

John B. Gatewood

Department of Sociology and Anthropology
Lehigh University
31 Williams Drive
Bethlehem, Pennsylvania 18015-3126

926 Seventh Avenue
Bethlehem, Pennsylvania 18018-3710
phone: 610-691-6544
email: JBG1@Lehigh.edu

Education

Ph.D.	1978	Anthropology	University of Illinois, Urbana-Champaign
A.M.	1974	Anthropology	University of Illinois, Urbana-Champaign
A.B.	1971	Anthropology	University of Illinois, Urbana-Champaign
		Minors: Mathematics, History	
		Awards: Highest Departmental Distinction, High College Honors	

Research Interests

Cognitive Anthropology	Research Methods
Ecological Anthropology	Applied Anthropology
Fisheries and Fisheries Management	Contemporary North America
Tourism Studies	Caribbean

Academic Positions

Lehigh University	
Professor Emeritus	2018-present
Professor	1991-2018
Associate Professor	1984-1991
Assistant Professor	1978-1984
Lafayette College / Cedar Crest College / Allentown College	
Adjunct Professor	five courses from ca. 1980-1995
University of Illinois	
Teaching Assistant	1972-1978

Courses Taught

Introductory Anthropology (four-field)	Cognitive Anthropology
Introductory Cultural Anthropology	Culture and Personality
Introductory Physical Anthropology	Linguistics
Human Nature and Cultural Diversity	Archaeological Methods
North American Indians	Human Evolution
Cultures of the Pacific	Theories of History and Culture
Kinship and Social Organization	Research Methods and Statistics
Environment and Culture	Computer Applications
Environment and the Consumer Society	Field School in Caribbean Anthropology
Anthropology of Fishing	[a variety of Seminars and Readings courses]

Grants and Contract Research

ACADEMIC GRANTS:

- National Science Foundation. “Cultural Models of Nature across Cultures: Space, Causality, and Primary Food Producers,” Giovanni Bennardo (PI), Northern Illinois University. 2013-15. (\$9,014 was my portion of this multi-PI, collaborative project).
- National Science Foundation. “Supplemental Grant: Research Experience for Undergraduates.” Summer 2007. (\$5,000)
- National Science Foundation. “Residents’ Understandings of Tourism and Its Impacts in the Turks and Caicos Islands, British West Indies,” with Catherine M. Cameron, Cedar Crest College. 2006-09. (\$175,000)
- Filene Research Institute, Madison, WI. “Employee Perceptions of Credit Unions: Implications for Member Profitability,” with John W. Lowe, Cultural Analysis Group. 2006-07. (\$39,968)
- Lehigh University Faculty Research Grant. “Travel Grant to Determine Research Feasibility.” Providenciales and Grand Turk, Turks and Caicos Islands, B.W.I. 2005. (\$1,500)
- Filene Research Institute, Inc., Madison, WI. “Employee Perceptions of Credit Unions: A Pilot Study,” with John W. Lowe, Cultural Analysis Group. 2003-04. (\$9,800)
- Lehigh University Faculty Research Grant. “Visitor Motivations at Gettysburg National Military Park,” with Catherine M. Cameron, Cedar Crest College. Gettysburg, Pa. 1999. (\$900)
- AT&T Equipment Donation Grant. “Social Science Computing Laboratory.” 1992. (\$145,300 in computer equipment)
- New Jersey Sea Grant Program. “Job Satisfaction among Fishermen in Six New Jersey Fisheries,” with Bonnie J. McCay, Rutgers University. 1984-86. (ca. \$120,000)
- Lehigh University Faculty Research Grant. “Experimental Study of Socially versus Nonsocially Encoded Color Terms,” with Robert E. Rosenwein, Lehigh University. 1983-84. (ca. \$500)

CONTRACT / CONSULTING WORK:

The sum of fees paid by clients for these contract/consulting projects (salaries, travel costs, informant fees, etc., for all persons involved) was about \$500,000.

- Musikfest Association, Bethlehem, PA. Annual visitor survey. 1985-99.
- Gillespie & Co., Princeton, NJ. Advertising research. 1998.
- Messner Vetere Berger McNamee Schmetter. New York, NY. Advertising research. 1998.
- Euro RSCG Tatham. Chicago, IL. Advertising research. 1997.
- Ogilvy and Mather. New York, NY. Advertising research. 1997.
- SHR Perceptual Management. Scottsdale, AZ. Advertising research. 1997.
- American Express, Inc. New York, NY. Strategic planning and marketing research. 1996 [two projects].
- Today’s Man, Inc. Moorestown, NJ. Strategic planning research. 1996.
- Schieffelin & Somerset. New York, NY. Marketing research. 1995.
- Cultural Analysis Group. Teaneck, NJ. Advertising research, subcontract. 1994.
- SMG/Holen North America. New York, NY. Advertising and marketing research, subcontracts. 1991, 1993 [two projects].

Theses

- 1978 *Fishing, Memory, and the Stability of Culture Complexes*. Ph.D. Dissertation, Department of Anthropology, University of Illinois. [University Microfilms International, #7913467.]
- 1974 *Some Atoni Symbolisms: A Study of the Integration of Cosmology and Everyday Life*. Masters Paper, Department of Anthropology, University of Illinois.
- 1971 *A Case Study of English-American Kinship Terminology*. B.A. Honors Thesis (Social Anthropology), Department of Anthropology, University of Illinois.
- 1970 *A Quantitative Attribute Analysis of Lithic Materials from the Lake Manyara Area of Tanzania*. B.A. Honors Thesis (Archaeology), Department of Anthropology, University of Illinois.

Publications

RESEARCH MONOGRAPHS:

- 2009 (John B. Gatewood & Catherine M. Cameron) *Belonger Perceptions of Tourism and Its Impacts in the Turks and Caicos Islands*. Final report to the Turks and Caicos Islands Ministry of Tourism. 124pp. (Available at: <http://www.lehigh.edu/~jbg1/Perceptions-of-Tourism.pdf>)
- 2008 (John B. Gatewood and John W. Lowe) *Employee Perceptions of Credit Unions: Implications for Member Profitability*. Madison, WI: Filene Research Institute. (Available at: <http://www.lehigh.edu/~jbg1/Credit-Unions-2008.pdf>)
- 2006 (John B. Gatewood and John W. Lowe, with Carolyn E. Kelly) *Employee Perceptions of Credit Unions: A Pilot Study*. Madison, WI: Filene Research Institute.

