

STEPHEN G. SAPP

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EDUCATION

Doctor of Philosophy

Sociology, Texas A&M University, 1984.

Master of Arts

Sociology, University of Florida, 1980.

Bachelor of Arts

Sociology, University of Florida, 1974.

EMPLOYMENT

Professor of Sociology

Iowa State University: 2003-current.

Associate Professor of Sociology

Iowa State University: 1990-2003.

Assistant Professor of Sociology

Iowa State University: 1984-1990.

PROFESSIONAL AND HONOR ASSOCIATIONS

American Sociological Association

Rural Sociological Society

Alpha Kappa Delta

Phi Kappa Phi

Sigma Xi

Council for Agricultural Science and Technology

HONORS AND AWARDS

Innovative Research Grant, Iowa State University, College of Agriculture, 1986.

Panel Manager, USDA National Research Initiative, 2000-2001.

Panel Member, USDA National Research Initiative, 1998-1999.

Panel Member, USDA Small Business Innovative Research Program, 1997.

Selected by student vote as a speaker for "Reality Works," New Student Days, 1999-2002.

Selected by student vote as a Most Effective Instructor, 2003, 2004, 2005

Member, Farm Foundation Committee on the Future of Animal Agriculture, 2005.

Statistical Editor, *International Journal of Consumer Studies*, 2005-.

Editorial Board, *International Journal of Consumer Studies*, 2008-.

Editor, *Rural Studies Series*, Rural Sociological Society, 2008-.

Editorial Board: *Rural Realities*, 2010-.

Chair, Publications Committee and Member, Council: Rural Sociological Society, 2010-2011.

COURSES TAUGHT

Rural Institutions and Organizations (<http://www.soc.iastate.edu/sapp/soc130.html>)
Introduction to Research Methods (<http://www.soc.iastate.edu/sapp/soc202.html>)
The Sociology of Technology (<http://www.soc.iastate.edu/sapp/soc415.html>)
Social Problems (<http://www.soc.iastate.edu/sapp/soc235.html>)
Sociological Theory (<http://www.soc.iastate.edu/sapp/soc401.html>)
Intermediate Research Methods
Advanced Survey Research Methods
Sociological Measurement
Qualitative Research Methods

BOOKS

Morano, Elsa, Peter Morano, Dennis Olson, Stephen G. Sapp, Dermot Hayes. 1995. *Food Irradiation: A Handbook for Industry*. Ames, IA: Iowa State University Press.

CHAPTERS IN BOOKS

Sapp, Stephen G. 2010. Consumer trust in the U.S. food system: Implications for communication and regulation. Pp. 34-40 in, Reynnells, R. and L. M. Chimenti, *CAST Food-Animal Agriculture Symposium, Sustaining Animal Agriculture: Balancing Bioethical, Economic, and Social Issues*. United States Department of Agriculture.

Mulford, Charles L, Motoko Y. Lee, and Stephen G. Sapp. 2003. Victim-blaming and society-blaming scales for social problems. In, Wrightsman, L.S., Batson, A. L., and Edkins, V.A., (Eds.), *Measures of Legal Attitudes*. Belmont, CA: Wadsworth.

Fox, John, Christine Bruhn, and Stephen G. Sapp. 2001. Consumer acceptance of irradiated meats. Pp. 139-158 in Neal H. Hooker and Elsa A. Murano (Editors), *Interdisciplinary Food Safety Research*. Washington, DC: CRC Series in Contemporary Food Science.

Sapp, Stephen G. 1996. Consumer opinions of food quality. Pp. 19-24, In Lowell Hill (ed.) *Quality of U.S. Agricultural Products*, CAST.

Sapp, Stephen G. 1996. The food safety dilemma. Pp.25-28, In Lowell Hill (ed.) *Quality of U.S. Agricultural Products*, CAST.

Sapp, Stephen G. 1995. Consumer acceptance of irradiated food. Pp. 89-110 , In Morano, Elsa, Peter Morano, Dennis Olson, Stephen G. Sapp, Dermot Hayes, *Food Irradiation: A Handbook for Industry*. Ames, IA: Iowa State University.

Sapp, Stephen G. 1992. Sociopsychological aspects of consumer preferences. Pp. 65-74, In C. M. Coughenour, *Proceedings: A Workshop on Social Science Research and the CRSP's*. Lexington, KY: University of Kentucky.

REFEREED JOURNAL ARTICLES

Korsching, P., Lasley, P., Sapp, S., Titchner, G., and Gruber, T. 2010. Farmer Support of Local Organizations, Causes, and Charities through Philanthropy. *Community Development: Journal of the Community Development Society* (in press).

Sapp, Stephen.G., Charlie. Arnot, James. Fallon, Terry. Fleck, David. Soorholtz, Matt.Sutton-Vermeulen, and Jannette J.H. Wilson. 2009. Consumer Trust in the U.S. Food System: An Examination of the Recreancy Theorem. *Rural Sociology* 74: 525-545.

Sapp, Stephen G. and Teresa Downing-Matibag. 2009. Consumer Acceptance of Food Irradiation: A Test of the Recreancy Theorem. *International Journal of Consumer Studies* 33: 417-24.

