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## nathan jurgenson

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### **education:**

- August 2007 to Present: Pursuing a Ph.D. in Sociology, University of Maryland, College Park. Specialty Areas: Social Psychology and Theory.
- August 2007: M.A. Sociology, Concentration: Research Methods and Statistics, Northern Illinois University, DeKalb, IL.  
Thesis: "A Conceptual Analysis of Anti-Intellectualism and Its Political Consequences: A Survey Approach" (Chair: Dr. Charles Cappell)
- December 2004: B.A. Sociology, Northern Illinois University, DeKalb, IL.

### **academic employment:**

- Spring 2009 to Present: Managing Editor, *The Blackwell Encyclopedia of Globalization*, George Ritzer (ed.). Wiley-Blackwell Publishing.
- Fall 2008 to Present: Graduate Assistantship, Department of Sociology, University of Maryland, College Park. Research Assistant to Dr. George Ritzer.  
Involved with the final stages of his book *Globalization: A Basic Text* through commenting and reviewing the text as well as the presentation of visual aids. Assisted Dr. Ritzer with various other projects including conference presentations, the new edition of *Enchanting a Disenchanted World*, *The McDonaldization of Society*, and much else, including Webmaster for georgeritzer.com.
- Fall 2008 to Present: Webmaster, University of Maryland Department of Sociology website.  
Coordinated with both faculty and staff in the organizational design, maintenance, and improvement of the site.
- Spring 2008 to Present: Social Science Analyst, U.S. Census Bureau.  
Primarily involved in the qualitative testing of the various forms and activities that the Bureau undertakes. Have lead research projects from start to a finished report using cognitive interviewing, responded debriefings, and usability testing in both lab and field environments. Coordinated within the Bureau as well as other government agencies in addition to those in the general public that the research intends to reach.
- Fall 2007 to Spring 2008: Graduate Assistantship, Department of Sociology, University of Maryland, College Park.  
Teaching Assistant to Dr. Alan Neustadt for an undergraduate statistics course in the Sociology department.

Fall 2005 to Spring 2007: Graduate Research/Teaching Assistantship, Department of Sociology, Northern Illinois University.

Head graduate assistant in the Sociology Quantitative Research Laboratory and teaching assistant for the Quantitative Research Methodology course. Assist in designing and implementing coursework and research concerning pedagogical techniques for teaching statistics. Solve technical and logistical issues regarding the operation of a 24-unit computer lab, as well as supervise and manage the daily operations of a quantitative instruction program with a staff of eleven.

Fall 2006 to Spring 2007: Independent analysis regarding education using Illinois Report Card data for an Illinois State Senator with the objective of introducing quantitative research into policy building.

Presenting relevant literature and data analysis illustrating the link between spending and academic achievement. Special attention is paid to the variance in spending between districts.

Summer 2006: Research Assistant to Dr. Charles Cappell, Department of Sociology, Northern Illinois University.

Created and maintained large datasets in SAS as well as produced a series of maps using ArcGIS documenting land use patterns.

Spring 2004: Research Intern, Juvenile Justice Council, Lee County, Illinois.

Assisted in an evaluation of JDAI (The Juvenile Detention Alternatives Initiative). Participated in observation, interviews, data analysis (SPSS), and the creation of graphical presentation materials for the Juvenile Justice Council of Lee County.

### **publications:**

Jurgenson, N. & Ritzer, G. 2009. "Efficiency, Effectiveness, and Web 2.0", in Sharon Kleinman (ed.) *The Culture of Efficiency*.

Jurgenson, N. 2010. "The De-McDonaldization of the Internet", in George Ritzer (ed.) *McDonaldization: The Reader. Third Edition*. Thousand Oaks, CA: Pine Forge Press.

Ritzer, G., & Jurgenson, N. 2010. "Production, Consumption, Prosumption: The Nature of Capitalism in the Age of the Digital "Prosumer." *Journal of Consumer Culture*, special issue on Web 2.0, edited by Roger Burrows.

Ritzer, G and N. Jurgenson. (forthcoming). Chapter 10, "The DeMcDonaldization of Society?" in George Ritzer's *McDonaldization of Society*, sixth edition.

Jurgenson, N. "Prosumers", in Ritzer, G. (ed.) *Blackwell Encyclopedia of Sociology*.

### **Under Review**

Jurgenson, N. "Prosumption", in Southerton, D. (ed.) *Encyclopedia of Consumer Culture*. CQ Press.

### **US Census Bureau Report Series**

Nichols, E., Jurgenson, N. & Norris, D. 2009. "Report on Cognitive Pretesting of the 2010 Census Program for Evaluations and Experiments Panels Mailing Package: Deadline Messages." Statistical Research Division Research Report Series (Survey Methodology #SSM2009/14). U.S. Census Bureau. Available online at <<http://www.census.gov/srd/papers/pdf/ssm2009-14.pdf>>.