ARTICLES / CHAPTERS:

- n.d. Thinking While Doing: Active Cognition in Bartending. In Giovanni Bennardo, Victor de Munck, and Stephen Christomalis, eds., *Cognition In and Out of the Mind: Cultural Models Theory*. (Edited book under contract with Palgrave Macmillan.)
- n.d. (Andrea Bender, Larissa Mendoza Straffon, John B. Gatewood & Sieghard Beller) The Dual Role of Culture for Reconstructing Early Sapiens Cognition. (Article under review.)
- 2015 Eastern Pennsylvania Farmers' Perceptions of the Factors Most Responsible for Farming Success. In Giovanni Bennardo, ed., *Local Knowledge and Climate Change: Fieldwork Experiences*, pp. 10-21. Working Paper #2 of the Institute for the Study of the Environment, Sustainability, and Energy. DeKalb, IL: Northern Illinois University.
- 2012 Cultural Models, Consensus Analysis, and the Social Organization of Knowledge. *Topics in Cognitive Science* 4(3): 362-371. [In special issue: Does Cognitive Science Need Anthropology? Sieghard Beller, Andrea Bender, and Douglas L. Medin, eds.]
- (Catherine M. Cameron & John B. Gatewood) The Numen Experience in Heritage Tourism. In Laurajane Smith, Emma Waterton, and Steve Watson, eds., *The Cultural Moment in Heritage Tourism: New Perspectives on Performance and Engagement*, pp. 235-251. London: Routledge.

- Conjoining Cultural Models and Consensus Analysis: Two Examples and Some Nuts-n-bolts Advice. In Giovanni Bennardo, ed., *Cultural Models of Nature and the Environment: Self, Space, and Causality*, pp. 103-122. Working Paper #1 of the Institute for the Study of the Environment, Sustainability, and Energy. DeKalb, IL: Northern Illinois University.
- 2011 Personal Knowledge and Collective Representations. In David Kronenfeld, Giovanni Bennardo, Victor de Munck, and Michael Fischer, eds., *A Companion to Cognitive Anthropology*, pp. 102-114. Malden, MA: Blackwell Publishing.
- Socially Distributed Cognition. In Patrick C. Hogan, ed., *The Cambridge Encyclopedia of the Language Sciences*, pp. 779-781. New York: Cambridge University Press.
- (Catherine M. Cameron & John B. Gatewood) A Warm Welcome: Belongers' Views on Tourism Revealed in Study. *Times of the Islands* (magazine published in the Turks & Caicos Islands), Winter 2010/11, No. 93: 39-46.
- 2008 (Catherine M. Cameron & John B. Gatewood) Beyond Sun, Sand, and Sea: The Emergent Tourism Programme in the Turks and Caicos Islands. *Journal of Heritage Tourism* 3(1): 55-73.
- 2004 (John B. Gatewood & Catherine M. Cameron) Battlefield Pilgrims at Gettysburg National Military Park. *Ethnology* 43(3): 193-216.
- 2003 (Catherine M. Cameron & John B. Gatewood) Seeking Numinous Experiences in the Unremembered Past. *Ethnology* 42(1): 55-71.
- 2001 Reflections on the Nature of Cultural Distributions and the Units of Culture Problem. *Cross-Cultural Research* 35(2): 227-241.
- A Coffee Cup Just for Me. In Terry Stocker, ed., *Incidents: Anthropology Made Fun!*, pp. 185-192. Tempe, AZ: Franklin Publishing.
- 2000 Distributional Instability and the Units of Culture. *Ethnology* 39(4): 293-303.
- Culture... One Step at a Time, Part 2. *The Behavioral Measurement Letter* 7(1): 20-24.
- (Catherine M. Cameron & John B. Gatewood) Excursions into the Un-Remembered Past: What People Want from Visits to Historical Sites. *The Public Historian* 22(3): 107-127.
- 1999 Culture... One Step at a Time, Part 1. *The Behavioral Measurement Letter* 6(2): 5-10.
- 1994 (Catherine M. Cameron & John B. Gatewood) The Authentic Interior: Questing Gemeinschaft in Post-Industrial Society. *Human Organization* 53(1): 21-32.
- 1993 Ecology, Efficiency, Equity, and Competitiveness. In Steven L. Goldman, ed., *Competitiveness and American Society*, pp. 123-155. Bethlehem, PA: Lehigh University Press.
- 1992 GODZILLA: A Simulation Program for Learning Population Genetics. In Margaret S. Boone & John J. Wood, eds., *Computer Applications for Anthropologists*, pp. 159-177. Belmont, CA: Wadsworth.
- 1990 (John B. Gatewood & Pamela M. Mace) Hard Work versus Patience: Simulation of Fishing Strategies in Nova Scotian Herring Purse Seining. *Journal of Quantitative Anthropology* 2(4): 329-352.