Korsching, Peter F., John C. Allen, Rebecca Vogt, and Stephen G. Sapp. 2007. "Community Leaders, Business Ownership, and Support of Entrepreneurship Development: The Role of Macroentrepreneurs." *Community Development: Journal of the Community Development Society*, 38: 27-45.

Sapp, Stephen G. and Chih-Yuan Weng. 2007. Examination of the health belief model to predict the dietary quality and body mass of adults. *International Journal of Consumer Studies* 29: 189-194.

Sapp, Stephen G. and Peter F. Korsching. 2004. The social fabric and innovation diffusion: Symbolic adoption of food irradiation. *Rural Sociology* 69:347-369.

Bird, Sharon R. and Stephen G. Sapp. 2004. The gender gap in small business success: Rural and urban comparisons. *Gender and Society* 18: 5-28.

Korsching, Peter F., Stephen G. Sapp, and Sami El-Ghamrini. 2003. Rural telephone company adoption of service innovations: A community field approach. *Rural Sociology* 68: 387-409.

Sapp, Stephen G. and Sharon R. Bird. 2003. The effects of social trust on consumer perceptions of food safety. *Social Behavior and Personality* 31: 413-422.

Miller, Nancy J., Terry L. Besser, LuAnn R. Gaskill, and Stephen G. Sapp. 2003. Community and managerial predictors of performance in small town U.S. retail and service firms. *Journal of Retailing and Consumer Services* 10: 215-230.

Sapp, Stephen G. 2003. A comparison of alternative theoretical explanations of consumer food safety assessments. *International Journal of Consumer Studies* 27: 34-39.

Munoz, Ed A. and Stephen G. Sapp. 2003. Racial/ethnic misdemeanor sentencing disparities: Further evidence for contextual discrimination. *Journal of Ethnicity in Criminal Justice* 1(2): 27-46.

- Yoh, Eunoh, Mary Lynn Damhorst, Stephen Sapp, and Russ Lazniak. 2003. Consumer adoption of the internet: The case of apparel shopping. *Psychology & Marketing* 20: 1095-1118.
- Sapp, Stephen G. 2002. Incomplete nutritional knowledge and attitude-behavior inconsistency. *Social Behavior and Personality* 30: 37-44.
- Titchener, Gerald D. and Stephen G. Sapp. 2002. A comparison of two approaches to understanding consumer opinions of technology. *Social Behavior and Personality* 30: 373-382.
- Sapp, Stephen G. 2002. The effects of the U.S. food stamp program on the dietary quality of parents and their children. *International Journal of Consumer Studies* 25: 272-277.
- Sapp, Stephen G. 2001. Non-rationality in belief sets: Implications for the theory of reasoned action. *Social Behavior and Personality* 29: 337-346.
- Bird, Sharon R., Stephen G. Sapp, Motoko Y. Lee. 2001. Small business success in rural communities: Expanding the sex gap. *Rural Sociology* 66: 507-530.
- Sapp, Stephen G., Helen H. Jensen. 1998. An evaluation of the health belief model for predicting perceived and actual dietary quality. *Journal of Applied Social Psychology* 28: 235-248.
- Sapp, Stephen, G., and Helen H. Jensen. 1997. Reliability and validity of nutrition knowledge and diet-health awareness tests developed from the 1989-1991 DHKS surveys. *Journal of Nutrition Education* 29: 1-10.
- Sapp, Stephen G., Helen H. Jensen. 1997. Socioeconomic impacts on implementation and confirmation decisions: Adoption of U.S. beef in Japan. *Rural Sociology* 62: 508-524.
- Sapp, Stephen G., Helen H. Jensen. 1997. A comparison of alternative procedures for resolving indeterminacies in the theory of reasoned action. *Social Behavior and Personality* 25: 305-313.
- Sapp, Stephen G., Wendy J. Harrod, and Lijun Zhao. 1996. Leadership emergence in task groups with egalitarian gender-role expectations. *Sex Roles* 34: 65-80.
- Mulford, Charles L, Motoko Y. Lee, and Stephen G. Sapp. 1996. Victim-blaming and society-blaming scales for social problems. *Journal of Applied Social Psychology* 26: 1324-36.
- Lee, Motoko Y., Stephen G. Sapp, and Melvin C. Ray. 1996. The Reverse social distance scale. *Journal of Social Psychology*: 136: 17-24.
- Sapp, Stephen G., Wendy J. Harrod, Lijun Zhao. 1995. Social demographic and attitudinal determinants of consumer acceptance of food irradiation. *Agribusiness* 2: 117-130.
- Sapp, Stephen G. and Wendy J. Harrod. 1994. The social construction of consumer risk assessments. *International Journal of Consumer Studies* 17: 32-44.

