

November 2020

**CURRICULUM VITAE
RICHARD T. SERPE**

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PROFESSIONAL EMPLOYMENT:

July	2019-	Professor Emeritus, Department of Sociology Kent State University
July	2005	Professor and Chair, Department of Sociology
July	2019	Kent State University
Aug.	1993	Professor of Sociology and Director
July	2005	Social and Behavioral Research Institute California State University, San Marcos
July	2000-	Chair, Department of Sociology
July	2003	California State University, San Marcos
May	1987-	Associate Professor of Sociology and Director
Aug.	1993	Social Science Research Center California State University, Fullerton
Aug.	1983-	Assistant Professor
May	1987	Department of Sociology and Anthropology Purdue University; West Lafayette, IN

EDUCATION :

Ph.D.	1985	Indiana University, Bloomington--Department of Sociology
M.A.	1981	California State University, Fullerton--Department of Sociology
B.A.	1971	California State University, Fullerton--Department of Sociology

AREAS OF INTEREST :

Social Psychological Theory	Family/Gender
Quantitative Methods	Adult Socialization
Survey Research Methods	Medical
Applied and Evaluation Research	Community Studies

PUBLICATIONS:***Referred Articles***

- Stets, Jan E., Peter J. Burke, Richard T. Serpe, and Robin Stryker. 2020
"Getting Identity Theory (I.T.) Right." Pp. 191-212 In S. R. Thye and E. J. Lawler (eds) *Advances in Group Processes*, Volume 37, Bingley, England: Emerald.
- Piatt, Elizabeth E., Eboni Pringle, David Merolla, and Richard T. Serpe. 2019.
"The Role of Science Identity Salience in Graduate School Enrollment for First-Generation, Low-income, Underrepresented Students" *The Journal of Negro Education*. 88:269-280.
- Markowski, Kelly L., and Richard T. Serpe. 2018.
"Identity Theory Paradigm Integration: Assessing the Role of Prominence and Salience in the Verification and Self-Esteem Relationship." Pp. 75-102 In S. R. Thye and E. J. Lawler (eds) *Advances in Group Processes*, Volume 35, Bingley, England: Emerald.
- Brenner, Philip S., Richard T. Serpe, and Sheldon Stryker. 2018.
"Role-Specific Self-Efficacy as Precedent and Product of the Identity Model." *Sociological Perspectives*. 61:57-80 Online First, March 18, 2017. 61:57-80: DOI: 10.1177/0731121417697306.
- Stets, Jan E., Philip S. Brenner, Peter J. Burke, and Richard T. Serpe. 2017.
"The Science Identity and Entering a Science Occupation." *Social Science Research*. 64:1-14.
- Kalkhoff, Will, Kristen Marcussen, and Richard T. Serpe. 2016.
"To Thine Own Self Be True? Clarifying the Effects of Identity Discrepancies on Psychological Distress and Emotions." *Social Science Research*. 58:14-33.
- Brenner, Philip S., Richard T. Serpe, and Sheldon Stryker. 2014.
"The Causal Ordering of Prominence and Salience in Identity Theory: An Empirical Examination." *Social Psychology Quarterly*. 77:231-252. DOI: 10.1177/019272513518337.
- Merolla, David M., and Richard T. Serpe. 2013.
"STEM Enrichment Programs and Graduate School Matriculation: The Role of Science Identity" *Social Psychology of Education*. 16:575-597: DOI 10.1007/s11218-013-9233-7.
- Merolla, David, M., Richard T. Serpe, Sheldon Stryker, and P. Wesley Schultz. 2012.
"Structural Precursors to Identity Processes: The Role of Proximate Social Structures." *Social Psychology Quarterly*. 75:149-172.
- Merolla, David M., Matthew O. Hunt, and Richard T. Serpe. 2011.
"Concentrated Disadvantage and Beliefs about the Causes of Poverty: A Multi-level Analysis." *Sociological Perspectives*. 54:205-227.
- Schultz, P. Wesley, Paul R. Hernandez, Anna Woodcock, Mica Estrada-Hollenbeck, Randie C. Chance, Maria Aguilar and Richard T. Serpe. 2011.
"Patching the Pipeline: Reducing Educational Disparities in the Sciences through Minority Training Programs." *Education Evaluation and Policy Analysis*. 33:95-114.
- Keuthen, Nancy J., Lorrin M. Koran, Elias Aboujaoude, Michael D. Large, Richard T. Serpe. 2010
"The Prevalence of Pathological Skin Picking in U.S. Adults." *Comprehensive Psychiatry*. 51:183-186. (Available online 11 July 2009.)

- Koran, Lorrin M., Elias Aboujaoude, Michael D. Large, and Richard T. Serpe. 2008
"The Prevalence of Body Dysmorphic Disorder in the Adult U.S. Population." *C.N.S. Spectrums: The International Journal of Neuropsychiatric Medicine*. 13:316-322.
- Elias Aboujaoude, Lorrin M. Koran, Nona Gamel, Michael D. Large, and Richard T. Serpe. 2006
"Potential Markers for Problematic Internet Use: A Telephone Survey of 2513 Adults." *C.N.S. Spectrums: The International Journal of Neuropsychiatric Medicine*. 11:750-755.
- Koran, Lorrin M., Ronald J. Faber, Elias Aboujaoude, Alan F. Schatzberg, Michael D. Large, and Richard T. Serpe. 2006.
"Estimated Prevalence of Compulsive Buying Behavior in the United States." *The American Journal of Psychiatry*. 163:1806-1812.
- Stryker, Sheldon, Richard T. Serpe, and Matthew O. Hunt. 2005.
"Making Good on a Promise: The Impact of Larger Social Structures on Commitments." Pp 93-124 in S. R. Thye and E. J. Lawler (eds) *Advances in Group Processes*, Volume 22, Oxford, England: Elsevier.
- Canary, Daniel J., William R. Cupach, and Richard T. Serpe. 2001
"A Competence-Based Approach to Examining Interpersonal Conflict: Test of a Longitudinal Model." *Communication Research* 28: 79-104.
- Adams, Richard E., and Richard T. Serpe. 2000
"Social Integration, Fear of Crime, and Psychological Health" *Sociological Perspectives* 43:605-629.
- Bausch, Robert S., and Richard T. Serpe. 1999
"Recruiting Mexican American Adoptive Parents." *Child Welfare* 78:693-716.
- Bausch, Robert S. and Richard T. Serpe. 1997.
"The Perception of Negative Outcomes of Interethnic Adoption Among Mexican Americans." *Social Work*.42:136-143.
- Stryker, Sheldon, and Richard T. Serpe. 1994
"Identity Salience and Psychological Centrality: Equivalent, Overlapping, or Complementary Concepts." *Social Psychology Quarterly* 57:16-35.
- Harrison, Carole S., Edward P. Asmus, and Richard T. Serpe. 1994
The Effects of Musical Aptitude, Academic Ability, Music Experience, and Motivation for Music on Achievement in Aural Skills." *Journal of Research in Music Education* 42:131-144.
- Serpe, Richard T., and Sheldon Stryker. 1993
"Prior Social Ties and Movement Into New Social Relationships." Pp. 283-304 in E. Lawler, B. Markovsky, and J. O'Brien (eds.) *Advances in Group Processes: Theory and Research*, Vol. 10, Greenwich, Conn: J.A.I. Press.
- Black, Deirdre R., Richard T. Serpe, and Kathryn N. Black. 1988.
"Attributions for Examination Success or Failure in an Undergraduate Sociology Course." *Proceedings of the Indiana Academy of Science* 97:459-463.
- Serpe, Richard T. 1987.
"Stability and Change in Self: A Structural Symbolic Interactionism Explanation." *Social Psychology Quarterly* 50:44-55.

Serpe, Richard T., and Sheldon Stryker. 1987.

"The Construction of Self and the Reconstruction of Social Relationships." Pp. 41-82 in E. Lawler and B. Markovsky (eds.) *Advances in Group Processes: Theory and Research*, Vol. 4, Greenwich, Conn: J.A.I. Press.

Grauerholz, Elizabeth, and Richard T. Serpe. 1985.

"Initiation and Response: The Dynamics of Sexual Interaction." *Sex Roles: A Journal of Research* 12:1041-1059.

Stryker, Sheldon, and Richard T. Serpe. 1983.

"Toward a Theory of Family Influence in the Socialization of Children." Pp. 47-74 in A. Kerckhoff (ed.), *Research in the Sociology of Education and Socialization*, Vol. 4, Greenwich, Conn.: J.A.I. Press.

Books:

Serpe, Richard T., Robin Stryker, and Brian Powell (Editors). 2020.

Identity and Symbolic Interaction: Deepening Foundations; Building Bridges. New York: Springer.

