

SHYON BAUMANN
CURRICULUM VITAE

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EMPLOYMENT

2002 – present: Assistant Professor to Professor of Sociology, University of Toronto
Cross-appointments (non-budgetary) to the Cinema Studies Institute,
and the Centre for the Study of the United States at the Munk School
of Global Affairs

2001 – 2002: Lecturer, Department of Sociology, Harvard University

EDUCATION

2001: Ph.D. Sociology, Harvard University

Dissertation Title: *From Entertainment to Art: A Social History of Film in the United States* (Advisor: Professor Stanley Lieberson)

1998: A.M. Sociology, Harvard University

1994: B.A. (First Class Hons.) Sociology, McGill University

ADMINISTRATIVE POSITIONS

2018-19: Acting Graduate Chair, Department of Sociology, University of Toronto

2011 – 2014: Chair, Department of Sociology, University of Toronto Mississauga

2009 – 2011: Associate Chair – Graduate, Department of Sociology, University of Toronto

EDITORIAL POSITIONS

2015 – 2017: Co-Editor-in-Chief of *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*

2015 – present: Member of Editorial Board, Culture and Economic Life Series, Stanford University Press

2012 – 2015: Associate Editor of *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*

2015 – 2017: Member of Editorial Board, *Contemporary Sociology*

2009 – 2011: Consulting Editor, *American Journal of Sociology*

2007 – 2012, 2015-present: Member of Editorial Board, *Poetics: Journal of Empirical Research on Culture, the Media, and the Arts*

2006 – present: Member of Editorial Board, *Cultural Sociology*

BOOKS

Johnston, Josée, Kate Cairns, and Shyon Baumann. 2017. *Introducing Sociology ... Using the Stuff of Everyday Life*. New York: Routledge.

Johnston, Josée and Shyon Baumann. 2015. (2nd edition) *Foodies: Democracy and Distinction in the Gourmet Foodscape*. NY: Routledge.

Media coverage: CBC Radio, WNYC Radio, *Toronto Star*, *Globe and Mail* (Chinese translation, 2018)

Baumann, Shyon. 2007. *Hollywood Highbrow: From Entertainment to Art*. Princeton, NJ: Princeton University Press.

(Chinese Simplified translation by Yilin Press, 2019)

JOURNAL ARTICLES

Nault, Jean-Francois, Shyon Baumann, Clayton Childress, and Craig M. Rawlings. *Forthcoming*. “The Social Positions of Taste Between and Within Music Genres: From Omnivore to Snob.” *European Journal of Cultural Studies*.

Baumann, Shyon, and Hannah Majeed. 2020. “Framing economic inequality in the news in Canada and the United States.” *Palgrave Communications* 6, 42.

<https://doi.org/10.1057/s41599-020-0418-3>

Bateman, Tyler, Shyon Baumann, and Josée Johnston. 2019. “Meat as benign, meat as risk: Mapping news discourse of an ambiguous issue.” *Poetics* 76

<https://doi.org/10.1016/j.poetic.2019.03.001>

Oleschuk, Merin, Josée Johnston and Shyon Baumann. [*equal authorship] 2019. “Maintaining Meat: Cultural Repertoires and the Meat Paradox in a Diverse Socio-Cultural Context.” *Sociological Forum* 34,2: 337-360. <https://10.1111/socf.12500>

Huddart-Kennedy, Emily, Shyon Baumann, and Josée Johnston. 2019. "Eating for Taste and Eating for Change: Ethical Consumption as a High-Status Practice, *Social Forces* 98,1: 381-402. <https://doi.org/10.1093/sf/soy113>

Baumann, Shyon, Michelle Szabo, and Josée Johnston. 2019. "Contextualizing Tastes of Necessity: Understanding the Food Preferences of People of Low Socio-Economic Status." *Journal of Consumer Culture* 19,3: 316-339.
<https://10.1177/1469540517717780>

Media Coverage: *Metro News*

Baumann, Shyon, Athena Engman, Emily Huddart-Kennedy, and Josée Johnston. 2017. "Organic vs. local: Comparing individualist and collectivist motivations for 'ethical' food consumption." *Canadian Food Studies* 4,1:68-86.

de Laat, Kim, and Shyon Baumann. 2016. "Caring consumption as marketing schema: representations of motherhood in an era of hyperconsumption." *Journal of Gender Studies*. 25,2:183-199.

Media coverage: *The National Post*

Baumann, Shyon, Athena Engman, and Josée Johnston. 2015. "Political consumption, conventional politics, and high cultural capital." *International Journal of Consumer Studies*. 39,4:13-421.

