

**LEORA E. LAWTON**

Department of Sociology, 410 Barrows Hall, llawton@berkeley.edu  
2342 Shattuck Avenue #362, Berkeley, CA 94704  
(510) 548-6174 (office), (510) 548-6175 (fax), (510) 928-7572 (cell)

---

**EDUCATION**

- Ph.D. Brown University, Providence, Rhode Island. Sociology, 1991. Emphasis on social demography – family and migration. Dissertation chair: Alden Speare, Jr.
- M.A. Hebrew University of Jerusalem, Israel. Demography, 1985. Thesis advisor: Calvin Goldscheider.
- A.B. University of California, Berkeley, California. Economics, 1978.

**CURRENT POSITIONS**

- 2008- Executive Director, Berkeley Population Center, University of California, Berkeley.
- 1997- President, TechSociety Research, Berkeley, CA. A sole proprietorship. Custom market and social science research projects, research product development, grant-writing. Qualitative and quantitative, focusing on(a) the high-tech industry and companies with an internet presence, and (b) agencies and organizations seeking social behavioral studies.
- 2003- President, Eastbayshore Eruv Corporation, a non-profit corporation. Management, public relations, and liaison with government, legal and utilities in order to develop communal and spiritual space for the Jewish community in Berkeley and Albany, CA.
- 2000- Governor, The Wheel, an online community. Created, implemented, and continually enforce Code of Ethics.

**ACADEMIC EMPLOYMENT**

- 2007- University of California, Berkeley. Lecturer, Sociology Department.
- 2005-08 Alliant International University, San Francisco, CA: Adjunct Professor, Marshall Goldsmith School of Management.
- 1994-95 Montclair State University, NJ, Adjunct Assistant Professor, Sociology Department.
- 1994 John Jay College of Criminal Justice, New York, NY, Adjunct Assistant Professor, Sociology Department.
- 1990-93 Andrus Gerontology Center, University of Southern California, Los Angeles. Postdoctoral Fellow.

**PROFESSIONAL HISTORY**

- 2005 Treasurer, Acting Executive Officer, and Webmaster of the Society for Applied Sociology, a non-profit professional association. Created budget, audit financial health, prepared financial reports, processed membership and conference payments, arranged for printing of publications, managed investments, designed new sources of revenue, website development. Collaborated on merger of two associations. Developed services and programs. Authored and distributed newsletter.
- 2002-04 Director of Consumer and Demographic Research. Freeman, Sullivan & Co., 100 Spear Street, Suite 1700, San Francisco, CA 94105. Responsible for development for new business unit, product marketing and marketing communications, consulting, and managing a research staff.
- 2000-02 Director of Research. Informative, Inc. 2000 Sierra Point Parkway Suite 300. Brisbane, CA 94005. Managed team of researchers, provide consulting to e-business customers regarding their website development, product development, customer and employee satisfaction, brand awareness and other endeavors. Designed and implemented delivery processes by coordinating

efforts of sales, project management and research organizations, developing optimal pricing policies, time management and billable hours tracking for process optimization. Implemented production processes for great cost efficiencies, training of staff, develop product strategies, marketing communications collateral, presentations, support account executives in developing and signing clients and more. Worked with senior management in developing core competencies of our company, and integrating them with other constituencies.

