

## JOHN T. LANG

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Occidental College · Department of Sociology  
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### Academic Positions

Assistant Professor, Sociology Department, Occidental College, Los Angeles, CA. 2008 - Present.  
Visiting Assistant Professor, Sociology Department, Temple University, Philadelphia, PA. 2007-08.

### Education

Ph.D., Sociology, Rutgers University, New Brunswick, NJ, 2007.

#### *Acceptable Trust? The Public Perception of Organizations Involved in Genetically Modified Food*

I focus on institutional trustworthiness and examine the implications of who trusts whom about genetically modified food (GMF). Competing actors are central to the context within which trust develops because they assume social and ethical responsibilities by creating and circulating knowledge. Thus, I explore the connections between organizations, power, the public, and trust when dealing with this emerging technology.

#### *Committee*

Caron Chess, Lee Clarke (Chair), William K. Hallman, Branden B. Johnson, Paul D. McLean, and Patricia A. Roos

M.A., Sociology, Rutgers University, New Brunswick, NJ, 2003.

B.A., Sociology, with Highest Honors, Rutgers University, New Brunswick, NJ, 1993.

### Research and Teaching Interests

Consumers and Consumption; Crises and Disasters; Culture; Environment and Technology; Food and Agriculture; Risk; Science, Knowledge, and Technology; Trust

### Journal Articles

Lang, John T. 2011. "Elements of Public Trust in the American Food System: Experts, Organizations, and Genetically Modified Food." Under review.

Lang, John T. and Susanna Priest. 2007. "Understanding Receptivity to Genetically Modified Foods: Looking at the Broader Context." *Gastronomica: The Journal of Food and Culture* 7(3): 88-92.

Peters, Hans Peter, John T. Lang, Magdalena Sawicka and William K. Hallman. 2007. "Culture and Technological Innovation: Impact of Institutional Trust and Appreciation of Nature on Attitudes towards Food Biotechnology in the U.S. and Germany." *International Journal of Public Opinion Research* 19(2): 191-220.

Lang, John T. and William K. Hallman. 2005. "Who Does the Public Trust? The Case of Genetically Modified Food in the United States." *Risk Analysis* 25(5): 1241-1252.

Puduri, Venkata, Ramu Govindasamy, John T. Lang and Benjamin Onyango. 2005. "I Will Not Eat It with a Fox, I Will Not Eat It in a Box: What Determines Acceptance of GM Food for American Consumers?" *Choices* 20(4): 257-261.

Lang, John T., Karen M. O'Neill and William K. Hallman. 2003. "Expertise, Trust, and Communication about Food Biotechnology." *AgBioForum* 64: 185-190.

## **In Progress**

Lang, John T. 2012. "The Din of Dining: Sound, Restaurant Reviews, and Food Discourse" Being prepared for submission.

## **Other Publications**

Lang, John T. Forthcoming 2012. "Genetically Modified Foods" in *Oxford Encyclopedia of Food and Drink in America, 2<sup>nd</sup> Edition*, edited by Andrew F. Smith. New York: Oxford University Press.

Lang, John T. Forthcoming 2012. Review of *Fighting for the Future of Food: Activists versus Agribusiness in the Struggle over Biotechnology*, by Rachel Schurman and William A. Munro (Minneapolis, MN: University of Minnesota Press, 2010). *Social Forces*.

Lang, John T. 2011. "Sociology of Food." Syllabus published in *TRAILS: Teaching Resources and Innovations Library for Sociology*. Washington DC: American Sociological Association. (<http://trails.asanet.org>).

Lang, John T. 2008. Review of *International Politics of Genetically Modified Food: Diplomacy, Trade and Law*, edited by Robert Falkner (Houndsmills, England and New York: Palgrave Macmillan, 2007). *Gastronomica: The Journal of Food and Culture* 8(3):120-121.

