

Brittany M. Kowalski

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EDUCATION

Doctor of Philosophy in Sociology May 2017-expected May 2021
West Virginia University, Morgantown, WV
Certificate in University Teaching

Master of Arts in Sociology August 2015-May 2017
West Virginia University, Morgantown, WV

Bachelor of Arts in Sociology and Catholic Studies August 2012-May 2015
Seton Hall University, South Orange, NJ
GPA 3.87, Magna cum Laude
Minor in Women and Gender Studies
Honors Program Graduate

MASTER'S THESIS

Title

Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student's Perception of Attractiveness

Abstract

Researchers have shown that both women and men with traits incongruent to their gender roles are viewed as less competent and are less acceptable than those whose traits conform to their gender roles. The present looks at the effect of role congruity between gender, occupational status and personality traits and the effect that this has on the evaluation of potential romantic partner attractiveness. Little research has looked at the effect of both status characteristics such as occupation or college major and personal traits such as personality, likes-dislikes or hobbies. A vignette experiment will be conducted in which college students will be asked to read a paragraph about a hypothetical peer and then answer survey questions that will assess whether or not they find the person to be an attractive romantic partner. Analysis of this data will help to show the effect that role congruence or incongruence in both occupational status and personality traits has on evaluations of attraction.

Advisory Committee

Dr. Lisa M. Dilks (chair), Dr. Melissa Latimer, Dr. Rachel E. Stein

ACADEMIC EMPLOYMENT EXPERIENCES

Graduate Research Assistant, Morgantown, WV September 2019-Present
Research on an NSF funded grant under Drs. Kasi Jackson and Sharon Bird

- Collected qualitative and quantitative data including interviews, surveys, and focus groups
- Analyzed qualitative and quantitative data

Graduate Research Assistant, Morgantown, WV

May 2018-September 2019

Managing Editor for Sociological Focus under Editor Dr. Rachel E. Stein

- Selected peer reviewers for submissions made to the journal
- Assisted in other editorial tasks necessary for the quarterly publication of the journal

Graduate Assistant, Morgantown, WV

May 2017-May 2018

Department of Sociology and Anthropology, West Virginia University under Dr. Rachel E. Stein,
Director of Graduate Studies and Dr. Corey J. Colyer, Director of Undergraduate Studies

- Assisted with the research for and writing of a formal progress report of the sociology graduate program
- Created surveys in Qualtrics to aid in quantitative analysis of various aspects of the sociology graduate program
- Graded assignments, tests, quizzes, papers, et cetera and maintained online gradebook for undergraduate courses

Graduate Research Assistant, Morgantown, WV

May 2016-August 2016

Department of Sociology and Anthropology, West Virginia University under Dr. Rachel Stein, Director of Graduate Studies

- Collaborated with Dr. Rachel Stein on a research project concerning American Amish communities
- Entered data on Amish communities including their movement patterns and other demographic characteristics

Graduate Teaching Assistant, Morgantown, WV

August 2015-May 2017

Department of Sociology and Anthropology, West Virginia University

- Assisted professors in the department with class preparation and execution
- Prepared and executed lectures for classes including:
 - SOCA 221—Sociology of the Family
 - SOCA 232—Criminology
 - SOCA 311—Social Research Methods
 - SOCA 346—Victimology
- Proctored and graded examinations including multiple choice and extended response formats
- Worked closely with the office staff for the department to ensure that all necessary tasks were completed

TEACHING EXPERIENCES

Pierpont Community and Technical College, Fairmont, WV

January 2019-Present

Instructor of Sociology

- Developed online curriculum for Introduction to Sociology
- Taught Introduction to Sociology
 - Spring 2019—2 Sections of 25 students
 - Fall 2019—2 sections of 30 students

Pierpont Community and Technical College, Fairmont, WV August 2018-November 2018
Curriculum Development for the School of Human Service under Dean David Beighly

- Developed curriculum for Introduction to Sociology to be used by all future sections of the course
- Wrote course schedules and assessments for Introduction to Sociology
- Converted face-to-face instructional materials to materials for online education

CONSULTING EXPERIENCES

ADVANCE Center, Morgantown, WV August 2018

- Consulted on survey design for a grant funded research project
- Created a survey in Qualtrics to be used multiple times for data collection

