

Markella B. Rutherford
Curriculum Vitae
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Department of Sociology, Wellesley College
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Education

2004 Ph.D., Sociology, University of Virginia
1997 M.A., Sociology, University of Memphis
1995 B.A., Sociology, Mississippi College

Employment

2025- Professor of Sociology, Wellesley College,
2024- Chair, Department of Sociology, Wellesley College
2012-2024 Associate Professor of Sociology, Wellesley College
2004-2012 Assistant Professor of Sociology, Wellesley College

Peer-Reviewed Publications (* denotes student co-authors)

Rutherford, Markella and Peggy Levitt. 2025. Consumer Critics Online: Global Citizens of Literary Voyeurs. *Dibur Literary Journal*. Spring-Fall 2025, pp. 29-45.
<https://shc.stanford.edu/arcade/publications/dibur/locations-value/consumer-critics-online-global-citizens-or-literary>

Rutherford, Markella, *Alexandra Cahn, *Enya Chi, and *Lucia Gurrieri. 2024. "Children as Global Subjects: A Comparison of Translated Picture Books in the United States and China" In Ali Jalalian Daghigh & Mark Shuttleworth, eds, *Translation and Neoliberalism*. Springer.

Levitt, Peggy, Markella Rutherford, and Ezequiel Saferstein. 2024. "Epistemic Decentering: Toward a More Equitable Pedagogy" *History of Humanities* 9:1, 163-178. <https://doi.org/10.1086/729081>

Markella B. Rutherford, Peggy Levitt, *Erika Zhang. 2024. "Whence the 3%?: How Far Have We Come toward Decentering America's Literary Preference?". *Global Perspectives* 5:1. doi: <https://doi.org/10.1525/gp.2024.93034>

- Rutherford, Markella B. and Peggy Levitt. 2020. "Who's on the Syllabus? World Literature According to the US Pedagogical Canon." *Journal of World Literature* 5, 606-629.
- Levitt, Peggy and Markella B. Rutherford. 2019. "Beyond the West: Barriers to Globalizing Art History." *Art History Pedagogy & Practice* 4, (1).
<https://academicworks.cuny.edu/ahpp/vol4/iss1/2>
- Rutherford, Markella B. 2011. *Adult Supervision Required: Freedom and Boundaries in Popular Parenting Advice*. New Brunswick, NJ: Rutgers University Press.
- Rutherford, Markella B. 2011. "The social value of self-esteem: Emotional capital in the reproduction of class privilege" *Society*. 48:407-412.
- *Gallo-Cruz, Selina and Markella Rutherford. 2011. "Great Expectations: Legitimizing Out of Hospital Maternity Care" *Social Theory and Health*. 9:3, 275-301.
- Rutherford, Markella B. 2009. "Children's Autonomy and Responsibility: An Analysis of Childrearing Advice." *Qualitative Sociology* 32:4, 337-352.
- Rutherford, Markella and *Selina Gallo-Cruz. 2008. "Selling the Ideal Birth: Rationalization and Re-enchantment in the Marketing of Maternity Care." In Susan Chambre and Melinda Goldner (eds.) *Patients, Consumers, and Civil Society: Advances in Medical Sociology, Vol. 10*. Bingley, UK: Emerald.
- Rutherford, Markella B. 2004. "Authority, Autonomy, and Ambivalence: Moral Choice in Twentieth-Century Commencement Speeches." *Sociological Forum* 19:4; 583-610.

Other Publications

- Rutherford, Markella B. and *Selina Gallo-Cruz. 2008. "Buying Birth: Consumption and the Ideal of Natural Birth" featured case study in Silvana di Gregorio and Judith Davidson *Qualitative Research Design for Software Users* New York: McGraw-Hill.
- Rutherford, Markella. 2004. "Interview: Sacralization of a Secular Ideal." *InSight* Newsletter Fall 2004, No. 11.
- Rutherford, Markella B. 2002. "A Bibliographic Essay on Individualism." *The Hedgehog Review* 4:1; 116-127.