Stets, Jan E., and Richard T. Serpe (Editors). 2019.

Identities in Everyday Life. New York: Oxford University Press.

Stets, Jan E., and Richard T. Serpe (Editors). 2016.

New Directions in Identity Theory and Research. New York: Oxford University Press.

Burke, Peter J., Timothy J. Owens, Richard T. Serpe, and Peggy A. Thoits (Editors). 2003

Advances in Identity Theory and Research. New York: Kluwer

Chapters in Books and Online Invited Papers:

Kalkhoff, Will, Richard T. Serpe, and Josh Pollock. 2020.

"Is Video Chat a Sufficient Proxy for Face-to-Face Interaction? Biosociological Reflections on Life during the COVID-19 Pandemic." *This View of Life*, July 28. (<https://evolution-institute.org/is-video-chat-a-sufficient-proxy-for-face-to-face-interaction-biosociological-reflections-on-life-during-the-covid-19-pandemic/>).

Adams, Richard E., and Richard T. Serpe. 2020.

"Role Discrepancies and Psychological Distress: A Partial Test of Incorporating Identity Theory and Self-Definitions into the Stress Process Model." Pp. 293-316 In Richard T. Serpe, Robin Stryker, and Brian Powell (eds). *Identity and Symbolic Interaction: Deepening Foundations; Building Bridges*. New York: Springer.

Serpe, Richard T., Robin Stryker, and Brian Powell. 2020

"Structural Symbolic Interaction and Identity: Pp. 1-33 *The Indiana School and Beyond*." In Richard T. Serpe, Robin Stryker, and Brian Powell (eds). *Identity and Symbolic Interaction: Deepening Foundations; Building Bridges*. New York: Springer.

Stryker, Robin, Richard T. Serpe, and Brian Powell. 2020

"Structural Symbolic Interaction and Identity Theory: Current Achievements and Challenges for the Future." Pp. 365-385 In Richard T. Serpe, Robin Stryker, and Brian Powell (eds). *Identity and Symbolic Interaction: Deepening Foundations; Building Bridges*. New York: Springer.

- Serpe, Richard T., Fritz W. Yarrison, Jan E. Stets, and Sheldon Stryker. 2019.
"Multiple Identities and Self-Esteem." Pp. 53-71 In Jan E. Stets and Richard T. Serpe (eds).
Identities in Everyday Life. New York: Oxford University Press.
- Kalkhoff, Will, Richard T. Serpe, Joshua Pollock, Brennan Miller, and Matthew Pfeiffer. 2016.
"Neural Processing of Identity-Relevant Feedback: An Electroencephalographic Study." Pp. 195-218 in Jan E. Stets and Richard T. Serpe (eds). *New Directions in Identity Theory and Research*. New York: Oxford University Press.
- Stets, Jan E., and Richard T. Serpe. 2016.
"New Directions in Identity Theory and Research: Looking Back and Moving Forward." Pp. 3-27 in Jan E. Stets and Richard T. Serpe (eds) *New Directions in Identity Theory and Research*. New York: Oxford University Press.
- Stets, Jan E., and Richard T. Serpe. 2013.
"Identity Theory." Pp. 31-60 in John DeLamater and Amanda Ward (eds) *Handbook of Social Psychology, 2nd Edition*. New York: Springer.
- Serpe, Richard T., and Sheldon Stryker. 2011.
"The Symbolic Interactionist Perspective and Identity Theory." Pp 225-248 in Seth Schwartz, Koen Luyckx, and Viv Vignoles (Eds) *Handbook of Identity Theory and Research*. London: Springer.
- Owen, Timothy J., and Richard T. Serpe. 2003
"The Role of Self-Evaluation in Identity Salience and Commitment," Pp 85-102 in Burke, Owens, Serpe, and Thoits (eds) *Advances in Identity Theory and Research*. New York: Kluwer.
- Serpe, Richard T. 1991.
"The Cerebral Self: Thinking and Planning About Identity Relevant Activities." Pp. 55-73 in J. Howard and P. Callero (eds.) *The Self Society Dynamic: Cognition, Emotion, and Action*. Cambridge University Press.
- Stryker, Sheldon, and Richard T. Serpe. 1982.
"Commitment, Identity Salience, and Role Behavior: Theory and Research Example." Pp. 192-216 in W. Ickes and E. Knowles (eds.) *Personality, Roles and Social Behavior*, New York: Springer-Verlag.
- Published Abstracts:**
- Fife, Kenneth H., and Richard T. Serpe. 1986.
"Characteristics of Individuals Presenting for Anonymous Determination of HTLV-III Antibody Status." *Clinical Research*, Vol. 34, May.
- Jones, Robert B., and Richard T. Serpe. 1986.
"Acceptance of Photo Identification Card Showing HTLV-III Antibody Status as a Means of Risk Reduction." *Clinical Research*, Vol. 34, May.

RESEARCH GRANTS AND CONTRACTS (Funded):**Co-Principal Investigator, Pregnancy Risk Assessment Monitoring System (PRAMS), State of Indiana 2017 - 2018.**

PRAMS was a CDC-sponsored population-based surveillance system that is designed to identify and monitor “select maternal experiences and behaviors that occur before and during pregnancy and during the child’s early infancy . . .” (PRAMS Indiana R.F.P. 17-063, 4:2016). PRAMS requires strict adherence to C.D.C. guidelines for all aspects of data collection. Data are collected by way of a sequential mixed-mode survey process, mailed surveys, and then telephone surveys for those not completing the mailed survey.

Co-Principle Investigator, “2016 Health Assessment Research Center Health Needs Assessment Survey.”

Funded by the Health Assessment Resource Center (HARC) of Riverside County, this project was a probability sample of 2,500 residents in Eastern Riverside County (Coachella Valley), California. The survey assesses the current health needs of the residents. The study includes a subsample of residents with children. The sample consists of both landlines and cell phones, and the survey was conducted in both English and Spanish. January 2016 to October 2016.

Co-Principal Investigator, Welborn Baptist Foundations’ Tri-State Health Survey.

This BRFSS-like telephone survey consisting of 4,200 telephone interviews sought to learn the health behavior, habits, and attitudes of residents in five southern Indiana counties and nearby counties in Illinois and Kentucky. This project utilized a dual-frame, overlapping telephone sample sampling strategy. December 2013 to August 2014.

Principal Investigator, Developmental Disabilities Council of Ohio, Waitlist Survey.

This telephone survey project, consisting of 1,000 telephone interviews, sought to learn about the current and future unmet needs of consumers on a waitlist for services throughout the state of Ohio. Because of the sensitive nature of respondents’ diagnoses and the necessity of utilizing personal identifiers, this study required a complete I.R.B. committee review and a HIPAA compliance data security audit. July 2013 to October 2013.

Co-Principal Investigator, Injury Prevention Motor Vehicle Policy Survey, for the Ohio Department of Health

This telephone project, consisting of 750 completed interviews (English and Spanish), utilized a random selection of landline and cellular phone respondents to review Ohio driving laws and potential policy changes. August 2013 to October 2013.

Principle Investigator, “2013 Health Assessment Research Center Health Needs Assessment Survey.”

Funded by the Health Assessment Resource Center (HARC) of Riverside County, this project was a probability sample of 2,450 residents in Eastern Riverside County (Coachella Valley), California. The survey assesses the current health needs of the residents. The study includes a subsample of residents with children. The sample consists of both landlines and cell phones, and the survey was conducted in both English and Spanish. September 2012 to August 2013.

Principle Investigator, “Ohio Gambling Survey.”

Funded by the Ohio Department of Alcohol and Drug Addiction Services, this project consisted of a telephone sample of 3,600 residents of Ohio. The survey was designed to establish initial incidents and prevalence rates of problem gambling within Ohio. Oversamples of the population in the geographic areas surrounding four casinos established by state law in Cuyahoga, Franklin, Hamilton, and Lucas counties. March 2012 to July 2012.

Co-Principal Investigator, “**Aspirations, Social Obligations, and Psychological Stress.**”

Funded by the National Science Foundation (N.S.F.), this project was a national probability study that seeks to expand social psychological models of mental health better to better understand the relationship between social roles and well-being. The study was based on 1,000 telephone interviews of adult respondents. September 2010 to August 2011.

Co-Principal Investigator, “**The Science Study.**”

Funded by the National Institutes of Health (NIGMS), The Science Study was a nationwide longitudinal study of minority science students. It is the largest and most rigorous study of this type ever conducted. We are tracking the academic journeys of over 1,300 science students from more than 48 universities and colleges across the nation. The panel of students was drawn from colleges and universities from 18 different states. An initial study funded from August 2005 to July 2009; refunded from August 2009 to July 2013. Website: thesciencestudy.csusm.edu/. National Institutes of Health, the National Institute of General Medical Sciences R01-GM075316.

