

Norah A. MacKendrick

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New Brunswick, NJ 08901

POSITIONS HELD

- 2019 - Associate Professor, Department of Sociology, Rutgers University
2012-2019 Assistant Professor, Department of Sociology, Rutgers University

EDUCATION

- 2011 PhD. Sociology, University of Toronto
2003 M.Sc. Rural Sociology, University of Alberta
1999 B.Sc. (Distinction) Conservation Biology and Management, University of Alberta

RESEARCH INTERESTS

Environmental health, medical sociology, consumers and consumption, food studies, gender

AWARDS AND RESEARCH FUNDING

- 2020 Allan Schnaiberg Outstanding Publication Award, American Sociological Association
2020 Fellow, Institute for Research on Women, Center for Women's Programs at Rutgers University
2019 First Book Award, Association for the Study of Food and Society
2018 Research Council Grant, Rutgers University
2018 Gretel Weiss Graduate-Student Faculty Collaboration Award, Department of Sociology, Rutgers University (with Endia Hayes)
2017 Distinguished Contribution to Undergraduate Education, School of Arts and Sciences, Rutgers University
2016 Junior Faculty Workshop Grant, School of Arts & Sciences, Rutgers University
2013 Research Council Grant, Rutgers University
2009 Centre for Urban Health Initiatives, University of Toronto. Graduate Fellowship
2008 National Network on Environments and Women's Health. 'Consuming Chemicals' Research Grant.
2007 Marvin E. Olsen Student Paper Award. American Sociological Association, Environment and Technology Section
2005-09 Doctoral Fellowship Award. Social Sciences and Humanities Research Council of Canada

BOOKS

2018. MacKendrick, Norah. *Better Safe than Sorry: How Consumers Navigate Exposure to Everyday Toxics*. Oakland, CA: University of California Press.

Media Coverage: *Washington Post*, *The Guardian*, *National Public Radio*, *Orb Media*; *Getting Curious with Jonathan Van Ness*, *SELF Magazine*.

Awards: First Book Award, Association for the Study of Food & Society (2019)

Allan Schnaiberg Outstanding Publication Award, American Sociological Association (2020)

Reviews: *American Journal of Sociology*, *Review of Agricultural, Food and Environmental Studies*

PEER-REVIEWED ARTICLES

(*graduate student)

2026. Ballif, Edmée, **MacKendrick, Norah**. Milk matters: the social imaginaries of plant milks in children's diets. *Agriculture and Human Values* (Online First).

2025. Field, Robert D., Hiren Jethva, Pamela A. Wales, Tempest McCabe, Sarah B. Henderson, Olivia E. Clifton, Konstantinos Tsigaridis, Douglas Morton, **Norah MacKendrick**, et al. "A Fire-Driven Shift in Canadian Air Quality Concerns Mirrors Trends in the US." *Earth's Future* 13(12): e2025EF007041. (Online First)

2025. **MacKendrick, Norah**, Lee, Seungyun*, Choi, Hanee*, and Rivera Ramos, Marina*. "From invisible threat to social problem: media framing of particulate matter in an era of intersecting crises." *Environmental Sociology*, 1–15. (Online First)

2023. Tormos-Aponte, Fernando, Phil Brown, Shannon Dosemagen, Dana R. Fisher, Scott Frickel, **Norah MacKendrick**, David S. Meyer, and John N. Parker. "Pathways for Diversifying and Enhancing Science Advocacy." *Science Advances* 9 (20): eabq4899.

2023. Ward, Jeremy K., Gauna, Fatima, Deml, Michael, **MacKendrick, Norah**, and Patrick Peretti-Watel. Diversity of attitudes towards complementary and alternative medicine (CAM) and vaccines: A representative cross-sectional study in France. *Social Science and Medicine*, 328: 115952.

2022. **MacKendrick, Norah** and Hannah Troxel*. "Like a Finely-Oiled Machine: Self-Help and the Elusive Goal of Hormone Balance. *Social Science & Medicine*, 309, 115-242.

