developed and implemented a comprehensive data collection website designed to measure the impact of community based prevention programs among junior high and high school students.

- 1997-2003 Teaching Associate
Department of Sociology
University of California Santa Barbara

As an advanced graduate student I taught a Introduction to Social Psychology to over 450 students. I received the Outstanding Faculty Member Award in 1999, and I was consistently given high student evaluations. I also assisted in variety of courses became familiar with a broad range of statistical methods and software programs including both SPSS and SAS. Building on my earlier career in the computer industry, and more recent experience as a curriculum development specialist, I remain active in curriculum development projects that use internet technology to teach basic social science research methods.

1993-1997 Curriculum Development Specialist
 Querétaro Research Project
 Department of Anthropology
 University of California Santa Barbara

My responsibilities included the design and implementation of multimedia educational software for teaching ethnographic field research methods to undergraduates. The project was funded by a \$200,000 National Science Foundation Course and Curriculum Development grant that I co-authored (PI Manuel Carlos). The position demonstrates a proficiency in project management and a detailed understanding of both the technological and educational components of software development.

REFERENCES

Professor John Mohr (Ph.D. Chair)
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Professor William T. Bielby
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Professor Denise D. Bielby
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