Principal Investigator, “**Ohio Department of Health Behavioral Risk Factor Surveillance Survey (BRFSS).**”

Funded by the State of Ohio Department of Health Services. This project was part of the Center for Disease Control ongoing annual national data collection process. The Behavioral Risk research agenda began in 1980. They are conducted annually in every state and territory within the U.S. The Ohio BRFSS consists of approximately 650 interviews every month with an oversample of African Americans. September 2002 to December 2005.

Principal Investigator, “**California Employment Development Department Evaluation of Job Training Projects.**”

This project was based on telephone surveys monthly of persons seeking employment and employment training. Interviews are conducted six weeks after the client has completed their training program to evaluate the program and the client’s success in finding employment. Approximately 1,500 interviews were conducted annually. The project was funded annually from 2001 to 2008. The project was funded from January 2001 to December 2008.

Principal Investigator, “**C.S.U. Measures of Success: Technology and the University.**”

This project was based on telephone surveys of 3,300 faculty and 2,200 staff conducted in 2000, 2002, 2004, 2006, and 3,300 students conducted in 2001, 2003, 2005, 2007. The surveys assess change in technology knowledge, access, and use across the three groups. After 2001, the design includes a panel of faculty and students from January 2000 to December 2007. The project was funded from 2000 to 2007.

Principal Investigator, “**City of Carlsbad Performance and Image Surveys.**”

This project consists of a series of surveys of city residents to assess both the performance of city government/city services, assess resident attitudes and opinions about the city, and provide information about the resident’s priorities for improving, changing, or adding city services and amenities. To date, seven surveys were conducted, totaling 6,420 interviews. Funded annually from 2001 to 2007.

Principal Investigator, “**Making Connections: Bring Research and Data to Neighborhoods.**”

Funded by the Annie E. Casey Foundation, this project was designed to assist twelve of the most disadvantaged neighborhoods in San Diego to engage in positive community development. Focusing on “place-based change and family strengthening,” the project worked with neighborhood organizations and local citizen’s councils to identify projects and areas of concern, gather data, seek funding or policy change, and develop a culture of information — September 2001 to June 2004.

Principal Investigator, **“C.S.U. Faculty Workload and Comparable Workload Study II.”**

This project consisted of a stratified random sample of faculty at the California State University's 23 campuses (n=1,700) and 35 comparable universities throughout the U.S. (n=975). Data were collected by a mailed survey. The study's purpose was to compare data related to faculty workload data both within the C.S.U. and with comparable U.S. universities. The study was designed to replicate a study conducted in 1989-90 — July 2000 to December 2002.

Principal Investigator, **“San Diego County Outcomes and Community Impact Measurement Program, United Way of San Diego.”**

This was a six-year project funded by the United Way of San Diego. It was designed to give business leaders, government officials, foundations, the United Way, and agencies that provide services information to support programmatic decisions. The project focuses on personal and community health issues, access to services, self-sufficiency, civic solutions, education, public safety, and well-being. This project's data comes from 3,500 telephone surveys stratified by age, race, and gender conducted annually. September 1997 to December 2003.

Principal Investigator, **“Translating Research Into Action for Diabetes.”**

This was a three-year project funded by the Centers for Disease Control. The project was based on longitudinal telephone surveys with 15,000 diabetes patients at three points in time. The survey was one part of a five-year project funded for six Training and Research Centers (New Jersey, Michigan, Indiana, Texas, California, and Hawaii) and addressed patient's knowledge, behavior, and attitudes. The survey data will be linked to healthcare data. January 2000 to December 2002.

Principal Investigator, **“C.S.U. Student Information Competency Study.”**

This was a five-year project funded by C.S.U. Chancellor's Office. Year One 1999-2000, was established for C.S.U. student levels of information competency. The baseline data based on 3,217 telephone interviews with students from 21 of the C.S.U. campuses. Year Two 2000-2001 consists of a qualitative project to assess information competence processes and styles. The data was based on in-depth analysis of information processing tasks for 100 students recruited from 21 of the C.S.U. campuses. Years three to five consisted of a panel study of 1,800 entering first-year students and 1,800 junior college transfer students. The panel study assesses changes in information competency as the students' progress toward the completion of their bachelor's degree. July 1999 to June 2003.

Principal Investigator: **“San Diego County Child Care Development and Planning Council Survey of Childcare Needs and Practices.”**

This study was funded by County of San Diego and based on surveys of 600 households with children twelve years of age and younger. The survey assesses the childcare practices of each household for each eligible child. Questions of care, need, and barriers are addressed. May 2000 to December 2000.

Principal Investigator, **“Panel Study of Tobacco Attitudes and Use of Young Adults, San Diego County Health, and Human Services Department, Health Promotions Office.”**

This project was a panel survey of 1,017 young adults age 18 to 24 living in San Diego County. The respondents were interviewed in May and June 1999 and will be re-interviewed in May and June of 2000. The study focuses on attitudes and behaviors associated with tobacco use — March 1998 to Sept 2000.

Principal Investigator, **“C.S.U. Student Technology Resource Survey.”**

This survey was funded by the California State University Chancellor’s Office and consisted of telephone interviews with 3,127 students sampled from twenty campuses throughout the state. This project also included a series of focus groups conducted in both Northern and Southern California. This study focused on student technology needs and interests — September 1998 to June 1999.

Principal Investigator, **“California Kids Health Care Foundation Survey.”**

This survey was funded by the California Kids Health Care Foundation and consisted of interviews with 1,850 parents of children who do not currently have health insurance coverage for their children. The focus of the survey was to assess what types of programs these families would be interested in participating in and what they can reasonably afford. — August 1998 to March 1999.

Principal Investigator, **“Alliance Healthcare Foundation/The Greater San Diego Chamber of Commerce Small Business Health Coverage Survey.”**

This project was funded by the Alliance Healthcare Foundation and consisted of a survey of 1,400 small business members of The Greater San Diego Chamber of Commerce. The project focused on the availability of health insurance for their employees and dependents — June 1998 to December 1998.

Principal Investigator, **“Smoke-Free Bars Survey, San Diego County Health and Human Services Department, Health Promotions Office.”**

This project surveys 1,200 San Diego County residents in November 1997 and May 1998 on their knowledge, attitudes, and behaviors regarding California Law AB 3030. It bans all forms of smoking in bars, taverns, and casinos as of January 1998. October 1997 to July 1998.

Principal Investigator, **“Higher Education in North San Diego County, North County Higher Education Alliance.”**

Surveys of 750 residents, 400 businesses, and 500 colleges and university faculty designed to assess the image and needs of higher education for three community colleges and one comprehensive state university in North San Diego County. September 1997 to July 1998.

Principal Investigator, **“San Diego County AB 1741 Project.”**

This project was an evaluation using qualitative and quantitative methods to assess the effectiveness of comprehensive community initiatives to blend human service delivery in the communities of Imperial Beach, National City, Chula Vista, El Cajon, and Southeastern San Diego. January 1997 to December 2000.

Principal Investigator, **“San Diego County Study of Attitudes Toward Needle Exchange, (Sub-contract with Research Works) for the Alliance HealthCare Foundation.”**

A telephone survey focusing on 1,250 registered voters’ attitudes toward establishing a “tolerated” needle exchange program in San Diego County. The sample was stratified by county district, party registration, sex, and age. September 1996 to January 1997.

Principle Investigator, **“Survey of Community Health Care Concern, Anaheim Memorial Medical Center.”**

A telephone survey of 800 residents in the catchment area of Anaheim Memorial Medical Center to assess the community’s health care concerns on both the individual and community level, level of interest in health education, and the assessment of the need for community outreach. August 1996 to November 1996.

Principal Investigator, **“School Community Violence Prevention Grant, Poway Unified School District.”**

This four-year project was a quasi-experimental design to assess the programmatic impact on reducing violence among junior high and high school students. Students in the target schools were followed for four years. The data collection includes school records, interviews, focus groups, and questionnaires — April 1996 to June 2000.

Principal Investigator, **“Academic Volunteer Mentoring Service Grant, Poway Unified School District.”**

This project focuses on the assessment of mentoring on school performance. Participants in the program are elementary and secondary students. Mentors included secondary students mentoring elementary students and college students mentoring secondary students. Qualitative and quantitative data using school records, interviews, and questionnaires were collected — March 1996 to June 2001.

Principal Investigator, **“California Child Custody Study: 1996 Follow-Up Study.”**

The California Child Custody Study was funded by the Judicial Council of California State Office of Family Courts Services. The survey uses mailed questionnaires with telephone follow-ups to assess the experiences, attitudes, and opinions about the court-based resolution of disputes about child custody and visitation for a sample of 3,754 parents interviewed in 1993 — April 1996 to June 1997.

