

## **BRIAN MAYER**

Assistant Professor  
Department of Sociology  
University of Florida  
Box 117330  
Gainesville, FL 32611  
(401) 419-7266

### **EDUCATION**

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#### **Brown University**

##### **Ph.D. in Sociology, 2006**

*Dissertation:* “Blue and Green Shades of Health: The Social Construction of Health Risks in the Environmental and Labor Movements.”

*Committee:* Phil Brown (Chair), Rachel Morello-Frosch, Patrick Heller

*Comprehensive Exam Areas:* Environmental Sociology, Medical Sociology and Social Movement Theory

##### **M.A. in Sociology, 2002**

*Masters’ Thesis:* “The Precautionary Principle Movement: Collective Framing and Common Sense in Environmental Policy.”

#### **University of California at Santa Cruz**

##### **B.A. in Environmental Studies and Politics, 1999**

### **RESEARCH AND TEACHING INTERESTS**

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Environmental Sociology, Risk and Hazards, Medical Sociology, Social Movements, Science and Technology Studies, Qualitative Methods, Public Health

### **PROFESSIONAL EXPERIENCE**

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#### **Assistant Professor**

Department of Sociology, College of Liberal Arts and Sciences, University of Florida, 2006 – present.

#### **Affiliate Assistant Professor**

Department of Global and Environmental Health, College of Public Health and Health Professions, University of Florida, 2007 – present.

#### **Affiliate Faculty**

School of Natural Resources & Environment, University of Florida, 2006 – present.

## **AWARDS AND HONORS**

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**College of Liberal Arts and Sciences. Nomination for Faculty Teaching Award for 2006-2007.**

**Joukowsky Family Foundation Outstanding Dissertation Award in the Social Sciences, Graduate School, Brown University. 2006.**

## **FELLOWSHIPS AND GRANTS**

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**Graham Center for Public Service Case Study Grant**, Bob Graham Center for Public Service, University of Florida, 2009.

**Preliminary Study Grant**, College of Liberal Arts and Sciences, University of Florida, 2009.

Title: "Bucket Brigades and Citizen Science: Empowering Communities with Information."

**Course Enhancement Grant**, Bob Graham Center for Public Service, University of Florida, 2008.

**Activity Fund Project**, Environmental Leadership Program, 2005-2006.

Title: "Fostering Blue/Green Leadership in Massachusetts."

**National Science Foundation Research Grant**, 2004-2006.

Program: Social Dimensions of Engineering, Science, and Technology, Ethics and Values Studies.

Title: "Blue and Green Shades of Health: The Social Construction of Health Risks in the Labor and Environmental Movements."

**Environmental Leadership Program Fellowship**, 2005 - 2006.

**National Science Foundation Doctoral Dissertation Improvement Grant**, 2004-2005.

Program: Sociology.

**Summer Travel Grant**, Brown University Graduate School, 2005.

**Keen Dissertation Fellowship**, Brown University Graduate School, 2004-2005.

**Summer Travel Grant**, Brown University Graduate School, 2003.

## TEACHING EXPERIENCE

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### University of Florida

#### *Undergraduate Courses*

The Sociology of Environmental Health  
 Social Movements  
 Social Problems

#### *Graduate Courses*

Environmental Inequality and Justice  
 Professional Development Seminar for Graduate Students  
 Risk Communication

### Invited Guest Lecturer

Environmental Justice: The Science and Political Economy of Environmental Health and Social Justice, Brown University. "Blue-Green Coalitions: Building Alliances between the Labor and Environmental Movements." Spring 2004 & Spring 2005.

Environmental Health and Policy, Brown University. "The Precautionary Principle and Public Health Policy." Fall 2003 & Fall 2004.

Environment and Society, Brown University. "Asthma and the Politicized Illness Experience." Spring 2003 & Fall 2005.

### Pedagogical Training

Sheridan Center Teaching Certificate. Brown University.

## REFEREED JOURNAL PUBLICATIONS

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"Cross-Movement Coalition Formation: Bridging the Labor-Environmental Divide." 2009. Brian Mayer. *Sociological Inquiry* 79(2):219-239.

"Harnessing the Power of Information through Community Monitoring: Insights from Social Science." 2008. Christine Overdevest and Brian Mayer. *Texas Law Review* 86(7):1493-1526.

"School Custodians and Green Cleaners: New Approaches to Labor-Environmental Coalitions." 2007. Laura Senier, Brian Mayer, Phil Brown, and Rachel Morello-Frosch. *Organization and Environment* 20(30): 304-324.

