

# DANIELLE HEDEGARD

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## EDUCATION

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**Ph.D. University of Arizona**, Sociology, December 2011

*Dissertation*: Racialized Cultural Capital and Inequality: A  
Comparative Study of Blackness in Brazil's Tourism Market  
*Committee*: Jane Zavisca (chair), Ronald Breiger, Stephen Cornell  
Comprehensive Exams in Culture and in Race and Ethnicity  
Minor in Latin American Studies

**M.A. University of Arizona**, Sociology, 2006

*Thesis*: Becoming a *Capoeirista*: The US Reception of a Brazilian Cultural Good

**B.S. Purdue University**, Mathematics, 2001, *cum laude*

Phi Beta Kappa; Minors in Psychology and Spanish

## PROFESSIONAL POSITION

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Visiting Assistant Professor, Department of Sociology, Boston College, 2011-2012

## SCHOLARLY INTERESTS

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Brazil, Culture, Consumption, Globalization, Inequality, Latin America, Mathematical Sociology, Methodology, Race and Ethnicity

## PUBLICATIONS

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### PEER-REVIEWED ARTICLES

Hedegard, Danielle. "Finding 'Strong' and 'Soft' Racial Meanings in Cultural Taste Patterns in Brazil." In press at *Ethnic and Racial Studies* (available online through iFirst at <http://www.tandfonline.com/doi/abs/10.1080/01419870.2011.629000>).

Hedegard, Danielle. "Becoming a *Capoeirista*: A Situational Approach to Consuming a Foreign Cultural Good." Forthcoming in *Sociological Inquiry*.

### MANUSCRIPTS UNDER REVIEW AND IN PROGRESS

#### Book Project

*In Progress*, Consuming Capoeira: Blackness and Cosmopolitan Tourism in Salvador, Brazil

#### Articles Under Review

Hedegard, Danielle. "Racializing and Embodying Omnivorous Consumption: Evidence from the Tourism of Capoeira in Salvador, Brazil." Under review at *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*.

Hedegard, Danielle. "The Meanings of Blackness: Cultural Frames and Semiotic Relationships in the Tourism Market of Salvador da Bahia, Brazil," Under review at *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*.

### **Working Papers**

Hedegard, Danielle. "The Cultural Tastes of the Brazilian Elite." Working Paper.

Hedegard, Danielle. "The Strength of Weak Racial Identity: How Social Ties and Tastes vary across Strong vs. Symbolic Identities," Working Paper.

### **BOOK REVIEWS**

Hedegard, Danielle. 2010. "Review of Legacies of Race: Identity, Attitudes, and Politics in Brazil," in *Ethnic and Racial Studies*: 33 (5).

### **CONFERENCE PRESENTATIONS**

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"Who Benefits from the Construction of Blackness in Afro-Brazilian Cultural Tourism?" Latin American Studies Association Conference, Rio de Janeiro, June 2009.

"Consumers' Perceptions of Tourism Authenticity and Social Inequality in Salvador, Brazil," Consumer Culture Theory Conference, Boston, June 2008.

"Race and Culture as Symbolic Resources in Capoeira Tourism," Tinker Symposium, Center for Latin American Studies, University of Arizona, November 2007.

"Becoming a Capoeirista: The Diffusion of a Complex Art Form from Brazil to the US," American Sociological Association Annual Conference, New York City, August 2007.

### **INVITED PRESENTATIONS**

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"Constructing Racialized Cultural Capital: Blackness and Capoeira Tourism in Salvador, Brazil," University of South Florida, Department of Sociology, November 2011.

"Framing Salvador: Racial Democracy, Global Blackness, and Cultural Representation in a Brazilian Tourism Market," Media Research and Action Project, Boston College, October 2011.

### **HONORS AND AWARDS**

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#### **MAJOR FELLOWSHIPS AND GRANTS**

Excellence Graduate Fellowship in the Social Sciences, University of Arizona, for dissertation writing, \$10,000, 2009

Doctoral Dissertation Improvement Grant, co-funded by the National Science Foundation's Sociology Program and Office for International Science, for dissertation field research in Brazil, \$14,875, 2008

Tinker Grant, University of Arizona Center for Latin American Studies, for preliminary dissertation research in Brazil, \$1,400, 2007

Foreign Language and Area Studies (FLAS) Summer Fellowship, University of Arizona Center for Latin American Studies, for Portuguese language study in Brazil, \$6,000, 2005

Foreign Language and Area Studies (FLAS) Academic Year Fellowship, University of Arizona Center for Latin American Studies, for Portuguese language study, full tuition + \$14,000, 2004

