



# Society for Cross-Cultural Research

## Presidential Greetings

Deborah Best, Wake Forest University, North Carolina



Dear SCCR Friends,

The **November 30 Deadline for Abstract Submission** is drawing near! Las Vegas is calling! As the weather chills and holiday hustle and bustle begin, remember to submit your abstracts and register for the SCCR conference. By February, you will need to get away, hear about interesting new research, and spend time with colleagues in the lovely Mojave Desert setting.

Bill Jankowiak, SCCR President-elect, has organized an exciting meeting for us with an eye toward educating us about the history and culture of Las Vegas. He has invited three of his UNLV faculty colleagues to share their

insights with us. Thursday morning, historian, Eugene Moehring will open the conference with a "**History of Las Vegas.**" Thursday evening, sociologist, Barbara Brents will present "**Legalize Prostitution...**," and Friday evening, psychologist, Marta Meana will tell us about **Unpacking Female Sexual Desire: Desire for what, for whom and when?** These engaging presentations will certainly reveal Las Vegas to us.

If during your previous trips to Las Vegas you have just stayed on "The Strip," you may not know that just four miles from our conference hotel, the Rivera, you can visit the desert cottontails and the Gila monsters at the **Springs Preserve**. Explore the valley's vibrant history through nature exhibits, hiking trails, and raptor shows. At the Spring Preserve, excavated ancestral Pueblo pithouses, cactus gardens, and water derricks await you.

Less than three miles from the Rivera is the **Atomic Testing Museum**, a Smithsonian Institute Affiliate. There you will learn the history of the Nevada Test Site, the nation's principal on-continent nuclear weapons testing facility from 1951 to 1992.

Also close to the Rivera is the **Erotic Heritage Museum** created by a partnership between a preacher and a pornographer and opened in 2008. The museum's mission is the preservation of erotic heritage artifacts, fine art, and film.

If you have time before or after the meeting, the **Hoover Dam** and the **Valley of Fire State Park** are only short trips from the Rivera.

So, come to Las Vegas for an excellent scientific meeting with your colleagues, and enjoy the desert climate and attractions you have not seen before. Of course, slot machines and spectaculars show also await you on "The Strip!"

Hope to see you in **Las Vegas, February 22 - 25, 2012!**

Best wishes,  
Debbie

## Editor's Note



Dear SCCR Colleagues,

Fall has drawn to a glorious close, at least for those of us who live in the colder parts of the United States. If you are in academia, you are either moving fast towards the end of your semester or embarking on a new trimester. Overall, this is an eventful time of the year.

It gives me great pleasure to announce the highlights of this newsletter: An interview with SCCR's President-elect Bill Jankowiak, a feature on Ruth Jolie, the 2011 Leigh Minturn Memorial Award for Early Cross-Cultural Research, and updates on the 2012 Annual Meeting of the SCCR.

Over the past three months, various members of the SCCR Executive Committee have been hard at work on different aspects of the SCCR Annual Meeting (jointly with SASci and SASc) to be held in Las Vegas, Nevada on February 22-25 at the historic Riviera Hotel. Our webmaster David Shwalb sent out an email by way of our listserv earlier this month with information and links. I am including them again here:

Conference site: <http://www.sccr.org/sccr2012/>

Submissions: <http://www.sccr.org/sccr2012/submissions.html> (**deadline is November 30**)

Registration: <http://www.sccr.org/sccr2012/registration.html> (includes link to on-line fee payment)

Hotel: <http://www.sccr.org/sccr2012/hotel.html>

(on-line reservations at SCCR's \$69/night special rate are available at

<https://gc.synxis.com/rez.aspx?>

[Hotel=17104&Chain=6946&arrive=2/21/2012&depart=2/22/2012&adult=1&child=0&group=SFCCRFE](https://gc.synxis.com/rez.aspx?Hotel=17104&Chain=6946&arrive=2/21/2012&depart=2/22/2012&adult=1&child=0&group=SFCCRFE) but NOT through commercial hotel booking web sites.

Please direct all conference inquiries to: SCCR Pres.-Elect Bill Jankowiak ([jankowiak@spamarrest.com](mailto:jankowiak@spamarrest.com))

If you have not already done so, it is still not too late to submit an abstract or register. Please consider submitting an abstract or just attending the conference for the camaraderie and intellectual fodder it will offer.