Baumann, Shyon, and Loretta Ho. 2014. "Cultural Schemas for Racial Identity in Canadian Television Advertising." *Canadian Review of Sociology* 51,2: 152-169.
Media coverage: CBC Television (The National, The Lang and O'Leary Exchange), *Toronto Star*, *The Globe and Mail*, Huffington Post Canada

Baumann, Shyon, and Kim de Laat. 2012. "Socially defunct: A comparative analysis of the underrepresentation of older women in advertising." *Poetics: Journal of Empirical Research on Culture, the Media, and the Arts* 40:514-541.

Cairns, Kate, Josée Johnston and Shyon Baumann. October 2010. "Caring about Food: Doing Gender in the Foodie Kitchen," *Gender & Society*. Vol 24 (5): 591-615.

Johnston, Josée and Shyon Baumann. 2009. "Tension in the Kitchen: Explicit and Implicit Politics in the Gourmet Foodscape." In "Sociologica" 1/2009, doi: 10.2383/29565.

Baumann, Shyon. 2008. "The moral underpinnings of beauty: A meaning-based explanation of light and dark complexions in advertising." *Poetics: Journal of Empirical Research on Culture, the Media, and the Arts* 36:2-23.
(Reprinted in *The Politics of Women's Bodies*, Fourth Edition, edited by Rose Weitz and Samantha Kwan, Oxford University Press, 2013.)
Media coverage: *The Daily Telegraph*, *The Guardian*, *The Independent*

Johnston, Josée and Shyon Baumann. 2007. "Democracy versus distinction: A study of omnivorousness in gourmet food writing," *American Journal of Sociology* 113:165-204.

Baumann, Shyon. 2007. "A General Theory of Artistic Legitimation: How Art Worlds are Like Social Movements." *Poetics: Journal of Empirical Research on Literature, Media and the Arts*. 35,1:47-65.

Baumann, Shyon. 2002. "Film Critics and Film Marketing, 1935-1985: Artistic Value and the Changing Relevance of Critical Discourse." *Poetics: Journal of Empirical Research on Literature, Media and the Arts* 30 243-262.

Baumann, Shyon. 2001. "Intellectualization and Art World Development: Film in the United States." *American Sociological Review* 66:404-426.

(Reprinted in *Cultural Sociology: An Introductory Reader*, edited by Matt Wray, W.W.Norton & Co., 2013.)

Lieberson, Stanley, Susan Dumais and Shyon Baumann. 2000. "The Instability of Androgynous Names: The Symbolic Maintenance of Gender Boundaries." *American Journal of Sociology* 105:1249-1287.

BOOK CHAPTERS

Johnston, Josée, Shyon Baumann, and Merin Oleschuk. 2019. "Omnivorousness, Distinction, or Both?" *Oxford Handbook of Consumption*, edited by Fred Wherry and Ian Woodward. Oxford University Press.

DOI: <https://10.1093/oxfordhb/9780190695583.013.19>

Baumann, Shyon, and Kim de Laat. 2014. "Aspiration and Compromise: Portrayals of Older Adults in Television Advertising." Pp. 13-24 in *Aging, Media, and Culture*, edited by C. Lee Harrington, Denise D. Bielby and Anthony R. Bardo. New York: Lexington Books.

Cairns, Kate, Kim DeLaat, Josée Johnston, and Shyon Baumann. 2013. The caring, committed Eco-Mom: Consumer ideals and lived realities. In *Green Consumption: The Global Rise of Eco-Chic*, (Eds.) B. Barendregt and R. Jaffe. NY: Bloomsbury. Pp. 100-114.

Johnston, Josée, Shyon Baumann, and Kate Cairns. 2010. "The National and the Cosmopolitan in Cuisine: Constructing America through Gourmet Food Writing." Chapter in *The Globalization of Food*, edited by David Inglis and Debra Gimlin. Oxford, UK: Berg.

Baumann, Shyon. 2004. "Culture and Culture Change." Pp. 34-58 in Tepperman, Lorne and Jim Curtis, editors, *The Social World*. Don Mills, ON: Oxford University Press Canada.

OTHER PUBLICATIONS

Baumann, Shyon. 2019. "Status, Stand, Capital, Class: What do stratified patterns of cultural tastes mean?" Commentary in *British Journal of Sociology* 70,3: 882-886.

Baumann, Shyon, Hannah Majeed, and Haris Majeed. 2018. "A Socioeconomic Lens on Understanding Early Childhood Linear Growth Faltering." *The Lancet Global Health* 6,3:e253.

Baumann, Shyon. 2017. Review of *The Digital Difference: Media Technology and the Theory of Communication Effects* (by W. Russell Neuman). *Contemporary Sociology* 46,5:580-582.

