

ASHLEY MEARS

Boston University, Department of Sociology, 100 Cummington Mall, Office 265, Boston, MA 02215
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EMPLOYMENT

- 2009 – Present Assistant Professor of Sociology
Boston University
- 2011 – Present Secondary Faculty Appointment in Women's, Gender, & Sexuality Studies
Boston University

EDUCATION

- PhD New York University, Sociology, 2009
Dissertation: "Pricing Beauty: The Production of Value in Fashion Modeling Markets"
Committee: Judith Stacey (chair), Craig Calhoun, Harvey Molotch
- MA New York University, Sociology, 2006
Comprehensive Exams: Sex and Gender; Race and Ethnicity
- BA University of Georgia, Sociology, 2002
summa cum laude; minor in Dramatic Arts

AREAS OF SPECIALIZATION

Cultural Sociology	Sex and Gender	Qualitative Methods
Economic Sociology	Race and Ethnicity	Work and Occupations

PUBLICATIONS

Books

Ashley Mears. *Pricing Beauty: The Making of a Fashion Model*. Berkeley: University of California Press (September 2011).

*Reviewed in scholarly press: *American Journal of Sociology*, *Contemporary Sociology*, *Gender & Society*, *Sociological Forum*

*Reviewed in popular press: *The Boston Globe*, *The Chronicle of Higher Education*, *The New Republic*, *Slate.com*

Peer-Reviewed Articles

Forthcoming. Ashley Mears. "Aesthetic Labor for the Sociologies of Work, Gender, and Beauty." *Sociology Compass*. Accepted August 3, 2014.

- Forthcoming. Ashley Mears and Catherine Connell. "The Paradoxical Value of Deviant Cases: Toward a Gendered Theory of Display Work." *Signs: Journal of Women in Culture and Society*. Accepted July 26, 2014.
- 2014 Ashley Mears. "Seeing Culture through the Eye of the Beholder: Four Methods in Pursuit of Taste." Special Issue on Measuring Culture, *Theory and Society* 43(3-4): 291-309.
- 2013 Ashley Mears. "Ethnography as Precarious Work." *The Sociological Quarterly* 54(1): 20-34.
- 2012 Joanne Entwistle and Ashley Mears. "Gender on Display: Performance and Performativity in Fashion Modelling." *Cultural Sociology* 6(4): 1-16.
- 2012 Noah McClain and Ashley Mears. "Free to Those Who Can Afford It: The Everyday Affordance of Privilege." *Poetics: Journal of Empirical Research in Culture, the Media, and the Arts* 40(2): 133-149.
*Reprinted in *International Perspectives of Marketing Theory*, eds. Mark Tadajewski and Robert Cluley. London: Sage (2014).
- 2010 Ashley Mears. "Size Zero High-End Ethnic: Cultural Production and the Reproduction of Culture in Fashion Modeling." *Poetics: Journal of Empirical Research in Culture, the Media, and the Arts* 38(1): 21-46.
- 2009 Frédéric C. Godart and Ashley Mears. "How Do Cultural Producers Make Creative Decisions? Lessons from the Catwalk." *Social Forces* 88(2): 671-692.
*Translated in French, "Prise de décision créative en situation d'incertitude : le cas de la sélection des mannequins par les maisons de mode." *Sociologie et Sociétés*, 43(1): 175-199.
- 2008 Ashley Mears. "Discipline of the Catwalk: Gender, Power and Uncertainty in Fashion Modeling" (lead article). *Ethnography* 9(4): 429-456.
- 2005 Ashley Mears and William Finlay. "Not Just a Paper Doll: How Models Manage Bodily Capital and Why They Perform Emotional Labor." *Journal of Contemporary Ethnography* 34(3): 317-343.
*Reprinted in *Sociological Odyssey: Contemporary Readings in Introductory Sociology*, eds. Patricia A. Adler and Peter Adler. Third Edition, Wadsworth Cengage (2009).