- Sapp, Stephen G. and Wendy J. Harrod. 1994. Socially constructed subjective norms and subjective norm-behavior consistency. *Social Behavior and Personality* 22: 31-40.
- Sapp, Stephen G. and Wendy J. Harrod. 1993. Reliability and validity of a brief version of Levenson's locus of control scale. *Psychological Reports* 72: 539-550.
- Sapp, Stephen G. 1991. Impact of nutritional knowledge within an expanded rational expectations model of beef consumption. *Journal of Nutrition Education* 23: 214-222.
- Sapp, Stephen G. and C. Lynn Knipe. 1990. Japanese consumer preferences for processed pork. *Agribusiness* 6(4): 387-400.
- Sapp, Stephen G. and Wendy J. Harrod. 1990. Consumer acceptance of irradiated food: An examination of symbolic adoption. *International Journal of Consumer Studies* 14:133-45.
- Sapp, Stephen G. and Wendy J. Harrod 1989. Social acceptability and beef consumption: An expansion of the Fishbein-Ajzen model using reference group theory. *Rural Sociology* 54(3):438-457.
- Edgington, E.S., W.J. Harrod, O. Haller, O.P.Hong, and S.G. Sapp 1988. A nonparametric test for reward distribution strategies in the minimal group paradigm. *European Journal of Social Psychology* 18: 527-529.
- Sapp, Stephen G. and Gary W. Williams 1988. Socioeconomic issues of Japanese beef imports. *Agribusiness* 4(1): 63-77.
- Guseman, Patricia K., Stephen G. Sapp, and Wm. Alex McIntosh 1987. Traditional and nontraditional explanations of food consumption: The case of beef. *Southern Rural Sociology* 5: 12-24.
- Guseman, Patricia K. and Stephen G. Sapp 1986. Foods of the future. *American Demographics* 8: 4-6.
- Guseman, Patricia K. and Stephen G. Sapp 1985. Regional trends in U.S. food consumption: Population scale, composition, and income effects. *The Review of Regional Studies* 15: 34-42.
- Guseman, Patricia K. and Stephen G. Sapp 1983. Demographic trends and consumer demand for agricultural products. *Southern Rural Sociology* 1: 1-24.
- Korsching Peter K. and Stephen G. Sapp 1978. Unemployment estimation in rural areas: A critique of official procedures and a comparison with survey data. *Rural Sociology* 43: 103-112.

RESEARCH REPORTS, BOOK REVIEWS

Sapp, Stephen G. and Sorrell, Katie L. 2010. *Public Opinions of Plans to Expand Electric Transmission Capacity*. Department of Sociology, Iowa State University. Ames: Iowa (in press).

Arnot, Charlie, et al. 2009. *Consumer Trust in the Food System: Quantitative Research Study Highlights*. Center for Food Integrity, Kansas City: Missouri.

Arnot, Charlie, et al. 2008. *Consumer Trust in the Food System: Quantitative Research Study Highlights*. Center for Food Integrity, Kansas City: Missouri.

Arnot, Charlie, et al. 2007. *Consumer Trust in the Food System: Quantitative Research Study Highlights*. Center for Food Integrity, Kansas City: Missouri.

Sapp, Stephen G., et al. 2006. *Pork Production and the Quality of Neighboring in Rural Iowa*. A Report to the Iowa Pork Producers Association. Ames, Iowa.

Jensen, Helen H. et al. 2005. Consumer Issues in the Future of American Agriculture. *The Future of American Agriculture*. Farm Foundation, Des Moines, Iowa.

Stover, R.G., Hess, D.J., Goreham, G.A., Sapp, S.G. 2004. *Midwest Consumers' Beliefs and Practices Regarding Agricultural Biotechnology*. Report to the Initiative for Future Agriculture and Food Systems, USDA.

Sapp, Stephen G. 2004. *Youth Employment Survey: Final Report*. Report to the Story County Youth Employment Coalition. Ames, Iowa.

Lawson, M.E., Stover, R.G., Hess, D.J., Goreham, G.A., Sapp, S.G. 2003. *Midwest Agricultural Producers' Beliefs and Practices Regarding Agricultural Biotechnology*. Report to the Initiative for Future Agriculture and Food Systems, USDA.

Sapp, Stephen G. 2003. Review of: *The Social Risks of Agriculture: Americans Speak Out on Food, Farming, and the Environment*, by Ronald C. Wimberley, Craig K. Harris, Joseph J. Molnar, and Terry J. Tomazic. Westport, CN: Praeger Publishers, 2002. *Rural Sociology* 68: 575-578.

Sapp, Stephen G. 2002. *You are what you eat*. Report on consumer dietary quality in the United States. Iowa State University Agriculture and Home Economics Experiment Station, Ames, Iowa.

Sapp, Stephen G. and Helen H. Jensen. 2001. *Food systems, communication, and public policy unit*. Proposed center for Food Safety and Food Security, Iowa State University.

Sapp, Stephen G. 2001. *Sociological research and outreach in technology and society*. Proposed enhancement award, College of Liberal Arts and Sciences, Iowa State University.

