

NICKI LISA COLE

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Sociologist & Freelance Journalist
Leeds, United Kingdom
nickilcole@gmail.com
Mobile: +44(0)7398034906
Web: +1-805-776-3710
Skype: nickilisacole
www.nickilisacole.com

ACADEMIC POSITIONS

2017- Research Support Officer, Social Policy and Social Work, University of York
2014-16 Research Fellow, Institute for Advanced Studies on Science, Technology and Society,
 Alpen-Adria Universität, Graz, Austria
2012-14 Visiting Assistant Professor, Sociology, Pomona College

EDUCATION

2011 **Ph.D.** Sociology, University of California at Santa Barbara
2006 **M.A.** (High Honors) Sociology, University of California at Santa Barbara
2002 **B.A.** (Honors) Sociology, Pomona College

RESEARCH & TEACHING INTERESTS

Global capitalism and labor; consumers and consumption; race and ethnicity; environmental sociology; gender & sexuality; qualitative & quantitative research methods

BOOK PROJECT

Cole, Nicki Lisa. *Blood and Magic: The Hidden Costs of Apple's Rise to the Top*. Manuscript in process; seeking contract with a trade press.

PEER-REVIEWED JOURNAL ARTICLES

Cole, Nicki Lisa and Keith Brown. 2014. "The problem with fair trade coffee," *Contexts*, 13(1): 50-55.

Cole, Nicki Lisa. 2008. "Global capitalism organizing knowledge of race, gender and class: the case of socially responsible coffee." *Race, gender and class*, 15(1-2): 170-187.

BOOK CHAPTERS & OTHER SCHOLARLY WRITING

Cole, Nicki Lisa. 2018. "Beyond Greenwashing: The Real Environmental Cost of Apple Products." *Institute for Advanced Studies on Science, Technology and Society: Yearbook 2017*, ed. Günter Getzinger. IAS-STs. Graz, Austria. [Forthcoming]

Cole, Nicki Lisa. 2017. "Making Magic: How Apple's 170 Billion Dollar Brand Capitalizes on the Existential Contradictions of Our Age." *Institute for Advanced Studies on Science, Technology and Society: Yearbook 2016*, ed. Günter Getzinger. IAS-STs. Graz, Austria. [Forthcoming]

Cole, Nicki Lisa. 2016. "Why Breastfeeding in Public is Taboo." *Assigned: Life with Gender*, eds. Lisa Wade, Douglas Hartmann, and Christopher Uggen. New York, NY: W.W. Norton.

Cole, Nicki Lisa. 2016. "Say Hello to the Real Apple: Complicating the Dominant Media Narrative of a Digital Technology Giant." *Media Education 4@ Digital Generation*, eds. Julie Frechette and Rob Williams. New York, NY: Routledge.

Cole, Nicki Lisa. 2015. "Definitely Not 'Better': The Hidden Costs of iPhone 6." *Institute for Advanced Studies on Science, Technology and Society. Graz, Austria.* [digital]

Cole, Nicki Lisa, Jenny Dyck Brian, & Mary Ingram-Waters. 2014. "Critiquing Culture From the Sidelines: A Conversation on Football, Ethics, and Collective Action." *Culture in Conversation.* [digital]

Cole, Nicki Lisa. 2014. "Coffee's Promise For a Better World: Ethical Consumption in the Global Age." *Consumer Culture, Modernity, and Identity*, ed. Nita Mathur. Thousand Oaks, CA: Sage Publications.

Cole, Nicki Lisa and Tara Krishna. 2013. "Apple Exposed: The Untold Story of Globalization." *Censored 2014: Fearless Speech in Fateful Times*, eds. Mickey Huff and Andy Lee Roth. New York, NY: Seven Stories Press.