Principal Investigator, **“Evaluation of San Diego County Delinquency Prevention Project -- Title V.”**

San Diego County Delinquency Prevention Project -- Title V was funded by the Office of Criminal Justice Planning. The project includes three community collaboratives within San Diego County (Oceanside, Linda Vista, and Spring Valley). They have developed community-based programs designed to impact intermediate school-aged youth through special projects within their community. The evaluation of this project includes community surveys, qualitative data assessing processes within each collaborative, and outcome measures for school performance. November 1995 to July 1998.

Principal Investigator, **“Evaluation of the Encinitas Unified School District Esprit de Corp Service Learning Project.”**

Funded by Community Learn and Service, this project was a community-based collaborative designed to integrate classroom curriculum with service activities within the community. The evaluation focuses on changes in pedagogy, the impact of the service-learning on the students in the areas of personal growth and citizenship, and the impact of the project on the community. The evaluation includes environmental scans and a collection of classroom instructional materials, observation of instructional and community activities. August 1994 to July 1997 refunded from July 1997 to June 2000.

Principal Investigator, **“California Child Custody Study: 1995 Follow-Up Study.”**

The California Child Custody Study was funded by the Judicial Council of California State Office of Family Courts Services. The survey uses mailed questionnaires with telephone follow-ups to assess the experiences, attitudes, and opinions about the court-based resolution of disputes about child custody and visitation for a sample of 2,274 parents interviewed in 1991. January 1995 to May 1996.

Principal Investigator, **“Community Employers Needs Assessment for Palomar Community College.”**

Funded by Palomar Community College, the survey was conducted to assess the knowledge and skills needed by employers within North San Diego County. Three hundred and two employers were surveyed on their current needs and future needs concerning employee skills — January 1995 to July 1995.

Principal Investigator, "**Imagine San Marcos: City of San Marcos 2000 Image Study.**"

Funded by the City of San Marcos, a telephone survey of 527 residents focusing on their perceptions, attitudes, and opinions of how the city should focus their development over the next decade. March 1994 to December 1994.

Principal Investigator, "**Orange County Labor Market Survey, 1993.**"

Orange County Labor Market Survey, 1993, was funded by the County of Orange Community Service Agency and was conducted in cooperation with the Orange County Private Industry Council and the State of California Employment Development Department Labor Market Information Division. The project consists of telephone interviews with 375 employers within Orange County. The survey focuses on employment characteristics of 25 occupations — March 1993 to December 1993.

Principal Investigator, "**Santa Ana 2000 Drop-Out Prevention Evaluation Project.**"

Santa Ana's 2000 Drop-Out Prevention Evaluation Project was a three-year project with the Santa Ana Unified School District. The evaluation was tied to the U.S. Department of Education funding for a Drop-Out Prevention Demonstration Project. The evaluation component will include telephone interviews with parents on the elementary and secondary level, on-site qualitative evaluation of the project, focus groups with teachers, parents, and students, and the development of a district-wide strategic plan to address the problem of school drop-out. July 1992 to June 1995.

Principal Investigator, "**Orange County Labor Market Survey, 1992.**"

Orange County Labor Market Survey, 1992, was funded by the County of Orange Community Service Agency and was being conducted in cooperation with the Orange County Private Industry Council and the State of California Employment Development Department Labor Market Information Division. The project consists of telephone interviews with 375 employers within Orange County. The survey focuses on the employment characteristics of 25 occupations, e.g., the number of people currently employed, plans for future employment, salary ranges, required skills, and experience required. August 1992 to January 1993.

Co-Principal Investigator (with Soraya Coley), "**Project Golden Health.**"

Project Golden Health was a demonstration/evaluation project funded by the California State Department of Health Services to develop culturally appropriate anti-smoking materials targeted at the Vietnamese community in Orange County. This project includes educational materials and workshops directed toward changing Vietnamese immigrants' attitudes and behaviors toward tobacco use. The project's ongoing evaluation and program monitoring include face-to-face interviews and telephone surveys from July 1992 to December 1994.

Principal Investigator, "**Latino Adoption Study.**"

A survey for the California State Department of Social Services to identify attitudes, behaviors, and issues surrounding Latino children's adoption and placement in families. This survey was conducted in English and Spanish and includes a random sample of 1000 Latino families throughout California, face-to-face interviews with social services workers responsible for placing children with adoptive parents, and community leaders concerned with Latino family issues. April 1992 to December 1992.

Principal Investigator, "**City of Santa Ana AB939 Recycling Survey.**"

A telephone survey was conducted for the City of Santa Ana to establish baseline information regarding city residents' recycling attitudes and behaviors to meet AB939 requirements. The survey sampled 575 households within the city — August 1992 to November 1992.

Principal Investigator, "**Standards of Education--Workforce 2000 Project.**"

A research project was conducted for the Santa Ana Private Industry Council and the Santa Ana Chamber of Commerce. The research consisted of 60 structured interviews with members of the business community and five focus groups. The purpose of the research was to develop goals and objectives for establishing partnerships between the business and community and the public schools — September 1991 to June 1992.

Principal Investigator, "**Telephone Survey for Alcohol Use.**"

A survey for the Health Care Agency of the County of Orange to replicate the national survey of alcohol use administered by the National Institute on Alcohol and Drug Abuse with oversamples of Hispanics and Asians living in the county. Three thousand three hundred twelve residents were sampled using a probability sample and interviewed by telephone. Surveys were conducted in English, Spanish, and Vietnamese. June 1991 to July 1992.

Principal Investigator, "**Survey of Alcohol, Drug, and Social/Medical Service Usage of the Homeless.**"

A survey for the Health Care Agency of the County of Orange to estimate alcohol, drug, and social/medical service usage of the county's homeless population. Four hundred homeless persons were surveyed. The homeless were sampled using an area probability sample of shelters, single room occupancy hotels/motels, and outside congregational locations — June 1991 to July 1992.

Principal Investigator, "**Survey of Faculty and Staff Housing Needs--C.S.U. Long Beach.**"

A telephone survey was conducted for the C.S.U. Long Beach Foundation of 280 faculty and staff hired between 1987 and 1991. The survey focused on the faculty and staff's housing decisions, needs, and preferences — April 1992 to July 1992.

Principal Investigator, "**City of Claremont Citizen Survey.**"

The telephone survey of 795 residents conducted for the City of Claremont. The survey focused on the residents' attitudes and opinions regarding city services, city government, and city finances — June 1991 to November 1991.

Principal Investigator, "**Modelling Student Success.**"

Research was conducted for the Western State University of Law to develop a predictive model of student success in completing the J.D. and passing the California State Bar Exam based on admission records and academic performance. Data for 2,740 students who attended the university from AY 1984-85 through AY1988-89 were analyzed using logistic regression. February 1991 to February 1992.

Principal Investigator, "**Comparing Enrolled and Not-Enrolled Students at C.S.U. Fullerton.**"

A telephone survey of 1,204 CSU Fullerton students, 604 who were currently enrolled and 600 who were not enrolled, was conducted for the Office of the President and the Vice-President of Student Affairs. The survey's focus was on the relationship between academic and social integration within the C.S.U. Fullerton community and retention. February 1991 to August 1991.

Principal Investigator, "**City of Fullerton Cable Television Survey.**"

A telephone survey of 1,129 residents conducted for the City of Fullerton. The survey focused on evaluating the resident's opinions, satisfaction, and experience with the CATV contractor — January 1991 to June 1991.

Principal Investigator, "**Orange County Integrated Waste Management Survey.**"

A telephone survey of 515 Orange County residents randomly selected from 37 different cities and unincorporated areas was conducted. The survey assessed their knowledge, attitudes, and opinions regarding recycling programs and source reduction. This survey was conducted for the Orange County Integrated Waste Management Department. October 1990 to February 1991.

Principal Investigator, "**Survey of Faculty and Staff Housing Needs--C.S.U. Fullerton.**"

A telephone survey was conducted for the C.S.U. Fullerton Foundation of 189 faculty and staff hired between 1987 and 1990. The survey focused on the housing decisions, needs, and preferences of the faculty and staff. September 1990 to December 1990.

Principal Investigator, "**Managed Care Health Systems Research Survey.**"

A statewide telephone survey based on an area probability sample of 1,005 MediCal recipients was conducted during 1990-91. In addition, face-to-face interviews were conducted with 75 social workers. The purpose of this study was to assess the attitudes of MediCal recipients and social workers toward H.M.O.'s and P.P.O.'s. July 1990 to October 1991.