Manuscripts in Progress

- Ashley Mears. "Girls in the Consolidation of Class among Elites: A Return to Ownership in the Forms of Capital." Revise & Resubmit, *American Sociological Review*.
- Ashley Mears. "Conspicuous Consumption as Collective Accomplishment: Doing Display in the Global VIP." Under review at *American Journal of Sociology*.
- Ashley Mears and Elizabeth Wissinger, editors. "Understanding Beauty: The Sociology of Aesthetics and Appearance." Special Issue in *Poetics: Journal of Empirical Research in Culture, the Media, and the Art*. In progress, expected publication June 2016.

Ashley Mears and Frédéric C. Godart. “Superstar Longevity and Burnout in the Globalized Creative Industries.” In progress.

Asaf Darr and Ashley Mears. “Local Knowledge, Global Networks: Scouting for Fashion Models and Football Players.” In progress.

Book Chapters

2014 Ashley Mears. “Beauty, Race, and Power,” in *The Blackwell Encyclopedia of Race, Ethnicity and Nationalism*, eds. John Stone et al. Wiley-Blackwell. Forthcoming.

2013 Ashley Mears. “The Cool Industries,” in *The Sociology of Work: An Encyclopedia*, ed. Vicki Smith. Los Angeles: Sage Publications.

2013 Ashley Mears. “Made in Japan: Fashion Modeling in Tokyo,” in *Fashioning Models: Modeling as Image, Text and Industry*, eds. Joanne Entwistle and Elizabeth Wissinger. Oxford: Berg.

2011 Ashley Mears. “Pricing Looks: Circuits of Value in Fashion Modeling Markets,” in *The Worth of Goods: Valuation and Pricing in the Economy*, eds. Jens Beckert and Patrik Aspers. Oxford University Press.

Book Reviews (All sole-authored)

2013 Review of *Dominatrix: Gender, Eroticism, and Control in the Dungeon*, by Danielle J. Lindemann, 2012. *American Journal of Sociology* 119(2): 577-79.

2012 Review of *Women at Work: Tupperware, Passion Parties, and Beyond*, by L. Susan Williams and Michelle Bemiller, 2011. *Gender & Society* 26(6): 952- 54.

2012 Review of *Beauty Pays: Why Attractive People are More Successful*, by Daniel S. Hamermesh, 2011. *Contemporary Sociology* 41(6): 814-15.

2012 Review of *Pretty Modern: Beauty, Sex, and Plastic Surgery in Brazil* by Alexander Edmonds, 2010. *E-misferica* 8.2, January. The Hemispheric Institute of Performance and Politics.

2010 “A Reply to Earl Smith and Bonnie Berry.” *Contemporary Sociology* 39(2): 230-32.

2009 Review of *The Power of Looks: Social Stratification of Physical Appearance* by Bonnie Berry. *Contemporary Sociology* 38(4): 360-61.

2007 Review of *Consumer Culture: History, Theory and Politics* by Roberta Sassatelli. *European Journal of Sociology* 48(3): 490-92.

Other Essays (All sole-authored)

“Working It in the Fashion Market.” *Economic Sociology European Electronic Newsletter* 15(1): 22 – 28, November 2013.

“Age Limits Underscore Obsession with Youth.” Op-Ed for *The New York Times Online*, Room for Debate, September 14, 2012.

“Will Work for Cool.” Guest Blog for *Work in Progress*, Blog of the American Sociological Association’s Organizations, Occupations and Work Section, December 13, 2011.

“Poor Models. Seriously.” Op-Ed for *The New York Times*, September 15, 2011.

“Why Thin Is Still In.” Guest Blog for *Savage Minds: Notes and Queries in Anthropology* appearing October 29, 2010.

“Miss World: The Politics of Beauty in an Age of Globalization.” Invited Column for *ELLE Canada*. October 2010.

