

CURRENT APPOINTMENT

University of Delaware, Department of Sociology and Criminal Justice, with an affiliate appointment in Women's and Gender Studies

2018-present *Associate Professor*

2021-present *Associate Chair of Sociology*

2012-2018 *Assistant Professor*

EDUCATION

Ph.D.	Rutgers University, Department of Sociology, 2010
M.A.	Rutgers University, Department of Sociology, 2004 Graduate Certificate, Department of Women's and Gender Studies, 2003
M.A.	New York University, Draper Institute, 2001
B.A.	Sarah Lawrence College, Liberal Arts, 1997

PUBLICATIONS

Books

Friedman, Asia. 2023. *Mammography Wars: Analyzing Attention in Cultural and Medical Disputes* (Rutgers University Press)

Champagne, Anne Marie and **Asia Friedman** (co-editors). 2023. *Interpreting the Body: Between Meaning and Matter* (Bristol University Press)

Friedman, Asia. 2013. *Blind to Sameness: Sexpectations and the Social Construction of Male and Female Bodies* (University of Chicago Press)

Winner of the 2016 Sex and Gender Distinguished Book Award from the Sex and Gender Section of the American Sociological Association

Reviews: *American Journal of Sociology*, *Contemporary Sociology*, *Gender & Society*, *Symbolic Interaction*, *CHOICE*

Peer-reviewed publications

Perez, Victor and **Asia Friedman.** 2023. "Misophonia Matters." In *Sociology of Diagnosis* (Sociology of Health and Illness Monograph Series), edited by Ann Bell, Annemarie Jutel, Darin Weinberg, and Jessica Young. (Wiley) DOI: 10.1111/1467-9566.13679

Vican, Shawna; **Friedman, Asia;** and Andreasen, Robin. 2019. "Metrics, Money, and Managerialism: Faculty Experiences of Competing Logics in Higher Education." *The Journal of Higher Education* 91(1): 139-164.

Friedman, Asia. 2016. "'There are Two People at Work that I'm Fairly Certain are Black': Uncertainty and Deliberative Thinking in Blind Race Attribution." *Sociological Quarterly* 57(3): 437-461.
Press coverage: *CNN*, *The Philadelphia Inquirer*, *The Delaware News Journal*, *The Huffington Post*, *The Daily Mail*, *MSN*, *AOL*, *Medical Daily*