Principal Investigator, "**Santa Ana Unified School District Needs Assessment - 1991.**"

This project consisted of a telephone survey of 761 parents conducted in English, Spanish, and Vietnamese and 16 focus groups from the constituent groups of teachers, parents, instructional assistants, classified employees, students, members of the business community, and special interest community groups. October 1990 to June 1991.

Principal Investigator, "**City of Irvine Citizen Budget Survey.**"

Telephone survey of 518 residents conducted for the City of Irvine. The survey focused on the residents' attitudes and opinions regarding city services, city government, and city finances. September 1990 to November 1990.

Principal Investigator, "**Santa Ana 2000 Committee on Child Care.**"

A telephone survey of 668 residents of the City of Santa Ana designed to assess the community need for childcare. The survey focus was on current practices and needs — August 1990 to December 1990.

Co-Investigator, "**City of Irvine Community Services Survey.**"

Telephone survey of 1000 residents of the City of Irvine. This survey focused on the residents' attitudes and opinions regarding community services in health care, recreation, childcare, civic facilities, counseling, and mental health — April 1990 to December 1990.

Principal Investigator, "**C.S.U. Faculty Workload Study.**"

This project consisted of a stratified random sample of faculty and departmental chairs at the California State University's 19 campuses (n=1900) and 50 comparable universities throughout the U.S. (n=2500). Data were collected by a mailed survey. The study aimed to develop benchmark data related to faculty workload and compare C.S.U. faculty workload with faculty from the national sample. July 1989 to May 1990.

Principal Investigator, "**Santa Ana Unified School District Needs Assessment-1990.**"

Consisted of surveys of five constituent groups: 750 parents, 300 certificated personnel, 300 classified personnel, 600 students, and 400 members of the business community. October 1989 to July 1990.

Principal Investigator, "**City of Santa Ana Image Study--1989.**"

The second telephone survey of the attitudes and opinions of 500 residents of Santa Ana. This project used the same instrument as the 1988 study. The Greater Santa Ana Chamber of Commerce. April 1989 to October 1989.

Principal Investigator, "**Scouting in the Hispanic Community.**"

A two-year evaluation of a special program of the Boy Scouts of America, Orange County Council, to increase Hispanic youth scouting involvement. Fall 1989 to Spring 1991.

Principal Investigator, "**Santa Ana Unified School District Needs Assessment-1989.**"

Consisted of surveys of five constituent groups: 1,637 parents, 1,103 certificated personnel, 537 classified personnel, 1,676 students, and 379 members of the business community. October 1988 to July 1989.

Principal Investigator, "**Adolescent Pregnancy ChildWatch--Orange County.**"

Face-to-face interviews with the director/managers/heads of 199 agencies and organizations in Orange County regarding services, needs, and attitudes about adolescent pregnancy. Orange County Junior League. January to November 1988.

Principal Investigator, "**City of Santa Ana Image Study--1988.**"

Telephone survey of the attitudes and opinions of 500 residents of Santa Ana. The Greater Santa Ana Chamber of Commerce. November 1987 to June 1988.

Principal Investigator, "**Perceived Risk and the Modification of Social and Sexual Behavior Patterns Among Gay Males in Indiana.**"

Indiana State Board of Health. 1986-1988.

Co-Principal Investigator, "**Effects of HTLV-III Antibody Testing on transmission-related Behavior Patterns.**" with Robert B. Jones, M.D., I.U. Medical Center.

Center for Disease Control. 1986-1989.

METHODOLOGICAL WORKSHOPS PRESENTED:

- 1994 **Two One Week Workshops for Social Science Faculty on Exploratory Data Analysis Using Microcomputers.** Principal Investigator and Instructor. Funded by the National Science Foundation, Faculty Enhancement Project, the second award to repeat workshop funded in 1991. These workshops provided 40 faculty representing 37 institutions and 28 states instruction on E.D.A. methods to understand and transform data. The workshop focused on micro-computer analysis packages: STATA, SPSS/PC+, BMDP, and S.A.S. July 7-15 and August 4-12 at California State University, San Francisco. Funding: \$72,300.
- 1991 **Two One Week Workshops for Social Science Faculty on Exploratory Data Analysis Using Microcomputers.** Principal Investigator and Instructor. Funded by the National Science Foundation, Faculty Enhancement Project. These workshops provided 41 faculty representing 39 institutions and 24 states instruction on E.D.A. methods to understand and transform data. The workshop focused on micro-computer analysis packages: STATA, SPSS/PC+, BMDP, and S.A.S. July 28-August 9 at California State University Fullerton. Funding: \$54,700.

The following are workshops funded by California State University through competitive proposals to provide training for faculty. I was the author of each proposal and also served as an instructor for each workshop.

1990 Exploratory Data Analysis.

A three-day workshop for 25 faculty on the use of E.D.A. methods to understand and transform data. The workshop focused on techniques associated with Tukey and used two computer programs to assist in the analysis: STATA and SPSS subroutine EXAMINE, January 19-21. Funding: \$22,500.

1989 Developing Social Science Instruction Modules.

One-week workshop for 30 faculty focusing on using SPSS/PC+ to develop instructional modules using data to demonstrate both theoretical and statistical concepts, June 24-30. Funding: \$29,700.

1988 Categorical Data Analysis.

A three-day workshop for 20 faculty on analyzing categorical data using log-linear, logit, probit, logistic, and latent models. The workshop used S.A.S., BMDP, SPSS, and LISCOMP, November 11-13. Funding: \$12,500.

1988 Estimating Covariance Models.

A three-day workshop for 20 faculty on the estimation of covariance models using LISREL, E.Q.S., and LISCOMP. The workshop focused on measurement issues in estimating multiple indicators latent models for building structural equations, March 10-12. Funding: \$11,750.

PUBLISHED COMMUNITY RESEARCH REPORTS:**C.S.U. Workload and Comparable Workload Survey Report**

Reports the results of mailed surveys to 1,700 CSU faculty and 975 faculty from comparable universities within the U.S. December 2002

San Diego County Cohort Tobacco Survey.

Reports the results of telephone interviews with a panel of 717 residents of the County of San Diego between 18 and 24 regarding their knowledge, attitudes, and behaviors related to tobacco use. July 2000.

C.S.U. Information Competence Survey Report.

Reports the result of telephone interviews with 3,309 students sampled from twenty-one campuses throughout the state. This report reflects the baseline measure of information competency for the C.S.U. July 2000.

C.S.U. Student Technology Resource Survey.

Reports the results of telephone interviews with 3,127 students sampled from twenty campuses throughout the state and a series of focus groups conducted in Northern and Southern California. June 1999.

California Kids Health Care Foundation Survey.

Reports the results of telephone interviews with 1,850 parents of children who do not currently have health insurance coverage for their children. The survey's focus was to assess what types of programs these families would be interested in participating in and what they can reasonably afford. March 1999.

Alliance Healthcare Foundation/The Greater San Diego Chamber of Commerce Small Business Health Coverage Survey.

Reports the results of telephone surveys of 1,400 small business who are a member of The Greater San Diego Chamber of Commerce. The project focused on the availability of health insurance for their employees and dependents. December 1998.

Smoke-Free Bars Survey, San Diego County Health and Human Services Department, Health Promotions Office.

Reports the results of telephone surveys of 1,200 San Diego County residents in November 1997 and May 1998 on their knowledge, attitudes, and behaviors regarding California Law AB 3030. It bans all forms of smoking in bars, taverns, and casinos as of January 1998. July 1998.

Higher Education in North San Diego County, North County Higher Education Alliance.

Reports the results of surveys of 750 residents and 400 businesses designed to assess the image and needs of higher education for three community colleges and one comprehensive state university in North San Diego County. July 1998.

San Diego County AB 1741 Project.

Reports the results of an evaluation using qualitative and quantitative methods to assess the effectiveness of comprehensive community initiatives to blend human service delivery in the communities of Imperial Beach, National City, Chula Vista, El Cajon, and Southeastern San Diego. March 1998.

Workforce 2000 Project Santa Ana Business Community Structured Interviews and Focus Groups Final Report

The report consisted of 60 structure interviews and five focus groups conducted with members of the business community. June 1992.

County of Orange Health Care Agency Alcohol Use Survey - Final Statistical Report

The report consists of the results of the telephone survey with 3312 residents regarding alcohol use. June 1992.

County of Orange Health Care Agency Survey of Alcohol, Drug, and Social/Medical Service Usage of the Homeless

The report consists of face-to-face and cellular telephone surveys with 400 homeless persons living within the county. The homeless were sampled using an area probability sample of shelters, single room occupancy hotels/motels, and outside congregational locations. June 1992.

