

CULLEN CLARK, PHD

Department of Sociology
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CURRENT:

Assistant Professor
Director, Online MA in Applied Sociology Program

Department of Sociology
University of Alabama at Birmingham
HHB 460
1720 2nd Ave South
Birmingham, AL 35294-1152

PREVIOUS EXPERIENCE:

Director, Assessment Services 2012 - 2014

CE Outcomes, LLC
107 Frankfurt Circle
Birmingham, AL 35211

Lecturer/Adjunct Faculty, 2012- 2015

Department of Sociology
University of Alabama at Birmingham
1401 University Boulevard
Birmingham, Alabama 35294

RESEARCH EXPERIENCE:

Outcomes Research in Continuing Medical Education, 2012 – 2014

Director, Assessment Services
CE Outcomes, LLC
107 Frankfurt Circle
Birmingham, AL 35211

Directed cross-disciplinary teams engaged in outcomes research measuring impact of continuing education programs on physician practice patterns as well as needs assessments to determine areas in which additional education would help physicians provide the highest standards of evidence-based medicine.

Clinical and Translational Science Program, 2009

University of Alabama at Birmingham, Birmingham AL

Selected as the first sociology representative for this university-wide program that offers advanced training in clinical and translational research.

Doctoral Dissertation Research, 2007 – 2009.

Conducted a national study of allopathic and naturopathic physicians (n = 951) that involved every aspect of direct-mail survey research from writing an original questionnaire, to sample design, to data entry, to developing a physician worldview scale using factor analysis.

Community Study of ICT Use by the Elderly, 2007.

Assisted Dr. Shelia Cotten with a direct-mail survey assessing the use of information and communication technologies by senior citizens in the Birmingham, Alabama MSA.

Mixed Methods Study of an Urban Space, 2006.

Conducted a study of the Five Points South neighborhood in Birmingham, Alabama, that combined direct observation of people in this neighborhood with data drawn from historical and economic development sources.

Content Analysis Study, 2005.

Participated in a content analysis study of *Social Science and Medicine* and the *Journal of Health and Social Behavior*.

EDUCATION:**Ph.D.,** Medical Sociology, May 2009

University of Alabama at Birmingham
Birmingham, Alabama

Dissertation: “The Cultural Worldview of Allopathic and Naturopathic Physicians”

This national study explores and describes differences in the cultural worldview of conventional (allopathic) physicians and naturopathic physicians. It is based upon data collected with a survey designed expressly for this study, and major quantitative findings are validated through a series of in-depth qualitative interviews with a panel of allopathic and naturopathic physicians.

Primary research interests: complementary and alternative medicine, cultural worldview of medical practitioners, and medical pluralism in the United States.

M.S., Health Administration

University of Alabama at Birmingham
Birmingham, Alabama

B.A., History and Political Science

University of Mississippi
Oxford, Mississippi

PUBLICATIONS:

Clark, Cullen. 2012. "Popular and Non-Western Medical Traditions in American History." In *The Oxford Encyclopedia of American Social History*, edited by L. Dumenil. New York, New York: Oxford University Press.

Clair, Jeffrey Michael, **Cullen Clark**, Brian P. Hinote, Caroline Robinson, and Jason Wasserman. 2007. "Developing, Integrating and Perpetuating New Ways of Applying Sociology to Health, Medicine, Policy and Everyday Life." *Social Science and Medicine* 64 (1): 248 – 258.

(Book Reviews)

Clark, Cullen. 2010. Review of *Contagious: Cultures, Carriers and the Outbreak Narrative* by Priscilla Wald, *Journal of the History of Medicine and Allied Sciences* 65:265-267.

COMPLEMENTARY/ALTERNATIVE MEDICAL CONFERENCE PRESENTATIONS:

Clark, Cullen. November 2010. "The Cultural Worldview of Allopathic and Naturopathic Physicians." 6th IN-CAM Research Symposium: Vancouver, B.C.

COMPLEMENTARY/ALTERNATIVE MEDICAL POLICY CONFERENCES:

Institute of Medicine Summit on Integrative Medicine and the Health of the Public, Washington, D.C., February 2009.

OTHER CONFERENCE PRESENTATIONS:

Clark, Cullen and Mary Kay Culpepper. May 2014. "The Ubiquitous Revolution: How Creativity and Digital Technology are Changing Everything." Creativity Expert Exchange: Buffalo, New York.