- (John B. Gatewood & Bonnie J. McCay) Comparison of Job Satisfaction in Six New Jersey Fisheries: Implications for Management. *Human Organization* 49(1): 14-25.
- 1989 (Bonnie J. McCay, John B. Gatewood & Carolyn F. Creed) Labor and the Labor Process in a Limited Entry Fishery. *Marine Resource Economics* 6(4): 311-330.
- Competition for Cultural Images: Fisherman versus Logger in Southeast Alaska. *Maritime Anthropological Studies* 2(2): 87-104.
- (John B. Gatewood & Bonnie J. McCay) The Role of Job Satisfaction Data in Selecting among Alternative Regulatory Policies. In J. Stephen Thomas, Lee Maril & E. Paul Durrenberger, eds., *Marine Resource Utilization: A Conference on Social Science Issues*, pp. 51-62. Mobile, AL: University of South Alabama Publication Services.
- (John B. Gatewood, Catherine M. Cameron & Bennett Eisenberg) Problems in Determining the Audience Composition of a Multi-Day Festival from Survey Data. *Cultural Anthropology Methods Newsletter* [now, *Field Methods*] 1(1): 3-5.
- 1988 (John B. Gatewood & Bonnie J. McCay) Job Satisfaction and the Culture of Fishing: A Comparison of Six New Jersey Fisheries. *Maritime Anthropological Studies* 1(2): 103-128.
- 1986 Case Studies and Culture Complexes: Double Burial Revisited. *Journal of Anthropology* 5(2): 98-141.
- 1985 Actions Speak Louder than Words. In Janet W. D. Dougherty, ed., *Directions in Cognitive Anthropology*, pp. 199-219. Urbana: University of Illinois Press.
- 1984 (John E. Guilday, J.F.P. Cotter, D. Cundall, E.B. Evenson, J.B. Gatewood, A.V. Morgan, A. Morgan, A.D. McCrady, D.M. Peteet, R. Stuckenrath, & K. Vanderwal) Paleocology of an Early Pleistocene (Irvingtonian) Cenote: Preliminary Report on the Hanover Quarry No. 1 Fissure, Adams County, Pennsylvania. In W. C. Mahaney, ed., *Correlation of Quaternary Chronologies*, pp. 119-132. Norwich, England: Geo Books.
- A Short Typology of Ethnographic Genres, or Ways to Write about Other Peoples. *Anthropology and Humanism Quarterly* 9(4): 5-10.
- Familiarity, Vocabulary Size, and Recognition Ability in Four Semantic Domains. *American Ethnologist* 11(3): 507-527.
- Cooperation, Competition, and Synergy: Information-Sharing Groups among Southeast Alaskan Salmon Seinners. *American Ethnologist* 11(2): 350-370.
- 1983 Loose Talk: Linguistic Competence and Recognition Ability. *American Anthropologist* 85(2): 378-387.
- Deciding Where to Fish: The Skipper's Dilemma in Southeast Alaskan Salmon Seining. *Coastal Zone Management Journal* 10(4): 347-367.
- 1981 (John B. Gatewood & Robert Rosenwein) Interactional Synchrony: Genuine or Spurious? A Critique of Recent Research. *Journal of Nonverbal Behavior* 6(1): 12-29.

- 1979 The Other Side of the Salmon Coin: Fisherman's Perspective. In Brenda R. Melteff, ed., *Alaska Fisheries: 200 Years and 200 Miles of Change*, pp. 449-453. Sea Grant Report 79-6. Fairbanks: University of Alaska.
- 1978 Deducing an "Empirical" Hypothesis. *Current Anthropology* 19(1): 137-139.
- 1975 "Everyday" and "Esoteric" Knowledge. *Journal of the Steward Anthropological Society* 7(1): 85-105.
- 1972 A Case Study of English-American Kinship Terminology. *Journal of the Steward Anthropological Society* 3(2): 116-154.

COMMENTARIES / REVIEWS:

- 2021 (Andrea Bender & John B. Gatewood) Knowledge Is Belief – and Shaped by Culture. [commentary on Jonathan Phillips, et al., "Knowledge before Belief"]. *Behavioral and Brain Sciences* 44: E143.
- 1998 Book Review. "Plastic Glasses and Church Fathers: Semantic Extension from the Ethnoscience Tradition" by David B. Kronenfeld. *Language in Society* 27(3): 416-418.
- 1994 (Donald T. Campbell & John B. Gatewood) Ambivalently Held Group-Optimizing Predispositions [commentary on D. S. Wilson and E. Sober, "Reintroducing Group Selection to the Human Behavioral Sciences"]. *Behavioral and Brain Sciences* 17(4): 614.
- 1988 Book Review. "Deep Water: Development and Change in Pacific Village Fisheries" by Margaret C. Rodman. *Culture* 8(2): 107-108.
- 1987 Information-Sharing Cliques and Information Networks. *American Ethnologist* 14(4): 777-778.
- 1985 Book Review. "Wine and Conversation" by Adrienne Lehrer. *Language in Society* 14(3): 429.
- 1984 Reply to Murray concerning Loose Talk. *American Anthropologist* 86(3): 688-691.
- 1984 Is the "Skipper Effect" Really a False Ideology? *American Ethnologist* 11(2): 378-379.
- 1983 Book Review. "Terranova: The Ethos and Luck of Deep-Sea Fishermen" by Joseba Zulaika. *American Ethnologist* 10(1): 202-203.

RESEARCH REPORTS:

- 2004 (John W. Lowe & John B. Gatewood) Coherence and Commitment in Credit Union Culture. Report to the National Center for Credit Union Research, School of Business, University of Wisconsin-Madison, Madison, WI. 62pp.
- 2000 (Catherine M. Cameron & John B. Gatewood) Gettysburg Visitor Survey: Statistical Summary. Report to survey participants and to Gettysburg National Military Park. 6pp.
- 1999 (Catherine M. Cameron & John B. Gatewood) Musikfest 1999 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 51pp.
- 1998 (Catherine M. Cameron & John B. Gatewood) Musikfest 1998 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 55pp.

