

Victoria G. Velding

Department of Sociology & Anthropology | West Virginia University
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Education

- Ph.D. **Wayne State University**, 2015
Sociology
- Dissertation Title: Growing up Tween: Femininity, Masculinity, and Coming of Age
 - Comprehensive Exam Specialization: Gender Inequality
- M.A. **Wayne State University**, 2010
Sociology
- Thesis Title: Feminine Beauty Norms and the Media: A Content Analysis of a Popular Tween Magazine
- B.S. **Grand Valley State University**, 2007
Psychology, Sociology

Current Employment

- 2015-present Visiting Assistant Professor, Department of Sociology and Anthropology,
West Virginia University

Research Interests

- | | |
|---------------------------------|--------------------------|
| Social Inequality | Sexuality |
| Gender | Children and Adolescents |
| Femininity and Masculinity | Popular Culture |
| Media Influence and Consumption | Qualitative Methods |
| Female Reproductive Health | The Life Course |

Teaching Interests

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|------------------------------------|-------------------|
| Introduction to Sociology | Research Methods |
| Social Problems | Sex and Gender |
| Race, Class, Gender, and Sexuality | Family |
| Inequality and Stratification | Youth and Society |

Publications

Velding, Victoria. (2017). Depicting femininity: Conflicting messages in a “tween” magazine. *Youth & Society*, 49(4), 505-527.

Haskin, J., Dillaway, H., & **Velding, V.** (2015). Getting past the dream of a bounded life? An analysis of advertisements in Working Mother magazine. *International Journal of Gender & Women's Studies*, 3(2), 20-27.

Under Review

“We hate each other.” Understanding (hetero) sexuality in the tween social world
Velding, Victoria

Transnational masculinity in the eyes of local beholders: An intersectional analysis of American audience’s perception of k-pop male bands
Song, Kirsten Young-Hee and **Velding, Victoria**

Who is the American Girl? Analyzing difference in American Girl advice books (working title)
Velding, Victoria and Hilling, Alexis

In Progress

Interactive and inclusive research techniques for interviewing children: Self-reflection and critical analysis from a new childhood researcher
Velding, Victoria

Tracking menopause blogs for the impact of cultural discourse
Dillaway, Heather and **Velding, Victoria**

Conferences and Presentations

2016 **Velding, Victoria.** “We hate each other.” Understanding (hetero) sexuality in the tween social world.
American Sociological Association Annual Conference: Seattle, WA

2016 **Velding, Victoria.** Growing up Tween: Femininity, Masculinity, and Coming of Age
Midwest Sociological Society/North Central Sociological Association Annual Meeting:
Chicago, IL

2015 **Velding, Victoria.** Growing up Tween: Femininity, Masculinity, and Coming of Age
Wayne State University King-Chavez-Parks Future Faculty Fellowship Meeting:
Detroit, MI

- 2013 Haskin, Jennifer, Dillaway, Heather, **Velding, Victoria**. Constructions of Working Motherhood in Working Mother Magazine
American Sociological Association Annual Conference: New York, NY
- 2013 Dillaway, Heather and **Velding, Victoria**. Tracking Menopause Blogs for the Impact of Cultural Discourse
Society for Menstrual Cycle Research Biennial Conference: New York, NY
- 2013 **Velding, Victoria**. Growing up Tween: Femininity, Masculinity, and Coming of Age
North Central Sociological Association Annual Meeting: Cincinnati, OH
- 2013 **Velding, Victoria**. Depicting Femininity: Conflicting Messages in a “Tween” Magazine
National Women’s Studies Association Annual Conference: Cincinnati, OH
- 2013 **Velding, Victoria**. Depicting Femininity: Conflicting Messages in a “Tween” Magazine
Wayne State University Graduate Exhibition: Detroit, MI (Poster)
- 2012 **Velding, Victoria** and Dillaway, Heather. Tracking Menopause Blogs for the Impact of Cultural Discourse
Society for the Study of Social Problems Annual Meeting: Denver, CO
- 2011 **Velding, Victoria**. Advertising Menstruation to Tweens
Society for Menstrual Cycle Research Biennial Conference: Pittsburgh, PA
- 2011 **Velding, Victoria**. Feminine Beauty Norms and the Media: A Content Analysis of a Popular Tween Magazine
Wayne State University Graduate Exhibition: Detroit, MI (Poster)
- 2010 **Velding, Victoria**. Feminine Beauty Norms and the Media: A Content Analysis of a Popular Tween Magazine
Midwest Sociological Society/North Central Sociological Association Annual Meeting: Chicago, IL