Cole, Nicki Lisa. 2013. "Apple's Seductive Brand Promise: Cultural Capital and Social Mobility." *Sociological Images.* [digital]

- [Republished by *Pacific Standard*, September 30, 2013]

Cole, Nicki Lisa. 2011. "The Promise and Contradictions of Ethical Consumerism." *Consumers, Commodities, and Consumption: A Newsletter of the Consumer Studies Research Network*, Vol. 12(2).

Cole, Nicki Lisa and Alison Dahl Crossley. 2009. "On Feminism in the Age of Consumption." *Consumers, Commodities, and Consumption: A Newsletter of the Consumer Studies Research Network*, Vol. 11(1).

SELECTED FREELANCE JOURNALISM

Cole, Nicki Lisa. 2016. "What You Need to Know about the Surge in Post-Election Hate Crimes," *Sociology, About.com*, December 12.

Cole, Nicki Lisa. 2016. "iPhone or iExploit? More than a Decade of Rampant Labor Violations in Apple's Supply Chain," *Truthout*, August 25.

Cole, Nicki Lisa. 2016. "What I Learned From the Mining Community That Produced My Engagement Ring," *Truthout*, June 1.

Cole, Nicki Lisa. 2015. "Can the Electronics Industry Provide a Living Wage? Not While Corporations Set the Rules," *Truthout*, October 30.

Cole, Nicki Lisa. 2015. "Unmarried Women are More Politically Liberal. Here's Why," *Sociology, About.com*, September 25.

Cole, Nicki Lisa. 2015. "The Charleston Shooting and the Problem of White Supremacy," *Sociology, About.com*, June 19.

Cole, Nicki Lisa. 2015. "CO2 Emissions Growth Takes a Bite Out of Apple's Sustainability Claims," *Truthout*, April 22.

Cole, Nicki Lisa. 2015. "The Strange Gender Politics of Scarves," *Sociology, About.com*, January 16.

Cole, Nicki Lisa. 2014. "Let's Talk about the Orgasm Gap, Baby," *Sociology, About.com*, June 23.

Cole, Nicki Lisa. 2014. "The Sociology of White Male Shooters," *Sociology, About.com*, June 13.

Cole, Nicki Lisa. 2014. "What the Killing of Maren Sanchez Can Teach Us About Masculinity and Rejection," *Sociology, About.com*, April 28.

Cole, Nicki Lisa. 2013. "Underaged Workers, Forced Internships, School Closures, and 'Left-Behind' Children: Apple's Impact on China's Youth," *21 Century Nomad*, August 12.

HONORS & AWARDS

External

Inducted into Sigma Xi, Honor Society for Scientific Research, 2000.

Internal

Nominee, University Award of Distinction for Commitment to Undergraduate Education, University of California-Santa Barbara, 2011.

Sociology Department Nominee, University of California President's Dissertation Year Fellowship, University of California-Santa Barbara, 2010.

High Honors, Masters Thesis, Department of Sociology, University of California-Santa Barbara, 2006.

Honors, Senior Thesis, Pomona College, 2002.

FELLOWSHIPS & GRANTS

External

Research Fellow, Institute for Advanced Studies on Science, Technology and Society, 2014-16

Manfred Heindler Research Grant, Institute for Advanced Studies on Science, Technology and Society, 2015-16, €7,990

Ernst Mach Grant, Austrian Agency for International Mobility and Cooperation in Education, Science and Research, 2014-15, €10,400

Internal

Research Grant, Department of International Relations, Pomona College, 2014

Faculty Research Grant, Dean of Academics, Pomona College, 2014

Hahn Teaching with Technology Grant, Pomona College, 2012

Graduate Dean's Advancement Fellowship, UC Santa Barbara, 2011, \$10,000

Dissertation Fellowship, Department of Sociology, UC Santa Barbara, 2010, \$9,400

Fee Fellowship, Department of Sociology, UC Santa Barbara, 2009, \$4,300
Pre-Doctoral Fellowship, Interdisciplinary Humanities Center, UC Santa Barbara, 2008, \$8,000
Fee Fellowship, Department of Sociology, UC Santa Barbara, 2007, \$3,369
Research and Travel Grant, Department of Sociology, UC Santa Barbara, 2007, \$1,000
Fellowship, Department of Sociology, UC Santa Barbara, 2004, \$8,000