- (John W. Lowe & John B. Gatewood) Positioning Conectiv Power Company in a Competitive Market: Ethnographic Explorations. Report for Gillespie & Co., Princeton, NJ. 28pp.
- (John W. Lowe & John B. Gatewood) Volvo as a Family Car: Ethnographic Explorations. Report for Messner Vetere Berger McNamee Schmetter, New York, NY. 21pp.
- 1997 (Catherine M. Cameron & John B. Gatewood) Musikfest 1997 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 64pp.
- (John W. Lowe & John B. Gatewood) Renewing Red Lobster. Report for Euro RSCG Tatham, Chicago, IL. 6pp.
- (John W. Lowe, John B. Gatewood & Michael Donovan) Experiencing Telecommunications Today. Report for Ogilvy and Mather, New York, NY. 33pp.
- Isuzu Oasis: Anthropological Findings. Report for SHR Perceptual Management, Scottsdale, AZ. 9pp.
- 1996 (Catherine M. Cameron & John B. Gatewood) Musikfest 1996 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 59pp.
- (John W. Lowe, John B. Gatewood & Michael Donovan) Respect and the American Express Brand. Report for American Express, Inc., New York, NY. 27pp.
- (John W. Lowe, John B. Gatewood & Michael Donovan) Repositioning Today's Man. Report for Today's Man, Inc., Moorestown, NJ. 33pp.
- (John W. Lowe, John B. Gatewood & Michael Donovan) Orienting American Express towards Ordinary Spending. Report for American Express, Inc., New York, NY. 29pp.
- (John B. Gatewood & Catherine M. Cameron) Christkindlmarkt 1995 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 42pp.
- 1995 (Catherine M. Cameron & John B. Gatewood) Musikfest 1995 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 49pp.
- (John W. Lowe & John B. Gatewood) The Culturalogic of Mixed Drinks. Report for Schieffelin & Somerset, New York, NY. 82pp.
- 1994 (Catherine M. Cameron & John B. Gatewood) Musikfest 1994 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 66pp.
- (John B. Gatewood & Catherine M. Cameron) The Cultural Meaning and Market Niche of Grand Marnier. Report for Cultural Analysis Group, Teaneck, NJ. 7pp.
- 1993 (Catherine M. Cameron & John B. Gatewood) Musikfest 1993 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 58pp.
- (John B. Gatewood & Catherine M. Cameron) Hyatt Resorts Project. Report for SMG/Holen North America, New York, NY. 10pp.

- 1992 (Catherine M. Cameron & John B. Gatewood) Musikfest 1992 Visitor Survey. Report for Musikfest Association, Bethlehem, PA. 45pp.
- 1991 (Catherine M. Cameron & John B. Gatewood) Musikfest 1991 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 59pp.
- (John B. Gatewood & Catherine M. Cameron) Customer Behaviors in and Attitudes about Hardee's Restaurants. Report for Holen North America, New York, NY. 21pp.
- 1990 (Catherine M. Cameron & John B. Gatewood) Musikfest 1990 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 76pp.
- 1989 (Bonnie J. McCay, William C. Gordon, Edward B. Levine, John B. Gatewood, Burt Thompson & Carolyn Creed) From the Waterfront: Interviews with New Jersey Commercial Fishermen about Marine Safety and Training. Report for NJMSC S/K Project for Understanding and Teaching Marine Safety, New Jersey Marine Science Consortium, Fort Hancock, NJ. 74pp.
- (Catherine M. Cameron & John B. Gatewood) Musikfest 1989 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 49pp.
- 1988 (Catherine M. Cameron & John B. Gatewood) Musikfest 1988 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 53pp.
- 1987 (Catherine M. Cameron & John B. Gatewood) Musikfest 1987 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 47pp.
- (Bonnie J. McCay, Carolyn Creed & John B. Gatewood) Crews and Labor in the Surf Clam and Ocean Quahog Fleet of the Mid-Atlantic Region; Part II. Report for the Mid-Atlantic Fisheries Management Council. 11pp.
- (John B. Gatewood & Bonnie J. McCay) Job Satisfaction in Six New Jersey Fisheries: A Statistical Summary. Report for the New Jersey Sea Grant Program, Fort Hancock, NJ. 25pp.
- 1986 (Catherine M. Cameron & John B. Gatewood) Musikfest 1986 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 60pp.
- 1985 (Catherine M. Cameron & John B. Gatewood) Musikfest 1985 Visitors Survey. Report for Musikfest Association, Bethlehem, PA. 22pp.

INSTRUCTIONAL SOFTWARE:

- 1986 GODZILLA: Simulation of Genetic Drift with or without Selection. Software for courses in population genetics and physical anthropology. (Designed & written in GW-Basica by John B. Gatewood.)
- INDIANS: Where Have All the Indians Gone? Software for courses on North American Indians. (Designed by John B. Gatewood; written in Turbo Pascal by Lehigh University students: Curt Christian, Heather Truesdell, In Hwan Kim, Matt Miller, and Phil Reeves.)

Invited Lectures / Presentations

- 2022 Active Cognition in Bartending. Invited Presentation, Wenner-Gren sponsored Workshop – Cultural Model Theory: Shaping a New Anthropology (Giovanni Bennardo, Victor de Munck, and Susan C. Weller, organizers). Northern Illinois University, May 19-21.
- 2015 Eastern Pennsylvania Farmers’ Perceptions of the Factors Affecting their Livelihood. Invited Presentation, SPIRE sponsored Workshop – Cultural Dimensions of Causal Cognition (Sieghard Beller and Andrea Bender, organizers). University of Bergen, Norway, May 29-30.
- Workshop Leader – Cultural Consensus Analysis: Theory and Applications. Invited One-day Workshop, University of Bergen, Norway, May 21.
- Eastern Pennsylvania Farmers’ Perceptions of the Factors Most Responsible for Farming Success. Invited Presentation, NSF sponsored Workshop – Cultural Models of Nature and Causality (Giovanni Bennardo, organizer). Università di Verona, Italy, March 12-14.
- 2012 Workshop Leader – Cultural Consensus Analysis: Theory, Method, and Applications. Invited Two-day Workshop, Zentrum für interdisziplinäre Forschung, Universität Bielefeld, Germany, June 21-22.
- 2011 Conjoining Cultural Models and Consensus Analysis: Two Examples and Some Nuts-n-Bolts Advice. Invited Presentation, NSF sponsored Workshop – Cultural Models of Nature and the Environment: Space, Self, and Causality (Giovanni Bennardo, organizer). Northern Illinois University, September 2-3.
- 2008 (John B. Gatewood & John W. Lowe) Employee Perceptions of Credit Unions. Invited Presentation, Filene Research Council. Houston, Texas, April 1.
- 2006 A Walk on the Wild Side of Cognition. Invited Lecture, University of Connecticut, Cognitive Science Program, March 17.
- 2004 The Blind Men and the Credit Union: Adventures with a Socially Distributed Cultural Model. Invited Presentation, Conference on Cultural Models (Giovanni Bennardo, organizer), Department of Anthropology, Northern Illinois University, October 22.
- 1994 Dangerous Decisions: Procedural Mechanisms for Maintaining Loyalty and Trust in the Face of Disagreement. Invited Presentation, Interdisciplinary Conference on Trust (John Orbell & Tom Givón, organizers), University of Oregon, November 4-5.
- Salmon Fishing and Management Regimes in Southeast Alaska. Invited Lecture, Department of Human Ecology, Rutgers University, April 8.
- 1992 Salmon Fishing in Southeast Alaska. Invited Lecture, Department of Human Ecology, Rutgers University, April 21.
- 1990 Cognitive Aspects of Fishing. Invited Lecture, Department of Human Ecology, Rutgers University, October 24.
- 1989 The Role of Skill in Productivity and Allocation: A Fisheries Example. Invited Lecture, Department of Human Ecology, Rutgers University, October 20.