Media Coverage: *Time Magazine*, *Outside Magazine*, *Women's Health UK*, *Nutrition for Mortals*

2022. Hayes, Endia* and **Norah MacKendrick**. "'Leave No Stone Unturned': Sustainable Belonging and Desirable Futures of African-American Food Imaginaries." *Gastronomica: The Journal of Food Studies*. 22 (2): 64–74.

2020. Shepherd, Hana, **Norah MacKendrick**, and Cristina Mora. Pandemic Politics: Political Worldviews and COVID-19 Beliefs and Practices in an Unsettled Time. *Socius: Sociological Research for a Dynamic World*. Vol 6: doi:10.1177/2378023120972575.

2019. **MacKendrick, Norah** and Kate Cairns. The polluted child and maternal responsibility in the US environmental health movement. *Signs: Journal of Women in Culture and Society* 44(2): 307-332.

2019. **MacKendrick, Norah** & Teja Pristavec*. Between careful and crazy: the emotion work of feeding the family in an industrialized food system. *Food, Culture & Society*, 22:4, 446-463.

2016. **MacKendrick, Norah** and Lindsay Stevens*. 'Taking back a little bit of control': Managing the contaminated body through consumption. *Sociological Forum* 31(2): 310-329.
2014. **MacKendrick, Norah**. More work for mother: Chemical body burdens as a maternal responsibility. *Gender & Society* 28(5): 705-728.
2014. **MacKendrick, Norah**. Foodscape. *Contexts*. 13(3): 16-18.
2013. Cairns, Kate, Josée Johnston and **Norah MacKendrick**. Feeding the 'organic child': Mothering through ethical consumption. *Journal of Consumer Culture* 13(2): 97-118.
2010. **MacKendrick, Norah**. Media framing of body burdens: Precautionary consumption and the individualization of risk. *Sociological Inquiry* 80(1): 126-149.
- Reprinted in: King, L. and McCarthy-Auriffeille, D. (2019, 2013). *Environmental Sociology: From Analysis to Action*. Lanham, MD: Rowman and Littlefield.
2009. Johnston, Josée, Andrew Biro, and **Norah MacKendrick**. Lost in the supermarket: The corporate-organic foodscape and the struggle for food democracy. *Antipode* 41(3): 509-532.
2007. **MacKendrick, Norah** and Debra J. Davidson. State-capital relations in voluntary environmental improvement. *Current Sociology* 55(5): 674-695.
2007. Parkins, John R. and **Norah MacKendrick**. Assessing community vulnerability: A study of the Mountain Pine Beetle outbreak in British Columbia, Canada. *Global Environmental Change* 17(3-4): 460-471.
2005. **MacKendrick, Norah**. The role of the state in voluntary environmental reform: A case study of public land in Alberta. *Policy Sciences* 38:21-44.
2004. Davidson, Debra J. and **Norah MacKendrick**. All dressed up with nowhere to go: the discourse of ecological modernization in Alberta. *Canadian Review of Sociology and Anthropology* 41(1): 47-65.

BOOK CHAPTERS & OTHER PUBLICATIONS

2025. **MacKendrick, Norah**. "Lesson 12: The Sociology of Environmental Health." In Gould, Kenneth and Tammy Lewis (Eds). *Twenty Lessons in Environmental Sociology*, 4th Edition. New York: Oxford University Press.
2025. **MacKendrick, Norah**. "Foodscapes" In Holloway, Lewis, Michael K Goodman, Damian Maye, Moya Kneafsey, Alexandra Sexton, and Ana Moragues Faus (eds.). *Encyclopedia of Food & Society*. New York: Edward Elgar Publishing.
2024. **MacKendrick, Norah**. "Dichloro-diphenyl-trichloroethane (DDT)." In Ford, Andrea, Sonja Erikainen, Roslyn Malcolm, Lisa Raeder, and Celia Roberts (eds.). *Hormonal Theory: A Rebellious Glossary*. London: Bloomsbury Academic.
2024. **MacKendrick, Norah**. "Precautionary Consumption." In Overdest, Christine (ed.). *The Elgar Encyclopedia of Environmental Sociology*. New York: Edward Elgar Publishing.
2021. Cairns, K. J. Johnston & **N. MacKendrick**. "The Organic Child Holds Mothers to an Impossible Standard." Pp 306-309 in Jennifer A. Reich (ed.). *State of Families: Law, Policy and the Meanings of Relationships*. New York: Routledge Books.