Hallman, William K., W. Carl Hebden, Cara L. Cuite, Helen L. Aquino and John T. Lang. 2004. *Americans and Genetically Modified Food: Knowledge, Opinion and Interest in 2004*. Food Policy Institute, Cook College, Rutgers, The State University of New Jersey.

Hallman, William K., W. Carl Hebden, Helen L. Aquino, Cara L. Cuite and John T. Lang. 2003. *Public Perceptions of Genetically Modified Foods: A National Study of American Knowledge and Opinion*. Food Policy Institute, Cook College, Rutgers, The State University of New Jersey.

Hallman, William K., Adesoji O. Adelaja, Brian J. Schilling and John T. Lang. 2002. *Public Perceptions of Genetically Modified Foods: Americans Know Not What They Eat*. Food Policy Institute, Cook College, Rutgers, The State University of New Jersey.

## **Presentations**

Lang, John T. Forthcoming 2012. "Critical Noise: How Aesthetic Judgments of Restaurants Are Shaped by Sound and Music." To be presented at the joint annual meetings of the Agriculture, Food, and Human Values Society; Association for the Study of Food and Society; and Society for Anthropology of Food and Nutrition, June 20-24, New York City, NY.

Lang, John T. Forthcoming 2012. "Restaurant Reviews: The Relationship of Music and Sound to Social Order." To be presented at the annual meeting of the Pacific Sociological Association, March 24, San Diego, CA.

Lang, John T. 2011. "Music and Sound in Restaurant Fine Dining." Presented at the annual meeting of the Consumer Studies Research Network, August 19, Las Vegas, NV.

Lang, John T. 2009. "Conditional Construction of Trust: Experts, Publics, and Genetically Modified Food." Presented at the annual meeting of the American Sociological Association, August 10, San Francisco, CA.

Lang, John T. 2009. Invited participant, "Communicating Emerging Technologies II: Risks and Uncertainties" January 8-9, Las Vegas, NV.

Lang, John T. 2006. "Objects of Trust: Trust Attributes and Organizations Involved in GMF." Presented at the annual meeting of the Society for Social Studies of Science, November 4, Vancouver, BC, Canada.

- Lang, John T. 2006. "Acceptable Trust? The Public Perception of Organizations Involved in Genetically Modified Food." Invited presentation at the Center for Biosecurity of the University of Pittsburgh Medical Center, May 9, Baltimore, MD.
- Lang, John T. 2006. Invited participant, "Communicating Emerging Technologies: Biotechnology, Nanotechnology, and Beyond – An International Working Symposium," March 20-21, Columbia, SC.
- Lang, John T., Hans Peter Peters and Magdalena Sawicka. 2005. "The Impact of Socio-Cultural Factors on Attitudes toward Genetically Modified Food: Comparing Germany and the USA." Presented at the annual meeting of the American Sociological Association, August 15, Philadelphia, PA.
- Lang, John T. and William K. Hallman. 2005. "Targets of Trust: Assessing Trust in the Evaluators, Watchdogs and Merchants of Genetically Modified Food in the United States." Presented at the annual meeting of the American Sociological Association, August 16, Philadelphia, PA.
- Lang, John T. 2005. "Targets of Trust: Assessing Trust in the Evaluators, Watchdogs and Merchants of Genetically Modified Food in the United States." Invited presentation at the Global Biotechnology Communicators Conference, June 24, Philadelphia, PA.
- Lang, John T. 2004. "The Impact of Socio-cultural Factors on Attitudes toward Genetically Modified Food: Comparing Germany and the USA." Invited presentation at the Research Centre Jülich - Helmholtz Gemeinschaft, October 27, Jülich, Germany.
- Peters, Hans Peter, John T. Lang, Magdalena Sawicka and Cara L. Cuite. 2004. "Impact of 'Trust in Institutions' and 'Appraisal of Nature' on Attitudes towards Food Biotechnology in Germany and the USA: Results of a Comparative Survey." Invited presentation at the annual Investigator's Meeting on Consumer Acceptance of Agricultural Biotechnology, September 27, New Brunswick, NJ.
- Lang, John T. 2004. "Who Does the Public Trust? The Case of Genetically Modified Food in the United States." Presented at the Risk and Regulation Research Student Conference, September 17, London, England.
- Lang, John T., Karen M. O'Neill and William K. Hallman. 2004. "Expertise, Trust, and Communication about Food Biotechnology." Presented at the annual meeting of the American Sociological Association, August 16, San Francisco, CA.
- Lang, John T. 2004. "Who Does the Public Trust? The Case of Genetically Modified Food in the United States." Presented at the annual meeting of the American Sociological Association, August 15, San Francisco, CA.
- Hallman, William K., Ho-Min Jang, W. Carl Hebden, Hyun Kwan Shin and John T. Lang. 2004. "South Korea and the United States: A Cross-Cultural Comparison of Knowledge Awareness and Attitude." Presented at the joint annual meetings of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society, June 12, Hyde Park, NY.
- Lang, John T. 2004. "The Logic and Limits of Trust: The Case of Genetically Modified Food in the United States." Presented at the annual meeting of the Eastern Sociological Society, February 19, New York, NY.
- Lang, John T. 2003. "The Intersection of Genetic Engineering and Public Communication." Invited presentation at Ag-West Biotech, November 17, Saskatoon, Saskatchewan, Canada.