Potential Contributions of Social Science to Fisheries Management. Invited Presentation, Project Prospero Workshop, Juelich, West Germany, May 17-19.

Good and Bad Points of “Apprenticeship” as a Research Strategy. Invited Lecture, Department of Anthropology, Dickinson College, February 22.

1988 Kroeber's Quest for Endogenous Cultural Dynamics. Invited Lecture, Department of Anthropology, University of Virginia, September 30.

Presentations at Professional Meetings

2016 (John B. Gatewood & John W. Lowe) Developing, Validating, and Delivering a Cultural Model of Credit Unions: A Tale of Two Applied Studies. 12th Meeting, Society for Anthropological Sciences, Vancouver, Canada.

2015 Eastern Pennsylvania Farmers’ Thinking about Causality (and Luck) – Preliminary Findings. 11th Meeting, Society for Anthropological Sciences, Pittsburgh, PA.

2014 Roundtable Participant (Invited), “Advancing Science in Anthropology: 10 Years of SAS.” 113th Meeting, American Anthropological Association, Washington, DC.

Criteria for Regarding Group-group Differences in Cognition as “Cultural” Differences. 10th Meeting, Society for Anthropological Sciences, Albuquerque, NM.

Consensus Analysis’s Un-discussed Sampling Issue: How Many Questions Are Needed to Establish Credible Assessments of Respondent-by-respondent Similarity? 10th Meeting, Society for Anthropological Sciences, Albuquerque, NM.

2012 How Do Cultural Models Differ from Cognitive Models? 8th Meeting, Society for Anthropological Sciences, Las Vegas, NV.

2011 (John B. Gatewood & Catherine M. Cameron) Residents’ Support of Tourism in the Turks and Caicos Islands: Self-interest or Altruism? 110th Annual Meeting, American Anthropological Association, Montreal.

Some Observations concerning Changing Attitudes toward Food among the Nacierma. 7th Meeting, Society for Anthropological Sciences, Charleston, SC.

2010 Consensus Analysis and Subcultural Variation: Examining the Second Consensus Factor. 109th Annual Meeting, American Anthropological Association, New Orleans.

(John B. Gatewood & John W. Lowe) A Distinctive Role for Cognitive Anthropology within Cognitive Science. 6th Meeting, Society for Anthropological Sciences, Albuquerque.

2009 (John B. Gatewood & John W. Lowe) Perspectival Diversity and Consensus Analysis. 108th Meeting, American Anthropological Association, Philadelphia.

Two Methodological Issues concerning Consensus Analysis: Counter-balancing Items and the Meaning of the 2nd Factor. 5th Meeting, Society for Anthropological Sciences, Las Vegas.

- 2008 (John B. Gatewood & Catherine M. Cameron) Temporal Scale and Degree of Consensus as Variables in Cultural Model Research: Residents' Understandings of Tourism in the Turks and Caicos Islands. 107th Meeting, American Anthropological Association, San Francisco.
- (Catherine M. Cameron & John B. Gatewood) Community Engagement in Tourism Development: The Problem of Culture Lag. 107th Meeting, American Anthropological Association, San Francisco.
- (John B. Gatewood & Catherine M. Cameron) Conjoining Cultural Models and Consensus Analysis: Variations in Residents' Understandings of Tourism in the Turks and Caicos Islands. 4th Meeting, Society for Anthropological Sciences, New Orleans.
- 2007 (John B. Gatewood & Catherine M. Cameron) A Cultural Model of Tourism in the Turks and Caicos Islands. 106th Meeting, American Anthropological Association, Washington, DC.
- Survey Research under Less than Ideal Circumstances. 3rd Meeting, Society for Anthropological Sciences, San Antonio.
- 2006 (Catherine M. Cameron & John B. Gatewood) Beyond Sun, Sand, and Sea: The Emergent Tourism Program of the Turks and Caicos Islands. 105th Meeting, American Anthropological Association, San Jose.
- Whose Cultural Model Is It? The Need for Ex Post Facto Validity Checks. 2nd Meeting, Society for Anthropological Sciences, Savannah.
- 2005 (John B. Gatewood & John W. Lowe) The Blind Men and the Credit Union: A Socially Distributed Cultural Model. Biennial Meeting, Society for Psychological Anthropology, San Diego.
- (John B. Gatewood & John W. Lowe) Cultural Models and Multiple Perspectives: Employees' Understandings of Credit Unions. 1st Meeting, Society for Anthropological Sciences, Santa Fe.
- 2004 (John B. Gatewood & John W. Lowe) The Blind Men and the Credit Union: A Socially Distributed Cultural Model. 103rd Meeting, American Anthropological Association, San Francisco.
- 2002 (John B. Gatewood & Catherine M. Cameron) Visitor Impressions of Gettysburg National Military Park. 101st Meeting, American Anthropological Association, New Orleans.
- 2001 Active Cognition in Bartending. 100th Meeting, American Anthropological Association, Washington, DC.
- 2000 (John B. Gatewood & Catherine M. Cameron) Measures of Numen-Seeking at Gettysburg National Military Park. 99th Meeting, American Anthropological Association, San Francisco.
- 1999 (John B. Gatewood & Dawn E. Murray) Differential Knowledge concerning Students in an Academic Institution: The Relative Effects of Interaction Patterns, Network Position, Status-Role, Institutional Experience, and Independent Invention. 98th Meeting, American Anthropological Association, Chicago.
- Reflections on the Nature of Cultural Distributions and the Units of Culture Problem. 27th Meeting, Society for Cross-Cultural Research, Santa Fe.
- 1998 Some Formal Contrasts between Language and Other Forms of Behavior-Action. 97th Meeting, American Anthropological Association, Philadelphia.