Final Report Survey of Faculty and Staff Housing Needs--C.S.U. Long Beach

The final report consists of the results of telephone interviews conducted for the C.S.U. Long Beach Foundation of 280 faculty and staff hired between 1987 and 1991. The survey focused on the housing decisions, needs, and preferences of the faculty and staff. July 1992.

Final Statistical Report Western State University College of Law Study

The results of research conducted for the Western State University of Law to develop a predictive model of student success in completing the J.D. and passing the California State Bar Exam based on admission records and academic performance were reported. Data for 2,740 students who attended the university from AY 1984-85 through Ay 1988-89 were analyzed using logistic regression. February 1992.

Final Statistical Report City of Claremont Citizen Survey

The report consists of the results of telephone interviews with 795 residents conducted for the City of Claremont. The survey focused on the residents' attitudes and opinions regarding city services, city government, and city finances. October 1991.

Comparing Enrolled and Not-Enrolled Students at C.S.U. Fullerton.

The results of telephone interviews were conducted with 1,204 CSU Fullerton students, 604 who were currently enrolled, and 600 who were not enrolled. The survey's focus was on the relationship between academic and social integration within the C.S.U. Fullerton community and retention. August 1991.

Statistical Report City of Fullerton Cable Television Survey.

The report consists of telephone interview results with 1,129 residents conducted for the City of Fullerton. The survey focused on evaluating the resident's opinions, satisfaction, and experience with the CATV contractor. June 1991.

California Department of Health Services Managed Health Care Final Report

The final report consists of telephone interviews of 1005 Medi-Cal recipients conducted in English, Spanish, and Vietnamese. The report also summarized the qualitative data collected from one-hour face-to-face interviews with 74 social workers, 8 managed health plan representatives, and six welfare rights advocates. September 1991

Santa Ana Unified School District Needs Assessment--1991.

Final report to the Board of Education of the Santa Ana Unified School District. Consists of telephone surveys to 761 parents conducted in English, Spanish, Vietnamese, and Cambodian. The report also summarizes the findings from 16 focus groups that consisted of parents, teachers, site administrators, instructional assistants, business community members, and students. April 1991.

Final Statistical Report - Survey on Solid Waste Disposal and Recycling.

Final report of the survey conducted for the County of Orange Integrated Waste Management Department. Consists of the results of a survey of 515 Orange County Residents from 37 cities and incorporated areas. January 1991.

Statistical Report Survey of Faculty and Staff Housing Needs--C.S.U. Fullerton."

The report consists of the telephone survey results for the C.S.U. Fullerton Foundation of 189 faculty and staff hired between 1987 and 1990. The survey focused on the housing decisions, needs, and preferences of the faculty and staff. December 1990.

Statistical Report City of Santa Ana 2000 Committee Child Care Needs Survey."

The report consists of the results of the telephone survey of 500 residents of the City of Santa Ana designed to assess the community's need for childcare. The survey focus was on current practices and needs. December 1990.

Statistical Report City of Irvine Citizen Budget Survey.

Results of the telephone survey of 518 residents conducted for the City of Irvine. The survey focused on the residents' attitudes and opinions regarding city services, city government, and city finances. November 1990.

C.S.U. Faculty Workload Study Final Report.

Reports the results of a stratified random sample of faculty and departmental chairs at the California State University's 19 campuses (n=1900) and 50 comparable universities throughout the U.S. (n=2500). Data were collected by a mailed survey. The purpose of the study was to develop benchmark data related to faculty workload and to compare C.S.U. faculty workload with faculty from the national sample. May 1990.

Santa Ana Unified School District Needs Assessment--1990.

Final report to the Board of Education of the Santa Ana Unified School District. Consists of the results of telephone and mailed surveys to 776 parents (surveys conducted in English, Spanish, Vietnamese, Cambodian, and Laotian); 297 teachers; 59 instructional assistants; 62 classified employees; 812 students; and 227 members of the business community. May 1990.

City of Santa Ana Image Study--1989.

A telephone survey of the attitudes and opinions of 500 residents of Santa Ana focusing on how they view the city as a place to live and work. A survey was conducted as part of Santa Ana Proud, a joint project of the Santa Ana City Council and the Greater Santa Ana Chamber of Commerce. October 1989.

Santa Ana Unified School District Needs Assessment--1989.

Final report to the Board of Education of the Santa Ana Unified School District. Consisted of surveys of five constituent groups: 1,637 parents, 1,103 certificated personnel, 537 classified personnel, 1,676 students, and 379 members of the business community. July 1989.

Our Future at Risk: A Call For Action.

Final report of the survey of 199 agencies and organizations in Orange County regarding services, needs, and attitudes about adolescent pregnancy for the Adolescent Pregnancy ChildWatch project. November 1988.

City of Santa Ana Image Study--1988.

A telephone survey of the attitudes and opinions of 500 residents of Santa Ana focusing on how they view the city as a place to live and work. A survey was conducted as part of Santa Ana Proud, a joint project of the Santa Ana City Council and the Greater Santa Ana Chamber of Commerce. May 1988.

PAPERS PRESENTED:

Markowski, Kelly L., and Richard T. Serpe. 2018.

Potential Predictive External Events for Secondary Emotions: The Impact of Prominence-Salience Discrepancy on Pride and Shame. Presented at the Pacific Sociological Association Meetings, Long Beach, CA.

Markowski, Kelly L., and Richard T. Serpe. 2017.

Identity Theory: Integration of Two Research Paradigms. Presented at the Pacific Sociological Association Meetings, Oakland, CA.

Adams, Richard E., Richard T. Serpe, and Kristen Marcussen. 2016

Identities in and Meanings within a Stress Process Model: Role Discrepancies for Normative and Counter-Normative Identities. Presented at the Pacific Sociological Association Meetings, Oakland, CA.

Asencio, Emily, Richard T. Serpe, and Michael D. Harrod. 2016

Effects of Specific Self-Esteem on Global Self-Esteem: Comparison of Role-Identity Context by Race/Ethnicity. Presented at the Pacific Sociological Association Meetings, Oakland, CA.

Stets, Jan E., Philip Brenner, Peter J. Burke, and Richard T. Serpe. 2015

The Science Identity and Entering a Science Occupation. Presented at the American Sociological Association Meetings, Chicago, IL.

- Kalkhoff, Will, Kristen Marcussen, and Richard T. Serpe. 2014
"Verification Versus Enhancement Revisited: Clarifying the Effect of Identity Discrepancies on Distress and Moral Emotions." Presented at the American Sociological Association Meetings, San Francisco, CA.
- Adams, Richard E, Richard T. Serpe, and Kristen Marcussen. 2014
"Normative and Counter-Normative Identities as Stressful Events: Implications for identity theory and the stress process model." Presented at the North Central Sociological Association Meetings, Cincinnati, OH
- Marcussen, Kristen, Richard T. Serpe, and Peter J. Burke. 2014
"Self, Identity, and Well-Being: A Test of Sociological and Psychological Models of Discrepancy." Presented at the Pacific Sociological Association Meetings, Portland, OR.
- Brenner, Philip S., Richard T. Serpe, and Sheldon Stryker. 2014
"Investigating the Effect of Identity Salience and Identity Prominence on Role-specific Self-Efficacy." Presented at the Pacific Sociological Association Meetings, Portland, OR.
- Brenner, Philip S., Richard T. Serpe, and Sheldon Stryker. 2013
"An Empirical Test of the Causal Order of Prominence and Salience in Identity Theory." Presented at the American Sociological Association Meetings, New York, New York.
- Marcussen, Kristen, Richard T. Serpe, and Mary Gallagher. 2013
"Role Identity Aspirations and Obligations: An Identity Model of Self and Psychological Distress." Presented at the American Sociological Association Meetings, New York, New York.
- Serpe, Richard T. 2013.
"Theoretical and Empirical Considerations for Extending Identity Theory: Normative, Counter-Normative, and Stigmatized Identities. Presented at the Pacific Sociological Association Meetings, Reno, NV.
- Westermann Ayers, Lindsey L., Kristen Marcussen, Christian Ritter, and Richard T. Serpe. 2013.
"Using Identity Theory to Explain the Relationship between Stigmatized Identities and Well-Being." Presented at the Pacific Sociological Association Meetings, Reno, NV.
- Serpe, Richard T., Stephen D. Mullet, and Sheldon Stryker. 2012
Two Social Psychologies of Self and Identity: An Empirical Examination. Presented at the American Sociological Association Meetings, Denver, CO.
- Harrod, Michael D., Matthew O. Hunt, and Richard T. Serpe. 2012
Self-Evaluation and the Legitimation of Stratification: A Multi-Ethnic Analysis. Presented at the American Sociological Association Meetings, Denver, CO.
- Mullet, Stephen D., and Richard T. Serpe. 2012
Identity Theory and Social Identity Theory: A Test of Basic Processes. Presented at the Pacific Sociological Association Meetings, San Diego, CA.
- Briesacher, Alex, and Richard T. Serpe. 2011
Peer/Instructor Stereotype Threat: An Analysis of Minority College Students. Presented at the American Sociological Association Meetings, Las Vegas, NV.