TEACHING EXPERIENCE

Pomona College (Visiting Assistant Professor)

Introduction to Sociology
Qualitative Research Methods
Contemporary Social Theory
Sociology of Consumption
Sociology of Globalization

University of California-Santa Barbara (Doctoral Candidate)

Sociology of Race and Ethnicity
Theories of Gender Inequality
Cultural Theory
Methods of Cultural Analysis

Research Mentorship

Research Advisor to Student Assistants (*Anderson, Dorland, Griffith, Ha, Hybel, Jiang, Krishna, Lee, Shen, Vorva, Zhao*) Pomona College & UC Santa Barbara
Independent Study Advisor (*Martinez, Bartlett, Nguyen*), Pomona College & UC Santa Barbara
Bachelor's Thesis Advisor (*Chalmiers, Haddow, Hsu, Hybel, Miller, Reul*), Pomona College & UC Santa Barbara
Research Advisor and Mentor (*Gow*), Pomona College

REFEREED CONFERENCE PRESENTATIONS

"Blood and Magic: The Hidden Costs of Apple's Rise to the Top—An Overview of the Book in Process," Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, May 9, 2016.

"Fairphone and The Restart Project: A Dual Case Study in Reshaping the Consumer Relationship with Mobile Electronics," International Sociological Association, Vienna, Austria, July, 2016. [Accepted]

"The Barriers and Pathways to Ethical and Sustainable Mobile Devices," Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, May 12, 2015.

"How to Make Money and Influence People: A Study of Apple, Inc.'s Marketing Campaigns and Public Image," Canadian Sociological Association, Victoria, British Columbia, June 4, 2014.

"The Allure and Power of Apple: Interpellating Creative Cosmopolitan Consumers in a Global World," American Sociological Association's Section on Consumers and Consumption, Denver, CO, August 16, 2012.

"Hipsters in Enclaves of Ethical Consumption: A Study in the New Logics of Gentrification" (with Lauren Alfrey), American Sociological Association's Section on Consumers and Consumption, Denver, CO, August 16, 2012.

“You’re Not Just Buying Coffee’: The Promise and Contradictions of Ethical Consumption,” European Sociological Association, Geneva, Switzerland, September 10, 2011.

“Apathy, Anger, and Agency: Consumer Responses to Globalization” (with Stefanie Torlai Stauffer), European Sociological Association, Geneva, Switzerland, September 10, 2011.

“Preserving the Periphery: Ethical Coffee’s Construction of People and Place,” Royal Geographical Society, London, August 31, 2011.

“You’re Not Just Buying Coffee’: Ethical Consumerism in the Age of Global Capitalism,” American Sociological Association, Atlanta, GA, August 12, 2010.

“Theorizing Feminism in the Age of Consumption,” (with Alison Dahl Crossley), American Sociological Association, Atlanta, GA, August 16, 2010.

“A Critical Interrogation of the Intersection Between Consumption and Feminism,” (with Alison Dahl Crossley), Pacific Sociological Association, Oakland, CA, April 9, 2010.

“The Ethical Consumer and the New Commodity Fetishism,” Pacific Sociological Association, Oakland, CA, April 9, 2010.

“Ethical Capitalism and its Cultural Logic in the United States,” European Sociological Association, Lisbon, Portugal, September 5, 2009.

“Ethical Capitalism and its Cultural Logic,” American Sociological Association, San Francisco, CA, August 10, 2009.

“Coffee and Morality: A Study of Ethical Consumption,” Pacific Sociological Association, San Diego, CA, April 9, 2009.

“Coffee: Colonial Roots and Contemporary Entanglements,” Pacific Sociological Association, San Diego, CA, April 11, 2009.