PUBLICATIONS

Manuscripts in Progress

Kowalski, Brittany M., Sara Guthrie, Julia Wolf and Katie E. Corcoran. *"I am more involved through social media": Exploring the Motivation and Means for Political and Social Activism in the United States.*

Manuscripts Under Review

Kowalski, Brittany M., Rachel E. Stein, Katie E. Corcoran and Corey J. Colyer. *Amish Gesellschaft: A Longitudinal Case Study of a Community.*

Kowalski, Brittany M. and Christopher P. Scheitle. *Sexual Identity and Attitudes about Gender Roles: The Moderating Effect of Gender.*

Dilks, Lisa M. and **Brittany M. Kowalski**. *Gender Differences in Response to Role Incongruity: The Case of Partner Selection.*

Kowalski, Brittany M. and R. Kyle Saunders. *My Fellow Americans: Role Congruity of Presidential Candidates Impacts Public Perceptions.*

Book Reviews

Kowalski, Brittany M. and Lisa M. Dilks. 2018. Book Review: *American Hookup: The New Culture of Sex on Campus*, Lisa Wade. *Psychology of Women Quarterly*.

Opinion Editorials

Kowalski, Brittany M. 2015, December 6. Having News Quickly Not as Important as Getting it Right. *The Intelligencer*, Wheeling, WV.

CONFERENCE PRESENTATIONS

2019

"I am more involved through social media": Exploring the Motivation and Means for Political and Social Activism in the United States. Round table presentation for the Section on Collective Behavior and Social Movements Refereed Roundtables. American Sociological Association. New York, NY.

"I am more involved through social media": Exploring the Motivation and Means for Political and Social Activism in the United States. Paper presentation. North Central Sociological Association. Cincinnati, OH.

Academic "Storytelling" and the Presentation of Self: Strategies for Using Personal Narratives. Panel member. North Central Sociological Association. Cincinnati, OH.

2018

Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Students' Perception of Attractiveness. Round-table presentation. American Sociological Association. Philadelphia, PA.

Amish Gesellschaft: A Longitudinal Case Study of a Community. Paper presentation. Amish and Plain Anabaptist Studies Association. Holmes County, OH.

Major Influences: The Impacts of Gender Role Congruity on Attraction. Paper presentation. West Virginia University's Center for Women's and Gender Studies Fireside Chat. Morgantown, WV.

Kinship Networks and Their Effects on Community Membership. Paper presentation. North Central Sociological Association. Pittsburgh, PA.

My Fellow Americans: Role Congruity of Presidential Candidates Impacts Public Perceptions. Paper presentation. North Central Sociological Association. Pittsburgh, PA.

Pre-ABD: Strategies for Success. Panel member. North Central Sociological Association. Pittsburgh, PA.

Academia and Social Media: the Good, the Bad, and the Ugly. Panel member. North Central Sociological Association. Pittsburgh, PA.

2017

Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student's Perception of Attractiveness. Paper presentation. North Central Sociological Association. Indianapolis, IN.

Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student's Perception of Attractiveness. Paper presentation. Seton Hall University's Women and Gender Studies Conference. South Orange, NJ.

Where Are They Now? or What Can You Do with a Minor in WMST? Panel member. Seton Hall University's Conference on Women and Gender. South Orange, NJ.

2016

Analyzing the Costs of Nontraditional Choices: Gender Stereotypes of College Majors and Effects on Romantic Prospects. Round-table presentation. North Central Sociological Association and Midwest Sociological Society joint meeting. Chicago, IL.

2015

Queer Theory and the Catholic University. Panel member. Seton Hall University's Conference on Women and Gender. South Orange, NJ.

FUNDING AWARDED

Rural Sociology Foundation Fund December 2018

- Awarded \$300 by the Rural Sociology Foundation at West Virginia University to support research project data collection

Office of Academic Affairs Doctoral Student Travel Grant September 2018

- Awarded \$200 by the Office of Academic Affairs and Sciences at West Virginia University to support conference travel to the American Sociology Association annual meeting

Graduate and Doctoral Travel and Research Grant September 2018

- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the American Sociology Association annual meeting

Graduate Student Travel Grant September 2018

- Awarded \$300 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the American Sociology Association annual meeting

Graduate and Doctoral Travel and Research Grant May 2018

- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the Amish and Plain Anabaptist Studies Association Conference