“How Supermodels Are Like Toxic Assets.” Guest Blog for *Three Quarks Daily* appearing July 12, 2010.

*Reprinted in *The Week Magazine*, August 2, 2010.

FELLOWSHIPS AND HONORS

- 2013 Research Fellow, Amsterdam Research Center for Gender and Sexuality, University of Amsterdam (Fall Term)
- 2012 Fellowship for Higher Education, Marion and Jasper Whiting Foundation, \$6,484
- 2011-12 Junior Faculty Fellowship, Boston University Humanities Foundation
- 2010-11 Junior Faculty Research Grant, Morris Endowment, Boston University Sociology Department, \$6,500
- 2008 Graduate School of Arts and Sciences Dean’s Dissertation Fellowship, New York University
- 2008 Rose Laub Coser Award for Best Dissertation Proposal, Eastern Sociological Society
- 2007 National Science Foundation Doctoral Dissertation Improvement Grant, SES 0727268, \$2,532
- 2007 Dennis Wrong Award for Best Paper by a Graduate Student, Department of Sociology, New York University
- 2007 University of Cambridge, Mainzer Fellowship to the Center for Gender Studies, Lent Term
- 2003-08 New York University Henry McCracken Fellowship for Graduate Study

INVITED TALKS

Girls in the Consolidation of Class among Elites: A Return to Ownership in the Forms of Capital

- University of Belgrade, Institute of Philosophy and Social Theory, Serbia, June 2014
- Princeton University, Center for the Study of Social Organization, March 2014
- Northwestern University, 16th Annual Chicago Ethnography Conference, Keynote Address March 2014
- L’Ecole Des Hautes Etudes en Sciences Sociales, Paris, November 2013
- Max Planck Institute for the Study of Societies, Cologne, November 2013

- University of Amsterdam, Center for Gender and Sexuality, October 2013

Status as Collective Accomplishment: Doing Display among the New Global Elite

- University of Amsterdam, Dynamics of Citizenship and Culture, AISSR, October 2013
- University of Verona, Italy, Department of Sociology, June 2013
- MIT-Harvard Economic Sociology Seminar, MIT March 2013
- University of Pennsylvania, Urban Ethnography Workshop, November 2012

Pricing Looks, Pricing Beauty: The Gendered Production of Value in Fashion Modeling

- Media Design University of Applied Sciences, Berlin, Germany, October 2013
- Furman University, South Carolina, “Book of the Year” Undergraduate Lecture, March 2013
- King’s College, Wilkes-Barre, PA, Keynote Address for the Women’s Studies Conference, April 2012
- University of Warwick, UK, Sociology Seminar Series, March 2012
- University of Massachusetts Amherst, Sociology Seminar Series, March 2012
- Columbia University, New Pathways for the Social Sciences Colloquium, February 2012
- Northwestern University, Department of Sociology Seminar Series, November 2011
- Harvard University, Culture and Social Analysis Workshop, “New Directions in Cultural Sociology,” September 2011
- Stanford University, Economic Sociology workshop series, April 2011
- Boston University Women’s Guild, “Lunch and Learn Lecture,” March 2011

Race and Value in Cultural Production: High-End Ethnic in Fashion Modeling

- Boston College, Department of Sociology Seminar Series, November 2012
- Brandeis University, Sociology Department Spring Colloquium Series, February 2010
- University of Mary Washington, Alpha Kappa Delta Induction Ceremony in collaboration with Women’s History Month Guest Lecture, March 2010
- Simmons College, Alpha Kappa Delta Induction Ceremony Guest Lecture, May 2010

The London Look: The City as Cultural Production

- Yale University, Modern Britain Group, February 2012

Free to Those Who Can Afford It: The Everyday Affordance of Privilege

- Cornell University, Economic Sociology Seminar Series, September 2011

Superstar Longevity and Burnout in the Globalized Creative Industries

- Stanford University, SCANCOR Seminar Series, April 2011

PROFESSIONAL CONFERENCE PAPERS AND SESSIONS

- “Girls in the Consolidation of Class among Elites: Ownership and Cultural Capital.” Paper presented at “Class Cultures” Regular Session; American Sociology Association Annual Meetings. San Francisco, August 2014.
- “The Elite Potlatch: Doing Display in the Global VIP.” Paper presented at “Giving and Reciprocity” Session; XVIII ISA World Congress of Sociology. Yokohama, Japan, July 2014.