Sincerely,

Hema Ganapathy-Coleman

# 2012 CONFERENCE UPDATE FROM PRESIDENT-ELECT W I L L I A M JANKOWIAK

Hi everyone:

In late October, I had the opportunity to do a walk-through with the Riviera Hotel and Casino staff. It is one of the classic Vegas hotels. The hotel has two towers - the Old Tower and the New Tower. For those of you who may be concerned about the negative reviews of the hotel: the Old Tower is feeding the negative online comments. We will be in the New (remodeled) Tower wing. I saw the rooms. They are nice. They have flat screen TVs, good views, new carpets and new beds. The banquet room is on the 52nd floor with an exquisite view of mountains, the strip and Wynn golf course. There are 7 breakout rooms next to one another so people can easily and smoothly walk to different sessions. There is one large 300-chair room that will be used for our plenary speakers and poster session.

For those averse to casino ambience, the hotel's New

Tower wing is separate. You can walk from your room to the conference meeting rooms and never ever see a single slot machine. If you use their new front door to enter and exit the building you do not have to ever see one during your entire stay at the hotel. You might not be able to avoid them at the airport and other casinos but once you are at the hotel, there is no problem at all.

We have reserved a block of rooms at the hotel. Our group rate is \$69 per night (single/double). This is an especially good rate because on Friday and Saturday Vegas rates typically double but our rate will stay at \$69/room. Please use our group rate code (SCCR or SFCCRFE) so we can get room credit. The \$9.99 resort fee is waived ONLY IF you use the group code as it is included in our group rate of \$69 per room; all we pay is the sales/room tax. The special rate will be honored for reservations by phone at 800-634-6753. When you call for a reservation, identify yourself with the code. To be certain you get the conference rate, the hotel encourages you to phone between 9 a.m. and 5 p.m. Eastern Standard Time (EST), Monday through

Friday. This special conference rate will only be available until **February 1, 2012**. If all conference blocked rooms are reserved, room rates will return to usual, non-group rate.

Please book early as preliminary noise suggests this will be one of the best attended events ever.

Bill

## **FEATURE ARTICLE**

### **RUTH JOLIE, 2011 WINNER OF THE LEIGH MINTURN MEMORIAL AWARD FOR EARLY CAREER CROSS-CULTURAL RESEARCH**

My interests include public anthropology, gender studies, and the cross-cultural examination of families. My dissertation research examined how men's identities affect paternal involvement in the domestic division of labor among urban middle class families with young children. Being a feminist scholar studying families, I feel that it is important to understand the gender usually overlooked in families; in this case, men as fathers. Interestingly, the men with whom I worked in Albuquerque, New Mexico, strongly identified with being a father, and were very involved fathers in that they engaged in, and took responsibility for, childcare chores, but they did not conflate childcare with all domestic tasks. For this study, I utilized a mixed methodology, which included qualitative methods that have traditionally been employed by anthropologists, as well as quantitative methods more familiar to other social scientists. Currently, I am addressing the same research questions, but I have moved locations. Two years ago I was in the Sunbelt of Albuquerque and today I find myself in the Rustbelt of Erie, Pennsylvania. It will be interesting to see if geography plays any part in men's identifying as fathers over any other role.

Furthermore, I am involved in cross-cultural studies of how ethnographic and material culture is used by individuals to both create and reinforce their ethnic and gendered roles. This research necessitates collaborating with professionals from many fields, as well as indigenous community members. For instance, I co-curated a portion of the newest exhibit at the Maxwell Museum of Anthropology, highlighting the textiles of Maya peoples of Chiapas, Mexico (opened May 2010).



*Maxwell Museum Team. Ruth Jolie is second from the viewer's right (in the white skirt)*

In extending my research into the classroom, I have been involved in the development of a curriculum for the new socio-cultural concentration in the Anthropology Department at Mercyhurst College, with special attention to making the classes as interdisciplinary as possible to cater to our students in anthropology, but also allied fields of social work, sociology, public history, and psychology. One of my students is examining homeless mothers' collective experiences in homeless shelters, and it has been particularly rewarding to work with her on research that she finds interesting and which dovetails with mine.

In the future, I hope to continue in the vein of not only applying a cross-cultural approach in my own work, but also collaborating with other social scientists involved in studying paternal involvement. The SCCR as an organization has been an invaluable resource, allowing me to meet colleagues in similar fields who share my interests and has made me aware of new research opportunities and methods that I would not have been exposed to otherwise. I hope to present more of my findings at the 2012 SCCR meetings. See you all in Vegas!