- Friedman, Asia.** 2016. "Perceptual Construction: Rereading *The Social Construction of Reality* Through the Sociology of the Senses." *Cultural Sociology* 10(1): 77-92.
- Friedman, Asia;** Howard, Jenna; Shaw, Eric; Cohen, Deborah; Shahidi, Laleh; and Ferrante, Jeanne. 2016. "Facilitators and Barriers to Care Coordination in Patient-Centered Medical Homes from Coordinators' Perspectives." *Journal of the American Board of Family Medicine* 29(1): 90-101.
Most frequently read article on the JABFM website from the January/February issue, January-December 2016. (<http://www.jabfm.org/content/30/3/272?etoc>)
- Ferrante, Jeanne; **Friedman, Asia;** Howard, Jenna; Shaw, Eric K.; Cohen, Deborah J.; Shahidi, Laleh. 2016. "Lessons Learned Using an Asynchronous Online Discussion Forum for Qualitative Research." *Qualitative Health Research* 26(13): 1851-1861.
- Friedman, Asia;** Crosson, Jesse; Howard, Jenna; Clark, Elizabeth; Pellerano, Maria; Karsh, Ben-Tzion; Crabtree, Benjamin; Jaén, Carlos Roberto; and Cohen, Deborah J. 2014. "Electronic Health Records Workarounds in Primary Care Practice." *Journal of the American Medical Informatics Association* 21(e1): e78-83.
Selected for inclusion in the 2015 IMLA Yearbook of Medical Informatics as one of the best articles in "Human Factors and Organizational Issues."
- Friedman, Asia;** Rehwinkel, Anna; Nutting, Paul A.; Miller, William L.; Etz, Rebecca; Hahn, Karissa; Shaw, Eric; Jaén, Carlos R.; and Crabtree, Benjamin F. 2014. "A Typology of Primary Care Workforce Innovations in the United States since 2000." *Medical Care* 52(2): 101-111.
- Friedman, Asia** and Catherine Lee. 2013. "Producing Knowledge about Racial Differences: How Scientists Define and Study 'Race' in Biomedical Research." *Journal of Law, Medicine, and Ethics* 41(3): 720-732.
- Chugh Monica; **Friedman, Asia M.;** Clemow, Lynn P.; Ferrante, Jeanne M. 2013. "Women Weigh In: Obese African-American and White Women's Perspectives on Physicians' Roles in Weight Management." *Journal of the American Board of Family Medicine* 26(4): 421-428.
- Howard, Jenna; Clark, Elizabeth C.; **Friedman, Asia;** Crosson, Jesse C.; Pellerano, Maria; Crabtree, Benjamin F.; Karsh, Ben-Tzion; Jaen, Carlos R.; Bell, Douglas S.; and Cohen, Deborah J. 2013. "Electronic Health Record Impact on Work Burden in Small, Unaffiliated, Community-based Primary Care Practices." *Journal of General Internal Medicine* 28(1): 107-13.
- Scott, John G.; Shaw, Eric P.; **Friedman, Asia;** Ferrante, Jeanne M. 2013. "Emotional consequences of persistently elevated PSA with negative prostate biopsies." *Journal of Cancer Prevention* 1(1): 4-8.
- Friedman, Asia.** 2012. "Believing Not Seeing: A Blind Phenomenology of Sexed Bodies." *Symbolic Interaction* 35(3): 284-300.
- Friedman, Asia;** Hemler, Jennifer; Rossetti, Elisa; Clemow, Lynn; and Ferrante, Jeanne. 2012. "Obese Women's Barriers to Mammography and Pap Smear: The Possible Role of Personality." *Obesity* 20(8): 1611-7.
- Friedman, Asia.** 2011. "Toward a Sociology of Perception: Sight, Sex and Gender." *Cultural Sociology* 5(2): 187-206.
Winner of the Candace Rogers Award for the Best Graduate Student Paper, Eastern Sociological Society (2008)
- Friedman, Asia.** 2006. "Unintended Consequences of the Feminist Sex/Gender Distinction." *Genders* 43.
- Friedman, Asia.** 2004. "Looking for the Body in Sociological Literature on Gender." *Berkeley Journal of Sociology* 48: 3-25.

Book chapters (invited)

- Friedman, Asia.** 2023. "Early detection's blind spots: Attentional Conflict in the Mammography Wars."

In *Against the background of social reality: Defaults, commonplaces, and the sociology of the unmarked*, edited by Carmelo Lombardo and Lorenzo Sabetta. (Taylor and Francis).

Champagne, Anne Marie and **Asia Friedman**. 2023. "Introduction: Between Meaning and Matter." *Interpreting the Body: Between Meaning and Matter*, edited by Anne Marie Champagne and Asia Friedman. (Bristol University Press).

Friedman, Asia. 2019. "Cultural Blind Spots and Blind Fields: Collective Forms of Unawareness." *Oxford Handbook of Cognitive Sociology*, edited by Wayne Brekhus and Gabriel Ignatow. (Oxford University Press).

Friedman, Asia. 2011. "Perception: A Cognitive Sociological Approach." In *La Sociologie Cognitive*, edited by Fabrice Clement and Laurence Kaufman. (Ophrys/Maison des Sciences de l'Homme).

Shorter works

Friedman, Asia. Forthcoming. "Attention in Context." Review of *Attention and its Crisis in Digital Society* by Enrico Campo. *Contemporary Sociology*.

Friedman, Asia. 2023. Op-ed: "Why new guidelines recommending screening at 40 can't end the mammography wars." *STAT News*, July 27.
(<https://www.statnews.com/2023/07/27/mammogram-recommendations-preventive-services-task-force-overdiagnosis/>)

Friedman, Asia. 2023. Asia Friedman's "Mammography Wars." *The Page 99 Test*.
(<https://page99test.blogspot.com/2023/08/asia-friedmans-mammography-wars.html>)

Friedman, Asia. 2015. Review of *Blinded By Sight: Seeing Race Through the Eyes of the Blind* by Osagie Obasogie. *Contemporary Sociology* 44(5): 688-689.

