

WENDY JEAN HARROD
wharrod@iastate.edu

OFFICE ADDRESS

Department of Sociology
 220 East Hall
 Iowa State University
 Ames, IA 50011
 (515) 294-9898

EDUCATION

Ph.D. 1977 Sociology, Washington State University
 Dissertation: "Reward Status and Expectation States"
 M.A. 1974 Sociology, Washington State University
 B.A. 1972 Sociology, Arizona State University

PROFESSIONAL EMPLOYMENT

1983-present Associate Professor, Department of Sociology, Iowa State University
 1990-1991 Interim, Chair, Department of Speech Communication, Iowa State University
 1979-1980 Postdoctoral Trainee, Department of Sociology, Stanford University
 1977-1983 Assistant Professor, Department of Sociology, Iowa State University

AREAS OF SPECIALIZATION

Group Dynamics, Social Psychology, Teaching Sociology

PUBLICATIONS

Refereed Publications

- Harrod, W. J. (1980). Expectations from unequal rewards. *Social Psychology Quarterly*, 43, 126-130.
- Simons, R. & Harrod, W. (1980). Unemployment, legitimation, and property crime: The sociological versus economic model of exchange. *Journal of Social Service Research*, 2, 389-404.
- Harrod, W. J. (1983). Ingroup bias in the minimal organizational setting. *Simulation and Games*, 14, 309-316.
- Harrod, W. J. (1983). Social dilemma. *Teaching Sociology*, 10, 266-274.
- Harrod, W. J. (1985). Group Productivity, social loafing, group processes. In R. C. Barnes & E. W. Mills (Eds.), *Techniques for Teaching Sociological Concepts*, 2nd Edition, (pp. 37-38). Washington D. C.: American Sociological Association. (Reprinted in 1993, 3rd edition)

- Harrod, W. J. (1985). Person perception: Central traits. In R. C. Barnes & E. W. Mills (Eds.), *Techniques for Teaching Sociological Concepts*, 2nd Edition, (pp. 56-57). Washington D. C.: American Sociological Association.
- Harrod, W. J. (1985). Presentation of self: The front. In R. C. Barnes & E. W. Mills (Eds.), *Techniques for Teaching Sociological Concepts*, 2nd Edition, (pp. 66-67). Washington D. C.: American Sociological Association. (Reprinted in 1993, 3rd edition).
- Hong, O. & Harrod, W. J. (1988). The role of reasons in the ingroup bias phenomenon. *European Journal of Social Psychology*, 18, 537-545.
- Edgington, E. S., Harrod, W. J., Haller, O., Hong, O. P., & Sapp, S. G. (1988). A non parametric test for reward distribution strategies in the minimal group paradigm. *European Journal of Social Psychology*, 18, 527-529.
- Sapp, S. & Harrod, W. (1989). Social acceptability and beef consumption: An expansion of the Fisbein-Ajzen model using reference group theory. *Rural Sociology*, 54, 420-438.
- Sapp, S. G. & Harrod, W. J. (1990). Consumer acceptance of irradiated food: An examination of symbolic adoption. *Journal of Consumer Studies and Home Economics*, 14, 133-145.
- Sapp, S. G. & Harrod, W. J. (1993). Reliability and validity of a brief version of Levenson's locus of control scale. *Psychological Reports*, 72, 539-550.
- Moon, S. J., Kim, J. H., Harrod, W. J., & McComber, D. (1993). Analysis of eating behavior based on social identity. *Korean Journal of Dietary Culture*, 8, 117-123.
- Sapp, S. G., Harrod, W., & Zhao, L. (1994). Socially constructed subjective norms and subjective norm-behavior consistency. *Social Behavior and Personality*, 22, 31-40.
- Sapp, S. G., Harrod, W., & Zhao, L. (1994). Social construction of consumer risk assessment. *Journal of Consumer Studies and Home Economics*, 18, 97-106.
- Sapp, S. G. & Harrod, W. (1995). Social, demographic and attitudinal determinants of consumer acceptance of food irradiation. *Agribusiness*, 11, 117-130.
- Harrod, W. J. (1996). Teaching about antisemitism. *Teaching Sociology*, 24, 195-201.
- Sapp, S. G., Harrod, W., & Zhao, L. (1996). Leadership emergence in task groups with egalitarian gender role expectations. *Sex Roles*, 34, 65-80.
- Harrod, W. J. (1997). Mexican consumer bias against U.S. ham. *Journal of International Food and Agribusiness Marketing*, 9, 53-62.
- Harrod, W. J. (2005). Social dominance orientation and opinions about what is America's most serious social problem. *Psychological Reports*, 97, 119-127.
- Harrod, W. J. (2006). Group productivity, brainstorming, and production blocking. In Nenga, S. K. & Kain, E. L (Eds.), *Techniques for Teaching Sociological Concepts*, 4th Edition, (pp. 56-58). Washington D. C.: American Sociological Association.
- Harrod, W. J. (2006). Presentation of self, the front, and impression management. In Nenga, S. K. & Kain, E. L (Eds.), *Techniques for Teaching Sociological Concepts*, 4th Edition, (pp. 61-63). Washington D. C.: American Sociological Association.