- “How the Other Half Parties: Distinction and Display among the Jet Set.” Invited Participant, Sociologies of the One Percent: Transatlantic Perspectives. Council for European Studies, D.C., March 2014.
- “Elite Space in the City: The Culture of the Global Jet Set.” Invited Participant, Regional Spotlight: Empire State of Mind: New York as a Cultural Space. ASA, New York, August 2013.
- Organizer, Thematic Session, “Beauty and Capital: The Sociology of Appearance.” American Sociological Association. New York, August 2013.
- “Elite Social Spaces: Visibility and Gendered Capitals among the Global VIP.” Paper presented at Mini-Conference on “Crisis in the City.” SASE (Society for the Advancement of Socio-Economics). Milan, Italy, June 2013.
- “Studying Up: A Gendered Framework.” Invited participant, Craft of Ethnography Workshop. Ann Arbor, Michigan, May 2013.
- “A Gendered Theory of Display Work” (co-authored with Catherine Connell). Paper presented at “Gender Puzzles and Paradoxes” panel; Social Science History Association. Vancouver, November 2012.
- “Transnational Circuits in the Global Cultural Economy: The Case of Talent Scouts in Fashion.” Paper presented at “Emergence and innovation in markets and organizations” panel; International Economic Sociology Conference. Higher School of Economics. Moscow, October, 2012.
- “Teen Dreams.” Invited Panelist, From Street to Elite: Ethnographies of 21st century Youth Conference. University of Illinois, Purdue, April 2012.
- “The Precarious Labor of Ethnography.” Invited Panelist, Thematic Session, Ethnography in the First Person. Annual Meeting, Eastern Sociological Society. New York, February 2012.
- “Privilege of the Perk: the Everyday Affordance of Class Position” (co-authored with Noah McClain). Paper presented at Theory Section Session, Annual Meeting, American Sociological Association. Las Vegas, August 2011.
- “Superstar Longevity and Burnout in the Globalized Creative Industries” (co-authored with Frédéric C. Godart). Paper presented at Mini-Conference, “Creative Industries in the Global Economy.” SASE. Madrid, Spain, June 2011.
- “Fashioning Desire: Race, Class, and Sexuality in the Field of Cultural Production.” Invited Panelist, Bringing Bourdieu to Sexual Life: A Conference on Sexuality and the Sexual Field. University of Toronto, May 2010.
- “Gender on Display: Performance and Performativity in Fashion Modelling” (co-authored with Joanne Entwistle). Paper presented at Sex and Gender Section Session, Annual Meeting, American Sociology Association. Atlanta, August 2010.
- “Careers in Long Odds: Glamorous Precarious Labor.” Paper presented at Regular Section Session, Annual Meeting, American Sociology Association, San Francisco, August 2009.
- “Pricing Looks, Pricing Gender.” Paper presented at Mini-Conference, “Price and Value in the Economy,” at SASE. Paris, France, June 2009.
- “The World of Fashion Modeling: Work, Bodies, and Images.” Invited Panelist to Thematic Session, Annual Meeting, American Sociology Association. Boston, August 2008.
- “The Field of Fashion Modeling, or: The Gendered World Inverted.” Paper presented at the Gender Theory and Methodology Seminar at the Center for Gender Studies. University of Cambridge, UK, 2007.