## **FEATURE ARTICLE: A CONVERSATION WITH SCCR PRESIDENT-ELECT WILLIAM JANKOWIAK**

Interview by Hema Ganapathy-Coleman



### **Where were you born? Where did you grow up?**

NYC - Brooklyn and thus I was a dodger fan for most of my youth. Now I am an open fan, that is, I just pick a team and root for them but it does not carry over into the next year. My father was in the military and we moved around. I have lived in North Carolina where I hit my only legit home run when I was an 11 year old in little league - we won the game 14 to 13. I also lived in Hawaii but my teenage years were in New York around West Point. During summer break, I used to cut the golf course grass when I was in college.

### **What was your childhood like?**

I am the oldest of four siblings. I have a younger brother who was always in competition with me! I also have a younger sister and another younger brother who came along when I was in high school. My mother was a homemaker till we went to college. Happiness was fishing, playing baseball and collecting and cutting out cards. My life really changed when we moved from North Carolina to New York when I was 13 or 14 years old. Dad retired and the network I grew up in disappeared overnight. I became a loner then. I don't know if you know this but many anthropologists have military backgrounds and have a sense of always being an outsider looking in. I believe always being an outsider contributed to my interest in anthropology. I have always been interested in universals. I have wondered all my life: can everybody really be reconstructed based on the environment? At a very early age, I was skeptical. I remember very clearly at the age of 9, in church, looking at my hand and "seeing" myself. I remember thinking that this is not real, we are not real but we are puppets in a theater. I was watching it and I thought people are playing roles and society is not natural. And it was the oddest feeling in the world.

### **Are there any particularly happy, sad or instructive lessons you learned while growing or special childhood memories that stand out for you?**

I was the first person from my family to go to college. We were a working class family and so, you played all the time when you were home. In the military base, there were always people to play with. I remember some mothers did not let their children play because they were practicing spelling words! I felt sad for them. But I experienced mostly warm friendly feelings.



When we lived in the South, there were still signs around that were racist. My parents made comments that it was wrong. In retrospect, hearing them talk about racism as wrong shaped my view of racial difference and interracial interactions. If my parents had been just conventional people I would have had to think about these topics much later in life.

### **So what led you to a career in anthropology?**

Out of college, I joined Teach for America, the domestic Peace Corps and lived with a black family in lower Park Heights in Baltimore, Maryland, where the crime rate at the time was higher than that in Chicago. I taught there for almost a year. So there I was, this white kid.

After that, I taught in Edwin Markham Junior High, a huge school in Watts, Los Angeles. The student population in that school is mainly Hispanic now I am sure but at the time, there were 2000 students, all of them black. Ninety out of the 100 teachers were black too. I did not know this till later but the teachers put bets on when new hires would quit. They were talking about bringing in up to 6 subs to my surprise one Monday! That experience shaped the way I teach and talk. I learned to use call-response teaching, in which there is a constant back and forth between students and their teacher. I learned that if your lesson plan is bad, you will know within 5 minutes because a fight will break out among the students.

After teaching there for two years, I went to the University of California, Santa Barbara. I was so hungry to learn and know. When my advisor Paul Bohannon asked me if I wanted to go to the Inner Mongolia Autonomous Region I said, "Yes, where is it?" I realized I had a really interesting opportunity and went off to China. I did not know I was the first person to be allowed into an ethnic minority region in China in 50 years; it was 1981. I found myself asking: what is urban culture? In answering that question, I wrote my 1993 book, *Sex, Death and Hierarchy in a Chinese City: An Anthropological Account*.

### **What did you learn in those first years of graduate school?**

Santa Barbara was a wonderful place to go. Generally, people end up with one point of view and defend it for the rest of their lives. In UCSB there were lots of competing discussion and theories, etc. I learned that there are many ways of looking at a problem. Each highlights and distorts. In UCSB, there was also an emphasis on clear communication. We were not afraid of saying that something made no sense. I think language should be used to clarify and not as it is often used by cultural anthropologists to demonstrate the speaker's erudition. When the speaker and not the people or topic under study become the primary focus we seldom learn anything new - other than to avoid the speaker.