Harrod, W. J., Welch, B. D., and Kushkowski, J. (2008). Thirty-one years of group research in *Social Psychology Quarterly* (1975-2005). *Current Research in Social Psychology*, 14, 75-103.

Harrod, W. J. (2009) Using journals to show students what social psychology is all about. *Teaching Sociology*, 37, 390-401.

Non-Refereed Publications

Harrod, W. J. (1978). Review of *Negotiation: Perspectives from Social Psychology* by Daniel Druckman. *Sociology*, 5, 101.

Harrod, W. J. (1979). Review of *Leadership*, by M. McCall and M. Lombardo. *Sociology*, 6, 66.

Harrod, W. J. (1979). Review of *Informal Groups*, by Stephen Wilson. *Sociology*, 6, 115.

Harrod, W. J. (1980). Review of *The Small Group*, by Howard Nixon. *Sociology*, 7, 55.

Harrod, W. J. and Welch, B. D. (2007). Thirty-One Years of *SPQ*: Filling the Gaps. *Social Psychology: Newsletter of the Social Psychology Section of the American Sociological Association* 11(3):3.

PRESENTATIONS AT PROFESSIONAL MEETINGS

Harrod, W. J. (1975). Kuhn reconsidered. Pacific Sociological Association, Victoria, B. C.

Harrod, W. J. (1979). Expectations from unequal rewards. Midwest Sociological Society, Minneapolis.

Harrod, W. J. (1982). The use of small groups for teaching versus testing sociological theory. Midwest Sociological Society, Des Moines.

Harrod, W. J. (1982). Gender differences in hierarchy formation. Elementary Theory and Network Methodology Conference, Richmond, Kentucky.

Sapp, S. G. & Harrod, W. J. (1986). Theoretical and applied consideration in the sociology of food marketing. Rural Sociological Society, Salt Lake City.

Sapp, S. G. & Harrod, W. J. (1988). Social acceptability of eating beef: An expansion of the Fishbein-Ajzen model using reference group theory. Rural Sociological Society, Athens, Georgia.

Harrod, W. J. (1989). The role of reasons in the ingroup bias phenomenon. Midwest Sociological Society, St. Louis.

Sapp, S. G. & Harrod, W. J. (1991). Consumer risk assessments: The case of food irradiation. Rural Sociological Society, Columbus, Ohio.

McComber, D. & Harrod, W. (1991). Food consumption dynamics in Korea: Internationalizing the food curriculum. American Home Economics Association, Minneapolis.

Harrod, W. J. & Sapp, S. (1992). Social representations and amateur science: Food irradiation. Poster presentation. XXV International Congress of Psychology, Brussels, Belgium.

- Harrod, W. J., McComber, D., & Moon, S. (1992). Food and collective identity: Comparison of Korea and the USA. Poster presentation. XXV International Congress of Psychology, Brussels, Belgium.
- Harrod, W. J., Sapp, S., & McComber, D. (1992). Food and social influence. Invited lecture, Dept. of Psychology, University of Geneva, Geneva, Switzerland.
- McComber, D., Harrod, W., & Moon, S. (1992). A comparison of food behaviors based on collective identity by Korean and United States college students. Iowa Home Economics Association, Clear Lake, Iowa.
- Moon, S., McComber, D., & Harrod, W. (1992). A comparison of food behaviors based on collective identity by Korean and the United States college students. Korean Society of Dietary Culture, Seoul.
- McComber, D., Harrod, W., & Moon, S. (1992). Individualism and food behaviors. American Home Economics Association, Denver.
- Harrod, W. (1993). Consumer ethnocentrism and country-of-origin effects: Data from Mexico. Poster presentation. European Association of Experimental Social Psychology, Lisbon, Portugal.
- Zhao, L., Harrod, W. J., Sapp, S. G., & Ryan, V. D. (1997). Group participation, attitudes toward the community and community attachment: Test of a theoretical model. Midwest Sociological Society, Des Moines.
- Harrod, W., Lee, M., & Besser, T. (1997). Intergroup attributions for success and failure: A study of men and women business owners. Midwest Sociological Society, Des Moines.
- Harrod, W. J. (2004). Social dominance orientation and opinions about America's most serious social problem. Poster presentation at Group and Intergroup Processes Pre-Conference, Fifth Annual Conference of the Society for Personality and Social Psychology, Austin, TX.
- Harrod, W. J., Welch, B. D., and Kushkowski, J. (2007). Thirty-one years of group research in social psychology quarterly (1975-2005). Paper presented at the meetings of the Midwest Sociological Society, Chicago, IL.
- Harrod, W. J., Welch, B. D., and Kushkowski, J.. (2007). Thirty-one years of sociological social psychology: An analysis of papers published in *SPQ*, 1975-2005. Paper presented at the meetings of American Sociological Association, New York, NY.
- Harrod, W. J. (2007) Political affiliation, political identity, and bias. Paper presented at VIGRE Seminar Series in Survey and Social Statistics, Statistics Department, Iowa State University, Ames, IA (10/15/07).
- Harrod, W. J. and Archer, P. C. (2008). Political affiliation, political identity, and bias: preliminary results. Paper presented at VIGRE Seminar Series in Survey and Social Statistics, Statistics Department, Iowa State University, Ames, IA (3/3/08).
- Archer, P. C. and Harrod, W. J. (2008). Political affiliation, identification, and bias. Paper presented at the meetings of Midwest Sociological Society, St. Louis, MO.
- Harrod, W. J. (2008). Using journals to show students what social psychology is all about. Paper presented at the meetings of Midwest Sociological Society, St. Louis, MO.