- (Catherine M. Cameron & John B. Gatewood) The Quest for “Numen” in Historical Sites and Museums. 97th Annual Meeting, American Anthropological Association, Philadelphia.
- (Catherine M. Cameron & John B. Gatewood) Excursions into the Un-Remembered Past: What People Want from Visits to Historical Sites. 57th Meeting, Society for Applied Anthropology, San Juan, Puerto Rico.
- 1997 Semantic Models and Survey Research: What Do Respondents Respond to? 96th Meeting, American Anthropological Association, Washington, DC.
- Ignorance, Knowledge, and Dummy Categories: Social and Cognitive Aspects of Expertise. 37th Meeting, Northeastern Anthropological Association, Montebello, Quebec.
- 1996 Ignorance, Knowledge, and Dummy Categories: Social and Cognitive Aspects of Expertise. 95th Meeting, American Anthropological Association, San Francisco.
- 1995 (John B. Gatewood & Catherine M. Cameron) Semantic Models and Survey Research: What Do Respondents Respond to? 35th Meeting, Northeastern Anthropological Association, Lake Placid, NY.
- 1994 Personal Knowledge and Collective Representations. 93rd Meeting, American Anthropological Association, Atlanta.
- 1993 Intracultural Variability and Problem-Solving. 92nd Meeting, American Anthropological Association, Washington, DC.
- 1991 My PC and Me: Personal Computers and Academic Routines. 90th Meeting, American Anthropological Association, Chicago.
- Taking Orders, Making Drinks: Active Cognition in Bartending. 50th Meeting, Society for Applied Anthropology, Charleston, SC.
- 1990 Savoring History, or Consumer Society Consumes Itself. 30th Meeting, Northeastern Anthropological Association, Burlington, VT.
- 1989 Simulation of Fishing Strategies in Nova Scotian Purse Seining. 88th Meeting, American Anthropological Association, Washington, DC.
- The “Skipper Effect” and Fisheries Management. 119th Meeting, American Fisheries Society, Anchorage, AK.
- Occupational Pride and Prestige among Commercial Fishermen. 29th Meeting, Northeastern Anthropological Association, Montreal, Quebec.
- 1988 Fast BASIC Algorithms for Approximating a Known Distribution and for Shuffling the Order of Cases in It. 87th Meeting, American Anthropological Association, Phoenix.
- (John B. Gatewood & Bonnie J. McCay) The Role of Job Satisfaction Data in Selecting among Alternative Regulatory Policies. Marine Resource Utilization: A Conference on Social Science Issues, Mobile, AL.

- 1987 Endogenous versus Exogenous Theories of Culture Change. 86th Meeting, American Anthropological Association, Chicago.
- Competition for Cultural Images: Fisherman versus Logger in Southeast Alaska. 46th Meeting, Society for Applied Anthropology, Oaxaca, Mexico.
- Two Kinds of Error in Human Behavior: Good Schemata/Bad Information and Bad Schemata/Good Information. 27th Meeting, Northeastern Anthropological Association, Amherst, MA.
- 1986 (John B. Gatewood & Bonnie J. McCay) Comparison of Job Satisfaction in Six New Jersey Fisheries. 85th Meeting, American Anthropological Association, Philadelphia.
- (John B. Gatewood & Bonnie J. McCay) Comparison of Job Satisfaction in Six New Jersey Fisheries: Implications for Management. 116th Meeting, American Fisheries Society, Providence, RI.
- 1985 Cognitive Modeling of Decision Processes. 84th Meeting, American Anthropological Association, Washington, DC.
- Cognitive Modeling of Decision Processes: Some Conditions Affecting Risk-Seeking and Risk-Avoiding Behavior. 25th Meeting, Northeastern Anthropological Association, Lake Placid, NY.
- 1983 A Short History of Ethnographic Genres, or Ways to Write about Other Peoples. 82nd Meeting, American Anthropological Association, Chicago.
- (Robert Rosenwein & John B. Gatewood) The “Polarity Shift” Phenomenon in Self-Evaluations of Social Interaction. 5th International Conference on Culture and Communication, Philadelphia.
- On Becoming Dead: Eschatology in Eastern Indonesia and Melanesia. 23rd Meeting, Northeastern Anthropological Association, Syracuse, NY.
- 1982 (John B. Gatewood & Robert Rosenwein) Communicative Efficiency of Socially versus Nonsocially Encoded Color Names. 81st Meeting, American Anthropological Association, Washington, DC.
- Linguistic Competence and Recognition Ability. 22nd Meeting, Northeastern Anthropological Association, Princeton, NJ.
- 1978 “Jumper!”: Informal Information-Sharing Groups among Southeast Alaskan Salmon Seinners. 77th Meeting, American Anthropological Association, Los Angeles.

Other Professional Activities

WORKSHOPS PRESENTED:

- 2023 (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Cincinnati, OH, March 31.
- 2022 (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Salt Lake City, UT [given “virtually” due to COVID-19 pandemic], March 25.

- 2021 (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Norfolk, VA [given “virtually” due to COVID-19 pandemic], March 19.
- 2019 (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Portland, OR, March 22.
- 2017 “Cultural Consensus Analysis: Theory and Applications.” Invited Workshop, Northern Illinois University, DeKalb, IL, May 25-26.
- (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Santa Fe, NM, March 31.
- 2016 (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Vancouver, Canada, April 1.
- 2015 “Cultural Consensus Analysis: Theory and Applications.” Invited Workshop, University of Bergen, Norway, May 21.
- (with John W. Lowe) “Cultural Consensus Analysis.” Sponsored by the Society for Applied Anthropology and the Society for Anthropological Sciences, Pittsburgh, PA. March 26.
- 2012 “Cultural Consensus Analysis: Theory, Method, and Applications.” Invited Workshop, Zentrum für interdisziplinäre Forschung, Universität Bielefeld, Germany, June 21-22.