- Sapp, Stephen G. 2001. *Sociological research and outreach in risk communication*. Proposed Biosafety Institute for Genetically Modified Agricultural Products. Iowa State University.
- Sapp, Stephen G. 2001. *Food Safety in America: A Market Test of Irradiated Food*. Report to participants in the Food Safety in America Project. Iowa State University.
- Sapp, Stephen G. 1996. *Research and Education Interests of Iowa Beef Producers*. Iowa State University.
- Sapp, Stephen G. 1992. *Producer Opinions of the Iowa Cattle Industry*. In *The Iowa Cattle Industry: Vision for the Future*, Iowa State University, Ames, Iowa.
- Ryan, Vernon D. and Stephen G. Sapp. 1992. *Local Reactions to Cattle Feeding*. In *The Iowa Cattle Industry: Vision for the Future*, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1992. *A Brief Review of Consumer Food Safety Issues*. ISU Extension Service Publication.
- Sapp, Stephen G. 1992. *Factsheets on Consumer Food Safety Concerns*. Extension Service Publication, Iowa State University, Ames, Iowa.
- Sapp, Stephen G., C. Lynn Knipe, and Mark Moran. 1989. *Japanese Consumer Preferences for Processed Pork*. Staff Report No. 1-89. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Lasley, Paul and Stephen G. Sapp. 1989. *Social dimensions of the livestock sector*. In, *The Iowa Livestock Industry: Impact on Jobs*. Agricultural Experiment Station, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1989. *Consumer Acceptance of Irradiated Poultry: A Proposal to the Southeastern Poultry and Egg Association*. Staff Report. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1988. *The Consumer Climate for Beef in Japan: A Report to the U.S. Meat Export Federation*. Staff Report. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1988. *Consumer Opinions of Irradiated Pork: A Report to the Iowa Pork Producers Council*. Meat Export Research Center, Iowa State University., Ames, Iowa.
- Sapp, Stephen G. 1988. *MERC Projects in the Pacific Rim Countries: A Report to the Iowa Pork Producers Council*. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1988. *Studies on Consumer Attitudes Towards Meat Consumption*. MERC Annual Report. Meat Export Research Center, Iowa State University.

- Sapp, Stephen G. 1988 *Social Acceptability of Beef Consumption*. Feedstuffs 25: 1, 22.
- Sapp, Stephen G. 1988. *MERC Projects in the Pacific Rim Countries: A Report to the Iowa Pork Producers Council*. Meat Export Research Center. Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1988. *Consumer Survey of Japanese Preferences for Processed Pork*. ISU Swine Research Report. Report AS-596, Iowa State University Extension, Ames, Iowa.
- Sapp, Stephen G. 1988. *Survey of Processed Pork Consumption in Japan*. College of Agriculture Newsletter. Iowa State University Agriculture Experiment Station, Ames, Iowa.
- Sapp, Stephen G. 1987. *Consumer Reactions to Beef Nutritional Information: A Report to the Iowa Beef Industry Council*. MERC Staff Report 2-87. Iowa State University, Ames, Iowa.
- Bultena, Gordon L. et al. 1986. *Implications of farm change for a farm state. New Dimensions in Rural Policy: Building Upon Our Heritage*. Joint Economic Committee Report: S.Prt. 99: 153. Washington D.C.: U.S. Government Printing Office.
- Sapp, Stephen G. 1986. *Marketing Research at MERC*. MERC Newsletter. Iowa State University, Ames, Iowa.
- Sapp, Stephen G., Yuko Iijima, and Michael Huston 1986. *Meat Buying Behavior in Japan*. MERC Staff Report No. 13-86. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. and Gary W. Williams 1986. *Socioeconomic Factors Affecting Japan's Beef Import Quota*. MERC Staff Report No. 12-86. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. and Jack M. Geller 1985. *Recognizing community concerns. The Economic Environment for Beef Cattle Feeding in Iowa*. Iowa State University Livestock Task Force Report AS-573, Ames, Iowa.
- Sapp, Stephen G. 1985. *Changing Japanese culture and meat demand*. MERC Newsletter. Meat Export Research Center, Iowa State University, Ames, Iowa.
- Sapp, Stephen G. 1984. *Economic, Social Structural, and Demographic Influences on U.S. Household Food Expenditures*. Ph.D. Dissertation, Texas A&M University, College Station, Texas.
- Sapp, Stephen G. 1978. *Directions for Growth: A Social Survey of Current Needs and Problems in Madison County, Florida*. Department of 4-H and Other Youth Programs, Institute of Food and Agricultural Sciences, University of Florida.

Sapp, Stephen G. 1978. *Swanee County Prospect*. Department of 4-H and Other Youth Programs, Institute of Food and Agricultural Sciences, University of Florida.

Korsching, Peter F. and Stephen G. Sapp 1977. *People and Jobs for Gadsden County: A Special Report*. Center for Rural Development, Institute of Food and Agricultural Sciences, University of Florida.

PRESENTATIONS TO ACADEMIC AUDIENCES

Sapp, Stephen G. and Peter F. Korsching. 2010. Theoretical Linkages Between the Innovation-Decision Process and the Recreancy Theorem: Convergence of Symbolic Adoption and Trust. Paper presented at the Annual Meeting of the Rural Sociological Society, Atlanta, Georgia.

Sapp, Stephen G. 2009. Consumer Trust in the U.S. Food System. Department of Food Science Seminar Series. Iowa State University. Ames, Iowa.

Sapp, Stephen G. 2008. Consumer Trust in the U.S. Food System: An Examination of the Recreancy Theorem. Paper presented at the Annual Meeting of the Rural Sociological Society, Manchester, MA.

Sundblad, Daniel L. and Stephen G. Sapp. 2006. *Social Capital and Neighboring in Rural Iowa*. Paper presented at the Annual Meeting of the Rural Sociological Society, Louisville, KY.

Sapp, Stephen G. and Peter F. Korsching. 2004. *The Social Fabric and Innovation Diffusion: The Case of Food Irradiation*. Paper presented at the Annual Meeting of the Rural Sociological Society, Sacramento, CA.