Baumann, Shyon. 2016. Review of *Democratizing Inequalities: Dilemmas of the New Public Participation* (edited by Caroline W. Lee, Michael McQuarrie, and Edward T. Walker). *Contemporary Sociology* 45,4:467-469.

Baumann, Shyon. 2015. Review of *The Industrial Diet: The Degradation of Food and the Struggle for Healthy Eating* (by Anthony Winson). *Contemporary Sociology* 44,4:571-572.

Baumann, Shyon, and Josée Johnston. "Democracy vs. Distinction in Omnivorous Food Culture. Clarifications, Elaborations, and a Response to Therese Andrews," in *Sociologica* 2/2012, doi: 10.2383/38264.

Baumann, Shyon. 2012. "The Culture of Cultural Markets." *Contemporary Sociology: A Journal of Reviews* 41:777-779.

Baumann, Shyon, Timothy Dowd, and Susanne Janssen. 2009. "Editorial: Classifying Culture: Agents, Structures, Processes." *Poetics* 37,4:295-297.

Johnston, Josée and Shyon Baumann, "Tension in the Kitchen": A Response to the Comments. The Politics of Foodie Discourse: Idealized, Ironic, Materialist?, in "Sociologica" 1/2009, doi: 10.2383/29569.

Baumann, Shyon, and Josée Johnston. 2009. "How to be a foodie." *Contexts: Understanding People in their Social Worlds*. Vol.8, No.1, pp.62-64.

Baumann, Shyon. 2009. Review of *Critics, Ratings, and Society: The Sociology of Reviews* (by Grant Blank). *Social Forces* 87,4:2189-2190.

Baumann, Shyon. 2007. "Movies and Society." In *Society in Question*, 5th edition, edited by Robert Brym. Toronto: Thomson Nelson

WORKS IN PROGRESS

Ho, Loretta, Blair Wheaton, and Shyon Baumann. "A Life Course Perspective on Cultural Capital Acquisition: How Timing and Duration of Musical Socialization Affect the Taste for Classical Music and Opera" *Revised and resubmitted*.

Rawlings, Craig, Clayton Childress, Shyon Baumann, and Jean-François Nault. "Genres and Objects: How Higher Status Individuals Balance Inclusive and Exclusive Tastes." *Invitation to revise and resubmit*.

Johnston, Josée, Shyon Baumann, and Merin Oleschuk. "Perceptions of Meat Eaters and Vegetarians: Using Prototypes and Exemplars to Understand Variation in a Gendered Schema." *Under journal review*.

Otto-Bittencourt, Natalia, Josée Johnston, and Shyon Baumann. "In Defence of the Burger: Marketing a Contentious Product." *Under journal review*.

Baumann, Shyon, Josée Johnston, and Merin Oleschuk. "The Sovereignty of Consumer Sovereignty: How Ethical Livestock Producers View Possibilities for Food System Change." *Under journal review*.

Johnston, Josée, Anelyse Weiler, and Shyon Baumann. "Happy meat for the masses? Producer perspectives on sustainable meat and the question of scale." *In progress*.

Levi, Ron, Ioana Sendriou, and Shyon Baumann. "Atrocity as Cultural Object over Time: A Computational Model of 70 Years of Holocaust Reporting." *In progress*.

Trottier, Brody, Shyon Baumann and Josée Johnston. "The Influence of the Pandemic on Public Understandings of Meat." *In progress*.

RESEARCH GRANTS

2016: Department of Sociology, University of Toronto Mississauga, "Omnivorous Cultural Consumption," \$6300.

2015: Co-Applicant for Social Science and Humanities Research Council of Canada (Insight Grant), "Consuming meat: A study of taste, risk and food politics," \$194,764 (Principal Investigator: Josée Johnston)

2009: Social Science and Humanities Research Council of Canada (Institutional Grant), \$1,256

2008: Social Science and Humanities Research Council of Canada (Institutional Grant), \$1,767

2007: Social Science and Humanities Research Council of Canada (Institutional Grant), \$747

2006 – 2010: Social Sciences and Humanities Research Council of Canada (Standard Research Grant), “Race, Age, and Gender in Canadian Television Advertising,” \$88,503

2006: Social Science and Humanities Research Council of Canada (Institutional Grant), \$1,000

2004: Social Science and Humanities Research Council of Canada (Institutional Grant), \$500

RECENT REFEREED CONFERENCE PRESENTATIONS

2019. “Ambiguity and Specificity: Balancing Inclusion and Partitioning through Cultural Tastes.” ASA Annual Meeting (New York City).