Graduate Student Travel Grant May 2018

- Awarded \$200 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the Amish and Plain Anabaptist Studies Association Conference

Alpha Kappa Delta Teaching and Learning Workshop Fellowship April 2018

- Awarded \$500 by Alpha Kappa Delta, international sociology honor society, in order to attend their pre-North Central Sociology Association conference workshop on teaching and learning

Graduate and Doctoral Travel and Research Grant March 2017

- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the Seton Hall University's Women and Gender Studies Conference

Graduate Student Travel Grant

March 2017

- Awarded \$200 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the Seton Hall University's Women and Gender Studies Conference

Rural Sociology Foundation Fund

February 2017

- Awarded \$200 by the Rural Sociology Foundation at West Virginia University to support master's thesis data collection

SERVICE

North Central Sociological Association Undergraduate Student Awards Committee

Member

October 2017-March 2018

- Read and scored undergraduate papers and assisted in the selection of awards winners

North Central Sociological Association Student Committee

September 2017-Present

Chair

March 2019-March 2021

- Headed the student section for the North Central Sociological Association
- Recruited students to serve on the committee
- Facilitated dialogue between students from different universities
- Lead the planning of student section sponsored events at the annual meeting

Member

September 2017-March 2019

- Assisted with the planning and organization of student events at the North Central Sociological Association's annual conferences
- Presented on panels organized by the committee targeted towards student members of the North Central Sociological Association

Graduate Sociology Association, West Virginia University

August 2015-Present

President

May 2018-Present

- Called and headed meetings of the general members and executive board
- Created a strategic plan for increasing member involvement and enjoyment

Conference Committee Chairperson

August 2017-May 2018

- Coordinated travel plans for graduate students attending the North Central Sociological Association conference

Secretary

August 2015-May 2017

- Created and managed the organization's email account and social media presence
- Assisted in the execution and planning of a banquet for the Department of Sociology and Anthropology
- Scheduled meetings and maintained constant communication between the executive board and general members

Manuscript Reviewer

- Sociological Focus
- Gender Issues

HONORS AND AWARDS

Distinguished Graduate Student Paper Award, West Virginia University Department of Sociology and Anthropology April 2019

Outstanding Master's Thesis Award Honorable Mention, West Virginia University Department of Sociology and Anthropology April 2019

Most Outstanding Graduate Student of the Year, West Virginia University Department of Sociology and Anthropology April 2018

- Chosen by faculty committee from nominations made by faculty and graduate students

Seidler Graduate Paper Competition, North Central Sociology Association April 2018

- Second place for the paper entitled *My Fellow Americans: How Role Congruity of Presidential Candidates Impacts Public Perceptions*

Outstanding Graduate Teaching Assistant, West Virginia University May 2017

- Awarded by the Eberly College of Arts and Sciences for service to the Department of Sociology and Anthropology for the 2016-2017 academic year

ADDITIONAL SKILLS

- Proficient knowledge and use of Qualtrics survey design platform
- Proficient knowledge and skill in STATA statistical software
- Proficient knowledge and skill in RStudio statistical software
- Proficient at designing in Microsoft Publisher
- Proficient at social media, website design and other marketing experience
- Proficient knowledge of Banner software
- Proficient understanding of and certification in Quality Matters course requirements

PROFESSIONAL MEMBERSHIPS

Sociologists for Women in Society January 2019-Present

Amish and Plain Anabaptist Studies Association May 2018-May 2019

American Sociological Association January 2018-Present

American Sociological Association Social Psychology Section January 2018-Present

American Sociological Association Sex and Gender Section January 2018-Present

American Sociological Association Race, Class, Gender Section January 2019-Present

North Central Sociological Association January 2016-Present

REFERENCES

References are presented in alphabetical order.

Jeralynn (Lynne) Cossman

Professor of Sociology and Chair of the Department of Sociology and Anthropology
West Virginia University
304 Knapp Hall
(304) 293-4823
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Lisa M. Dilks

Associate Professor of Sociology
West Virginia University
217 Knapp Hall
(304) 293-0455
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Melissa Latimer

Associate Professor of Sociology and Director of WVU Advance Center
West Virginia University
287 Chemistry Research Lab
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Rachel E. Stein

Associate Professor of Sociology and Director of Graduate Studies
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