Goreham, Gary A., George Youngs, Jr., Ronald Stover, Donna Hess, and Stephen G. Sapp. 2004. *Farmers' Ethical Theories Regarding Their Use of Genetically Modified Organisms*. Paper presented at the Annual Meeting of the Rural Sociological Society, Sacramento, CA.

Sapp, Stephen G., Peter F. Korsching, and Gerald D. Titchener. 2003. *Determinants of Symbolic Adoption: The Case of Food Irradiation*. Paper presented at the Annual Meeting of the Rural Sociological Society, Montreal, Canada.

Sapp, Stephen G. 2002. *Rural America and the active citizen*. Paper presented at the Annual Meeting of the Rural Sociological Society, Chicago, Illinois.

Titchener, Gerald D. and Stephen G. Sapp. 2002. *Effects of opinion leadership over time on adoption of irradiated food*. Paper presented at the Annual Meeting of the Rural Sociological Society, Chicago, Illinois.

Sapp, Stephen G. 2001. *Nonrationality in food intake behavior: An examination of nutrition knowledge and food choice*. Paper presented at the Annual Meeting of the Rural Sociological Society, Albuquerque, New Mexico.

Bird, Sharon R. and Stephen G. Sapp. 2001. *Understanding the sex gap in small business success: Rural and urban comparisons*. Paper presented at the Annual Meeting of the Rural Sociological Society, Albuquerque, New Mexico.

Bird, Sharon R. and Stephen G. Sapp. 2001. *Understanding the sex gap in small business success: Rural and urban comparisons*. Paper presented at the Annual Meeting of the American Sociological Association, Anaheim, California.

Shelly, Mack II, Paul Lasley, James Huss, Stephen Sapp, William Woodman and Xinpeng Wang. 2001. *Biotechnology and Food Safety: Perceptions from National and State Samples*. Paper presented at the Annual Joint Statistical Meetings, Atlanta, Georgia.

Sapp, Stephen G. 2000. *Consumer adoption of irradiated food: Implications for diffusion theory*. Paper presented at the Annual Meeting of the Rural Sociological Society, Washington, D.C.

Sapp, Stephen G., Sharon R. Bird, and Motoko Y. Lee. 1999. *Gender effects on small business success in rural communities*. Paper presented at the Annual Meeting of the Rural Sociological Society, Chicago, Illinois.

Sapp, Stephen G. and Vernon D. Ryan. 1998. *Social capital and the good community*. Paper presented at the Annual Meeting of the Rural Sociological Society, Portland, Oregon.

Zhao, Lijun, Vernon D. Ryan, Stephen G. Sapp, and Amy Liu. 1998. *Community attachment and involvement: structural equation modeling*. Paper presented at the Annual Meeting of the Rural Sociological Society, Portland, Oregon.

Sapp, Stephen G. 1997. *Structural Equation Modeling of the Innovation Decision Process*. Paper presented at the Annual Meeting of the Rural Sociological Society, Toronto, Canada.

Gilmore, Shirley A., James Huss, and Stephen G. Sapp. 1997. *Does Eating Out Inhibit Nutrition Behavior?* Annual Meeting of the American Dietetic Association, Boston, MA.

Sapp, Stephen G. 1996. *Predicting Japanese Consumer Intentions to Eat U.S. Beef*. Paper presented at the Annual Meeting of the Rural Sociological Society, Des Moines, IA.

Sapp, Stephen G. 1995. *An evaluation of the Health Belief Model for explaining dietary quality*. Paper presented at the Annual Meeting of the Rural Sociological Society, Washington, DC.

Harrod, Wendy J., and Stephen G. Sapp. 1992. *Food and social influence*. Invited lecture at University of Geneva, Psychology Department, Geneva Switzerland.

Harrod, Wendy J., and Stephen G. Sapp. 1992. *Social representations and amateur science: Food irradiation*. Poster presentation at the International Congress of Psychology, Brussels, Belgium.

Sapp, Stephen G. 1991. *Consumer risk perceptions and trust in government and industry: the case of food irradiation*. Paper presented at the Annual Meeting of the Rural Sociological Society, Columbus, Ohio.

Sapp, Stephen G. 1990. *Farmers' risk assessment decisions regarding farm operation expansion*. Paper presented at the Annual Meeting of the Rural Sociological Society, Norfolk, Virginia.

Sapp, Stephen G. and Vernon D. Ryan. 1990. *Determinants of community attitudes toward cattle production facilities*. Paper presented at the Annual Meeting of the Rural Sociological Society, Norfolk, Virginia.

Ryan, Vernon D. and Stephen G. Sapp. 1990. *Toward large-scale cattle-feeding operations*. Paper presented at the Annual Meeting of the Rural Sociological Society, Norfolk, Virginia.

Sapp, Stephen G. 1989. *Impact of nutritional knowledge within an expanded rational expectations model of beef consumption*. Paper presented at the Annual Meeting of the Rural Sociological Society, Seattle, Washington.

Sapp, Stephen G. 1988. *Social acceptability of eating beef: An expansion of the Fishbein-Ajzen model using reference group theory*. Paper presented at the Annual Meeting of the Rural Sociological Society, Athens Georgia.