CONFERENCE SESSIONS ORGANIZED:

- 2014 Session (with John W. Lowe): “Cultural Consensus Analysis: Back to Basics.” 10th Meeting, Society for Anthropological Sciences, Albuquerque, NM.
- 1991 Session: “Human Aspects of Change in North American Fisheries.” 50th Meeting, Society for Applied Anthropology, Charleston, SC.
- 1990 Session (with Catherine M. Cameron): “History as a Cultural Product.” 30th Meeting, Northeastern Anthropological Association, Burlington, VT.
- 1987 Session (with John Omohundro): “Adaptive Decision Making.” 27th Meeting, Northeastern Anthropological Association, Amherst, MA.

INVITED PARTICIPATION IN SPECIAL CONFERENCES:

- 2022 Participant, “Cultural Model Theory: Shaping a New Anthropology.” Workshop sponsored by Wenner-Gren Foundation (Giovanni Bennardo, Victor C. de Munck, and Susan C. Weller, organizers). Northern Illinois University, May 12-15.
- 2017 Participant, “Cultural Models of Nature across Cultures.” Workshop sponsored by NSF (Giovanni Bennardo, organizer). Northern Illinois University, May 25-26.
- 2015 Participant, “Cultural Dimensions of Causal Cognition.” Workshop sponsored by SPIRE: Norwegian special program for international research exchange (Seighard Beller and Andrea Bender, organizers). University of Bergen, Norway, May 29-30.

- Participant, “Cultural Models of Nature across Cultures: Space, Causality, and Primary Food Producers.” Workshop sponsored by NSF (Giovanni Bennardo, organizer). Università di Verona, Italy, March 13-14.
- 2012 Fellow-in-Residence, with the research group focused on “The Cultural Constitution of Causal Cognition” (Sieghard Beller and Andrea Bender, U. Freiburg, organizers). Zentrum für interdisziplinäre Forschung, Universität Bielefeld, Germany, June 15-July 15.
- 2011 Participant, “Cultural Models of Nature and the Environment: Space, Self, and Causality.” Workshop sponsored by NSF (Giovanni Bennardo, organizer). Northern Illinois University, September 2-3.
- 2000 Discussant, “Anthropological Memories of Southeast Asia.” Paper session at the 29th Meeting of the Mid-Atlantic Region Association for Asian Studies, Bethlehem, PA, October 27-29.
- 1994 Participant, “Property Rights and the Performance of Natural Resource Systems: Design Principles.” Workshop sponsored by The Beijer Institute of Ecological Economics, Swedish Royal Academy of Sciences. Stockholm, Sweden, August 27-28.
- Participant, “Building Resilience, Equity, and Stewardship into Market Approaches to the Resolution of Common Property Problems.” Workshop sponsored by The Beijer Institute of Ecological Economics, Swedish Royal Academy of Sciences. Rutgers University, March 10-12.
- 1991 Participant, NSF Summer Institute on Research Methods in Cultural Anthropology (H. Russell Bernard, Bert Pelto, and Stephen Borgatti, instructors). Gainesville, FL, August 5-23.
- 1989 Participant, National Sea Grant Workshop: “Oyster Rehabilitation” (James McVey, organizer). Annapolis, MD, December 5-6.
- Participant, Project Prospero Workshop: “Human Aspects of Fisheries Management” (Bonnie McCay & John Sinton, organizers). Juelich, West Germany, May 17-19.
- 1988 Discussant, “Marine Resource Utilization: A Conference on Social Science Issues” (J. Stephen Thomas, Robert L. Maril & E. Paul Durrenberger, organizers). Mobile, AL, May 5-6.
- 1985 Discussant, United Nations University Workshop: “Discovery and Exploitation in Human Systems: Modeling Complexity in Fisheries” (Jacqueline McGlade & Peter Allen, organizers). Halifax, Nova Scotia, November 18-22.
- Participant, Faculty Seminar: “Cultural Evolution” (Donald Campbell & Paul Rozin, organizers). University of Pennsylvania, spring semester.
- 1984 Discussant, National Sea Grant Workshop: “Capturing the Commons” (James Acheson & Bonnie McCay, organizers). Darling Research Center, Walpole, ME, July 16-18.

Service to Professional Organizations

Society for Anthropological Sciences
(President-Elect 2005-07, President 2007-09, Past-President 2009-11).

Webmaster, Federation of Small Anthropology Programs, General Anthropology Division, American Anthropological Association. 2003-2009.

Member, Resolutions Committee, Northeastern Division of the American Fisheries Society. 1994-95.

Program Committee, 1991 Annual Meeting, Society for Applied Anthropology.

Organizing Committee for “Computers in Anthropology” to become an Interest Group in the American Anthropological Association. 1989-90.

Editorial / Reviewer Activities

EDITORSHIPS / EDITORIAL BOARDS:

Editorial Board (Review Editor), *Frontiers in Cognitive Science* (2010-2013)

Editorial Board, Lehigh University Press (1985-2017).

Editor, *CogSci News* (1988-1993); Production Editor, *CogSci News* (1993-2001).

Associate Editor, *Journal of the Steward Anthropological Society* (1972, 1975).

INSTITUTIONAL CONSULTANT / EVALUATOR:

External Evaluator, Department of Sociology and Anthropology, Saint Louis University (2017).

Consultant, online B.A. in applied anthropology developed by William Divale, CUNY (2010).

Member, Board of Directors, University of North Carolina Coastal Studies Institute (2004-2006).

External Evaluator, Institute for Coastal and Marine Studies, East Carolina University (2005).

External Evaluator, Department of Social Sciences, York College, CUNY (2000).

Consultant, University of North Carolina, Presidential Task Force on Marine Sciences (1999).

External Evaluator, Minority Access to Research Careers Program, York College, CUNY (1997).