Friedman, Asia. 2012. "Anchoring the Sociology of Sensory Perception." Review of Vannini, Phillip et al., *The Senses in Self, Society, and Culture: A Sociology of the Senses*. *Symbolic Interaction* 35(4): 504-506.

Friedman, Asia and Ashley Waggoner. 2010. "Subcultural Influences on Person Perception." *Social Psychology Quarterly* 73(4): 325-327.

Friedman, Asia. 2007. Review of Seckinger, Beverly. *Laramie Inside Out*. *Teaching Sociology* 35(1): 109-110.

Friedman, Asia. 2005. Review of Sloop, John. *Disciplining Gender: Rhetorics of Sex Identity in Contemporary U.S. Culture*. *Gender & Society* 19(4): 563-565.

EXTERNAL FUNDING

2014 **National Science Foundation, ADVANCE Program**
Co-investigator, social science research project, University of Delaware ADVANCE Institutional Transformation grant. (\$16,000)

INTERNAL GRANTS

2020 **Department of Sociology and Criminal Justice Faculty Seed Research Grant**
"23&Me Health and Ancestry Study: Investigating the Impact of Direct-to-Consumer DNA Testing on Identity and Behavior" (\$1,500)

2018 **Unidel Grand Challenge Grant Program**
"Designing Inclusive Futures: Disability, Diversity, and Innovation" (co-applicant, \$14,140)

2013 **University of Delaware, General University Research Program**
General University Research Grant (\$6,000)

FELLOWSHIPS, AWARDS & HONORS

National

- 2016 **American Sociological Association, Sex and Gender Section**
Sociology of Sex and Gender Distinguished Book Award for *Blind to Sameness: Expectations and the Social Construction of Male and Female Bodies*
- 2010-2012 **National Institutes of Health Ruth L. Kirschstein National Research Service Award**
Two-year postdoctoral fellowship, Department of Family Medicine and Community Health, Rutgers – Robert Wood Johnson Medical School

Other awards

- 2010 **Rutgers University, Department of Sociology**
Anne Foner Dissertation Prize
- 2009 **Rutgers University, Department of Sociology**
Award for the Best Article by a Graduate Student
- 2008 **Eastern Sociological Society**
Candace Rogers Award for the Best Graduate Student Paper
- 2008-2009 **Rutgers University, Graduate School of Arts and Sciences**
Louis Bevier Dissertation Fellowship
- 2006-2007 **Rutgers University, Center for Cultural Analysis**
Graduate Fellowship, “Mind and Culture” Working Group
- 2006 **Rutgers University, Department of Sociology**
Matilda White Riley Award for Best Qualifying Paper
- 2003 **Rutgers University, Department of Sociology**
Matilda White Riley Award for Best Graduate Student Paper
- 2001-2003 **Rutgers University, Graduate School of Arts and Sciences**
Sociology Excellence Fellowship

RESEARCH PRESENTATIONS

Invited presentations

- 2023 Panelist, *Interpretive Lenses* book series launch and panel discussion with volume editors. *Society for the Study of Symbolic Interaction Annual Meeting*, Philadelphia, PA.
- 2022 “Patterns of Attention,” *Toward a Concept-Driven Sociology: A Symposium in Honor of Eviatar Zerubavel*. Rutgers University.
- 2019 Book talk and Q&A on *Blind to Sameness*, Gender in Society Seminar, Professor Catherine Harnois, Wake Forest University.
- 2019 “Early detection’s blind spots: Irrelevance, Inattention, and the Cognitive Structure of the Conflict over Mammography,” *What is Done When Nothing Special is Being Done: Social Theory and the Power of the Unmarked*. Sapienza University, Department of Communication and Social Research. Rome, Italy.
- 2018 “Metaphors, Mechanisms, Materiality: A Cultural Cognitive Perspective on the Social Construction of the Body,” *The Roots and Branches of Interpretive Sociology: Cultural, Pragmatist, and Psychosocial Approaches: Society for the Study of Symbolic Interaction Annual Meeting*, Philadelphia, PA. Session: The Fine Lines of Interpreting Bodies and Identities.
- 2014 “Perceptual Construction: Rereading *The Social Construction of Reality* Through the Sociology of the Senses,” *Peter Berger and Thomas Luckmann’s Social Construction of Reality at 50*, New School

for Social Research.