"A Lab of Our Own": Environmental Causation of Breast Cancer and Challenges to the Dominant Epidemiological Paradigm." 2006. Phil Brown, Sabrina McCormick, Brian Mayer, Stephen Zavestoski, Rachel Morello-Frosch, Rebecca Altman, and Laura Senier. *Science, Technology & Human Values* 31(5): 499-536.

“Clearing the Air and Breathing Freely: The Health Politics of Pollution and Asthma.” Brown, Phil, Brian Mayer, Stephen Zavestoski, Theo Luebke, Joshua Mandelbaum, and Sabrina McCormick. 2004. *International Journal of Health Services* 34(1):39-63.

“Patient Activism and the Struggle for Diagnosis: Gulf War Related Illness and Other Medically Unexplained Physical Symptoms in the US.” Zavestoski, Stephen, Phil Brown, Sabrina McCormick, Brian Mayer, Maryhelen D’Ottavi, and Jaime Lucove. 2004. *Social Science and Medicine* 58 (1): 161-176.

“Embodied Health Movements: Uncharted Territory in Social Movement Research.” Brown, Phil, Stephen Zavestoski, Sabrina McCormick, Brian Mayer, Rachel Morello-Frosch, and Rebecca Gasior-Altman. 2004. *Sociology of Health and Illness* 26(1): 50-81.

“The Health Politics of Asthma: Environmental Justice and Collective Illness Experience in the United States.” Brown, Phil, Brian Mayer, Stephen Zavestoski, Theo Luebke, Joshua Mandelbaum, and Sabrina McCormick. 2003. *Social Science & Medicine* 57(3): 453-465.

“Science, Policy, Activism, and War: Defining the Health of Gulf War Veterans.” Zavestoski, Stephen, Phil Brown, Meadow Linder, Brian Mayer, and Sabrina McCormick. 2002. *Science, Technology, and Human Values* 7:171-205.

“Moving Further Upstream: From Toxics Reduction to the Precautionary Principle.” Mayer, Brian, Phil Brown, and Meadow Linder. 2002. *Public Health Reports* 117(6): 574-86.

“Policy Outcomes for Contested Environmental Diseases.” Brown, Phil, Brian Mayer, Stephen Zavestoski, Sabrina McCormick, and Pamela Webster. 2002. *Annals of the American Academy of Political and Social Science* 584:175-202.

## **BOOKS**

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Mayer, Brian. *Blue-Green Coalitions: Fighting for Safe Workplaces and Healthy Environments*. 2008. Ithaca, New York: Cornell University Press.

## **BOOK CHAPTERS**

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“Field Analysis and Policy Ethnography: New Directions for Studying Health Social Movements.” Phil Brown, Rachel Morello-Frosch, Stephen Zavestoski, Laura Senier, Rebecca Gasior Altman, Elizabeth Hoover, Sabrina McCormick, Brian Mayer, and Crystal Adams. Forthcoming in Mayer Zald, Jane Banaszak-Holl, and Sandra Levitsky (eds.), *Social Movements and the Development of Health Institutions*. Oxford: Oxford University Press.

“Citizen Science and the Next Generation of Environmental Law.” Overdeest, Christine and Brian Mayer. Forthcoming in Alyson Flournoy and David Driesen (eds.), *Beyond Environmental Law*. Cambridge: Cambridge University Press.

- “Social Movements and Health.” Phil Brown, Rachel Morello-Frosch, Stephen Zavestoski, Laura Senier, Rebecca Altman, Elizabeth Hoover, Sabrina McCormick, Brian Mayer, and Crystal Adams. Forthcoming in Bernice A. Pescosolido, Jack K. Martin, Jane McLeod, and Anne Rogers (eds.), *Handbook of Health, Illness & Healing: Blueprint for the 21st Century*.
- “The Health Politics of Asthma: Environmental Justice and Collective Illness Experience.” Brown, Phil, Brian Mayer, Stephen Zavestoski, Theo Luebke, Joshua Mandelbaum and Sabrina McCormick. 2005. In David Pellow and Robert Brulle (eds.), *Power, Justice, and the Environment: A Critical Appraisal of the Environmental Justice Movement*. Cambridge, MIT Press.
- “Social Movements in Health: Responses to and Shapers of a Changed Medical World.” Brown, Phil, Stephen Zavestoski, Sabrina McCormick, Brian Mayer, Rachel-Morello-Frosch, and Rebecca Gasior. 2005. In Kelley Moore and Scott Frickel (eds.), *The New Political Sociology of Science*. Madison: University of Wisconsin Press.
- “Health Social Movements and the Challenge to the Dominant Epidemiological Paradigm.” Zavestoski, Stephen, Rachel Morello-Frosch, Phil Brown, Brian Mayer, Sabrina McCormick, Rebecca Gasior-Altman. 2004. In Daniel Myers and Daniel Cress (eds.), *Authority in Contention: Research in Social Movements, Conflict and Change Vol. 25*. Oxford: Elsevier JAI
- “Cleaning the Air and Breathing Freely: The Health Politics of Air Pollution and Asthma.” Brown, Phil, Stephen Zavestoski, Theo Luebke, Joshua Mandelbaum, Sabrina McCormick, Brian Mayer. 2004. In Melanie Dupuis (ed.), *Smoke and Mirrors: Air Pollution in a Social Context*. New York: NY University Press.
- “Chemicals and Casualties: The Search for Causes of Gulf War Illnesses.” Brown, Phil, Stephen Zavestoski, Meadow Linder, Sabrina McCormick, and Brian Mayer. 2003. In Monica Casper (ed.), *Synthetic Planet: Chemical Politics and the Hazards of Modern Life*. New York: Routledge.