PANEL REVIEWER:

North Carolina Sea Grant (1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013).

Virginia Sea Grant (1990).

EXTERNAL EVALUATOR FOR PROMOTION:

Dr. Christine M. Beitzl, University of Maine, tenure review (2018)

Dr. Giovanni Bennardo, Northern Illinois University, full professor review (2011)

Dr. Victor de Munck, State University of New York – New Platz, full professor review (2008)

Dr. Giovanni Bennardo, Northern Illinois University, tenure review (2004)

Dr. Susan D. Russell, Northern Illinois University, full professor review (2001)

Dr. James S. Boster, University of California – Irvine, full professor review (1996)

Dr. Penny Van Esterik, York University, Canada, tenure review (1985)

PEER REVIEWER:

Books — Lehigh University Press, University of Tennessee Press, Northern Illinois University Press, Worth Publishers, Thomson-Wadsworth, SAGE, Elsevier

Journals — American Anthropologist, American Ethnologist, Human Organization, Current Anthropology, Ethos, Anthropology and Humanism Quarterly, Journal of Quantitative Anthropology, Field Methods, Ethnology, Journal of Anthropological Research, Cross-Cultural Research, Journal of Anthropology, American Antiquity, Journal of Shellfish Research, Ocean and Shoreline

Management, Coastal Management, North American Journal of Fisheries Management, Maritime Studies, Journal of Social Indicators, Journal of Consumer Research, Philosophical Psychology, Topics in Cognitive Science, International Journal of Heritage Tourism, Frontiers in Psychology

Research Proposals — National Science Foundation, Wenner-Gren Foundation, NOAA/National Sea Grant, Hawaii Sea Grant, Texas Sea Grant, Oregon Sea Grant, North Carolina Sea Grant, Georgia Sea Grant, Rhode Island Sea Grant, American Council of Learned Societies, American Philosophical Society, National Endowment for the Humanities, CUNY–Queen’s College Faculty Research Grants, Social Sciences and Humanities Research Council of Canada, Vanderbilt University Faculty Research Grants

Professional Memberships

American Anthropological Association Society for Applied Anthropology
Society for Anthropological Sciences Evolutionary Anthropology Society

Non-Academic Positions

Partner, Camwood Research Associates, Bethlehem, PA, 1987-2002.
Planning Committee, Rose Garden Children's Festival, Bethlehem, PA, 1989.
Consultant (pro-bono), Musikfest Association, Bethlehem, PA, 1985-1987.

Current Research

(with John W. Lowe) Methodological issues with cultural consensus analysis. Bethlehem, PA.

A method for disentangling the effect of general semantic models from respondents’ ratings of events. Bethlehem, PA.

Lehigh University Service

ADMINISTRATIVE:

Chair, Department of Sociology and Anthropology (2015-17).
Director, Cognitive Science Program (2004-09; spring 2012).
Chair, Department of Sociology and Anthropology (1990-93).
Associate Dean, College of Arts and Sciences (1989-90).
Graduate Program Director, Department of Social Relations (1984-87).

INTERDISCIPLINARY PROGRAMS:

Cognitive Science Program
 Director (2004-09; spring 2012).
 Supervisory Committee (1992-2016).
 “Organizing” Founder (1985-87)
Environmental Studies B.A. Program
 Supervisory Committee (2004-17).
Environment and Society Minor
 Supervisory Committee (1996-2003).
 Director (1992-96).
Applied Social Research Ph.D. Program
 Coordinating Committee (1991-97).

ELECTED COMMITTEES:

Lehigh Abroad Faculty Policy Board (2004-07; Vice Chair 2004-05, Chair 2005-06).
College Promotion Committee (1992-95, 1998-2001, 2009-12; Chair 1994-95).
College Policy Committee (1984-87, 1994-96, 1997-98, 2002-05; Co-Chair 2004-05).
College Nominating Committee (1988-91; Chair 1990-91).
University Committee on Nominations (1983-85; Chair 1984-85).
College Course Committee (1981-84).
Lehigh University Forum (1979-82).
University Advisory Committee on Continuing Education (1978-80).

SPECIAL / APPOINTED SERVICE:

Steering Committee for Sustainable Development (2011-17; co-Chair 2012-17).
Internal Review Committee, Office of Research and Sponsored Programs (2011-13).
Coordinator, Lehigh University / Amazon Conservation Team relationship (2012).
Interim Secretary, College of Arts and Sciences (spring 2009, fall 2009).
Faculty Research Grant Review Panel (1994-96, 2003-06, 2012-13).
Environmental Science Building Committee (2002-03).
University Committee on Promotion and Tenure Portfolios (1999-2000).
University Task Force on Calendaring and E-Mail Software Standards (1998-99).
Chair, College Task Force on Downsizing (1992-93).
College Task Force on Mission Statement (1992-93).
Ad Hoc Committee on Graduate Student Pre-Registration (1991-92).
Paul J. Franz, Jr. & Class of '68 Faculty Fellowship Committee (1990-92).
Search Committee, Asst. Vice President for Enrollment Planning (1989-90).
Chair, Search Committee for the Henry R. Luce Professor (1989-90).
Steering Committee, College Task Force on Computer-Aided Instruction (1988-89).
Presenter, Middle States Assoc's "Case Study of Lehigh University's Planning Process" (1988).
Ad Hoc Archaeology Planning Committee (1987-88).
Co-chair/organizer, Working Group to develop a Cognitive Science Program (1985-87).
Chair, College Ad Hoc Subcommittee on B.A. Curriculum (1983-84).

STUDENT-CENTERED SERVICE:

Donald T. Campbell Student Research Prize Committee (2001-16; Chair, 2008, 2011, 2012).
Library Research Prize Committee (2011, 2012).
Williams Essay Prize: Social Science Committee (1992-99, 2001-06; Coordinator, 2001-06).
Transfer-Student Advisor, College of Arts and Sciences (1995-99).
Freshman Advisor (1979-90, 1994-96, 2001, 2003-06, 2009-15).
Faculty Fellow, Gibson Residential College (1986-89).