OTHER TALKS

- “From Bullet Bras to Bra Burning: The Changing Lives of Women in the ’50s, ’60s and Beyond.” Panelist at *The Tannery Series* at the Peabody Essex Museum. Salem, MA, March 2014.
- “Refashioning Race, Gender, and Economy.” Panelist at MOCA, the Museum of Chinese in America, co-hosted with the Asian/Pacific/American Institute at New York University. New York, June 2013.
- “Inside the Industry: Fashion Leaders Speak Out About the Modeling Industry’s Size-Zero Standard.” Panelist, organized by The Model Alliance and the National Eating Disorder Association, Pace University. New York, February 2013.
- Invited Debater, "Proposition: This House Believes the Pursuit of Beauty Harms Women." The College Historical Society, Trinity College, Dublin Ireland. October 2012.
- “The Economy of Beauty.” Panelist at Soho Rep Theater, Off-Broadway post-play discussion for *The Ugly One*. New York, February, 2011.
- “The Death of Taste: Unpicking the Fashion Cycle.” Panelist at the Institute of Contemporary Arts. London, UK, 2006

TEACHING EXPERIENCE

Boston University, Asst. Professor, 2009 - present

- *Gender and Sexuality I: An Interdisciplinary Introduction*, Team-Taught Lecture Course
- *Introduction to Sociology*, Lecture Course
- *Culture, Markets and Inequality*, a Senior and Graduate Student Seminar
- *Sociology of Popular Culture*, Lecture Course
- *Sociology of Gender*, Lecture Course
- *Race and Ethnic Relations*, Lecture Course
- *Sexuality in Social Life*, Lecture Course

New York University, Instructor, 2007 - 2008

- *Sociology of Race and Ethnicity*
- *Introduction to Sociology*

Research Assistant to Dalton Conley, New York University, 2004-2007

- Researched, wrote, and edited four chapters for an introductory sociology textbook: Race and Ethnicity, Gender and Sexuality, Religion, and the Family

Mentorships with Graduate Students

- Rachel Everley (PhD Committee member)
- Connor Fitzmaurice (PhD Advisor)
- Sarah Hosman (PhD Advisor)
- Jim McQuaid, PhD Defended 2013 (PhD Committee member)
- Jill Walsh, PhD Defended 2014 (PhD Committee member)

PROFESSIONAL AND UNIVERSITY SERVICES

Sociology Departmental Service

- Committee on Senior Hiring Initiative, 2014
- Seminar Series Committee, 2012-13
- Morris Endowment Selection Committee, 2009 – 2010
- Graduate Program Committee, 2010
- Merit Review Committee, 2011

Women's, Gender, and Sexuality Program Service

- Director of Graduate Program, Spring 2014

University Service

- Member, Curriculum Committee Member, incoming 2014
- University Technology Governance Committee, 2012-13
- Member, Boston University Women's Studies Task Force, 2010

Service to the Discipline

- ASA Consumers and Consumption Section Council Member, 2013 – 2016
- Society for the Advancement of Socio-Economics (SASE) Council Member, 2014 – 2016
- ASA Economic Sociology Section Granovetter Best Article Committee Member, 2012-13
- ASA Culture Section Nominating Committee, Fall 2012
- Grant Proposal Referee: National Science Foundation Sociology Program, Social Sciences and Humanities Research Council of Canada
- Journal Referee: *American Journal of Sociology*, *American Sociological Review*, *Ethnic and Racial Studies*, *Gender & Society*, *Poetics*, *Organization Studies*, *Social Forces*, *Social Problems*, *Sociological Forum*, *Sociological Theory*

Professional Memberships

- NYU-LSE NYLON Culture Network, 2004-present
- Society for the Advancement of Socio-Economics, 2008 - present
- Eastern Sociological Society, 2008 - present
- American Sociological Association, 2004 - present
Sections: Sex and Gender, Sociology of Culture, Economic Sociology, Organizations, Occupations, and Work, Consumption.