- Lang, John T. 2003. "Public Perceptions of Genetically Modified Foods: Opinion, Knowledge, and Trust." Invited presentation at the Council of Agricultural Science and Technology, November 11, Washington, DC.
- Lang, John T. 2003. "Mental Models of Genetically Modified Foods: Pilot Data." Invited presentation at the annual Investigator's Meeting on Consumer Acceptance of Agricultural Biotechnology, October 16, New Brunswick, NJ.
- Hallman, William K., W. Carl Hebden, Helen L. Aquino, Cara L. Cuite and John T. Lang. 2003. "Public Perceptions of Genetically Modified Foods: A National Study of American Knowledge and Opinion." Invited presentation at the annual Investigator's Meeting on Consumer Acceptance of Agricultural Biotechnology, October 16, New Brunswick, NJ.
- Lang, John T. and William K. Hallman. 2003. "Mental Models of Genetically Modified Foods: Consumer Perceptions in the United States." Presented at the British Sociological Association/ University of Plymouth conference on Risk in its Social Contexts, September 9, Plymouth, UK.
- Lang, John T. 2003. "Trust Me: Expert Opinion in Agricultural Biotechnology." Presented at the joint annual meetings of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society, June 13, Austin, TX.
- Lang, John T. 2002. "A Stakeholder Perspective on Public Acceptance of Genetically Modified Food." Invited presentation at the annual Investigator's Meeting on Consumer Acceptance of Agricultural Biotechnology, September 10, New Brunswick, NJ.
- Lang, John T. 1997. "Care versus Cure: Rationality in Health Care." Presented at the annual meeting of the Eastern Sociological Society, April, Baltimore, MD.
- Lang, John T. 1995. "Who Decides What is Disordered? Organization Constraints in Diagnosis." Presented at the annual meeting of the Eastern Sociological Society, March, Philadelphia, PA.

## **Teaching**

### *Occidental College, Los Angeles, CA (2008-present)*

- SOC101: Introduction to Sociology (4 sections)
- SOC240: Sociology of Food (3 sections)
- SOC304: Sociological Research Methods (3 sections)
- SOC305: Quantitative Research Methods (4 sections)
- SOC490: Senior Seminar in Sociology (1 section)
- CSP72: Restaurant Culture (2 sections)
- Independent Studies
  - SOC397: Food, Gender, and the Media
  - SOC597: Food, Culture, and Childhood
  - SOC397: Sociology of Virtual Communities

Participant, Mellon Foundation Digital Scholarship Institute, Summer 2011.

