

# Kenneth Brandon Loughridge Lang

Anthropology, Sociology, Criminal Justice & Social Work  
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## EDUCATION:

- Ph.D. Sociology, North Carolina State University (Raleigh, NC), 2002**  
*Areas of Concentration:* Community Sociology and Social Change  
*Dissertation:* Community Supported Agriculture (CSA) in the Mid-Atlantic United States: A Sociological Analysis (Advisor: Randall Thomson, Ph.D.)
- M.A. Social Ecology, Goddard College (Plainfield, VT), 1996**  
*Thesis:* Rediscovering the Community: The Promise of Ecologically Based Living (Advisor: Daniel Chodorkoff, Ph.D.)
- B.A. Sociology & Environmental and Resource Studies, Trent University (Peterborough, Ontario), 1994**  
*Honours Thesis:* Ecology, Social Ecology and the Mondragon Cooperative System: An Examination of Policies, Practices and Procedures (Advisor: Charles Bawden, Ed.D.)

## AREAS OF INTEREST:

medical sociology  
the sociology of prisons  
the sociology of gender  
public sociology  
consumerism/the sociology of debt

### **WORK EXPERIENCE:**

Aug. 2021 - present: Professor, Bloomsburg University of Pennsylvania  
May, 2012 - July, 2021: Associate Professor, Bloomsburg University of Pennsylvania  
Aug. 2006 - May, 2012: Assistant Professor, Bloomsburg University of Pennsylvania  
Aug, 2005 - May, 2006: Lecturer, Baldwin Wallace College  
Aug, 2002 - July, 2005: Visiting Assistant Professor, John Carroll University  
Aug, 2002 - Dec, 2002: Lecturer, Case Western Reserve University  
Aug, 2000 - Aug, 2002: Visiting Instructor, North Carolina State University  
Aug, 1999 - Aug, 2000: Teaching Assistant, North Carolina State University  
Aug, 1996 - Aug, 1999: Research Assistant, North Carolina State University

### **TEACHING EXPERIENCE:**

Principles of Sociology  
Contemporary Social Problems  
Race and Ethnicity  
Cultural Geography  
Social Change  
Sociological Theory  
Urban Sociology  
Introduction to Community Service  
Field Placement in Criminology  
Urban and Community Life  
Social Movements  
The Sociology of Sports  
Environmental Sociology  
The Sociology of Community  
The Sociology of Music  
The Sociology of Gender  
First Year Seminar (Sports in America)  
Medical Sociology  
Social Research Practicum

### **PUBLICATIONS IN REFEREED JOURNALS:**

Lang, K. Brandon, Halle Ellison and Sabine Harvey. 2022. "The Benefits of Rotating Through Palliative Care: A Qualitative Study. *Medical Teacher*: 321-327.  
doi.org/10.1080/0142159X.2022.2134000

Lang, K. Brandon. 2020. "The Relationship between Sports Fandom and People's Views Concerning Native American Team Imagery." *The International Journal of Sport and Society* 11(3): 9-23.  
doi: 10.18848/2152-7857/CGP/v11i03/9-23

Lang, K. Brandon, Todd F. Hoover, Marie Hunsinger and Mohsen Shabahang. 2020. "Conflicting Intra-Departmental Views on the Importance of Simulation in General Surgery." *The Journal of Surgical Simulation* 7: 1-7.  
doi: 10.1102/2051-7726.2020.0001

Lang, K. Brandon, Todd F. Hoover, Marie Hunsinger and Mohsen Shabahang. 2020. "Can the Learning Styles of Surgical Residents Impact Their Capacity to Succeed in Different Learning Environments? A Case Study." *Journal of Contemporary Medical Education* 10(1): 5-11.  
doi: 10.5455/jcme.20190801103618

Lang, K. Brandon. 2018. "Are North American Sports Fans Offended by the Redskins Team Name? A Demographic Analysis." *The Canadian Journal of Native Studies*. XXXVIII(1): 19-39.

Lang, K. Brandon. 2017. "Using the Theory of Planned Behavior to Explain the Widespread Consumption of Counterfeit Sports Jerseys Among American College Students." *The Journal of Customer Behaviour* 16(4): 315-332.  
doi: 10.1362/147539217X15108539575804

Lang, K. Brandon. 2012. "The Effects of Student Employment upon the Academic Experience of College Students at a mid-sized Public University." *College Student Journal* 46(2): 243-255.