- Leveto, Jessica A., and Richard T. Serpe. 2010
Testing the Relationship between Strength of Specific Emotions, Commitment, and Identity Salience, Incorporating Emotions into Structural Identity Theory. Presented at the American Sociological Association Meetings, Atlanta, GA.
- Leveto, Jessica A., and Richard T. Serpe. 2009
Integration of Affect into Structural Identity Theory: A Preliminary Analysis. Presented at the American Sociological Association Meetings, San Francisco, CA.
- Merolla, David M., and Richard T. Serpe. 2008
Cultivating Interest in Scientific Careers for Women and Minorities: The Role of Self-Concept. Presented at the American Sociological Association Meetings, Boston, MA.
- Burke, Jessica L., and Richard T. Serpe. 2008
Identity Salience, Mastery, and Future Outlook: An Exploration of Family and Occupation Roles. Presented at the American Sociological Association Meetings, Boston, MA.
- Merolla, David M., Richard T. Serpe, and Matthew O. Hunt. 2008
Local Community Beliefs about Stratification: A Multi-Level Analysis. Presented at the Pacific Sociological Association Meetings, Portland, OR.
- Serpe, Richard T. and Jessica A. Leveto 2007
Family Structure, Family Identity, Mastery, and Self-Esteem. Presented at Joint Annual Meeting of the Midwestern Sociological Society and the North Central Sociological Association, Chicago, IL.
- Woodcock, Anna, P. Wesley Schultz, Richard T. Serpe, Perla Rivas, David Merolla, Brian McDonald, Adam Hardin, and Heather Butler 2007
Exploring the impact of minority training programs. Presented at the Association for Psychological Science, Washington, DC.
- Serpe, Richard T. 2005
Survey Research Methodology and Social Psychological Research Agendas: New Developments and Techniques. Presented at the American Sociological Association Annual Meetings, Philadelphia, PA.
- Bausch, Robert S., and Richard T. Serpe. 2005
"Latino Attitudes Toward Foster Care in California." Presented at the Pacific Sociological Association Meeting in Portland, OR.
- Serpe, Richard T. 2002
"Developing Collaborative Relationships with Governmental Agencies for Applied Research." Presented at the Society for Applied Sociology Annual Meetings, Sacramento, CA.
- Owens, Timothy J., and Richard T. Serpe. 2002
"The Role of Self-Esteem in Family Identity Salience and Commitment among African-Americans, Latinos, and Whites" Presented at the American Sociological Association Annual Meetings, Chicago, IL.
- Serpe, Richard T., and Timothy J. Owens. 2001
"Self-Evaluation and Identity Theory." Presented at the Pacific Sociological Association Meetings, San Francisco, CA.

- Harrod, Michael M, Garry Rolison, and Richard T. Serpe. 1999.
"Neighborhood Racial Composition, Home Security Measures, and Fear of Crime."
Presented at the Pacific Sociological Association Meetings, Portland, OR.
- Serpe, Richard T. 1999.
"Strategies for Reviewing Papers and Books: The Reciprocal Relationship between
Author and Reviewer." Presented at the Pacific Sociological Association Meetings,
Portland, OR.
- Serpe, Richard T. 1998
"Preparing, Seeking, and Building an Academic Career in a "Teaching" State University."
Presented at the American Sociological Association Meetings, San Francisco, CA
- Serpe, Richard T., Sheldon Stryker, and Matthew O. Hunt 1998
"The Reciprocal Impact of Family and Work Identities on Future Orientation." Presented at the
Pacific Sociological Association Annual Meeting, San Francisco, CA.
- Serpe, Richard T. 1996
"Applied Sociology as Sociological Advocacy: Community-Based University Research Centers
and Institutes." Presented at the Pacific Sociological Association Annual Meeting, Seattle, WA.
- Bausch, Robert S. and Richard T. Serpe 1995
"Adoption Among Mexican Americans: Identifying and Recruiting Prospective Adoptive Parents."
Presented at the North Central Sociological Association Annual Meeting, Pittsburg, PA.
- Serpe, Richard T., Matthew O. Hunt and Sheldon Stryker 1994
"Social Structure and Commitment: a Comparative Study of Whites, Blacks, and Latinos."
Presented at the XIIIth World Congress of Sociology of the International Sociological Association,
Bielefeld, Germany.
- Stryker, Sheldon, Richard T. Serpe and Matthew O. Hunt 1994
"Making Good on a Promise. The Relation of Social Structure to Identity Theory Processes."
Presented at the Annual Group Processes Conference, Los Angeles, California.
- Blozis, Shelley A, Nancy L. Segal, Thomas J. Bouchard, Jr, and Richard T. Serpe 1994
"Coping and Health Characteristics in bereaved Twins: A Psychobiological Perspective."
Presented at the 102nd Annual Convention of the American Psychological Association, Los
Angeles, California.
- Serpe, Richard T. 1992
"Surveying the Homeless: Face-to-Face Versus Cellular Telephone Methodology." Presented at
the California Sociological Association Annual Meetings, San Diego, CA.
- Serpe, Richard T., and Sheldon Stryker. 1992.
"Identity Saliency and Psychological Centrality: Equivalent, Redundant, or Complementary
Concepts?" Presented at the American Sociological Association Annual Meetings, Pittsburgh, PA.
- Serpe, Richard T., and Sheldon Stryker. 1992.
"Commitment to Family and Movement into School-Based Relationships." Presented at the
Pacific Sociological Association Annual Meetings, Oakland, CA.

- Serpe, Richard T., and Rae R. Newton. 1991
"Telephone Surveys with Transient Populations: The Case of MediCal Beneficiaries." Presented at the California Sociological Association Annual Meeting, Oakland, CA.
- Large, Michael Large, Richard T. Serpe, and Rae R. Newton. 1991
"Relationship Among Academic Self-Concept, Academic Achievement, and Attributions." Presented at the Pacific Sociological Association Annual Meeting, Irvine, CA.
- Serpe, Richard T. 1990.
"The Longitudinal Use of Qualitative Group Data and Survey Data in Evaluation Research." Presented at the Conference on Using Group Data for Research. Portland, Oregon.
- Serpe, Richard T., and Peter J. Burke. 1990
"The Structure of Identities." Presented at the American Sociological Association Annual Meeting, Washington, D.C.
- Newton, Rae R., and Richard T. Serpe. 1990
"Assessing Faculty Workload: Sex and Ethnic Differences in Self-Reports of Faculty Activities." Presented at the Pacific Sociological Association Annual Meeting, Spokane, Washington.
- Rosenbaum, Jill L., and Richard T. Serpe. 1988.
"Social Control, Gender, and Delinquency." Presented at The American Society of Criminology Annual Meeting, Chicago, Illinois.
- Serpe, Richard T. 1988.
"The Cerebral Self: Thinking and Planning About Identity Relevant Activity." Presented at the Conference on Self and Society: A Social Cognitive Approach. The University of Washington; Seattle, Washington.
- Marrero, David G., and Richard T. Serpe. 1987.
"Using Knowledge of H.I.V. Antibody Status to Reduce Risk of Virus Transmission in High-Risk Individuals." Presented at International Society for S.T.D. Research Annual Meeting, Atlanta, Georgia.
- Serpe, Richard T. 1987.
"Self-Esteem and Depression: A Longitudinal Analysis." Presented at the North Central Sociological Association Meetings in Cincinnati, Ohio.
- Solomon, Jennifer C., and Richard T. Serpe. 1987.
"Deception in Interpersonal Relationships." Presented at the Midwest Sociological Society Meeting in Chicago, IL.
- Serpe, Richard T., and Sheldon Stryker. 1986.
"The Construction of Self and the Reconstruction of Social Relationships." Presented at the American Psychological Association in Washington, D.C.
- Serpe, Richard T. 1985.
"The Uses and Misuses of LISREL Models: A Workshop." Presented at the North Central Sociological Association Meetings in Louisville, Kentucky.
- Serpe, Richard T. 1984.
"The Cerebral Self: Thinking, Planning, and Worrying About One's Identity." Presented at the American Sociological Association Meetings in San Antonio, Texas.

Serpe, Richard T., and Cynthia L. Sipe. 1984.

“Sex Differences in Self-Esteem and Attributions to Success” Presented at the Pacific Sociological Association Meetings in Seattle, Washington.

