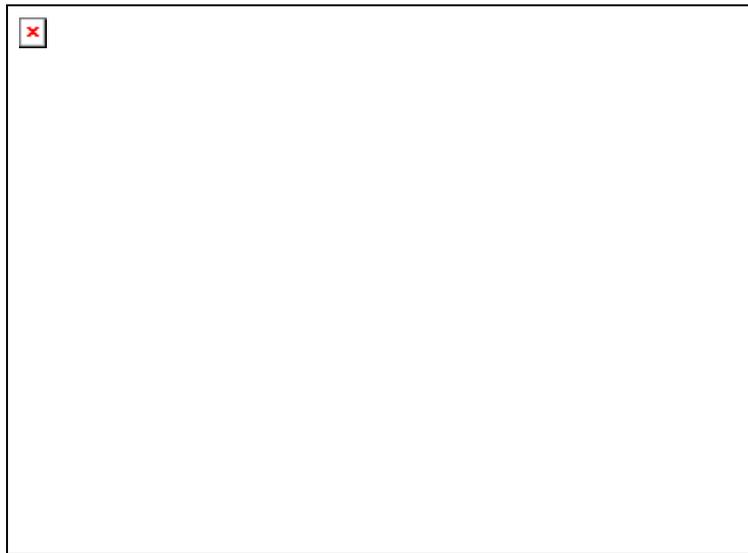


*The Sociology and Anthropology  
Department of*



*presents*

*The 3<sup>rd</sup> Annual  
Senior Research Symposium*



Thursday, May 4<sup>th</sup> 2006

## The Senior Seminar Class



Clockwise, from Left: Ted Gordon, Dr. Janine Chi, Adam Schieffer, Jonathan Roman, Simon Shaffer-Goldman, Elena Tardanico, Lara Swanson, Erin O'Reilly, Jordana Boydston, and Elizabeth Golini. Not in Picture: Anna Norman.

## *Mr. Adam M. Schieffer*



Son of Henry and Kathy Schieffer, of Lafayette Hill, Pennsylvania.

Adam is an Anthropology major and Computer Science minor, and has been accepted to a masters program in applied anthropology with a track in public archaeology at the University of South Florida in Tampa, FL.

His mentors are Dr. Amber VanDerwarker and Dr. Chris Kovats-Bernat, and research interests include Strategies, Zooarchaeolo-

### **What's Cookin'? Cherokee Subsistence In Light Of European Influence (AD 1300 – AD 1907)**

At the turn of the 17<sup>th</sup> century, the rise of the Colonial fur trade greatly impacted eastern Native American groups. My research is interested particularly in the effects of this European influence on Cherokee subsistence strategies. By exploring subsistence practices at Coweeta Creek, a Cherokee site located in southwestern North Carolina, I was able to establish continuity in hunting and procurement strategies between the Early and Middle Qualla phases (AD 1300 – AD 1650). This investigation of subsistence strategies was conducted through the analysis of faunal (animal) remains from Coweeta Creek and creates a baseline against which to compare future research looking at subsistence practices during the Late Qualla (AD 1650- 1907) when the Cherokee became fully immersed in the Colonial fur trade. In addition, while the Cherokee were originally indirectly connected to the fur trade through indigenous middlemen, the research lends support to Pavao-Zuckerman's hypothesis (2000) concerning the resilience of subsistence strategies in the face of European influence.



## *Ms. Jordana Boydston*



Daughter of Suzanne and Robert Boydston, of Ardsley, New York.

She is a Theatre and Anthropology double major and plans to move to the Caribbean to pursue photography and adventure, before eventually applying to graduate school.

Her mentor is Dr. James Peck, and favorite courses are Voudou and Zombification, and Archaeology.

### **In The Dark: Colonialism Through Tourism in Bonaire**

This research examines the island of Bonaire, Netherlands Antilles for the Level of Community Involvement, within the tourism industry, as it relates to the Level of Community Support of tourism developments. The content analysis of fifty-eight issues of “The Bonaire Reporter”, ten issues of the island’s economic newsletter, and several official Bonaire websites, has shown that the opinions of Bonaire’s residents toward the tourism industry are extremely complex. Patterns similar to that of colonialism have emerged – in which residents have little advance knowledge of tourism developments, and their interests are valued second to the interests of external tourism developers. The analysis of this delicate state of affairs in Bonaire, therefore, serves as an alarming perspective of tourism industries worldwide. As tourists, are we merely supplying a source of financial gain for foreign economies, or, in searching for fun in the sun, are we perpetuating practices of colonialism across the globe?