Lang, K. Brandon. 2011. "The Relationship between Academic Major and Environmentalism among College Students: Is it Mediated by the Effects of Gender, Political Ideology and Financial Security?" *The Journal of Environmental Education* 42(4): 203-215.  
doi: 10.1080/00958964.2010.547230

Lang, K. Brandon. 2010. "The Changing Face of Community-Supported Agriculture." *Culture and Agriculture* 32 (1): 17-26.  
doi: 10.1111/j.1556-486X.2010.01032.x

### **PUBLICATIONS IN REFEREED JOURNALS (CONT'D):**

Lang, K. Brandon and Megumi Omori. 2009. "Can Demographic Variables Predict Lottery and Pari-mutuel Losses? An Empirical Investigation." *The Journal of Gambling Studies* 25: 171-183.

doi: 10.1007/s10899-009-9122-3

Moxley, Robert L. and K. Brandon Lang. 2006. "The Importance of Social Context Influences on New Farm Technology Sustainability: Community and Sub-community Characteristics in Jamaica." *Technology in Society* 28 (3): 393-406.

doi: 10.1016/j.techsoc.2005.08.005

Lang, K. Brandon. 2005. "Expanding Our Understanding of Community Supported Agriculture (CSA): An Examination of Member Satisfaction." *Journal of Sustainable Agriculture* 26 (2): 61-79.

doi: 10.1300/J064v26n02\_06

### **REFEREED EDITED BOOKS:**

Shabahang, Mohsen; Marie Hunsinger and Brandon Lang, eds. 2021. *Promoting Resiliency and Wellness Among Physician Residents*. First edition. San Diego, CA: Cognella, Inc.

Lang, Brandon and Molly Monahan Lang, eds. 2020. *Seeing Social Problems: Readings on Contemporary Issues in the United States*. Revised first edition. San Diego, CA: Cognella, Inc.

Lang, Brandon, ed. 2020. *The Sociology of Sports*. Revised first edition. San Diego, CA: Cognella, Inc.

### **SELECTED ACADEMIC PRESENTATIONS:**

"After Incarceration: Rehabilitation, Release, and Recidivism" at the Annual Meeting of the Southern Sociological Society (SSS), New Orleans, LA: April 3-6, 2024

"Predictors of Parole Violation over Time in The United States" at the Annual Meeting of the Southern Sociological Society (SSS), Myrtle Beach, SC: March 29-April 1, 2023

"Sources of Social Support for Physician Residents at a Top-100 Hospital" at the Annual Meeting of the Midwest Sociological Society (MSS), Chicago, IL: April 13-April 16, 2022

"Factors that Impact the Well-Being of Surgical Residents" at the Annual Meeting of the Eastern Sociological Society (ESS), Boston, MA. March 10-March 13, 2022

### **SELECTED ACADEMIC PRESENTATIONS (CONT'D):**

"The High Rate of Attrition Among General Surgery Residents at a top-100 Hospital" at the Annual Meeting of the Eastern Sociological Society (ESS), Philadelphia, PA. February 27-March 1, 2020

"Using Weber's Theory of Social Class to Understand Physician Resident Education" at the Annual Meeting of the North Central Sociological Association (NCSA), Pittsburgh, PA. April 5-6, 2018

"The Relationship between Social Class and Social Support for General Surgery Residents" at the Annual Meeting of the Eastern Sociological Society (ESS), Baltimore, MD. February 22-25, 2018

"The Value of Different Teaching Methods in Surgical Education as Perceived by Residents and Faculty" by Brandon Lang, PhD; Todd Hoover, EdD; Samantha Lane, MA; Marie Hunsinger, RN and Mohsen Shabahang, MD at the Annual Meeting of The Association for Surgical Education (ASE), San Diego, CA. April 20-22, 2017

"Do the Various Learning Styles of General Surgery Residents Impact their Perception of the Importance of Different Learning Environments?" by Brandon Lang, PhD; Todd Hoover, EdD; Samantha Lane, MA; Marie Hunsinger, RN and Mohsen Shabahang, MD at The Annual Meeting of The Association for Program Directors in Surgery (APDS), San Diego, CA. April 18-20, 2017

"Do Sports Fans Find Native American Sports Team Imagery Offensive? A Demographic Analysis" at the Annual Meeting of the Southwestern Social Science Association (SSSA), Austin, TX. April 12-15, 2016

"Who is Offended by the Redskins Team Name: A Demographic Analysis" at the Annual Meeting of the Southwestern Social Science Association (SSSA), Las Vegas, NV. March 23-26, 2016