Honors/Awards

King-Chavez-Parks Future Faculty Fellowship
The Graduate School, Wayne State University
▪ 2014-2015; 2013-2014

Sociology Graduate Teaching Assistant
Department of Sociology, Wayne State University
▪ 2014-2015; 2013-2014; 2011-2012

Thomas C. Rumble Fellowship
Department of Sociology, Wayne State University
▪ 2012-2013; 2010-2011

Graduate School Thesis/Dissertation Research Support Grant
The Graduate School, Wayne State University

- 2013

Graduate Exhibition Poster Presentation, Third Place Award Winner
The Graduate School, Wayne State University

- 2013

Teaching Experience

West Virginia University

- Department of Sociology and Anthropology
 - SOCA 221: Families and Society (in-person and online)
 - SOCA 235: Race and Ethnic Relations
 - SOCA 360: Women and Men in Society

Wayne State University

- Department of Sociology
 - SOC 2000: Understanding Human Diversity (introductory course)
 - SOC 2020: Social Problems
 - SOC 4400: Women in Society
- Department of Gender, Sexuality, and Women's Studies
 - GSW 2700: Social Science Perspectives on Gender, Sexuality, and Women
- Guest Lecture
 - SOC 3300: Social Inequality

Department Service

2017-18 Assessment Committee
Department of Sociology and Anthropology
West Virginia University

2016-17 Assessment Committee
Department of Sociology and Anthropology
West Virginia University

2015-16 Undergraduate Curriculum Committee
Department of Sociology and Anthropology
West Virginia University

2013-14 Graduate Student Representative
Gender, Sexuality, and Women's Studies Program Faculty Board
Wayne State University

Professional Service

- 2017 Peer Reviewer
Youth & Society
<http://yas.sagepub.com/>
- 2016 Peer Reviewer
Journal of Early Childhood Research
<http://journals.sagepub.com/home/ecr>
- 2015 Society for Menstrual Cycle Research Blog Guest Author
Original Post: “Marketing menstrual products to tweens raises concerns”
(12/23/2015)
<http://www.menstruationresearch.org/blog/>
- 2014-15 Girls and Girls Studies Caucus Member
National Women’s Studies Association
- 2014 Peer Reviewer
Youth & Society
<http://yas.sagepub.com/>
- 2013 Peer Reviewer
Michigan Family Review
<http://quod.lib.umich.edu/m/mfr/>
- 2013 Queer and Feminist Theory Peer Mentor
Gender, Sexuality, and Women’s Studies Program
Wayne State University
- 2011-16 Website Contributor, Media Representations Teaching Unit (ongoing)
Gender & Society
http://gas.sagepub.com/site/misc/Index/Classroom/Media_Representations.xhtml
- 2010 Session Organizer
New Research on Gender and the Media
Midwest Sociological Society/North Central Sociological Association Annual Meeting:
Chicago, IL

Campus and Community Service

- 2017 Faculty Panelist (forthcoming)
Hidden Figures from a Sociological Perspective
West Virginia University
- 2016 Faculty Panelist

Alpha Phi Alpha Fraternity, Inc. Presents *Pillow Talk: A Woman's Worth*
West Virginia University

2015 West Virginia University Safe Zone Member (ongoing)

2014-15 Michigan Humane Society Volunteer

2014 Graduate Exhibition Student Volunteer
The Graduate School
Wayne State University

Professional Organizations

Alpha Kappa Delta
American Sociological Association
National Women's Studies Association
North Central Sociological Association
Society for Menstrual Cycle Research
Sociologists for Women in Society

References Available Upon Request