### **ARTICLES UNDER REVIEW**

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- “Labor-Environmental Coalition Formation: Framing the Right-to-Know. Brian Mayer, Phil Brown, and Rachel Morello-Frosch. *Sociological Forum*.
- “The Role of Employers and Supervisors in Promoting Pesticide Safety Behavior among Florida Farmworkers” Brian Mayer, Joan Flocks, and Paul Monaghan. *American Journal of Industrial Medicine*.

### **ARTICLES IN PREPARATION**

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- “Media Representations of Environmental Causes and Triggers of Asthma.” Brian Mayer.

“Farmworker Attitudes and Behaviors Towards Pesticides in the Nursery and Fernery Industries.” Brian Mayer.

“Committees for Occupational Safety and Health: Blue-Green Bridge Builders.” Brian Mayer, Phil Brown, and Angela Hackel.

## CONFERENCE PRESENTATIONS

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“Health, Labor, and Environment.” 2008. Brian Mayer. *American Sociological Association Annual Conference, Boston.*

“Bucket Brigades and Community-Based Environmental Monitoring.” 2007. Brian Mayer and Christine Overdevest. *Society for the Social Studies of Science Annual Conference, Montreal.*

“Citizen Science and Environmental Quality: Community Empowerment through Information.” 2007. Brian Mayer. *Knowledge in Contention: Social Movements and the Politics of Science, Cornell University.*

“Policy Ethnography and Field Analysis: New Directions in Theory and Methods for Studying Health Social Movements.” 2007. Phil Brown, Laura Senier, Rachel Morello-Frosch), Sabrina McCormick, Brian Mayer, Stephen Zavestoski, Rebecca Altman, Elizabeth Hoover, and Crystal Adams. *Social Movements and the Development of Health Institutions, University of Michigan.*

“How do Bucket Brigades Work: A Research Proposal.” Christine Overdevest and Brian Mayer. 2007. *American Sociological Association Annual Conference, New York.*

“Constructing a Frame Pyramid in a Cross-Movement Coalition: New Jersey’s Labor-Environmental Alliance.” 2005. Mayer, Brian and Phil Brown. *American Sociological Association Annual Conference, Philadelphia.*

“Blue and Green Shades of Health: The Framing of Precaution.” 2004. Mayer, Brian. *American Sociological Association Annual Conference, San Francisco.*

“Health Social Movements and Contested Illnesses.” 2003. Brown, Phil, Brian Mayer, Rachel Morello-Frosch, Rebecca Gasior, Sabrina McCormick and Stephen Zavestoski. *Society for Social Studies of Science Annual Conference, Atlanta.*

“Embodied Health Movements: A New Conceptual Framework for Social Movements Research.” 2003. Brown, Phil, Stephen Zavestoski, Sabrina McCormick, Brian Mayer, and Rebecca Gasior. *American Sociological Association Annual Conference, Atlanta.*

“Cleaning the Air and Breathing Freely: The Health Politics of Air Pollution and Asthma.” 2003. Brown, Phil, Stephen Zavestoski, Theo Luebke, Josh Mandelbaum, Sabrina McCormick, and Brian Mayer. *American Society for Environmental History, Providence.*