### **Were there any moments you recall as true breakthroughs in any area of your life?**

The love element in my research: I did the love study by accident. When people in China would say, "We love each other," I thought that they were just saying that to me because I am a Westerner. I started listening, wondering if this was just recent stuff or if it had a longer history. I was reading Tang dynasty short stories that had story after story about romantic love crushed - called the fox fairy stories. The fox is a spirit who eats human hearts, always takes the shape of a beautiful woman - the man falls in love with her and she/fox spirit kills him. BUT there is a sub-genre in which the fox spirit falls in love with the man and does not kill him. I thought the idea of romantic love had to be real because it is so old. I asked Barry Hewlett if he saw romantic love among the Aka people of Africa. He said that well, guys who were dumped among the Aka committed suicide. I told Barry to ask James Woodburn and Woodburn said that yes, it happens among hunter-gatherers. So when we looked for romantic love, we found that it is everywhere and it often does not follow social conventions.



As an Assistant Professor at Tulane, I asked a first year student (Ted Fischer, now Professor of Anthropology at Vanderbilt University) if he would like to do a coauthored article. We ended up doing a survey of ethnographies from 166 cultures finding that there was evidence of romantic love in 87% of them. The article, "A Cross-Cultural Perspective on Romantic Love," appeared in 1992 in the journal *Ethnology*.

My work received attention due to Daniel Goleman who was the science writer for the *New York Times* at the time. In 1992, I was in San Francisco for the annual meeting of the American Anthropological Association. Goleman called and said that he had asked around for an anthropologist studying romantic love and was directed to me. Well, there were more journalists than anthropologists in my session! An article by Daniel Goleman featuring my work appeared in the science section of the *NYT* in late 1992. So the media played a big role in giving my work visibility. I learned that journalism feeds curiosity and satisfies it.

### **What is anthropology for you?**

You know, only about 10% of cultural anthropologists do good field research. Most collect some data and apply theory and write up an interpretive narrative. The really rich detailed stuff comes only from observation and layer upon layer of probing.

Sometimes my ideas come out of pure speculation and then the requirement to see how it is manifested in behavior. Many of my research questions come out of intellectual curiosity about the world and I want to first see how these themes are manifested within an ethnographic setting. Only then do I step back and wonder if it might also be a human universal. Asking these questions allows me to read other work and listen to other findings. Often I take a question that has been explored in one setting but not in China and then I go to China and try to see how it is manifested in that context. My investigation of Mormon polygamy stemmed from the question: does it, can it work? I discovered that in the end it did not because love is more of an emotionally monogamous affect that demands exclusivity of effort and attention. Polygyny can only work if all parties are absolutely indifferent to one another whereas humans have a difficult time remaining emotionally aloof within the sexual encounter. Currently I am conducting a restudy of the Chinese city I lived in during the 1980s. I felt a professional obligation to revisit my earlier work and in pursuing that obligation I discovered a new culture.

### **What is your professional role within SCCR?**

I see myself as a figurehead, an advocate of cross-cultural work as legitimate knowledge seeking. It is voluntary labor because you believe in the cause of knowledge and celebrate a love of learning.

### **What are some things you do when you are not doing professional stuff?**

Talk and do stuff with my 11-year-old daughter. I try to go to all the shows in Vegas and catch the music groups that pass through. I love playing golf - I usually break 90, invoking the Mulligan rule very liberally, I might add.

### **What are you most grateful for you your life?**

I have often thought: I am grateful for being born intelligent enough to appreciate smart people. I love ideas. I love thinking. I am grateful about having a daughter. I had her late in life and in performing the duty of caring for her in the dead of the night, sleeping in a chair for many nights, I developed affection for her. I am also grateful for the opportunity to meet many interesting people. Another thing I am especially grateful for is having the opportunity to visit and see so many different places. I feel my life is enriched. I am in Montreal and have been doing a walking tour of the city and it is wonderful - it is fun to learn new things. I am also grateful for being alive but that is rather trite albeit real too.

## **News, Updates, Announcements**

### **Dr. Susan Letteney invites social workers through various academic listservs to join us in SCCR 2012**

The upcoming Society for Cross Cultural Research (SCCR) Annual Meeting will be held in Las Vegas from February 22-25, 2012.

For many years, the SCCR has been a welcoming host to social workers who have presented many papers on issues relating to culture and social work. The SCCR is a multidisciplinary organization devoted to the conduct of cross-cultural research. This is a unique opportunity to present and discuss social work research in the company of scholars working in other allied disciplines. There is a strong student presence, including a student social, conversations about publishing and careers, as well as an opportunity for students to win awards for their presentations.