## *Mr. Ted Gordon*



Son of Beverly and Charles Gordon, of Allentown, Pennsylvania.

Ted is an Anthropology major enrolled in the University of California, Riverside's Doctoral Program in Anthropology.

His mentors are Dr. Bill Abruzzi, Dr. Chris Kovats-Bernat.

His favorite topics are the Origin and Evolution of Religious Movements, The Sociology of Nations and States, Anthropological Theory, The Rise of Civilization, Migration, Ethnicity, and Tourism.

I would like to thank Dr. Erika Sutherland, Dr. Anna Adams and Dr. Christopher Borick for helping me pursue this project.

### **Migration and Identity Transformation: A Study of Latino Panethnic relations in the Lehigh Valley**

This study explores the degree to which Latinos in the Lehigh Valley share an ethnic identity. Researchers suggest that ethnic groups are created, maintained, and dispersed by economic, political and social processes. This case-study of the Latino panethnicity in the Lehigh Valley evaluates three contemporary theories on ethnicity: (1) Hechter's Cultural Division of Labor, (2) Bonacich/Hannan's Split Labor Market and (3) Shibusani and Kwan's (1965) propositions about violent conflict and ethnicity. These theories propose different social or economic processes as the primary mechanism in ethnic group formation. I use marriage license records for endogamy rates, census data to assess enclave formation and in-depth interviews for detailed analysis. My findings suggest that while some boundaries exist between different Latino ethnic groups, the Latino panethnic identity is prevalent throughout the Latino population. This prevalence corresponds with the existence of a Cultural Division of Labor in the Lehigh Valley; however there are some exceptions.



## Ms. Elena Tardanico



Daughter of Ronald and Alice Tardanico, of Bronxville, New York.

Elena is an Anthropology and Theatre Major, with a concentration in performance. She plans to teach acting to children.

Her mentors are Dr. Chi, Dr. Kovats-Bernat, Dr. Schachter, and Professor Roussel.

Her favorite courses are Anthropology of the Child and Fundamentals of Directing

### **I'm a Theatre Major and All of My Friends are Too!: Exploring Friendship Networks at Muhlenberg College**

This research examined the reasons why theatre majors at Muhlenberg College *seem* to be more socially exclusive in comparison with other academic disciplines at the institution. The research first identified whether or not theatre majors were in fact socially exclusive, and from there explored the inner workings of friendship networks on campus. Theatre majors were questioned using surveys and interviews in order to find out why they seek a social life solely within the department, only seek friends outside of the department, or have friends from both inside and outside the curriculum. Non-theatre majors were also questioned on their individual feelings on Muhlenberg's theatre department, and asked about their personal social habits. The results of my data collection suggest that the definition of social exclusivity varies between theatre and non-theatre majors, and that common interests are the main factors that determine friendship networks.



*Special Thanks to:*

The Spring '06 Sociological Theory Class:

Kerin Backhaus Melissa DeFrain Paul DeMilio

Elizabeth Faughnan Meghan Garibaldi Joanna Kling

Rina Lebovitz Joshua Lindenbaum Cara Matern

Melissa Newman Rosalind Newsholme Denai Sanchez

Brandon Schultz William Sherman Erica Smith

Katherine Thone

And

Dr. Tammy Lewis,  
Department Chair of Sociology and Anthropology,  
Associate Professor of Sociology

Dr. Janine Chi,  
Assistant Professor of Sociology

Tracy Kline, Department Secretary



## *Ms. Elizabeth Golini*



Daughter of Donald and Kathleen Golini, of Reading, Massachusetts

Elizabeth is an Anthropology and Theatre Major, with a Performance Studies Concentration. She is joining the 2006 Teach for America Corps, teaching Secondary Special Education in the Rio Grande Valley in Texas.

Her mentors are Drs. Chi, Peck, Schachter, and Kovats-Bernat. Her favorite courses are Anthropology of Art, Anthropology of the Child, and Performance Studies.

### **“It’s All One:” Studying the Effects of “Live to Tell” on the Social Perceptions of the Participants and the Muhlenberg College Community**

This project studies the relationship between the participants in “Live to Tell,” and the implications of the project on the participants and Muhlenberg College as a whole. The project examines the way that the “Live to Tell” performance reshaped the perceived notions of the participants from the point of view of the participants and the audience. I hypothesized that “Live to Tell” did not shift the perceptions of the audience, but only the perceptions of the participants. A sample of students, faculty and staff on the Muhlenberg College campus who saw “Live to Tell” were surveyed. Interviews of a sample of the participants in “Live to Tell” were also conducted. My results show that the majority of the students who saw “Live to Tell” had their perceptions shifted positively by the piece. An analysis of the interview data shows that the cast of “Live to Tell” did experience a perception shift due to the “Live to Tell” process. Based on this data, I can state that my hypothesis was incorrect as my data shows that “Live to Tell” shifted the perceptions of both the audience and the participants.