2020. **MacKendrick, Norah**. "Lesson 11: The Sociology of Environmental Health." In Gould, Kenneth and Tammy Lewis (Eds). *Twenty Lessons in Environmental Sociology*, 3rd Edition. New York: Oxford University Press.

2017. **MacKendrick, Norah**. "Out of the labs and into the streets: Scientists get political." *Sociological Forum*. 32(4): 896-902. With commentary and response from Robert Brulle, Dana Fisher, Scott Frickel, Janet Ruane, Sara Shostak and Owen Whooley. In *Sociological Forum*. 33(1): 234-258.

2015. Johnston, Josée and **Norah MacKendrick**. "The politics of grocery shopping: Eating, voting, and (possibly) transforming the food system." Pp. 644-663 in Ronald Herring (ed.). *Handbook on Food, Politics and Society*. New York: Oxford University Press.

2015. **MacKendrick, Norah A.** "Protecting ourselves from chemicals: A study of gender and precautionary consumption." Pp. 55-77 in Dayna Nadine Scott (ed.) *Our Chemical Selves: Gender, Toxics and Environmental Health*. Vancouver: University of British Columbia Press.

ORGANIZER, SYMPOSIA/CONFERENCES

2022. Co-organizer. "Navigating Uncertain Futures. Social Engagement and Transformative Change in Global Socio-Ecological Systems." American Sociological Association, Section on Environmental Sociology, and International Sociological Association, RC 24: Environmental Sociology. October 14-15.

2022. Co-organizer. "Teaching in a Time of Radical Flux." April 25th, 2022. American Sociological Association, Section on Environmental Sociology.

2022. Co-organizer, "Toxics and Consumer Products." February 9, 2022. Environmental and Occupational Health Institute, Rutgers University.

2020. Co-organizer. "COVID-19, Environmental and Occupational Health and Justice Weekly Webinar Series." September 23-October 30th, 2020. Environmental and Occupational Health Institute, Rutgers University. (Virtual).

2018. Keynote Panel Organizer. "Consumers & Consumption Mini-conference." August 10th, Rutgers University, Camden, NJ. Annual Meeting of the American Sociological Association.

2017. "Environmental Justice and the Future of Environmental Health Research." Rutgers University Inn & Conference Center. New Brunswick, NJ. Friday April 28th.

2015. Eastern Sociological Society Annual Meeting. New York City, NY. March 1st. Panel: "Risk and the Maternal Body" (Co-organizer with Miranda Waggoner, University of Virginia).

INVITED TALKS

2025. "MAHA and the Rise of Populist Science." *Risk, Uncertainty, and the State workshop*. December 8-9, 2025. Wesleyan University, Middletown, CT.

2025. Who Decides What's in Our Food? Keynote Presentation. *CEED 8th Annual Environmental Health Summit*. Rutgers University. October 10th, 2025.

2022. "Feeding the Reproductive Body in a Contaminated World." *Food and Reproduction Symposium*, University of Cambridge. May 4-5th, 2022.

2021. MacKendrick, Norah. "Precautionary Consumption: How Do Chemical Risks Shape Everyday Life and Behaviours?" Centre for Future Chemical Risk Assessment and Management Strategies, University of Gothenburg, Gothenburg, Sweden. March 23rd, 2021.

2019. MacKendrick, Norah. "Science and Technology Studies in an Era of Anti-Science II: Impacts on and Reflexivity in the Field." (Invited panelist with Scott Frickel and Siri Suh). Eastern Sociological Society Annual Meeting. Boston Park Plaza, Boston, MA. March 15th.

2018. MacKendrick, Norah. "Polluted at Birth: Risk, Responsibility and the Maternal Body in the Environmental Health Movement." Wesleyan University, Science in Society Program and the College of the Environment. September 26th.

2017. "Better Safe Than Sorry: Precautionary Consumption in Everyday Life." University of Guelph, Department of Sociology. March 29th.