The abstract submission process is open until November 30, 2011. Social work faculty, practitioners, and students are welcome to submit abstracts for paper or poster presentations. Please check the website for information and submission requirements (<http://www.sccr.org>).

Dr. Susan Letteney  
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### **Carrie Brown announces the formation of the SCCR's Student Advisory Committee**

Current SCCR Secretary Carrie Brown has helped put together SCCR's Student Advisory Committee. She serves as the advisor for the committee. The current chair of the committee is Seinenu Thien.

**On the next page is a book announcement sent by Dr. Barbara Rogoff.**

# DEVELOPING DESTINIES

## A MAYAN MIDWIFE AND TOWN

Barbara Rogoff

Born with the destiny of becoming a Mayan sacred midwife, Chona Pérez has carried on centuries-old traditional Indigenous American birth and healing practices over her 85 years. At the same time, Chona developed new approaches to the care of pregnancy, newborns, and mothers based on her own experience and ideas. In this way, Chona has contributed to both the cultural continuities and cultural changes of her town over the decades.

In *Developing Destinies*, Barbara Rogoff illuminates how individuals worldwide build on cultural heritage from prior generations and at the same time create new ways of living. Throughout Chona's lifetime, her Guatemalan town has continued to use longstanding Mayan cultural practices, such as including children in a range of community activities and encouraging them to learn by observing and contributing. But the town has also transformed dramatically since the days of Chona's own childhood. For instance, although Chona's upbringing included no formal schooling, some of her grandchildren have gone on to attend university and earn advanced degrees. The lives of Chona and her town provide extraordinary examples of how cultural practices are preserved even as they are adapted and modified.

*Developing Destinies* is an engaging narrative of one remarkable person's life and the life of her community that blends psychology, anthropology, and history to reveal the integral role that culture plays in human development. With extensive photographs and accounts of Mayan family life, medical practices, birth, child development, and learning, Rogoff adeptly shows that we can better understand the role of culture in our lives by examining how people participate in cultural practices. This landmark book brings theory alive with fascinating ethnographic findings that advance our understanding of childhood, culture, and change.

Barbara Rogoff's previous books *Apprenticeship in Thinking* (OUP, 1990), *Learning Together* (OUP, 2001), and *The Cultural Nature of Human Development* (OUP, 2003) have received awards from the American Psychological Association and the American Educational Research Association.

\*\*Royalties are contributed to the Learning Center and other projects in this Mayan town.

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## SCCR - A Community of Scholars and Students

SCCR is a **multidisciplinary** organization. Its members all share a common devotion to the conduct of cross-cultural research. SCCR members are professionals and students from the social science fields of Psychology, Anthropology, Sociology, and related fields including Education, Family Studies, Social Work, Human Development, Psychiatry, Communications, Ethnic Studies, Business, etc. A distinguishing characteristic of the Society, compared with other academic organizations, is that it is fundamentally interdisciplinary and provides members the opportunity to network with scholars from a wide variety of approaches to cross-cultural and comparative research. Since its founding in 1971, SCCR has intentionally avoided growing too large, so that its members can know each other better, form lasting relationships, and provide genuine support to their colleagues and students.

### SCCR FEES

To Join SCCR, submit the [online application form](#) and pay your dues online (below), or print and fill out this form and mail it to the [Treasurer](#) along with your dues payment. Membership dues are not included in conference fees, and should be sent only to the SCCR treasurer, online here or by mail. Membership in the Society for Cross-Cultural Research is based on the calendar year (a subscriber's calendar year begins the month SCCR receives the membership fee). Those who join now will receive the publications for the current calendar year, including all of the current year's issues of *Cross-Cultural Research*. Back issues of the journal are available online only.

There are three categories of membership in SCCR. Regular, Student, and Retired members receive *Cross-Cultural Research*, the *Newsletter*, 20% publisher discounts from Sage Publications and Information Age Publishing, reduced meeting registration rates, and voting privileges. Joint members share one copy of *CCR*. You may choose an alternate two-year dues payment option at a reduced rate.

Current and new members: please use the following table to choose your dues amount.

Type	One Year		Two Years	
	Single	Joint	Single	Joint
Regular	55	65	100	120
Retired	40	50	70	90
Student	35	45	65	85

<http://www.sccr.org/index.html>