"The Relocation of Professional Sports Franchises and Sweetheart Stadium Deals" at the Annual Meeting of the Southwestern Social Science Association (SSSA), Denver, CO. April 8-10, 2015

"Are Some People more Bothered by Knock-off Jerseys than Others? An Empirical Investigation" at the Annual Meeting of the Southwestern Social Science Association (SSSA), Denver, CO. April 8-10, 2015

"Attitudes of Knock-off Jersey Owners: An Empirical Investigation" at the Annual Meeting of the Southwestern Social Science Association (SSSA), San Antonio, TX. April 16-19, 2014

"The Proliferation of Knock-Off Sports Jerseys: An Empirical Investigation" at the Annual Meeting of the International Sociology of Sports Association (ISSA), Vancouver, BC. June 12-15, 2013.

### **SELECTED ACADEMIC PRESENTATIONS (CONT'D):**

“The Effects of Student Employment upon the Academic Experience of Students at a mid-sized Public University” at the Annual Meeting of the Eastern Sociological Society (ESS), Philadelphia, PA. February 24-27, 2011.

“An Exploration of College Student Achievement at a Mid-Sized Public University” at the Annual Meeting of the Eastern Sociological Society (ESS), Boston, MA. March 18-21, 2010.

“The Relationship between Academic Major and Environmental Beliefs among College Students: A Follow-Up Investigation” with Christopher Podeschi at the Annual Meetings of the Eastern Sociological Society (ESS), Baltimore, MD. March 19-22, 2009.

“Examining the Nest: Does Parental Occupation Predict Environmental Values, Beliefs and Concern Among Young People?” with Christopher Podeschi at the Annual Meetings of the Eastern Sociological Society (ESS), Baltimore, MD. March 19-22, 2009.

“Differences in Household Expenditures between Non-, Light and Heavy Lottery Players” with Megumi Omori at the Annual Meetings of the Eastern Sociological Society (ESS), New York City, NY. February 21-24, 2008.

“Tips for Planning and Undertaking a Successful Field Trip” at the Annual Meetings of the Eastern Sociological Society (ESS), Philadelphia, PA. March 15-18, 2007.

“The Changing Face of Community Supported Agriculture (CSA): A Case Study” at the Annual Meetings of the North Central Sociological Society (NCSA), Indianapolis, IN. March 23-26, 2006.

“Environmentalism Among College Students: A Case Study” with Ashley Font at the Annual Meetings of the North Central Sociological Society (NCSA), Indianapolis, IN. March 23-26, 2006.

“Rendering Community Supported Agriculture (CSA) More Socially Heterogeneous: A Sociological Examination of Strategies Used by Five Farms in the Mid-Atlantic United States to Broaden their Membership” at the Annual Meetings of the Association of Black Sociologists (ABS), Atlanta, GA. August 13-16, 2003.

“Community Supported Agriculture (CSA): Who Joins, Why do they Join and What can be done to Render CSAs More Socially Heterogeneous?” at the Annual Meetings of the Society for the Study of Social Problems (SSSP), Anaheim, CA. August 17 - 19, 2001.

“Environmentalism in Spain: A Demographic Profile” at the Annual Meetings of the Southern Sociological Society (SSS), New Orleans, LA. April 19 - 22, 2000.

### **AWARDS AND ACHIEVEMENTS:**

Aug, 2000 – May, 2001: Preparing Future Faculty Fellow. This is a teaching and learning program sponsored by the American Sociological Association.

Aug, 2000 – May, 2001: Preparing the Professoriate participant. This program selects 13 mentor/faculty pairs from NC State University. My mentor was Randall Thomson.

March, 1999: Invited to join Alpha Kappa Delta, the International Sociology Honor Society.

March, 1999: Invited to join Gamma Sigma Delta, the Honor Society of Agriculture.

March, 1999: Invited to join Sigma Iota Rho, the International Studies Honor Society.

May, 1994: Dean's List, Trent University.

### **SCHOLARLY ARTICLE REVIEWS:**

"Harm Minimization Training, Knowledge, and Behaviour of Canadian Casino Employees" *The Journal of Gambling Studies* (2022).

"Competitive Balance in the NCAA's Football Bowl Subdivision." *Sport in Society* (2020).

"Exploring the Prevalence of Gambling Harm Among Active Duty Military Personnel: A Systematic Scoping Review." *The Journal of Gambling Studies* (2020).

"Making EGMs Accountable: Can an Informative and Dynamic Interface Help Players Self-Regulate?" *The Journal of Gambling Studies* (2019).