- “Policy Issues in Environmental Health Disputes.” 2002. Brown, Phil, Stephen Zavestoski, Brian Mayer, Sabrina McCormick, and Pamela Webster. *American Sociological Association Annual Conference, Chicago*.
- “Science, Knowledge, and Environmental Causation of Breast Cancer.” 2002. Brown, Phil, Sabrina McCormick, Brian Mayer, and Stephen Zavestoski. *American Sociological Association Annual Conference, Chicago*.
- “Illness Experience and Patient Activism: Gulf War Related Illness and Other Medically Unexplained Physical Symptoms.” 2002. Stephen Zavestoski, Phil Brown, Sabrina McCormick, Brian Mayer, Maryhelen D’Ottavi, and Jaime Lucove. *American Sociological Association Annual Conference, Chicago*.
- “Health Social Movements: Uncharted Territory in Social Movement Research.” 2002. Brown, Phil, Stephen Zavestoski, Sabrina McCormick, and Brian Mayer. *Collective Behavior and Social Movements Section of the American Sociological Association Mini-Conference, Big Bend, IL*.
- “Something in the Air: Citizen-Science Alliances and the Dispute Over Environmental Factors in Asthma.” 2001. Brown, Phil, Steve Zavestoski, Theo Luebke, Josh Mandelbaum, Sabrina McCormick, and Brian Mayer. *Society for the Social Studies of Science Annual Conference, Cambridge, MA*.
- “Gulf War Illnesses: Toxics, Stress, and Other Approaches To Mysterious Ailments.” 2001. Brown, Phil, Steve Zavestoski, Sabrina McCormick, Brian Mayer, Theo Luebke, Josh Mandelbaum, and Meadow Linder. *American Public Health Association Annual Conference, Atlanta*.
- “The Politics of Asthma Suffering: Environmental Justice and the Social Movement Transformation of Illness Experience.” 2001. Brown, Phil, Steve Zavestoski, Theo Luebke, Josh Mandelbaum, Sabrina McCormick, and Brian Mayer. *American Sociological Association Annual Conference, Anaheim*.
- “Moving Further Upstream: Toxics Use Reduction Institute and the Precautionary Principle.” 2001. Brown, Phil, Brian Mayer, and Meadow Linder. *American Sociological Association Annual Conference, Anaheim*.
- “Gendered Bodies and Disease: Breast Cancer Activists’ Challenges to Science, the Biomedical Model, and Policy.” 2001. Zavestoski, Steve, Phil Brown, Sabrina McCormick, and Brian Mayer. *International Sociological Association Annual Conference*.

## **NONREFEREED PUBLICATIONS**

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“Chemical Security Post-9/11.” 2007. *Newsletter of the Section on Environment and Technology of the American Sociological Association.*

“Boston Public Schools Green Cleaners Project: Pilot Program Assessment”  
Report to Massachusetts Committee on Occupational Safety and Health and  
Boston Urban Asthma Coalition.

“Linking Environmental Justice, Health, and the Workplace.” 2005. *Environmental Leadership News* (Fall).

## **PROFESSIONAL MEMBERSHIPS**

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American Sociological Association:  
*Environment and Technology Section*  
*Medical Sociology Section*  
*Collective Behavior and Social Movements Section*

Society for the Social Studies of Science

## **PROFESSIONAL SERVICE**

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Chair: Teaching, Training, and Practice Committee; Environment and Technology  
Section of the American Sociological Association, 2009-2011.

Member: Water Institute, University of Florida.

Member: Changing Environments and Emerging Infectious Diseases Program, University  
of Florida.

Participant: Association for Prevention Teaching and Research Undergraduate  
Curriculum Development Institute.

Peer Reviewer: *American Sociological Review*, *Sociological Inquiry*, *Social Problems*,  
Oxford University Press.

Nominee for Faculty Senate. University of Florida. 2007.

Panel Participant. “Succeeding on the Job Market for Sociology Graduate Students.”  
2006.

Graduate Teaching Evaluator. 2006.

Board Member, *Toward Tomorrow*. 2006-present.

Labor Advisory Board Member, *Alliance for a Healthy Tomorrow*. 2004 – present.

Conference Coordinator. Alliance for a Healthy Tomorrow, “Building Labor-Environmental Relations in Massachusetts, A Two-Day Workshop.” planned for Spring, 2006.

Graduate Student Representative. Department of Sociology, Brown University. 2003.

Conference Organizer. Brown University, “Research Ethics and Environmental Justice.” Summer, 2003.

Survey Consultant. Alliance for a Healthy Tomorrow, “Household Pesticide Use and Attitudes towards Safer Alternatives.” Spring, 2004.

Labor Advisory Board Member, Alliance for a Healthy Tomorrow. 2004 – present.

Conference Coordinator. Alliance for a Healthy Tomorrow, “Building Labor-Environmental Relations in Massachusetts, A Two-Day Workshop.” planned for Spring, 2006.