## *Mr. Simon Schaffer-Goldman*



Son of Queenie Goldman and Robin Schaffer, from Scarsdale, New York.

Simon is a Sociology major with plans to travel after graduation.

His mentors are Dr. Lewis, Dr. Kovats-Bernat, and Dr. Chi. His favorite courses are Inequality and Power, Sociological Theory, Methods of Film and Video analysis.

### **“Don’t Bogart that Joint, My Friend:” A study of the relationships and transactions of a social network of drug users at Muhlenberg College.**

Ten drug-using college students at Muhlenberg College were interviewed to understand these three major research questions: (1) What is the nature and extent of drug use on campus? (2) How are the social relationships and identities negotiated within the social network? (3) What is the nature of the economics and exchange of the drugs on campus? Findings indicated that drug use is most frequently a social act in friendship networks where individuals gather in a ritualized setting. Drug use and dealing within friendship networks are governed by set rules and regulations that are learned by the members of the drug culture. The process of integration into this drug culture involves both learning and teaching these norms, which was revealed in all ten interviews. Unlike most social networks, illegal substance use in a drug-using network illustrated the importance of strong social ties and close friendship networks in both the using and dealing of drugs. Patterns of drug transaction and consumption are compared among the subjects, and the implications of these findings are discussed.



## *Ms. Anna Norman*



Daughter of Susan and Arthur Norman, of Providence, Rhode Island.

Anna is a sociology major and plans to work for Teach for America in Newark, New Jersey in Elementary Special Education.

Her favorite course is American Ethnic Diversity.

### **Positive Talk or Pointless Chatter: The Effect of Parent/Teacher Communication**

Students' behavioral improvement were examined at a urban elementary school in Allentown, PA. Relations between the nature and frequency of parent/teacher communication and students' behavior were investigated. Relying on survey and secondary data, multiple regression analyses were conducted to determine the correlation between the variables of interest. In-depth interviews were also conducted to gain a better understanding of parent/teacher communication.



## *Ms. Lara Swanson*



Daughter of Jeffery and Patricia Swanson, of Hackettstown, New Jersey.

Lara is a Sociology and History double major and will be attending the University of Pittsburgh School of Law.

Her mentors are Dr. Lewis and Dr. Chi, and her favorite course is Inequality and Power.

### **Building the Future or Building Our Resumes?: An Examination of Student Perceptions on Community Service Participation at Muhlenberg College.**

Does the high rate of community service volunteerism at Muhlenberg College indicate that community service student volunteers are altruistic when performing service endeavors for others? I propose that not all student motivations for participating in community service are altruistic, but many reflect an egoistic perspective regarding their participation in community service. Research has shown that community service should be performed in the context of altruism and not egoism in order to be most beneficial for the community receiving the service as well as the student performing the service endeavor. I analyzed 60 surveys in order to discover the true motivations of student volunteers. The questions in the survey measured the altruism or egoism of each of the student's responses regarding community service and other relevant topics. By measuring significant areas of student understanding, I was able to evaluate whether students are altruistic or egoistic in their motivations. This analysis allows for a better understanding of whether or not community service at Muhlenberg College is shaping students into caring, concerned community members, understanding of their duty and relationship to society while also, more importantly, serving the community in hopes of creating a peaceful world.



## *Mr. Jonathan Roman*



Son of Linda and Gary Roman, of Rockaway, New Jersey. Jonathan is a Sociology major and Political Science minor.

He plans to substitute teach for a year, then to apply to graduate school or Teach For America the following year.

His mentors are Dr. Chi and Dr. Lewis, and his favorite courses are Inequality and Power, and Sociological Theory

### **Gold Diggers: A Cross-Cultural Comparison of Politics, Nationalism, and Identity in the 2006 Winter Olympics**

Avery Brundage, a past president of the International Olympic Committee once remarked, "Sport, like the fine arts, transcends politics". However, the evidence from previous Olympics, including the banning of South Africa in 1964 because of apartheid policies, show otherwise. In light of this, I examined how the Olympic Games affect national politics and how the structure of national politics affects the Olympic Games. To answer these questions, a cross-cultural comparison of the United States and China was conducted during the 2006 Winter Olympics in Torino, Italy. Using a content analysis of newspapers and an organizational analysis of Olympic Committees, this paper fuses the sociological literature of sport, nationalism, and identity with original empirical research to compare the U.S. and China. The research reveals the effect that globalization and isomorphic processes have on both politics and sport. Relying on a Durkheimian perspective, I argue that globalization and isomorphism have not only led to institutions becoming similar due to the ease of information traveling across borders, but they have also led to states using international sporting competitions such as the Olympics to demonstrate the continuing relevance of the nation-state.