Sapp, Stephen G. 1987. *Consumer reactions to bovine growth hormones*. Panel presentation at the Annual Meeting of the Rural Sociological Society, Madison Wisconsin.

Sapp, Stephen G. 1988. *Theoretical and applied considerations in the sociology of food marketing*. Panel presentation at the Annual Meeting of the Rural Sociological Society, Salt Lake City, Utah.

Sapp, Stephen G. 1984. *Demand forecasting in periods of rapid social change: The case of beef demand*. Paper presented at the Annual Meeting of the Rural Sociological Society, College Station, Texas.

Sapp, Stephen G. 1984. *Social structural influences on U.S. food consumption*. Paper presented at the Annual Meeting of the American Sociological Association, San Antonio, Texas.

Guseman, Patricia K., Stephen G. Sapp, and Wm. Alex McIntosh 1984. *The powerful consumer and agricultural commodity utilization*. Paper presented at the Annual Meeting of the Rural Sociological Society, College Station, Texas.

Sapp, Stephen G. and Patricia K. Guseman 1983. *Age effects on consumption of selected food commodities*. Paper presented for the Rural Sociological Section of the Annual Meeting of the Southern Association of Agricultural Scientists, Atlanta, Georgia.

Sapp, Stephen G. and Patricia K. Guseman 1983. *Parsonian action theory and U.S. household food consumption*. Paper presented at the Annual Meeting of the Southwestern Sociological Association, Houston, Texas.

Sapp, Stephen G. and Patricia K. Guseman 1983. *Economic and social influences on individual beef demand*. Paper presented at the Annual Meeting of the Rural Sociological Society, Lexington, Texas.

Guseman, Patricia K. and Stephen G. Sapp 1983. *Implications of population trends for the market structure of agricultural products*. Paper presented for the Rural Sociological Section of the Annual Meeting of the Southern Association of Agricultural Scientists, Atlanta, Georgia.

Guseman, Patricia K., Stephen G. Sapp, and Wm. Alex McIntosh 1983. *Cultural components on consumer demand for agricultural products*. Paper presented at the Annual Meeting of the Rural Sociological Society, Lexington, Kentucky.

Alston, Jon P. and Stephen G. Sapp 1980. *Socio-demographic preconditions affecting the appeal of chiliastic sectarianism: The case of the Jehovah's Witnesses*. Paper presented at the Annual Meeting of the Southwestern Sociological Society, Houston, Texas.

Sapp, Stephen G. 1979. *Biblical interpretations of women's roles: A sociological perspective*. Paper presented at the Annual Meeting of the Association for the Sociology of Religion, Boston, Massachusetts.

Sapp, Stephen G. 1979. *The effectiveness of leadership organizational structures on economic development in 14 selected communities in the rural south*. Paper presented at the Annual Meeting of the Rural Sociological Society, Burlington, Vermont.

Sapp, Stephen G. 1979. *A classification of influence: Research implications*. Paper presented at the Annual Meeting of the Southwestern Sociological Association, Ft. Worth, Texas.

Sapp, Stephen G. 1979. *Effective leadership organization for rural community development*. Paper presented for the Rural Sociological Section at the Annual Meeting of the Southern Association of Agricultural Scientists, New Orleans, Louisiana.

Sapp, Stephen G. and Peter F. Korsching 1978. *Expansive vs nonexpansive growth in rural communities*. Paper presented for the Rural Sociological Section at the Annual Meeting of the Southern Association of Agricultural Scientists, Houston, Texas.

Korsching, Peter F. and Stephen G. Sapp 1977. *An assessment of rural unemployment statistics: The case of Gadsden County, Florida*. Paper presented for the Rural Sociological Section at the Annual Meeting of the Southern Association of Agricultural Scientists, Atlanta, Georgia.

INVITED PUBLIC PRESENTATIONS

Sapp, Stephen G. 2010. Large-Scale Farming and Small Rural Communities in Iowa. Coalition to Support Iowa Farmers. Ft. Dodge, IA.

Sapp, Stephen G. 2010. Consumer trust in the U.S. food system: Implications for communication and regulation. *CAST Food-Animal Agriculture Symposium, Sustaining Animal Agriculture: Balancing Bioethical, Economic, and Social Issues*. United States Department of Agriculture.

Sapp, Stephen G. Consumer Trust in the U.S. Food System. 2009. Iowa Department of Economic Development, Johnson, Iowa.

Sapp, Stephen G. and Mary E. Foley. 2004. *The Mindset for Lifelong Learning*. Lifelong Learning Summit. Pioneer Hybrid, International.

Sapp, Stephen G. 2003. *Consumer Issues in Food Safety*. Guest Lecture: FSHN 489x, Food and Society. Iowa State University, Ames, Iowa.

Sapp, Stephen G. 2002. *The role of the media in presenting disease outbreak information to the public*. (Keynote Speaker). CASE Media Fellowship Workshop: Animal Disease Outbreaks and Their Impact on Society. Iowa State University, Ames, Iowa.

Sapp, Stephen G. 2002. *Writing winning grant proposals: Comments from the Review Panel*. USDA Grant Writers Workshop. Iowa State University, Ames, IA.

Sapp, Stephen G. 2000. *Consumers and Food Safety*. Ames, Iowa Lion's Club, Ames, Iowa.