Working Papers

“When Love Isn’t Enough: A Critical Image Analysis of Birth Parents in Children’s Picture Books” (with *Mia Aun Silberstein)

Professional and Public Presentations (*student collaborators)

Who Cares About Parents? AMC, Eastern Sociological Society, Washington, D.C., March 2026

“When Love Isn’t Enough: A Critical Image Analysis of Birth Parents in Children’s Picture Books” (with *Mia Aun Silberstein), Eastern Sociological Society, Boston, March 6, 2025

The Peer Effect AMC, Eastern Sociological Society, Washington, D.C., March 2, 2024

“Consumer Critics Online: Global Citizens or Literary Voyeurs?” American Sociological Association, Philadelphia, PA, August 19, 2023

“Global Characters: Moral Education in Translated Picture Books” (with *Alexandra Cahn and *Enya Chi) Eastern Sociological Society, Baltimore, MD, February 23, 2023

“Consumer Critics Online: Lost in the Story or Lost in Translation?” Eastern Sociological Society, Boston, MA, March 12, 2022

“Self-esteem, Achievement, and Moral Development: Can we meet collective challenges through individualized attention?” *Developing Children: The Achievements and Limitations of Moral Psychology*, Seminar at Institute for Advanced Studies in Culture, Charlottesville, VA, September 23 – September 24, 2021

Meritocracy and its Discontents, Moderator & Panelist. *The Freedom Project*, Wellesley College, March 6, 2020

“ ‘His choice, not mine.’: Stressing Youth Agency in Narratives about Education and Success” Eastern Sociological Society, Boston MA, March 14, 2019.

“High Hopes, High Anxieties: Cultures of Stress at High-Performing Suburban High Schools” Wellesley College, November 16, 2018

“Educating Global Citizens: Are We Teaching the World?” Summer Social Science Research Program, Wellesley College, July 3, 2018.

“Contemporary American Childhood: Overprotected or Overexposed?” Invited presentation for Wellesley Club of Buffalo, NY, November 19, 2016.

“Turning the Page: Changing Perceptions on Race” Invited panel presentation, Friends of the Roslindale Library, March 30, 2016.

“Growing Up Unequal” *Income Inequality: What’s Happening to the American Dream*. Invited presentation for Seven Sisters Alumnae Seminar. Stamford, CT, October

21, 2015.

Panel participant, "How to Publish a Book Manuscript" Invited workshop presentation for Eastern Sociological Society, Boston, MA, March 2013

"Modern Childhood Ideology, Consumer Culture, and Neoliberal Governmentality." American Sociological Association, Denver CO, August 17, 2012

"Words that Hurt": The construction of childhood bullying as a social problem. Eastern Sociological Society, New York NY, February 26, 2012

"'All the Children are Above Average': Managerial Parenting, Self-Esteem, and the New Capitalism" American Sociological Association, Las Vegas, Nevada, August 2011

"Luxury China: Guanxi, Miss Du, and Little Emperors" (with *Connie Yee), ConsumerStudies Research Network, Las Vegas, Nevada, August 2011

"Contextualizing Childhood as a Social Construct" Invited talk in response to *Race to Nowhere: The Dark Side of America's Achievement Culture*, Wellesley Mothers' Forum, March 2011

Author-Meets-Critics Panel for *Parenting Out of Control*, by Margaret K. Nelson (invited presentation), Eastern Sociological Society, Philadelphia, February 2011

"'All the Children are Above Average': Managerial Parenting, Self-Esteem, and the New Capitalism" (Invited lecture) Carpenter Lecture, Mississippi College, October 14, 2010

"Parents, Children, and Media: Negotiating the Blurry Boundary between Public and Private" Eastern Sociological Society, Boston, MA, March 2010

"Forming the Feeling Self: Therapeutic Agency in Parenting Advice and Popular Images of Childhood" Newhouse Center for Humanities, Wellesley College, May 2009

"The Emotional Care of Children: Love, Self-Esteem, and the New Economy" Eastern Sociological Society, Baltimore, MD, March 2009

"Children's Autonomy, Responsibility, and Self-Esteem: An Analysis of Childrearing Advice" American Sociological Society, Boston, MA, August 2008

"Great Expectations: Emotion as Central to the Experiential Consumption of Birth" with *Selina Gallo-Cruz, American Sociological Society, Boston, MA, August 2008

"Buying Birth: Consumerism and the Ideal Birth Experience" with *Selina R. Cruz-Charrez, Southern Sociological Society, Atlanta, GA, April 2007

"Buying Birth: Consumerism and the Ideal Birth Experience" with *Selina R. Cruz-Charrez, Eastern Sociological Society, Philadelphia, PA, March 2007