Participant, Center for Teaching Excellence Teacher's Roundtable, 2010.

Participant, Mellon Foundation Digital Scholarship Institute, Summer 2010.

Participant, Center for Teaching Excellence Summer Workshop, 2009.

Temple University, Philadelphia, PA (2007-2008)  
SOC1176: Introduction to Sociology (1 section)  
SOC1167: Social Statistics (2 sections)  
SOC1676: Men & Women in American Society (5 sections)

*Rutgers University, New Brunswick, NJ (2003-2007)*

SOC101: Introduction to Sociology (3 sections)

**Teaching Assistant**

SOC101: Introduction to Sociology (3 sections, with Lee Clarke)  
Center for Social Research and Instruction (assisting faculty and graduate students with computing, research, and teaching).

*Guest Lectures*

“Talking About Teaching (with Technology),” Center for Teaching Excellence & Center for Digital Learning and Research, Occidental College, February 23, 2012.

“Writing About Research: Different Disciplinary Approaches,” Core Studies Program, Occidental College, December 9, 2011.

“So Ubiquitous it Disappears: Or, Why I Study Food,” Undergraduate Summer Research Program, Occidental College, June 22, 2011.

“Genetically Modified Crops: Taken-for-Granted or Frightening Frankenfood?,” Food Interest Group, Occidental College, July 23, 2010.

CSP: Science, Politics, and the Media, Occidental College, Fall 2008, Fall 2009, Fall 2010

Issues and Concepts in Biotechnology, Rutgers University, Spring 2005 and Spring 2006

Sociology of Trust, Rutgers University, Spring 2005

**Grants, Honors, and Awards**

Mellon Foundation Digital Scholarship Institute, Summer 2011.

“Restaurant Culture: From Din to Design.” Faculty Enrichment Grant funded by the Office of the Dean of Occidental College. Principal Investigator: John T. Lang. 2010-11.

Mellon Foundation Digital Scholarship Institute, Summer 2010.

“Music and Sound in Restaurant Fine Dining.” GRAMMY Foundation: Scientific Research Projects Grant. Principal Investigators: John T. Lang and David Kasunic. 2010. Not Awarded.

“The Funding and Diffusion of Nanotechnology Related Environmental, Healthy, and Safety Innovations.” Grant funded by Temple University, Department of Sociology. Principal Investigator: John T. Lang. 2008.

“Environment, Health, and Safety Implications of Bio-Medical Nanotechnology.” Grant funded by Temple University, Department of Sociology. Principal Investigator: John T. Lang. 2007.

Undergraduate Teaching Honor Roll, Department of Sociology, Rutgers University. 2006-07.

Visiting Scientist at the Programme Group Humans, Environment, Technology of the Research Centre Jülich - Helmholtz Gemeinschaft, Jülich, Germany. 2004.

Cook College/New Jersey Agricultural Experiment Station Team Award, Food Biotechnology Program at the Food Policy Institute. 2004.

Matilda White Riley Prize, best graduate student paper, Rutgers University, Department of Sociology. 1995-96.

Excellence Fellowship for doctoral study in Sociology, Rutgers University. 1993-94.

## **Service to Occidental College**

### *Committees*

Human Subjects Research Review Committee (HSRRC), 2010-2011.

Steering Committee for Student FEAST (Food, Energy and Sustainability Team), 2010-2011.

Sociology Department Search Committee, 2010-2011.

Off-Campus Study Committee member, 2009-2010.

### *Advising, Supervising and Mentoring*

Faculty Advisor, Ethical Coffee Consumption Club, 2012.

Summer Research Project Supervisor, 2011.

Richter Research Projects Supervisor, 2010-2011.

Richter ASP Research Project Supervisor, 2010-2011.

Spring Timed Writing Exercise Grader, 2011.

Summer Research Project Supervisor, 2010

MA Thesis Committee for Education Department Candidate, 2009-2010.

Internship Supervisor, Fall 2009.

