

Andrew C Cohen

Department of Sociology • Yale University
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EDUCATION

Yale University, New Haven, Connecticut
Ph.D. Sociology – December 2017 (expected)
M.Phil, Sociology – December 2015
M.A., Sociology – May 2014
Junior Fellow, Yale Center for Cultural Sociology

Dissertation: *Advertising as Cultural Production*

Committee: Frederick F. Wherry (co-chair; Princeton), Jeffrey C. Alexander (co-chair), and Ron Eyerman

Fontbonne University, Saint Louis, MO

B.A., Advertising, Applied Sociology, *summa cum laude* – December 2011

RESEARCH INTERESTS

Advertising, Creative Organizations, Cultural Sociology, Production of Culture, Sociology of the Arts, Qualitative Methods, Consumers & Consumption, Economic Sociology, Social Network Analysis

PUBLICATIONS

Cohen, A. C. 2016. "Advertising Age." in *The Encyclopedia of Economics and Society*, edited by F. F. Wherry. Thousand Oaks, CA: Sage.

Cohen, A. C. (September 2011). "Investigating the Apathy toward Applied Sociology." *Journal of Applied Social Science* 5(2):53-65.

Under Review & In Preparation

Cohen, A. C. In Preparation. "Seeing the Market: The Case of Advertising Agencies and Their Clients."

Cohen, A. C. In Preparation. "The Life of "The Consumer": The Production and Consumption of Consumer Research in Advertising."

Cohen, A. C., and Shai M. Dromi. Under Review. "Advertising Morality: Maintaining Moral Worth in a Stigmatized Profession."

TEACHING EXPERIENCE

Instructor

SOCY256: Advertising, Consumption & Society (co-taught with Professor Frederick F. Wherry.)

Teaching Fellow

SOCY 167b: Social Networks & Society (Fall 2016) with Dr. Andrew Papachristos

SOCY 658: Qualitative Research Design (Fall 2015) with Dr. Frederick Wherry

SOCY 167b: Networks and Society (Spring 2015) with Dr. Emily Erikson

SOCY 321 / EP&E 477: Sociology of Markets (Fall 2014) with Dr. Frederick Wherry

SELECT CONFERENCE PRESENTATIONS

- (August 2017). The Life of “The Consumer”: The Production & Consumption of Consumer Research in Advertising. Presented at the Annual Meeting of the American Sociological Association, Montreal, QC.
- (April 2017). From Printer’s Ink to Consumer Insights: A Brief Cultural History of Advertising. Presented at the Annual Spring Conference of the Center for Cultural Sociology, New Haven, CT.
- (March 2017). Seeing the Market: The Case of Advertising Agencies and Their Clients. Presented at Consumers & Consumption @ Yale, New Haven, CT.
- (October 2016). The Applied Sociologist’s Toolkit: Theoretical Pluralism for Good Work. Presented at the Association for Applied and Clinical Sociology Conference, Denver, CO.
- (August 2016). Seeing the Marketplace: The Case of Advertising Agencies and Their Clients. Presented at the Annual Meeting of the American Sociological Association, Seattle, WA.
- (August 2016). Advertising Morality: How Advertisers Think about the Social Good. Presented at the Annual Meeting of the American Sociological Association, Seattle, WA, with Shai M. Dromi.
- (October 2015). Useful Sociology and the Need for Theory. Presented at the Association for Applied and Clinical Sociology Conference, Montgomery, AL.
- (March 2014). How do Advertisers Make Creative Decisions? Lessons from the Agency. Presented at the 16th Annual Chicago Ethnography Conference, Chicago, IL.
- (July 2013). Ad Worlds. Presented at die Konstanzer Meisterklasse, Konstanz, DE.
- (March 2011). Marketing Applied Sociology: Brand Image and Internal Cohesiveness. Presented at the Annual Meeting of the Midwest Sociological Society, St. Louis, MO.
- (October 2010). Investigating the Apathy toward Applied Sociology. Presented at the Association for Applied and Clinical Sociology Conference, St. Louis, MO.

PROFESSIONAL SERVICE

- 2016- Peer Reviewer, *American Journal of Cultural Sociology*
- 2012- Peer Reviewer, *Journal for Applied Social Science*
- 2013-2015 Member-at-Large to the Executive Board, Association for Applied and Clinical Sociology
- 2013-2014 Workshop Organizer, Center for Cultural Sociology, Yale University
- 2012-2013 Graduate Student Representative to the Board, Association for Applied and Clinical Sociology

GRANTS & FELLOWSHIPS

- 2017, ‘16 Yale University Dissertation Fellowship
- 2017, ‘13, ‘12 Department of Sociology Student Travel Fund, Yale University
- 2016 Baden-Württemberg Stipendium, Yale University & Universität Konstanz
- 2013 George M. Camp Graduate Student Grant, Yale University
- 2013 John F. Enders Fund, Yale University
- 2012- Junior Fellowship, Center for Cultural Sociology, Yale University
- 2012- Doctoral Student Fellowship, Yale University