### **OTHER AWARDS**

Latin American Studies Association Travel Grant, for travel to professional conference, 2009

Social and Behavioral Sciences Research Institute Dissertation Research Grant, University of Arizona, for dissertation research in Brazil, 2008

Graduate and Professional Student Travel Grant, University of Arizona, for travel to professional conference, 2007

Social and Behavioral Sciences Research Institute Summer Graduate Grant Development Stipend, University of Arizona, 2007

Raymond Bower Outstanding Graduate Student Paper Award (for Master's Paper), University of Arizona, 2<sup>nd</sup> Place, 2007

Social and Behavioral Sciences Research Institute Pre-Doctoral Graduate Research Grant, University of Arizona, for Master's research in Brazil, 2006

Set Aside Graduate Grant, University of Arizona, 2004 and 2005

AmeriCorps Education Award, 2004

Arthur Rosenthal Mathematics Scholarship, Purdue University, 1998-2002

### **RESEARCH EXPERIENCE**

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Dissertation Field Research, Salvador da Bahia, Brazil

Language immersion study: June – August 2006

Pre-dissertation research: June – August 2007, June – August 2008

Dissertation research: May 2009 – May 2010

Research Assistant for Kathleen Schwartzman, University of Arizona, 2005 – 2007

Researched developments of US-Mexico poultry trade

Research Assistant for Jeffrey Sallaz, University of Arizona, 2005 – 2007

Collected data and organized database on citations in major US academic sociology journals

AmeriCorps\*VISTA Member, Centro de Vinculación Comunitaria, Puerto Rico, 2002 – 2003

Interviewed directors of local nonprofits about organizational needs; Participated in development of capacity-building workshops on strategic planning, permits and documentation, board of directors, volunteers, and funding sources for 15 local nonprofits.

## **TEACHING EXPERIENCE**

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### *Mixed Undergraduate/Graduate*

Sociology of Culture, Boston College  
Race in the Americas, Boston College (Spring 2012)

### *Undergraduate*

Introduction to Sociology, University of Arizona  
Consumer Society, Boston College (Spring 2012)  
Culture and Society of Spain, Upper Iowa University  
Diverse Cultures in America, Upper Iowa University  
Sociology of Popular Culture, University of Arizona, Boston College  
Sociology of Race in Latin America, University of Arizona

### *Graduate Teaching Assistant*

Graduate Social Statistics I (Charles Ragin), University of Arizona  
Undergraduate Social Statistics (Charles Ragin), University of Arizona  
Sociology of Latin America (Kathleen Schwartzman), University of Arizona  
Sociology of Work and Professions (Jeffrey Sallaz), University of Arizona

## **TEACHING AREAS**

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Consumer Society  
Globalization  
Latin American Society  
Mathematical Methods in the Social Sciences  
Qualitative Methodology  
Race and Ethnicity  
Research Design  
Sociology of Culture

## **PROFESSIONAL SERVICE**

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Reviewer, *American Sociological Review* and *Ethnic and Racial Studies*  
Member, Graduate Student Association, University of Arizona  
Member, American Sociological Association  
Member, Latin American Studies Association  
Vice President, Sigma Delta Pi National Honor Society, Purdue University, 2001-02

## **LANGUAGE SKILLS**

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Advanced Proficiency in written and spoken Spanish and Brazilian Portuguese

## **PROFESSIONAL ASSOCIATIONS**

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American Sociological Association  
Consumer Studies Research Network  
Latin American Studies Association

## **EXPERIENCE IN LATIN AMERICA**

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Brazil, language study and dissertation research, selected periods throughout 2006-2010  
Puerto Rico, AmeriCorps\*VISTA, November 2002- November 2003  
Belize, volunteer work, January to August 2002  
Costa Rica, study abroad, May to August 2000

## **RESEARCH AFFILIATION IN BRAZIL**

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Department of Sociology  
Faculty of Philosophy and Human Sciences  
Universidade Federal da Bahia  
Ondina Campus  
Salvador da Bahia, Brazil

## **REFERENCES**

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Ronald Breiger, Professor  
Department of Sociology  
University of Arizona  
Tucson, AZ 85721-0027  
breiger@email.arizona.edu

Steve Cornell, Professor  
Department of Sociology  
University of Arizona  
Tucson, AZ 85721  
scornell@email.arizona.edu

Jane Zavisca, Assistant Professor  
Department of Sociology  
University of Arizona  
Tucson, AZ 85721-0027  
janez@email.arizona.edu