Childs, J. H., Norris, D., and Jurgenson, N. 2009. "Pretesting 2010 Census Questionnaires for People with Atypical Living Situations." Proceedings from the 2009 Joint Statistical Meetings, Washington, DC.

Jurgenson, N. & Higbie, G.E. 2009. "Results of Cognitive Testing of the Alternative Version of the Individual Census Report (ICR) for the 2010 CPEX Experiment." Statistical Research Division Research Report Series (Survey Methodology #RSM2009/04). U.S. Census Bureau. Available online at <<http://www.census.gov/srd/papers/pdf/rsm2009-04.pdf>>.

### **conference presentations:**

- August 2010: "McDonaldization and the Internet." American Sociological Association, Atlanta, Ga.
- March 2010: "Marcuse, the Web and the New Means of Ambient Production." VII Annual Social Theory Forum on Critical Social Theory: Freud & Lacan for 21st Century, Boston, Ma. With PJ Rey.
- August 2009: "Digitally Obscene: Foucault and the Cultivation of the Self Online." American Sociological Association, San Francisco, Ca.
- August 2008: "Producer, consumer...prosumer? American Sociological Association, Boston, Ma with Dr. George Ritzer.
- April 2007: "Relating Anti-Intellectualism to Political Behavior: A Survey Approach." Midwest Sociological Society meetings, Chicago, IL.

### **grants and awards:**

- Fall 2009: Travel Grant, Department of Sociology, University of Maryland. Funds towards the participation in the American Sociological Association annual meeting. \$500.
- May 2009: Fellowship for the Summer of 2009, Department of Sociology, University of Maryland, aiming at the completion and publication of an independent project.
- April 2007: Frances Rowe Katz Award for Outstanding Graduate Research in the Field of Sociology, Northern Illinois University. \$500.
- April 2007: Graduate Student Paper Competition, Second Place, Department of Sociology, Northern Illinois University: "A Conceptual Analysis of Anti-Intellectualism."
- April 2007: Travel Grant, Department of Sociology, Northern Illinois University. Funds towards the participation in the Midwest Sociological Society annual meeting.

### **academic service:**

- Spring 2009 to Present: Founder, The Prosumer Studies Working Group

Founded a research group on the topics surrounding the implosion of production consumption, especially with respect to the rise of social media. Organized meetings, brought in members locally and internationally, created a [website](#), helped organize a conference, and much more.

- Fall 2008 to Present: Morris Rosenberg Foundation, Foundation Administrator  
Manage inquiries from an international research audience regarding permission, use of, and questions regarding the Rosenberg Self-Esteem Scale and other related topics.
- Fall 2008 to Present: News Editor and Commissioning Assistant for Sociology Lens, the community site for the Sociology Compass journal of Wiley-Blackwell.
- Fall 2008 to Present: President, Graduate Student Forum for the Department of Sociology, University of Maryland.
- Summer 2009: Peer reviewer for *Sociological Forum*
- 2007- 2008: Peer reviewer for *The Journal of Consumer Culture*.
- Spring 2007: Graduate Colloquium Committee, Department of Sociology Representative, Northern Illinois University.
- 2006 to 2007: Graduate Student Representative, Department of Sociology, Northern Illinois University.

### **teaching experience:**

Teaching Assistant, Department of Sociology, University of Maryland.

Duties include preparing multiple weekly lectures as well as developing and grading materials in support of an introductory social statistics course.

Seminar Instructor, Sociology Quantitative Research Laboratory, Northern Illinois University.

Duties include preparing and implementing instructional seminars for students on the following computer programs: SAS, SPSS, ArcGIS, Ci3, Sensus, Microsoft Excel, Microsoft Access, and Microsoft Word.

Teaching Assistant, Departments of Sociology and Political Science, Northern Illinois University.

Duties include assignment development and grading, individual tutoring, managing online gradebooks, and presenting course material in lecture format.

Curriculum Development, Sociology Quantitative Research Laboratory, Northern Illinois University.

Duties include assignment development, presentation, and administration for the following courses: Introduction to Sociology, Marriages and Family, Contemporary Social Institutions, Social Problems, Foundations of Sociology, and Qualitative Methods.

### **computer skills:**

High Proficiency:

SAS, SPSS, STATA, ArcGIS, Sensus, Ci3, HyperResearch, Microsoft Excel, Microsoft Word, MicroCase, Dreamweaver, Blackboard, Adobe Professional, and the Microsoft Office Suite.

**professional associations:**

American Sociological Association  
Eastern Sociological Society  
The Consumer Studies Research Network

**academic interests:**

Primary interest is in social theory, particularly thought on science and technology, postmodernism, consumption, feminism, and the sociology of knowledge. Other interests include globalization, survey research methodology, self-concept and identity, examined by way of theory as well as quantitative and qualitative methodologies.

My current research focuses on the bottom-up turn the Internet has taken -what has come to be known as Web 2.0. Amongst other topics, I have focused on the changing nature of production and consumption, especially the focus on both together as "prosumption".