"Individualism and Authority in Childrearing Advice: An Historical Analysis of Parenting Magazines" Eastern Sociological Society, Philadelphia, PA, March 2007

"Thinking about Social Class after Katrina" Tanner Conference, Wellesley College, Wellesley, MA; November 2005

- “Authority, Autonomy, and Ambivalence: Moral Choice in Twentieth-Century Commencement Speeches” The Ways We Celebrate: Holidays and Rituals as Seedbeds of Values, The Communitarian Network, George Washington University, April 2003.
- “The Secular Sacred in Two Contemporary Rites of Passage” Eastern Sociological Society, Philadelphia, PA, March 2003
- “Variations in Norms for Speaking: The Influence of Status Relationships.” American Sociological Association, Chicago, IL, August 1999
- “Ebonics: The Road to Legitimacy” with Mary Beth Breland, Mid-America Linguistics Conference, Columbia, MO, October 1997
- “Analysis of a Status Degradation Ceremony: The Case of Zoe Baird” with James Preston & Graves Enck, Southwestern Social Science Association, Houston, TX, March 1996

Grants, Fellowships and Awards

2005-present	Wellesley College, Various internal grants for faculty research
2010	Distinguished Alumnus, Mississippi College Department of Sociology and Social Work
2010	Wellesley College Educational Research and Development Grant
2008-2009	Newhouse Center for the Humanities Faculty Fellowship, Wellesley College
2002-2004	Dissertation Fellowship, Center on Religion and Democracy, University of Virginia
2001-2002	Graduate Fellowship, Institute for Advanced Studies in Culture, University of Virginia
2000	University Teaching Initiative Grant, Faculty Senate, University of Virginia
1999	Tate-Booker Fellowship for Graduate Study, University of Virginia
1999	Phelps-Stokes Fellowship for Graduate Study, University of Virginia
1998	DuPont Fellowship for Graduate Study, University of Virginia

Professional Memberships

American Sociological Association

Selected Media Interviews

Panel guest for *Forum*, hosted by Micheal Krasny, KQED Radio, San Francisco's NPR affiliate, September 4, 2014.

Interview with Ruth Alexander, BBC Radio, August 19, 2010

"Self-reliance as a core value of parenting" Mike Lanza, *Playborhood Blog*, Feb. 25, 2010 <http://playborhood.com>

"That was then, this is now" Taryn Plumb, Boston Globe, February 14, 2010

http://www.boston.com/yourtown/framingham/articles/2010/02/14/more_parents_west_of_boston_are_asking_their_children_to_help_on_chores/

"Bringing Up Baby: Parenting Advice Evolves" *Wellesley*. Fall 2009. p. 15.

"Kids clean up in a billion-dollar industry" Caroline Marcus, *Sidney Morning Herald*, November 22, 2009 <http://www.smh.com.au/lifestyle/lifematters/kids-clean-up-in-a-billion-dollar-industry-20091121-is3x.html>

Interview with Radio Rhema (New Zealand). Balanced Breakfast with Aaron Ironside. Nov. 19, 2009.

"Lack of household chores making children less responsible" Amelia Hill. *The Observer*. Nov. 15, 2009.

"Freedom at Home but No Place to Roam" Steven Mitchell. *Children's Voice Magazine* Sep/Oct. 2009.

"Popsicle Pushers and 21st Century Childrearing" Lisa Guernsey, Early Ed Watch, August 24, 2009, <http://www.newamerica.net/blog/early-ed-watch/2009/21st-century-childrearing-amid-popsicle-pushers-14142>

"Parents Read More, Praise More, But Keep Kids on a Short Leash" Robert Pondiscio, The Core Knowledge Blog, August 19, 2009, <http://blog.coreknowledge.org/2009/08/19/parents-read-more-praise-more-but-keep-kids-on-a-short-leash/>

"It's not your Mom and Dad's parenting" Lisa Belkin, The New York Times Magazine, August 17, 2009 <http://parenting.blogs.nytimes.com/2009/08/17/changes-in-parenting-over-generations/#more-4829>

"Are we turning our kids into wimps in the name of safety?" Alexandra Hazlett, New York Daily News, August 11, 2009 http://www.nydailynews.com/money/2009/08/11/2009-08-11_are_we_turning_kids_into_wimps_in_the_name_of_safety.html

"New freedom for children" Contexts Crawler, August 7, 2009, <http://contexts.org/crawler/2009/08/07/new-freedom-for-children/>