## *Ms. Erin O'Reilly*



Daughter of Daniel and Jeanne O'Reilly, of Hillsdale, New Jersey.

She is an Anthropology and Political Science double major, and plans to travel and apply to the Peace Corps.

Her mentors are Dr. Tammy Lewis and Jimmy Buffet, and favorite topics are Anthropological theory, sustainable development, globalization, and social justice.

### **National Identity, the Tourist, & the “Real” South Africa: Selling Tourism in the new South Africa**

The era of the “new” South Africa began in 1994 when Nelson Mandela was elected president and the government began to bring accountability to crimes of the past in the Truth and Reconciliation Committees, and South Africans began to negotiate new found political and social equality. The country launched an all-encompassing plan of nation-building, including the Legacy Project and tourist development as a way of taking a ‘fractured and unsure’ society and building a strong sense of shared national identity. The following study employs a content analysis of the websites of two main South African provincial tourism authorities (Western Cape, and KwaZulu Natal) to determine whether they present an image of the unified national identity sought after by the new government, or a more diverse identity that represents the many races, tribes, and ethnicities that make up the country often referred to as the Rainbow nation. Analysis revealed that the presentation of sites to the potential South African tourist 1) do not directly discuss national identity, 2) place an emphasis on nature and wildlife tourist destinations, and 3) show a disjoin between the different provincial tourism authorities.



## Schedule of Speakers

Introductory Remarks.....Dr. Janine Chi

What's Cookin'? Cherokee Subsistence  
In Light Of European Influence  
(AD 1300 – AD 1907).....Mr. Adam Schieffer

In The Dark:Colonialism  
Through Tourism in Bonaire.....Ms. Jordana Boydston

National Identity, the Tourist,  
& the “Real” South Africa:  
Selling Tourism in the new South Africa.....Ms. Erin O'Reilly

Gold Diggers: A Cross-Cultural  
Comparison of Politics, Nationalism,  
and Identity in the 2006 Winter Olympics.....Mr. Jonathan Roman

Migration and Identity Transformation:  
A Study of Latino Panethnic  
relations in the Lehigh Valley.....Mr. Ted Gordon

### *Brief Intermission*

I'm a Theatre Major and all of My  
Friends are Too!: Exploring Friendship  
Networks at Muhlenberg College.....Ms. Elena Tardancio

Building the Future or Building  
Our Resumes?: An Examination of Student  
Perceptions on Community Service  
Participation at Muhlenberg College.....Ms. Lara Swanson

“It's All One:” Studying the Effects  
of “Live to Tell” on the Social Perceptions  
of the Participants and  
the Muhlenberg College Community.....Ms. Elizabeth Golini

“Don't Bogart that Joint, My Friend:”  
A study of the relationships and  
transactions of a social network of  
drug users at Muhlenberg College.....Mr. Simon Schaffer-Goldman





May 1, 2006

Welcome to the Third Annual Senior Symposium in Sociology and Anthropology. This year, we have an unprecedented number of students presenting the results of their research that they have conducted over the course of this semester. The presentations you see today provide only a fleeting glimpse of the amount of time and energy that these ten students have put into conducting their research. As the faculty supervisor of our department's capstone Senior Seminar this year, I am very pleased and excited to introduce their work to you.

This year's presenters – Adam, Jordana, Erin, Jon, Ted, Beth, Lara, Elena, and Simon – have, in their own ways, discovered theoretical ties and woven empirical connections between the two disciplines of sociology and anthropology while maintaining their disciplinary focus through their research agenda and mode of inquiry. The breadth of topics is vast and is a testament to the imagination of each student: from the use of archeological data to examine Cherokee foodways to a study of drug networks among students on Muhlenberg's campus. Despite these varied topics and diverse interests, the class has come together as a community of critical thinkers and writers; they have provided each other with the necessary peer support and feedback that is characteristic of an ideal scholarly community. Most importantly, each student has had the opportunity to experience what it means to take a theoretical idea or a topic of interest, and craft it (with a lot of patience and hard work) into an empirical inquiry. Needless to say, their perseverance through this process has been commendable, and I am honored to have witnessed each of their individual processes and growth.

Thank you for coming to support these students and their work.

Best,

Janine Chi, Ph.D.  
Assistant Professor of Sociology