Sapp, Stephen G. 2000. *Consumer Opinions about Food Irradiation*. Iowa State University Workshop on Food Irradiation, Ames, IA.

Sapp, Stephen G. 2000. *Consumer Attitudes in a Changing World*. Conference on Food Safety and Biotechnology. Texas A&M University, College Station, Texas.

Sapp, Stephen G. 2000. *Ethical Issues of Consumer Risk Communication*. Bioethics Faculty Retreat. Iowa State University, Ames, Iowa.

Sapp, Stephen G. 1999. *Consumers, Trust, and Food Safety Technology*. Kiwanis Club, Ames, Iowa.

Sapp, Stephen G. 1999. *Food Safety and the Active Consumer*. Monday Morning Lay Fellowship, Congregational Church of Christ, Ames, Iowa.

Sapp, Stephen G. 1998. *Consumer Trust in Technology*. Technology and Social Change Program, Iowa State University, Ames, Iowa.

Sapp, Stephen G. 1997. *Consumer Opinions of Irradiated Food*. Iowa State University Media Day on Food Irradiation.

Sapp, Stephen G. 1997. *Research and Education Interests of Iowa Beef Producers*. Final Report to the Iowa Cattlemen's Association.

Sapp, Stephen G. 1997. *Consumer Opinions of Food Irradiation. Presentation to the Minnesota Beef Council*, Minneapolis, MN.

Sapp, Stephen G. 1997. *Consumer Outlook on Food Security. National Consultations on Food Security Conference*. Iowa State University, Ames, Iowa.

McKean, J.D., Berg, J. Holz-Clause, M., Klein, S., LaGrange, W., Mangold, L., Murano, E., Olson, D., Sapp, S. 1996. *Food Irradiation Video and Educational Materials*. Iowa State University Extension, Ames, Iowa..

McKean, J.D., Berg, J. Holz-Clause, M., Klein, S., LaGrange, W., Mangold, L., Murano, E., Olson, D., Sapp, S. 1996. *Food Irradiation Video and Educational Materials: Brief Version*. Iowa State University Extension, Ames, Iowa.

Sapp, Stephen G. 1996. *Panel Opinions of Food Irradiation Video Materials*. Report to the Irradiation Development Team, Iowa State University Extension.

Sapp, Stephen G. 1996. *How to Sell Cheeseburgers in Japan*. Presentation to the Department of Sociology Seminar Series, Iowa State University, Ames, Iowa.

Sapp, Stephen G. 1995. *Consumer Opinions of Food Irradiation*. Department of Animal Science Graduate Lecture, Iowa State University, Ames, Iowa.

Sapp, Stephen G. 1994. *Listening as Leading*. All-University Leadership Conference, Iowa State University, Ames, Iowa.

Sapp, Stephen G. 1994. *The Assessment of Consumer Opinions in Japan*. Presentation to the U.S. Meat Export Federation Research Committee, Denver, Colorado.

Sapp, Stephen G. 1993. *Social Issues of NAFTA*. Interview by National Public Radio.

Sapp, Stephen G. 1993. *Members Opinions of Future Directions in Outreach*. Report to the Bethesda Lutheran Church, Ames, Iowa.

COMPETITIVE GRANTS RECEIVED

Principal Investigator

- *Gauging Public Opinion of Major Transmission Additions*. Electrical Power Research Committee, Iowa State University (\$22,400).

- *Exploring Social Capital Relationships Among Producers and Local Communities*: 2004-2005. Iowa Pork Producers Association (\$34,517).
- *A Market Test of Irradiated Food*: 1999-2002. National Research Initiative, USDA (\$112,000).
- *Assessing Opinion Leaders for Food Safety Decisions*: 1996. Office of the Dean, Iowa State University (\$4,900).
- *Consumer Meat Preferences and Purchasing Patterns in Japan*: 1993-1995. National Research Initiative, USDA (\$106,745).
- *Social Issues of Livestock Feeding in Iowa*: 1990. ISU Livestock Task Force (\$18,000).
- *Exporting Processed Pork to Japan*: 1987-1990. Iowa Pork Producers Council (\$31,000).
- *Consumer Reactions to Beef Nutritional Information*: 1986-1989. Iowa Beef Industry Council (\$6,500).
- *Consumer Opinions About Irradiated Pork*: 1985-1989. Iowa Pork Producers Council (\$9,500).

Co-Principal Investigator

- *Decision Models for Bulk Energy Transportation Networks*: 2005-2008. National Science Foundation (\$608,000).
- *Public Policies for Human Nutrition: Food Selection and the Food Supply*: 2003-2004. Center for Designing Foods to Improve Nutrition (\$38,859).
- *Consortium to Address Social, Economic, and Ethical Aspects of Biotechnology*: 2000-2004. USDA: Initiative for Future Agriculture and Food Systems (\$906,965).
- *Consumer Adoption of Internet Technology for Apparel Shopping*: 1997. Office of the Dean, Iowa State University (\$5,000).
- *Understanding Food Safety and Irradiation Technology in the Meat Industry*: 1994-1995. USDA, Cooperative Extension Service (\$39,000).
- *Mediating Perspectives on Food Safety*: 1992. USDA, Cooperative Extension Service (\$31,000).
- *Social Factors Affecting Meat Consumption in Singapore*: 1991. Midwest Agribusiness Trade, Research, and Information Center, Iowa State University (\$5,000).
- *Social Factors Affecting Meat Consumption in Japa*: 1989. Midwest Agribusiness Trade, Research, and Information Center, Iowa State University (\$5,000).
- *Social Factors Affecting Meat Consumption in Taiwan*: 1988-89. Midwest Agribusiness Trade, Research, and Information Center, Iowa State University (\$5,000).