“Consumption and Morality in the Case of Socially Responsible Coffee,” Agri-Food Research Network, Sydney, Australia, November 27, 2008.

“Global Capitalism, Global Knowledge: The Case of Socially Responsible Coffee,” American Sociological Association, Boston, MA, August, 2008.

“Global Capitalism, Global Knowledge: The Case of Socially Responsible Coffee,” International Interdisciplinary Social Sciences Conference, Prato, Italy, July, 2008.

“The Sun Never sets in the Land of Chic: Celebrenity and the Maintenance of Class Hierarchy,” Pacific Sociological Association, Portland, OR, March, 2008.

“Global Capitalism, Global Knowledge: The Case of Fair Trade Coffee,” Pacific Sociological Association, Portland, OR, March, 2008.

“The Discourse and Profitability of Socially Responsible Coffee,” (with Laura E. Grant and Brooke E. Neely), International Inter-Disciplinary Social Sciences Conference, Granada, Spain, July, 2007.

“Discourse, Subjectivity and Power in Coffee,” Pacific Sociological Association, Oakland, CA, March, 2007.

“Opening Doors with Satire in the Race Classroom” (with G. Reginald Daniel), Pacific Sociological Association, Oakland, CA, March 2007.

“MySpace: Musical Anarchy or Hegemony,” (with Jon D. Cruz and Jason Bohrer), Pacific Sociological Association, Oakland, CA, March, 2007.

“Live from New York: Racial Formation on *Saturday Night Live*,” Pacific Sociological Association, Universal City, CA, April, 2006.

“A Crisis of Representation: The Mixed Messages of Satire,” Department of Communication, University of Massachusetts, Amherst, March, 2006.

INVITED TALKS

“Blood and Magic: The Hidden Costs of Apple’s Rise to the Top—An Overview of the Book-in-Process,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, May 18, 2016.

“An STS Analysis of Getting to ‘Yes’ in the Apple Store,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, March 9, 2016.

“The Subjectivity of Consumption: A Presentation on the Work of Robert G. Dunn,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, January 19, 2016.

“The Hidden and Growing Specter of Data-Driven Emissions,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, December 2, 2015.

“Behind the PR: Apple’s Real Impact on Our Environment,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, April 8, 2015.

“The Power of a 98 Billion Dollar Brand: A Critical Case Study of Apple, Inc.,” Institute for Advanced Studies on Science, Technology and Society, Graz, Austria, December 10, 2014.

“The Politics of Consumption in a Global World,” The Democratic Club of Claremont, CA, April 1, 2014.

“Apple Exposed: The Untold Story of Globalization,” Union for Democratic Communications and Project Censored, San Francisco, CA, November 2, 2013.

“The Promise and Pitfalls of Ethical Consumption,” Studying People, Department of Sociology, University of California-Santa Barbara, 2012.

“Necolonialism or Political Action? The Promise and Contradictions of Ethical Capitalism,” Institute for Social, Behavioral, and Economic Research Graduate Student Lecture Series, University of California-Santa Barbara, 2012.

“‘You’re Not Just Buying Coffee’: Ethical Consumption in the Shadow of Global Capital,” Interdisciplinary Humanities Center, University of California-Santa Barbara, 2011.

“‘You’re Not Just Buying Coffee:’ Ethical Consumerism in the Global Age,” Colloquium Lecture Series, Department of Sociology, Pomona College, Claremont, CA, 2010.

“What’s In a Label?” Food in World History, Department of History, University of California-Santa Barbara, 2010.

“Ethical Capitalism and Its Cultural Logic,” Cultural Theory, Department of Sociology, University of California-Santa Barbara, 2009.

“Development and Ethical Consumerism,” Development and Globalization, Department of Sociology, University of California-Santa Barbara, 2009.

“Designing and Executing a Multifaceted Qualitative Study,” Senior Seminar, Department of Sociology, Pomona College, Claremont, CA, 2007.