- 2013 “Insights from Blind Race Attribution.” *Soon-to-be-Author-Meets-Non-Critics* Workshop. American Sociological Association Annual Meeting.
- 2013 Book talk and Q&A on *Blind to Sameness*, Seminar in the Sociology of Culture, Professor Jamie Mullaney, Goucher College.
- 2009 “Methodological Challenges in the Sociology of Cognition,” *Bridging Social Psychologies Conference*, Northwestern University.

American Sociological Association Annual Meeting

- 2022 “Marking Whiteness through Direct-to-Consumer Genetic Testing via Intra-Racial Distinction” (with Tammy Anderson)
- 2018 “‘Women Can Handle Childbirth and Anything Related to Being a Woman. They Can Handle This’: Gender and Mammography Screening Recommendations”
- 2015 “‘There are Two People at Work that I’m *Fairly* Certain are Black’: Insights from Blind Race Attribution”
- 2013 “A Typology of Primary Care Workforce Innovations in the United States since 2000”
- 2011 “Producing Knowledge about Racial Differences: How Scientists Define and Study ‘Race’ in Biomedical Research” (with Catherine Lee)
- 2010 “A Blind Phenomenology of Male and Female Bodies”
- 2009 “Blind to Sameness: Unseen Similarities between Male and Female Bodies”
- 2007 “Sexpectations: Socially Organized Selective Perception in Sex Attribution”
- 2005 “Bringing the ‘Sex’ Back In: Unintended Consequences of the Feminist Sex/Gender Distinction”
- 2005 “Thinking With Socio-Mental Filters: Exploring the Social Structuring of Attention and Significance” (With Tom DeGloma)
- 2004 “Sex Seen: The Socio-Optical Construction of Sexed Bodies”

Eastern Sociological Society Annual Meeting

- 2009 “Blind to Sameness: Unseen Similarities between Male and Female Bodies”
- 2006 “Sex Seen: The Social Enactment of Sex”
- 2004 “The ‘Real’ and the ‘Safe’: A Sociological Perspective on the Classification of Sex Acts”
- 2004 “Blind to Sameness: Exploring the Social Construction of Sex”
- 2003 “Looking for the Body in Sociological Literature on Gender”

Other conference presentations

- 2014 “‘There are Two People at Work that I’m *Fairly* Certain are Black’: Insights from Blind Race Attribution,” *Being There: Phenomenology and Social Structure*, New School for Social Research.
- 2011 “EHR Workarounds in Primary Care Practice,” National Association of Primary Care Researchers Annual Meeting, Banff, Canada.
- 2004 “Looking for the Body in Sociological Literature on Gender,” *Rethinking Gender Conference*, University of California, Berkeley.

TEACHING EXPERIENCE

University of Delaware, undergraduate courses
Introduction to Sociology

Theories of Society
Men and Women in American Society
Sociology of Sex and Gender
Sociology of the Body

University of Delaware, graduate courses

Development of Sociological Theory
Current Issues in Social Theory
Microsociological Theory
Sociology of the Body
Sociology of Gender
Writing Workshop

Rutgers University, undergraduate courses

Contemporary Sociological Theory
Sexuality and Society
Sociology of Gender
Expository Writing

SERVICE TO THE PROFESSION

National Science Foundation

Grant review panelist, ADVANCE Program (Spring 2016)

American Sociological Association

Section on the Body and Embodiment

Chair (chair-elect 2022-2023; chair 2023-2024; outgoing chair, 2024-2025)
Program committee (chair), 2023-2024
Nominations committee (chair), 2022-2023
Elected council member (2019-2022)
Co-chair, Communications Committee (2019-2022)
Contributor, "Ask a Mentor" web series (January 2021)
Award committee, Graduate Student Paper Award Committee (2018-2019)
Award committee, Best Publication Award (2015-2016)
Mentor, Section on The Body and Embodiment Mentoring Program (2016-present)
Contributor, Body and Embodiment Section blog (2015)