2018: “Eating for taste, eating for change: Comparing cultural capital in foodie and ethical consumer orientations.” Consumers and Consumption Section Preconference to ASA Annual Meeting (Philadelphia, Pennsylvania)

2015: “A Life Course Perspective on Cultural Capital Acquisition: How Timing and Duration of Musical Socialization Affect the Taste for Classical Music and Opera.” American Sociological Association Annual Meeting (Chicago, Illinois)

2015: “Contextualizing Tastes of Necessity: Understanding the Food Preferences of People of Low Socio-Economic Status.” American Sociological Association Annual Meeting (Chicago, Illinois)

2014: “Shopping for Change?: A Socio-Economic Analysis of Food Shopping.” American Sociological Association Annual Meeting (San Francisco, California)

2014: “Motivations for Ethical Food Consumption: Nuancing the Self-Interest and Civic-Minded Binary” International Sociological Association (Yokohama, Japan)

2013: “Cultural Schemas for Racial Identity in Canadian Television Advertising.” American Sociological Association Annual Meeting (New York City, New York)

2013: “Aspiration vs. Consolation: Ageism in Advertising.” Popular Culture Association of Canada Annual Meeting (Niagara Falls, Ontario)

2013: “Caring consumption as marketing schema: Representations of motherhood in an era of hyperconsumption.” Canadian Sociological Association Annual Meeting (Victoria, British Columbia)

INVITED PRESENTATIONS

2017. “Taste and taste culture: Advancing the Study of Embodied-Mind Pleasures.” Consumers and Consumption Symposium @ Yale, Yale University.

2015 “Contextualizing Tastes of Necessity: Understanding the Food Preferences of People of Low Socio-Economic Status.” Sociology of Culture Workshop, Northwestern University.

2015 “The Culinary Omnivore: The Cultural Politics of Gourmet Food.” Department of Sociology and Anthropology, Lehigh University.

2014 “Cultural Sociology’s Tools for Understanding Social Inequality.” Successful Societies Program of the Canadian Institute for Advanced Research (Toronto, Ontario)

2012 “Sacrificial Consumption: Hyperconsumption Meets Intensive Mothering.” Classification, Value Construction, and Meaning Making in the Media and Creative Industries at Erasmus University Rotterdam, The Netherlands.

2012 “The Cultural Politics of the Creation of Value.” The Sociology of Markets and Consumption, Kellogg School of Business, Northwestern University.

2012 “Viewing Film from a ‘Production Perspective’: How Sociological Methods Can Illuminate the Significance of Film.” Toronto Film Seminar Series at the Toronto International Film Festival Lightbox.

2010 “Why Older Women Are Underrepresented in Advertising.” Economic Sociology Colloquium Series, Harvard University.

2010 “Why Older Women Are Underrepresented in Advertising.” Marketing Group Colloquium Series, Sloan School of Management, MIT.

COURSES TAUGHT

Undergraduate

Sociology of Culture

Media Ethics and Policy

Sociology of Mass Communication

Logic of Social Inquiry: Introduction to Research Methods

Sociology of Taste

Graduate

Sociology of Culture

Doctoral Research Practicum

Cultural Methods and Analysis

Comparative Research Methods in Food Studies

AWARD

2001: Best Student Paper (Co-Winner), Culture Section of American Sociological Association, for *Intellectualization and Art World Development: Film in the United States*.

PROFESSIONAL AFFILIATIONS

Member of American Sociological Association: Sociology of Culture Section, Economic Sociology Section, Consumers and Consumption Section

EXTERNAL SERVICE COMMITTEE MEMBERSHIPS

2014-2017: Council Member, Section on Sociology of Culture, American Sociological Association

2012: Member of committee on nominations, Section on Consumers and Consumption, American Sociological Association

2011: Member of search committee for assistant professor of sociology in the areas of culture and inequality (UTSC)

2010: Chair of Best Book Prize Committee, Section on Sociology of Culture, American Sociological Association

AD HOC REVIEWING

American Journal of Sociology; American Sociological Review; Canadian Ethnic Studies; New Media & Society; Food, Culture & Society; Organization Science; Poetics: Journal of Empirical Research on Culture, the Media and the Arts; Princeton University Press; Qualitative Sociology; Research in the Sociology of Organizations; Social Forces; Social Psychology Quarterly; Social Science and Humanities Research Council of Canada; Sociological Forum; The Sociological Quarterly; Sociological Theory; International Journal of Consumer Studies

PH.D. STUDENTS GRADUATED

2017: Kim de Laat (supervisor)

2014: Phillipa Chong (supervisor)

2012: Loretta Ho (co-supervisor); Sarah Knudson (co-supervisor)