Culpepper, Mary Kay and **Cullen Clark**. May 2013. "Kaleidoscope Eyes: A Look at the Connection Between Worldview and Creativity." Creativity Expert Exchange: Buffalo, New York.

Clark, Cullen. April 2013. Organized and chaired the session "Worldview and the Sociological Gaze." Southern Sociological Society: Atlanta, Georgia.

Culpepper, Mary Kay and **Cullen Clark**. September 2012. "The Physician Will See You Now: Physician Worldview, Honing Theory and Areas for Primary Care Innovation." American Creativity Association: Philadelphia, Pennsylvania.

- Cotten, Shelia, Will Anderson and **Cullen Clark**. August 2007. "The Impact of Resources and Type and Frequency of Contact on the Stress Process." American Sociological Association: New York, New York.
- Cotten, Shelia, Will Anderson and **Cullen Clark**. April 2007. "Information and Communication Technology Usage among Older Adults." Southern Sociological Society: Atlanta, Georgia.
- Cotten, Shelia, Will Anderson and **Cullen Clark**. October 2006. "The Mediating Effects of Type, Form and Frequency of Contact with Social Ties on the Relationship between Stress and Depression in Older Adults." Tenth International Conference on Social Stress Research: Portsmouth, New Hampshire.
- Budhwani, Henna and **Cullen Clark**. September 2006. "Completing the Cycle: When Hyper-reality Becomes the New Reality." (Electronic Presentation.) Engaging Baudrillard Conference: University of Swansea, Swansea, Wales.
- Ritchey, Ferris J. and **Cullen Clark**. August 2006. "Medical Rationalization as a Social Capital Resource for Reducing Fear of Malpractice Litigation." American Sociological Association: Montreal, Canada.
- Clark, Cullen** and Henna Budhwani. March 2006. "Streetcars, Steel and the Social Construction of an Urban Space in Birmingham, Alabama." Southern Sociological Society: New Orleans, Louisiana.
- Clair, Jeffrey Michael, **Cullen Clark**, Brian P. Hinote, Caroline Robinson, and Jason Wasserman. August 2005. "Developing, Integrating and Perpetuating New Ways of Applying Sociology to Health, Medicine, Policy and Everyday Life." American Sociological Association: Philadelphia, Pennsylvania.
- Clark, Cullen**. October 2004. "Healing Hands: An Overview of Massage Therapy, America's Most Popular Form of Complementary and Alternative Care." Mid-South Sociological Association: Biloxi, Mississippi.

TEACHING EXPERIENCE:

Visiting Assistant Professor of Sociology, 2010 – 2012

University of Alabama at Birmingham, Birmingham, AL

Developed courses and digital course materials for new online graduate program in Applied Sociology.

Also responsible for formulating course structure and requirements, lecturing and grading for variety of upper and lower-level undergraduate sociology courses – Development of Social Theory, Deviance, Introduction to Social Psychology, Introductory Sociology, Popular Culture, Social Change, Sociology of the South, Sociology through Fiction, and Sport and Society.

Visiting Assistant Professor of Sociology, 2009 – 2010

Birmingham-Southern College, Birmingham, AL

Responsible for formulating course structure and requirements, lecturing and grading for three courses – Introduction to Sociology; Social Statistics; and Medical Sociology.

Adjunct Faculty 2009

University of Alabama at Birmingham, Birmingham AL

Instructor – Health and Society (Soc 280). Responsible for formulating course structure and requirements, lecturing and grading. Summer - 2009.

Adjunct Faculty, 2008 – 2009

Bevill State Community College, Sumiton, Alabama.

Instructor – Introductory Sociology (Soc 200). Developed course material for – and taught – this online course. Fall 2008 and Spring 2009.

Graduate Instructor, 2006 - 2008

University of Alabama at Birmingham, Birmingham AL

Instructor – Sociology through Fiction (Soc 320). Created and taught this course which uses contemporary crime fiction as a vehicle for exploring perennial issues in social theory such as class, race and gender. Summer 2008.

Instructor – Introduction to Social Psychology (Soc 120). Responsible for formulating course structure and requirements, lecturing and grading. Spring - 2007.