CONSULTING TO PRIVATE INDUSTRY

CMA, LLC. Kansas City, MO. Agricultural marketing and consulting.
 Gestalt, Inc. Nevada, IA. Agricultural products market research.
 Litton, Industries. Woodland Hills, CA. Aerospace and defense.
 Prodigene, Inc. College Station, TX. Genetic engineering.
 Meat Export Federation. Denver, CO. International beef promotion.
 Butler Consulting, Inc. Ames, IA. Community and regional planning.

SERVICE TO THE PROFESSION (past 10 years)

University

Circle K Club, Faculty Advisor (2002--).
Center for Designing Foods to Improve Nutrition, Advisory Committee (1997--).
Academic Calendar Task Force (2002-2003).
University Honors Committee Mentor Program (1998-2000).
University Honors Program, Faculty Advisor (2000).
ISU Volunteers, Faculty Advisor (1997-2000).
Technology and Social Change Advisory Committee (1990-1997).
All University Student Leadership Conference (1994).

College of Agriculture

Diversity Committee (2003--2008).
Asynchronous Learning Academy (2002 --2008).
Brenton Center Advisory Committee (2001--2008).
Lifelong Learning Summit Advisory Committee (2003-2004).
Scholarship Committee (1994-1997; Chair, 1997).
Honors Committee (1991-1993; Chair, 1993).
Academic Affairs Committee (1990-1994).
Retention Committee (1992, Chair; 1993).
Prelegal Advisory Committee (Chair, 1992-1993).
Agricultural Experiment Station Research Project Proposals, Reviewer (1990-2000).

Department of Sociology

Director of Graduate Education (2009--)
Sociology Council (2009--, Chair: 2009--)
Preliminary Evaluation Committee (2005--; Chair, 2006)
Diversity Committee (Chair, 2003-2004).
Coordinating Committees: FSAE, Methodology (1990-2005).
Preliminary Examination Committee, Methodology (1994-2005, Chair; 1997-2000, 2006).
Graduate Curriculum Committee (2001-2004, Chair, 2002-2004).
Student Organization of Sociologists, Faculty Advisor (2000-2004).
Research Coordinator (1998-2004).
Faculty Recruitment Committee (Chair, Demography Position, 2003-2004).
Faculty Recruitment Committee (Morton Position, 1999).
Faculty Recruitment Committee (Allen Position, 1999).
Faculty Recruitment Committee, Chair (Bryant Position, 1997).
Faculty Recruitment Committee (Rogers Position, 1996).
Preliminary Evaluation Committee II (1994-1997).
Executive Committee (1991-1994).

Professional Societies and Organizations

USDA: ESCOP Social Science Committee on Food Safety (Chair, 2000--).
Reviewer: Journals such as Social Psychology Quarterly, Rural Sociology, Social Behavior and Personality, Journal of Consumer Studies.

Reviewer: USDA National Research Initiative Competitive Grants Program.
Reviewer: USDA Small Business Innovative Research Grants Program.
Reviewer: Portfolios for promotion and tenure of colleagues at other universities (2002--).
Planning Committee, International Conference on Social Theories of Risk (Chair, 2002).
USDA Workshop on Competitive Grant Proposal Writing, Sponsored by Dr. Mark Bailey,
National Program Leader, Economic and Community Systems Unit of CSREES, Presenter
(2002).
USDA: ECOP/ESCOP Task Force to respond to the President's Food Safety Strategic Plan.
(1999-2002).
Rural Sociological Society, Program Committee (2002).
Rural Sociological Society Annual Meeting, Chair of Poster Session (2002).
Mississippi-Alabama Sea Grant Consortium, Project proposal reviewer (2002).
National Food Safety and Toxicology Center Advisory Board. Michigan State University, East
Lansing Michigan (1999-2000).
Rural Sociological Society, Publications Committee (1997-1999).

COMMUNITY SERVICE (past 10 years)

Kiwanis Club of Ames (Member, 1999--; Advisory Board, 2000-2003; Chair: Pancake Days,
2002; Co-Chair: Pancake Days, 2001, 2003; Webmaster, 2003--; Vice-President, 2005;
President Elect, 2006; President, 2007).
Assault Care Center Extending Shelter and Support (Board of Directors, 1993-1998, Chair,
1994, Vice-Chair, 1995, 1996, Treasurer, 1997, 1998; Board Member of the Year, 1994, 1998).
Ames Community School District (Focus Group Member, New Facilities Project, 1999;
Advisory Group Member, Instructional Support Levy, 1999).
Roosevelt Elementary School (Carnival Committee, 1998; Volunteer for Reading, 2002--2003).
Seasons of Giving (Volunteer, 2000--).
Youth and Shelter Services (Survey Consultant, 2002-2004).
Iowa Special Olympics (Volunteer, 2000, 2001, 2004, 2005, 2006).
National Special Olympics (Volunteer, 2006).