Spring Timed Writing Exercise Grader, 2009.

### *Community Engagement*

Organizer, Food Interest Working Group and Speaker Series, summer 2010. This series included talks from: Carmel Levitan (Cognitive Science), Nancy Dess (Psychology), Mark Vallianatos (Urban and Environmental Policy), John Lang (Sociology), Alison Pearlman (Art History @ Cal Poly Pomona), David Kasunic (Music)

Organizer, Remsen Bird funded Food for Thought speaker series, supported by funds from 8 departments. This Spring 2010 series included talks from: Deb Eschmeyer (National Farm to School Network), Winona La Duke (Founding Director, White Earth Land Recovery Project), Susan Dworkin (Author, *The Viking in the Wheat Field*), Jonathan Gold (Pulitzer Prize Winning Food Critic, *LA Weekly*), Janet Poppendieck (CUNY-Hunter, Author, *Free for All: Fixing School Food in America*), David Griswold (Oxy Alum '84 and Founder, Sustainable Harvest Coffee Importers)

Center for Community Based Learning Faculty and Community Partners Workshop, May 2009.

Social Sciences Panelist for the Fall Open House, November 2008.

## **Technology**

Redesigned and maintained the Sociology Department website, 2010-2011.

Evaluated and purchased 12 digital recorders and 7 sets of digital transcription equipment for student and faculty use, 2010.

Evaluated Google Apps for Education and Microsoft Live@Edu for ITS, March 2009.

## **Professional Service**

### **Organizer/Presider**

Presider. 2011. Session on Class and Consuming Identities. The annual meeting of the American Sociological Association, August 20, Las Vegas, NV.

Presider. 2004. Science, Knowledge, and Technology Roundtable. The annual meeting of the American Sociological Association, August 15, San Francisco, CA.

Organizer and Presider. 2004. Session on "The Intersection of Genetically Modified Food and Public Communication." The joint annual meetings of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society, June 12, Hyde Park, NY.

Organizer. 1995. The Honors Program Student Association Roundtable on Medical Sociology. The annual meeting of the American Sociological Association, August, Washington, D.C.

### **Ad-Hoc Reviewer**

#### Journals

*Biosecurity and Bioterrorism; British Journal of Canadian Studies; International Journal of Public Opinion Research; Journal of Risk Research; Science Communication; Science, Technology, & Human Values.*

#### Books

*MIT Press, Polity Press.*

## **Graduate Research Experience**

### **Department of Sociology, Rutgers University, New Brunswick, NJ**

Research Assistant. Educational Attainment of Youth Returning from Detention and Correctional Facilities, Paul Hirschfield, Principal Investigator. 2006-07.

### **Food Policy Institute and Department of Human Ecology, Rutgers University, New Brunswick, NJ**

Research Assistant. Consumer Acceptance of Food Biotechnology in the U.S., William K. Hallman, Principal Investigator. 2002-06.

### **Institute for Health, Health Care Policy, and Aging Research, Rutgers University, New Brunswick, NJ**

Research Assistant. The Successful Community Living Project, Allan V. Horwitz, Principal Investigator. 1994.

Research Assistant. Routine Inpatient Treatment Scale for Children, Kathleen J. Pottick, Principal Investigator. 1994.

Research Assistant. Adolescent Health and Behavior, Stephen Hansell, Principal Investigator. 1993-94.

Research Assistant. Informal Supports of the Mentally Ill, Allan V. Horwitz, Principal Investigator. 1993-94.

Research Assistant. Rutgers Aging and Health Study, Howard Leventhal, Principal Investigator. 1990-93.

**Senior Management Experience in Private Sector, 1995-2001**

Project management - multi-site, multi-national, multi-year projects.

Personnel management - vendor relationships and fifteen direct-reports.

P&L Budget management - more than \$7 million annual departmental and capital budgets.

**Professional Memberships**

American Sociological Association, Association for the Study of Food & Society, Pacific Sociological Association