Harrod, W. J., Welch, B. D., Archer, P. C., and Turk, J. M. (2008). Funded and unfunded research in *Social Psychology Quarterly*, 1975-2005. Paper presented at the meetings of American Sociological Association, Boston, MA.

Harrod, W. J. and Linhart, L. (2009). Contemporary research on marriage and the family: A bibliometric analysis. Paper presented at the meetings of the Midwest Sociological Society, Des Moines, IA.

Harrod, W. J. (2009). The impact of Wrong's "Oversocialized conception of man in modern sociology": A citation analysis. Paper presented at the meetings of American Sociological Association, San Francisco, CA.

STUDENTS SUPERVISED

Chair, Ph.D. POS Committee

Okhee Hong, Sociology, 1988
Lijun Zhao, Sociology, 1996 (Research Excellence Award)
Abdallah Badahdah, Sociology, 1997 (Research Excellence Award)
Patrick C. Archer, Sociology, 2008 (Research Excellence Award)

Member, Ph.D. POS Committee

Patty Kimle Textiles & Clothing, 1995
Margaret Munyae, Sociology, 1996
Naomi Larsen, Sociology, 1997
Delfino Vargas-Chanes, Sociology, 2000
Vesna Hampel, Psychology, 2001
Carolyn Karr, Psychology, 2001
Jennifer Lee Yurchisin, Textiles and Clothing, 2006
Irina Diyankova, Psychology, 2007
Shannon K. Young, Psychology, 2010

Chair, M.S. POS Committee

Maria Cristina Araujo, Sociology, 1982
Seon-Hee Mo Hong, Sociology, 1986
Jorge Arevalo, General Graduate Studies, 1993
Jennifer Rohrer, (Co-Chair with Mulford) Sociology, 1996
Andrew Kaufman, Sociology, 2000

Member, M.S. POS Committee

Deborah DeWall, Industrial Relations, 1995
Dee Ann Nguyen, Human Development and Family Studies, 1995
Barrett Rice, Child Development, 1996
Krista Krebs, Psychology, 1997
Melissa Skelton, Psychology, 1999
Brian Dunn, Leadership and Policy Studies, Education, 2003
Aaron Maitland, Sociology, 2004
Irina Diyankova, Psychology, 2004
Shawn Hake, Psychology, 2005
Shannon Young, Psychology, 2006
Lucinda Peck, Educational Leadership and Policy Studies, 2008

CLASSES TAUGHT

SOC 235: Social Problems
 SOC 264: Small Group Dynamics
 SOC 305: Social Psychology: A Sociological Perspective
 SOC/PSYCH: 381: Social Psychology of Small Group Behavior
 SOC 520: Social Psychology: A Sociological Perspective
 SOC 521: Small Groups
 (Teaching evaluations are available on request)

GRANTS

Olson, D., Hayes, D., Knipe, C. L., Harrod, W., Rust, R., Johnson, A. S., Sebranek, J., & Love, J. (1992). A study of the processed pork market in Mexico. *U.S. Meat Export Federation*, \$75,000.

Harrod, W. (1993). Focus group study of Mexican consumers' reaction to U.S. processed pork products. *Midwest Agribusiness Trade Research and Information Center (MATRIC)*, \$10,922.

Harrod, W. (1993) Mexican attitudes toward nationalism, protectionism, NAFTA, and the U.S. *Meat Export Research Center (MERC)*, \$7,500.

Harrod, W. (2006) Sociology Subject Pool Management Service. LAS Small Grants, \$475.

PROFESSIONAL MEMBERSHIPS

American Sociological Association, 1975-present.
 American Psychological Association, 1981-present.
 European Association for Experimental Social Psychology, 1993-present.
 Midwest Sociological Society

SELECTED SERVICE ACTIVITIES

Profession

Manuscript, book, and grant reviewer for *American Sociological Review*, *Social Psychology Quarterly*, *Teaching Sociology*, Sage, Wadsworth, USDA, National Science Foundation.

University and College

Membership on Faculty Council, Faculty Senate, ISU Daily Publication Board, NCA Accreditation, Honors and Awards, Representative Assembly, Committee on Women (Chair), LAS Honors Committee (Chair).

Department

Membership on Executive Committee, Undergraduate Curriculum Committee (Chair), Honors and Awards, Preliminary Evaluation Committee, Social Psychology Concentration (Chair), Social Inequality Concentration, Graduate Recruitment (Chair).

Community

City of Ames Human Relations Committee Investigator, Iowa S.H.A.R.E., Ames Citizen's Police Academy, Homeward Hospice Volunteer, Planned Parenthood Volunteer.