"The Mascot That Wouldn't Die: A Case Study of Fan Identification and Mascot Loyalty." *Sport in Society* (2017).

"Problem Gambling Family Impacts: Development of the Problem Gambling Family Impact Scale." *The Journal of Gambling Studies* (2015).

"The Effects of Recessions on Gambling Expenditures." *The Journal of Gambling Studies* (2011).

"Comparisons of Addiction, Social-demographic and Purchasing Behaviours of Three Main Kinds of Lottery's Gamblers in China." *Addiction Research & Theory* (2011).

"Poker mania: A Study of Distorted Cognitions, Motivation and Alexithymia." *The Journal of Gambling Studies* (2009).

### **UNIVERSITY SERVICE:**

Sept. 2020 – August 2022: Member, Bloomsburg University Sabbatical Committee (elected)

Sept. 2019 – August 2021: Member, Bloomsburg University Planning and Budget Committee (elected)

Sept. 2018 – May, 2020: Member, Bloomsburg University Promotion Committee (elected)

Sept. 2016 – May, 2018: Chair, Bloomsburg University Sabbatical Committee (elected)

Sept. 2017 – May, 2018: Co-chair, Bloomsburg University Faculty Professional Development Committee (elected)

Sept. 2016 – May, 2017: Member, Bloomsburg University Faculty Professional Development Committee (elected)

Sept. 2016 – March, 2017: Member, Bloomsburg University Assistant Provost for Academic Affairs Search Committee (elected)

Oct. 2012 – May 2014: Grievance Co-coordinator, Bloomsburg University Academic Grievance Board (appointed)

June 2011 – present: Member, Bloomsburg University Traffic Appeals Committee (appointed)

Sept. 2011 – May, 2013: Chair, Bloomsburg University Sabbatical Committee (elected)

Aug. 2010 – Aug. 2011: Member, BU College of Liberal Arts Enhancement Committee (appointed)

Aug, 2008 – Aug. 2010: Member, Bloomsburg University Summer Reading Program Committee (appointed)

Aug, 2008 – Aug. 2010: Member, Bloomsburg University College of Liberal Arts Assessment Committee (appointed)

Mar, 2008 – present: Faculty Advisor, Bloomsburg University Club Ice Hockey Team

Aug, 2007 – present: Faculty Advisor, Bloomsburg University Sociology Club

Aug, 2007 – May, 2008: Member, Bloomsburg University Campus Green Initiative



### **UNIVERSITY SERVICE (CONT'D):**

Aug, 2006 – May, 2007: Member, Bloomsburg University Assessment and Evaluation Committee (appointed)

Aug, 2005 – May, 2006: Co-faculty Advisor, Bloomsburg University Sociology Club

Aug, 2005 – May, 2006: Faculty Advisor, Baldwin Wallace College Ultimate Frisbee Club Team

Aug, 2004 – May, 2005: Faculty Advisor, John Carroll University Women's Club Hockey Team

Aug, 2000 – May, 2001: Member, The NCSU Service Learning Committee (appointed)

Nov, 1992 – May, 1994: Student representative, The Trent University Animal Care Committee (appointed)

### **CURRENT MEMBERSHIPS:**

The Southern Sociological Society (SSS)

### **GRANTS:**

Dissertation support in the amount of \$981.00 from the North Carolina Agricultural Research Service. Grant number 05387.

### **REFERENCES:**

1. Heather Feldhaus, Ph.D. Associate Provost for Research and Sponsored Programs and Dean of Graduate Studies. Commonwealth University Bloomsburg. 400 East 2<sup>nd</sup> St. Bloomsburg, PA. 17815. Phone: 570.389.3870. email: [hfeldhau@commonwealthu.edu](mailto:hfeldhau@commonwealthu.edu)
2. James Brown, Ph.D. Professor. Department of English. Commonwealth University Bloomsburg. 400 East 2<sup>nd</sup> St. Bloomsburg, PA. 17815. Phone: 570.389.4732 email: [jbrown@commonwealthu.edu](mailto:jbrown@commonwealthu.edu)
3. Eric Lesneskie, Ph.D. Associate Professor. Department of Anthropology, Sociology, Criminal Justice and Social Work. Commonwealth University Bloomsburg. 400 East 2<sup>nd</sup> St. Bloomsburg, PA. 17815. Phone: 570.389.4732 email: [elesnesk@commonwealthu.edu](mailto:elesnesk@commonwealthu.edu)