Section on Sex and Gender

Award committee, Feminist Scholar Award (2018-2019)
Session organizer (round tables, 2018)
Award committee, Distinguished Article Award (2017-2018)
Award committee, Distinguished Book Award (2016-2017)

Section on the Sociology of Culture

Mentor, Culture Section Mentorship Group (4 assigned mentees) (2023-present)
Membership committee (2022-2023)
Session organizer, "Culture and Cognition" (2014)

Eastern Sociological Society

Co-editor, *Sociological Forum*, 2024-2027
Session Organizer, 2 invited sessions sponsored by *Sociological Forum* (2024)
Presider, Cognitive Politics of Perception and Attention, Culture and Cognition Miniconference (2017)

Session organizer, author-meets-critics session: Thomas DeGloma, *Seeing the Light: The Social Logic of Personal Discovery* (2015)

Manuscript Review

Academic journals: *American Journal of Sociology*, *Body & Society*, *Cultural Sociology*, *Gender & Society*, *Genealogy*, *Men & Masculinities*, *Qualitative Sociology*, *Social Problems*, *Social Psychology Quarterly*, *Social Science Information*, *Sociological Forum*, *Sociology Compass*, *Sociology of Health and Illness*, *Sociology of Race and Ethnicity*, *Symbolic Interaction*.

Presses: Bloomsbury, Columbia University Press, Palgrave Macmillan, Routledge, Rutgers University Press, University of Toronto Press

Professional Memberships

American Sociological Association, Eastern Sociological Society, Sociologists for Women in Society, Sensory Studies Research Directory, Society for the Study of Social Problems, Society for the Study of Symbolic Interaction

SERVICE TO THE UNIVERSITY OF DELAWARE

University and College

College of Arts and Sciences Tenure and Promotion Committee (2018-2020)

College of Arts and Sciences Senate Ad-hoc Committee for the Review of Promotion and Evaluation Policies and Procedures of Continuing Track Faculty (Spring-Summer 2020)

University Senator (2015-2018)

College of Arts and Sciences Senator (2014-2015)

Faculty Advisor, Students Against Destructive Decisions (Registered Student Organization) (2016-2020)

Undergraduate Research Program, Summer Scholars Faculty Mentor: Kristen Loomis (2013), Charlotte Shreve (2017)

Department of Sociology and Criminal Justice

Associate Chair of Sociology (2021-present)

Co-chair, Department By-laws Revision Committee (2021-2022)

Executive Committee (previously Department Policy Committee) (2014-2015, 2017-2018, Spring 2021-present)

Faculty Search Committees (chair: social welfare/public policy, 2019; member: sociological theory, 2024; race, 2013)

Academic Program Review Steering Committee (2021-present)

Comprehensive Exam Committees: Gender, Health, Theory (theory chair: 2019-2020; 2023-2024)

Assistant Professor Mentor (Jennifer Bouek; Shawna Vican)

Department Tenure and Promotion Committee (2018-2019, 2020-2021, 2023-2024)

Graduate Program Committee (2019-2021)

Undergraduate Program Committee (2017-2019)

Colloquium Committee (2013-2017; acting chair, Fall 2014; chair, Spring 2015-Spring 2017)

Ad-Hoc Committee on Crime, Law, and Deviance Book Series (2014-2015)

Faculty advisor, Graduate Student Conference (2012-2014)

Dissertation Committee Member: Brian Newby, Emily Rowe*, Andrea Kelly, Brianna VanArsdale, Rachel Ryding*, Ginger Berndt, Jamie Manzer, Logan Neitzke-Spruill*, Atieh Babakhani (* denotes chair)

Master's Thesis Committee Member: Kai Lin, Laura Adarve, Brandie Pugh, Brianna VanArsdale*, Emily Rowe, Andrea Kelley*, Tom Albert, D'Janna Hamilton*, Logan Neitzke-Spruill, Ilia King, Megan Wissert*, Jamilah Watson, Adam Gavnik, Maritess Escueta (* denotes chair)

OTHER SERVICE

Outside Evaluator, Delaware Humanities Grant Program (October 2018-present)
Outside Reader, Dissertation Committees: Anne Marie Champagne (Yale); Armani Beck-McField
(Rutgers)