

Markella B. Rutherford

Curriculum Vitae

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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

2004- Assistant Professor, Wellesley College, Department of Sociology
1999-2003 Instructor, Department of Sociology, University of Virginia
1997-2000 Teaching Assistant, Department of Sociology, University of Virginia
1996-1997 Instructor, Department of Sociology and Social Work, University of Memphis

Grants, Fellowships and Awards

2011 Wellesley College Faculty Award
2010 Distinguished Alumnus, Mississippi College Department of Sociology and Social Work
2010 Wellesley College Educational Research and Development Award
2010 Wellesley College Faculty Award
2009 Wellesley College Faculty Award
2008-2009 Faculty Fellowship, Newhouse Center for the Humanities, Wellesley College
2008 Wellesley College Faculty Award
2007 Wellesley College Faculty Award
2005 Wellesley College Faculty Award
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

Publications

- Forthcoming. Rutherford, Markella B. "The social value of self-esteem: Emotional capital in the reproduction of class privilege" *Society*.
- Forthcoming. Gallo-Cruz, Selina and Markella Rutherford. "Great Expectations: Legitimizing Out of Hospital Maternity Care" *Social Theory and Health*.
2011. Rutherford, Markella B. *Adult Supervision Required: Freedom and Boundaries in Popular Parenting Advice*. Rutgers University Press. (publication September 2011)
2009. Rutherford, Markella B. "Children's Autonomy and Responsibility: An Analysis of Childrearing Advice." *Qualitative Sociology* 32:4 (Published online July 30, 2009)
2008. Rutherford, Markella and Selina Gallo-Cruz. "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.
2008. "Buying Birth: Consumption and the Ideal of Natural Birth" (featured case study, with Selina Gallo-Cruz) in Silvana di Gregorio and Judith Davidson *Qualitative Research Design for Software Users* New York: McGraw-Hill.
2004. Rutherford, Markella B. "Authority, Autonomy, and Ambivalence: Moral Choice in Twentieth-Century Commencement Speeches." *Sociological Forum* 19:4; 583-610.
2004. Rutherford, Markella. "Interview: Sacralization of a Secular Ideal." *InSight* Newsletter Fall 2004, No. 11.
2002. Rutherford, Markella B. "A Bibliographic Essay on Individualism." *The Hedgehog Review* 4:1; 116-127.

Works In Progress

- "Words that hurt: The construction of childhood bullying as a social problem" Working paper in preparation for submission to *Childhood*
- "Luxury China: Guanxi, Miss Du, and Little Emperors" (with Connie Yee) Working paper; Accepted for presentation at Consumer Studies Research Network meeting, August 2011
- "Emotional Socialization for Upward Mobility" (data collection in progress)

Professional Presentations

- "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
- Panel discussion of *Race to Nowhere: The Dark Side of America's Achievement Culture*, Wellesley College, January 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

Selected Interviews and Media Appearances

- 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-billiondollar-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-are-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/>
- “Kids today on tighter leash, but wild at home” Jeanna Bryner, Live Science, August 5, 2009 <http://www.livescience.com/culture/090805-children-autonomy.html>
- “Kids today on tighter leash, but wilder at home” MSNBC.com, August 5, 2009 http://www.msnbc.msn.com/id/32299229/ns/health-kids_and_parenting/
- “Today’s kids enjoy more freedom at home, but are more restricted outside” Hindustan Times, August 5, 2009
- “Draußen vor der Tür; Die Freiräume der Kinder beschränken sich heute auf die Wohnung” Von Norbert Lossau, Die Welt, August 5, 2009
- “Children now enjoy more freedom at home, but are more restricted outside the home” Science Daily, August 4, 2009 <http://www.sciencedaily.com/releases/2009/08/090804071824.htm>

Professional Memberships

American Sociological Association (member of sections on culture, family, children & youth, disability, and religion)
Eastern Sociological Society
Consumer Studies Research Network

Professional Service

Manuscript reviewer:

Childhood
History of Psychology
Journal of British Sociology
Qualitative Sociology
Social Forces
Social Problems

Grant reviewer:

Social Sciences and Humanities Research Council of Canada

Selected Service to Wellesley College

2011	Selection committee, Three Generations Prize for Writing in the Social Sciences
2011-present	selection committee for Mellon-Mays Undergraduate Fellowship
2009- present	International Study Committee
2009-present	AKD advisor
2005-2008	Committee on Faculty Awards
2006-2009	faculty advisor, Wellesley InterVarsity Christian Fellowship
2005	Tanner Conference Committee
2006	Selection committee, Three Generations Prize for Writing in the Social Sciences

Selected Community Service

2010- present	Girl Scout Troop Leader, Eastern Massachusetts Troop #72393
2008-present	Volunteer for Metrowest Interfaith Hospitality Network, Natick, MA
2005-present	Member and volunteer, Federated Church of Ashland, Ashland, MA
June 2007	Relay for Life, Ashland, MA
June 2006	Relay for Life, Ashland, MA