“Consumption, Knowledge and Culture,” Sociology of Culture, Department of Sociology, University of California-Santa Barbara, 2007.

“Consumer Goods as Mass Media: What We Learn From What We Buy,” Sociology of Mass Media, Department of Sociology, University of California-Santa Barbara, 2007.

“Not ‘Just’ Satire: Decoding Race on *Saturday Night Live*,” Introduction to Sociology, Department of Sociology, University of California-Santa Barbara, 2007.

“The Competing Narratives of Racial Satire,” Theories of Race and Ethnicity, Department of Sociology University of California-Santa Barbara, 2006.

“Studying Television Comedy and Race,” Qualitative Research Methods, Department of Sociology, Pomona College, Claremont, CA, 2006.

PANEL DISCUSSIONS

Invited panelist for interdisciplinary spotlight panel on studying fair trade certification. Eastern Sociological Association, Boston, MA, 2013.

Invited panelist for a discussion of global poverty and economic development. Nourish International, Pomona College, Claremont, CA, 2012.

Invited panelist for a debate on fair trade certification policy and process. Pomona Student Union, Pomona College, Claremont, CA, 2012.

PRESS & MEDIA FEATURES

Participant in discussion of systemic racism and white privilege on the *Race Haven Podcast*, hosted by Scott Speed, March 3, 2016.

“Apple’s Rotten Business: Malpractice, Tax Dodging, and Surveillance for Profit,” *Lorax Live*, August 9, 2014.

“Self Portraits of Purse Junk,” *Vitamin W.co*, June 13, 2014.

Report on article “Apple’s Top Crimes of 2013” included on *The Morning Mix with Project Censored*, KPFK Radio (Berkeley, CA), May 16, 2014.
“Coffee with Conscience,” *Pomona College Magazine* (Claremont, CA), October, 2013.
Interviewed live about research into American versus Chinese media coverage of Apple’s supply chain, *The Morning Mix with Project Censored*, KPFK Radio (Berkeley, CA), August 23, 2013.
“The Brawl over Fair Trade Coffee,” *The Nation*, September 10, 2012.
Interviewed live about a significant change to coffee sourcing policy at Fair Trade USA, *The Morning Mix with Project Censored*, KPFK Radio (Berkeley, CA), March 30, 2012.

SERVICE TO THE PROFESSION & UNIVERSITY

Reviewer, *Critical Sociology; Contexts; Social Forces; Journal of Consumer Culture; SAGE Open; Routledge Press; European Journal of Cultural Studies; Media, Culture and Society; Race, Gender, and Class*, 2010–
Chair of Communications and Editor of Newsletter, American Sociological Association Section for Consumers and Consumption, 2013–5
Faculty Advisor, Fair Trade Steering Committee, Pomona College, 2012–3
Graduate Student Representative, Executive Committee, Department of Sociology, University of California-Santa Barbara, 2009–10
Chair of Sociology Graduate Student Representatives, Department of Sociology, University of California-Santa Barbara, 2009–10
Reviewer and Award Committee Member, Undergraduate Paper Competition, Department of Sociology, University of California-Santa Barbara, 2009
Graduate Student Representative, Undergraduate Program Committee, Department of Sociology, University of California-Santa Barbara, 2008–9
Graduate Student Representative, Sociology Department Meetings, University of California-Santa Barbara, 2007–8
Graduate Student Representative, Undergraduate Program Committee, Department of Sociology, University of California-Santa Barbara, 2006–7
Graduate Student Representative, Development Committee, Sociology Department, University of California-Santa Barbara, 2005–6

PROFESSIONAL MEMBERSHIP

American Sociological Association, Society for the Study of Social Problems, European Sociological Association, International Sociological Association, Union for Democratic Communications

PUBLIC SOCIOLOGY

Collaboration with Good Electronics, Electronics Watch, Students and Scholars Against Corporate Misbehavior, and China Labor Watch