Serpe, Richard T., and Rae R. Newton. 1984.

“Expectations, Outcomes, and Attributions: An Examination of the Explanatory Power of the Heider-Weiner Attributional Framework.” Presented at the Pacific Sociological Association Meetings in Seattle, Washington.

Grauerholz, Elizabeth, and Richard T. Serpe. 1984.

“Initiation and Response: The Dynamics of Sexual Interaction.” Presented at the North Central Sociological Association Meetings in Indianapolis, Indiana.

White, L. Clovis, and Richard T. Serpe. 1984.

“Black and White Differences in the Effects of Self-Esteem and Political Alienation on Attributions to General Life Success.” Presented at the Southern Sociological Society Meetings in Knoxville, Tennessee.

Serpe, Richard T. 1983.

“A Structural Symbolic Interactionist Strategy for Modeling Identity.” Presented at the North Central Sociological Association Meetings in Columbus, Ohio.

Serpe, Richard T. 1982.

“Socialization, Social Class, and Identity Theory.” Presented at the North Central Sociological Association Meetings in Detroit, Michigan.

Serpe, Richard T. 1980.

“Placing Social Psychological Variables in a Structural Context: Commitment, Identity Salience, and Role Behavior.” Presented at the American Sociological Association Meetings in New York, New York.

Newton, Rae, and Richard T. Serpe. 1979.

“Anticipated Future Relationship and the Evaluation of Individual Contribution to Team Effort: An Attributional Analysis,” Presented at the West Coast Conference for Small Group Research in Anaheim, California.

COURSES TAUGHT :

Graduate

Social Psychological Theory
 Small Groups
 Advanced Statistics
 Measurement Models
 Survey Research Methods
 Evaluation & Applied Methods
 Sociological Advocacy
 Self and Identity
 Research Process I and II

Undergraduate

Social Psychology
 Family
 Gender/Sex Roles
 Social Research Methods
 Computers in the Social Sciences
 Evaluation Research
 Introduction to Sociology
 Social Problems

PROFESSIONAL ACTIVITY:

Chair, Social Psychology Section, American Sociological Association; 2019-2020

Co-Editor, *Social Psychology Quarterly* (with Jan E. Stets) January 2015 to December 2017.

Council Member, Social Psychology Section, American Sociological Association; 2013-2015.

Deputy Editor, *Sociological Perspectives: The Journal of the Pacific Sociological Association* Volume 55-57 January 2012 to December 2015.

Editorial Board Member, *Sociological Perspectives: The Journal of the Pacific Sociological Association* Volume 58-60 January 2016 to December 2018.

Contributing Editor, *Sociological Perspectives: The Journal of the Pacific Sociological Association* Volume 51: January 2008 to December 2008.

Co-Editor, *Sociological Perspectives: The Journal of the Pacific Sociological Association* (with Don C. Barrett) Volume 47-50: January 2004 to December 2007.

Vice President, *Pacific Sociological Association* 2002-2003.

Editorial Board Member, *Social Psychology Quarterly*; January 1986 to December 1990. Reappointed: January 1998 to December 2000.

Editorial Assistant, *American Sociological Review*; July 1981 to August 1983.

Occasional Reviewer for the *American Sociological Review* (1981-1996, 1998-2003, 2011-2015); *Social Psychology Quarterly* (1980-2003; 2007-2014; 2018), *American Journal of Sociology* (1984, 1986-1989, 1990, 1992-1996, 1998-2000; 2011); *Journal of Health and Social Behavior* (1985, 1987, 1988, 1994-1995, 1997, 2014); *Social Forces* (1986-1988, 1993, 1995, 1998, 2009-2017, 2020); *Sociological Quarterly* (1985, 1987, 1990, 1995, 2000, 2007, 2009-11, 2013); and *Journal of Personality and Social Psychology* (1983, 1984, 1987, 1996, 2002, 2006, 2011); *Sociological Perspectives* (1985, 1987-1990, 1992-1994, 1997-2001, 2007-2018); *Symbolic Interactionism* (1993-1996, 1998-2000, 2009, 2010, 2012); *Social Problem* (1998, 2000); *Du Bois Review* (2008); *Sociological Theory* (2010).

Official Representative for California State University, Fullerton 1987-93, and California State University San Marcos 1993-2005, to the *Inter-university Consortium for Political and Social Research* (ICPSR).

Representative for California State University, Fullerton 1987 to 1993 and California State University San Marcos 1993-2005, to the California State University *Social Science Research and Instructional Council*.

Chair, California State University *Social Science Research and Instructional Council*, 1992-93.

Member and Chair of the Nominating Committee of *American Sociological Association's Micro Computing Section*, 1992-94.

American Sociological Association Area Representative for the Southern California Area, Fall 1992 to Fall 1995.

Member, *American Sociological Association Membership Committee*, January 1996-December, 1998.

Member and Chair, *American Sociological Association Social Psychology Section Nominating Committee*. 1999 and 2000 and 2011.

Member and Chair, *American Sociological Association Social Psychology Section Cooley-Mead Award Committee*. 2009 and 2011.

Member and Chair, *Pacific Sociological Association Endowment Committee*, 2001-2003

Chair, *Pacific Sociological Association, Committee on Committees*, 2002-2003.

Professional Meeting Session Organizer:

2018 Session Organizer (Responsible for three sessions), Social Psychology Section, American Sociological Association Meetings in Philadelphia.

2012 Chair Program Committee, Social Psychology Section, American Sociological Association Meetings in Denver.

2012 Roundtables Organizer, Emotions Section, American Sociological Association Meetings, in Denver.

2011 Program Committee Member, Pacific Sociological Meeting in Seattle.

1996 Program Committee Member; Pacific Sociological Association Annual Meeting in Seattle.

1993 American Sociological Association Social Psychology Section Annual Meetings in Miami Workshop and Roundtable Organizer. (Responsible for eight sessions.)

1991 Applied Survey Methods: Strategies and Issues. California Sociological Association Meetings, Oakland, CA.

1991 Evaluation and Applied Social Research. Pacific Sociological Association Meetings. Irvine, CA.

1987 New Developments in Identity Theory: Theoretical and Empirical Work. Midwest Sociological Society, Chicago, IL.

1987 Social Psychology of the Self. North Central Sociological Association, Cincinnati, OH.

1985 New Directions in Identity Theory. North Central Sociological Association, Louisville, KY.

MAJOR UNIVERSITY SERVICE ASSIGNMENTS :

Kent State University:

University Budget Committee – FasBAC 2007-2019

University Technology Council 2005-2012

Senate Special Task Force on Curriculum Development 2006-2008

University Assessment Committee 2005-2016

Chairs and Directors Council Technology Committee 2005-2011

University Budget Review Committee-RCM 2006-2008

Chair, R.C.M. Research, and Graduate Studies Workgroup 2007-2008

University Faculty Recruitment and Retention Committee 2007-2009

University Budget Committee (FaSBAC) 2005-2019.

Co-Chair, Provost's Chairs and Directors Council 2012-13.

California State University San Marcos:

Senator, Statewide C.S.U. Academic Senate 2002-2005

Member, Presidential Search Advisory Committee 2003

Chair, Department of Sociology 2000-2003

Chair, University Budget, and Long-Range Planning Committee 1999-2004
Member, University Budget Process Committee 2000-04
Member, Academic Affairs Budget Process Committee 2000-04
Member, College of Arts and Sciences Budget Committee 1998-04
Chair, Retention, Tenure and Promotions Committee 2000-2002
Member, College of Arts and Sciences Hiring Priorities Committee 2001-03
Member, Retention, Tenure and Promotions Committee 1998-2000
Chair, Academic Senate 1996-97.
Chair, University Assessment Team 1996-97
Vice-Chair, Academic Senate, 1995-96.
Chair, Budget, and Long-Range Planning Committee, 1994-1996.
Member, University Planning Committee 1995-1997
Member, University Budget Committee 1994-1999.

California State University Fullerton:

Chair, University Computer Committee, 1991-1993.
Member, Deans and Directors Council 1987-1993.

MAJOR COMMUNITY SERVICE:

Member, the Board of Management San Diego County YMCA Youth and Family Services 1998-2003.

Chair, San Diego County United Way Research and Development Committee 1997-2004.
Member, San Diego County United Way Community Building Committee 1997-2004.

Member, the Board of Directors San Diego County United Way 1999-2002.

Member, the San Diego County Commission on Children Youth and Families Delinquency Policy Planning Board 1995-2000.

PROFESSIONAL MEMBERSHIPS:

Member, American Sociological Association.

Member, Pacific Sociological Association.

Member, Midwest Sociological Society.

Member, North Central Sociological Association.

Member, American Association for Public Opinion Research