Instructor – Introduction to Sociology (Soc 100). Responsible for formulating course structure and requirements, lecturing and grading. Autumn - 2006.

Teaching Assistant, 2004 - 2007

Teaching Assistant – Data Management (Soc 701). Assisted Dr. Ferris J. Ritchey, providing tutorial assistance to students and grading weekly assignments for graduate level statistics course.

Teaching Assistant – Survey Research Methods (Soc 714). Assisted Dr. Shelia Cotten, providing logistical support for class project and other duties as assigned.

Teaching Assistant – Social Medicine (Soc 788). Assisted Dr. Jeffrey Michael Clair, assigned duties included assistance with content analysis of *Social Science and Medicine* and report to class on findings.

Lab Instructor – Social Statistics (Soc 410). Provided weekly tutorial for students in undergraduate statistics course taught by Dr. Ferris J. Ritchey, graded homework assignments and weekly quizzes.

Teaching Assistant – Sociology of Death and Dying (Soc 456). Assisted Dr. Jeffrey Michael Clair by creating, monitoring and directing a discussion board for this online undergraduate course.

Teaching Assistant – Sociology of Film and Photography (Soc 444). Assisted Dr. Jeffrey Michael Clair coordinating logistics for class projects, working in video editing lab, and presenting a lecture on “The Sociological Imagination and the Photographic Gaze”.

Teaching Assistant – Contemporary Social Problems (Soc 245).

Prepared to teach courses in the following areas:

Applied Sociology – Applied Sociology; Classical Theory; Consumer Culture; Practicum in Innovation-Creativity; Program Evaluation.

Sociology of Medicine – Medical Sociology; Health and Society; Social Medicine; Sociology of Complementary and Alternative Medicine.

Health Administration – Social Determinants of Health; Culture of Healthcare Professions; Integrative Medicine.

Research Methods – Qualitative and Quantitative Research Methods.

PROFESSIONAL EXPERIENCE:

Carraway Methodist Medical Center, Birmingham, Alabama

Coordinator of Marketing and Public Relations, 1989 – 2003.

Member of senior leadership team. Responsible for implementing and coordinating marketing and media relations strategy for a major medical facility, focusing on:

- external communications such as advertising, media relations and corporate website
- internal communications such as employee newsletters

Honors: Member of American Center for International Leadership healthcare delegation to Hungary, 1989.

Writer, Marketing Department, 1986 - 1989

Extensive communications responsibilities, including:

- writing copy and developing concepts for brochures, radio, television and newspaper advertising
- producing two publications that were distributed statewide and another distributed to 100,000 households in Jefferson County, Alabama

Academy of Medicine of Cincinnati, Cincinnati, Ohio

Managing Editor, Cincinnati Medicine, 1984 - 1986

Responsible for producing this magazine for members of medical association, winning an award in the Sandoz Medical Journalism Competition as the country's best local medical journal.

The Clarion-Ledger, Jackson, Mississippi**Staff Writer**, 1983 - 1984

Revitalized and expanded the newspaper's coverage of religion to develop one of the most aggressive, in-depth religion news sections in the South. Recognized as one of the best in the United States by the Religion Newswriters Association.

Staff of Gov. William F. Winter, Jackson, Mississippi**Assistant Press Secretary**, 1982-1983

Did advance work, wrote press releases and served as official photographer during successful campaign to build support for education reform legislation.

Public Relations Consultant, Jackson, Mississippi

1980-1982

Self-employed consultant working with clients like Mississippi Museum of Art; Mississippi Museum of Natural Science and the Advocacy Office, an agency assisting the developmentally disabled.

The Capital Reporter, Jackson, Mississippi**News Editor**, 1979-1980

Reported, edited and designed layouts for an award-winning weekly newspaper specializing in Mississippi politics and investigative reporting.

TECHNOLOGY PROFICIENCIES:

Research and Productivity: SPSS, Microsoft Office Suite**Web-based Course Management:** Blackboard, Vista, Moodle

PROFESSIONAL MEMBERSHIPS AND ACADEMIC SERVICE:

American Sociological Association

Southern Sociological Society

Integrative Medicine Network – organized an informal network to bring together local complementary/alternative medicine practitioners and University of Alabama at Birmingham researchers who are interested in integrative and complementary/alternative medicine.