2017. MacKendrick, Norah. "Becoming a Super Shopper: Transparency, Agency and Whole Foods Market." Boston University, Department of Sociology Colloquium Series. Boston, MA. March 13th.

2016. MacKendrick, Norah. Keynote Address, "Gender and the politics of environmental health." *International Women's Day Conference. Gender, Wellbeing, and the Politics of Imagination: Law, Culture, Compassion*. Queen's University, Kingston, ON, Canada, Feb. 27-28th.

CONFERENCES & PRESENTATIONS

2026. "MAHA and Social Reproduction." Annual Meeting of the Swiss Anthropological Association, Fribourg, Switzerland. February 5-7, 2026.

2025. MacKendrick, Norah, and Seungyun Lee, Hanee Choi, and Marina Rivera Ramos. "Media Framing of Particulate Matter Air Pollution." Annual Meeting of the American Sociological Association. Chicago, IL. August 8-12, 2025.

2025. MacKendrick, Norah and Seungyun Lee, Hanee Choi and Marina Rivera Ramos. "Media Framing of Particulate Matter Air Pollution." Eastern Sociological Society Annual Meeting. March 6-9, Boston, MA.

2025. MacKendrick, Norah. Author Meets Critics (Panelist): *Spaces on the Spectrum: How Autism Movements Resist Experts and Create Knowledge* (Catherine Tan). Eastern Sociological Society Annual Meeting. March 6-9, Boston, MA.

2022. MacKendrick, Norah and Hannah Troxel. "Like a Finely-Oiled Machine": Self-Help and the Elusive Goal of Hormone Balance." Annual Meeting of the American Sociological Association. Los Angeles, CA. August 5-9, 2022.

2020. MacKendrick, Norah and Hannah Troxel. "Fix Your Hormones: Doctors, Self-help and the Elusive goal of 'Hormone Balance'." Eastern Sociological Society Annual Meeting. Philadelphia Marriott Downtown, February 27-March 1st.

2018. MacKendrick, Norah, and Pristavec, Teja. "The 'Crazy Organic Mother' As 21st Century Hysteric: Calibrating Extreme Femininities in Family Foodwork." Paper presented at the Annual Meeting of the American Sociological Association. Philadelphia Marriott Downtown. Philadelphia, PA. August 11-14th.

2017. MacKendrick, Norah and Kate Cairns. "The Polluted Child and Maternal Responsibility in the US Environmental Health Movement." Paper presented at the Annual Meeting of the American Sociological Association. Palais des congrès, Montréal, Québec, Canada. August 12-15th.

2016. MacKendrick, Norah A. and Kate Cairns. "Born pre-polluted. Shopping for the organic child." Paper presented at the Annual Meeting of the American Sociological Association, Washington State Convention Center, Seattle, WA, August 19th-22nd.

2016. MacKendrick, Norah. "America's Healthiest Grocery Store: Transparency and the Promise of Consumer Agency at Whole Foods Market." Paper presented at the Rural Sociological Society Annual Meetings, Toronto, ON, August 7-11th.

2016. MacKendrick, Norah, and Pristavec, Teja. "Between careful and crazy: Foodwork as a balancing act." Paper presented at Association for the Study of Food and Society Annual Conference, Scarborough, ON. June 22-25th.

2015. MacKendrick, Norah and Lindsay Stevens. " 'Taking back a little control:' Managing the Contaminated Body through Consumption." Annual Meeting of the American Sociological Association, Regular Session on Consumers and Consumption. Hilton Palmer House, Chicago, IL. August 22nd- 25th.

SERVICE TO THE PROFESSION

2023- Co-Editor, Nature, Culture and Society Series, Rutgers University Press

2021- Advisory Board Member, NYU Press Health, Society, and Inequality Series

2022-23. Past-Chair, American Sociological Association, Environmental Sociology Section.

2021-22. Chair, American Sociological Association, Environmental Sociology Section.

2020-21. Chair-Elect, American Sociological Association, Environmental Sociology Section.

2018-21. Editorial Board Member, Gender & Society

2018-19. Program Committee Chair, American Sociological Association, Consumers and Consumption Section Annual Meeting.

2018-19. Editorial Advisory Board Member, Advances in Medical Sociology