- 1999-2000 Senior Research Consultant. Prognostics. 900 Hansen Way, Palo Alto, CA (650) 812-3900. Provide research expertise to internal and external clients regarding customer satisfaction and loyalty for IT and other technology companies. Developed and provided staff training, developed new research products, research design and custom analysis; also assisted account executives in sales presentations and proposals.
- 1997 Market Consultant, Technology Forecasters, Inc. Alameda, CA. Designed, developed and conducted business-to-business market research in the high tech industry. Wrote and presented proposals, managed projects, supervised junior analysts and administrative staff.
- 1996 Internet Consultant (project). HotWired. Evaluation of web sites for Customer effectiveness. Qualitative interviews with company staff and customers for customer needs and site goals. Work with webmasters and content authors to design or re-design web sites. Also, quantitative analysis of data collected about users of web site content, sources of interest. Preparation of oral and written actionable reports.
- 1996 Customer Satisfaction Lead Consultant. Bellcore, Piscataway, NJ. Authored questionnaires, prepared, manipulated and analyzed quantitative data on customer satisfaction issues for telecommunications companies (baby bells). Written reports. Benchmarked business processes (purchasing, planning & engineering) through qualitative semi-structured interviews. Wrote proposal for benchmarking cellular phone companies.
- 1994-96 Consumer Behavior and New Products Analyst. Bellcore, Morristown, NJ.  
(I) Conducted research about social aspects of technology (use, needs and motivations) in order to inform engineers and create better markets, including questionnaire design, program evaluation, proposal writing, writing of technical memoranda. Quantitative and qualitative research methodology. Developed new conceptual models for Internet use. (II) Conducted evaluation research for 3-year project on introducing Internet technology and curriculum into K-12 classrooms in New Jersey, collaborated with Educational Testing Services and the Stevens Institute of Technology. (III) Studied attitudes towards security and risk issues in Internet and other forms of electronic commerce. Analyzed game and social behavior on-line through use of on-line participant observation and qualitative interviews.
- 1980-86 Assistant Director. California State University One Year Abroad Program, Hebrew University, Israel. Managed transcripts, advised students, acted as liaison between university administrations and students, organized activities, bookkeeping.
- 1977-78 Research Assistant. Market Insight. Emeryville, CA Compiled and analyzed census tract data and wrote analyses of savings & loans markets for applications to the federal government for branching.

For a selection of articles available online for download, please visit my website  
<http://www.techsociety.com/articles/articles.html>.

## SCHOLARLY PUBLICATIONS

Chowdhury, A.A., Mielnika, T.C. Lawton, L., Sullivan, M. and Katz, A. (2005). System reliability worth assessment at a midwest utility—survey results for residential customers. *International Journal of Electrical Power & Energy Systems*, 27(9, 1)): 669-673

Lawton, L., Sullivan, M., Van Liere, K, & Eto, J. (2004). *A Framework and Review of Customer Outage Costs: Integration and Analysis of Electric Utility Outage Cost Surveys*. Energy Storage Program, Office of Electric Transmission and Distribution, U.S. Department of Energy. LBNL-54365.

Lawton, L. & Bures, R. (2001). Parental divorce and the switching of religious identity. *Journal for the Scientific Study of Religion*, 99-111.

Goldscheider, F. & Lawton, L. (1998). Family experiences and the erosion of support for intergenerational coresidence. *Journal of Marriage and the Family*, 60, 623-632.

Silverstein, M., Bengtson, V., & Lawton, L. (1997). Intergenerational solidarity and the structure of adult child-parent relationships in American families. *American Journal of Sociology*, 103: 429-460. (See Authorship Change, 2001, 106(4)).

Lawton, L., Silverstein, M. & Bengtson, V. (1994). Affection, contact and geographic distance between adult children and their parents. *Journal of Marriage and the Family*, 56, 57-68.

Lawton, L., Silverstein, M. & Bengtson, V. (1994). Closeness, contact and commitment between family generations. Chapter 2 in *Hidden Connections: Intergenerational Linkages*. American Association of Retired Persons. New York: Springer.

Silverstein, M., Lawton, L. & Bengtson, V. (1994). Types of relations between parents and adult children, in Chapter 3, *Hidden Connections: Intergenerational Linkages*. AARP. New York: Springer.

Treas, J. & Lawton, L. (1999). "Family relations in adulthood." In: *Handbook of Marriage and the Family, Second Edition*, pp. 425-438, M.B. Sussman, S.K. Steinmetz and G.W. Peterson, Editors: Plenum Press.

Speare, A. Jr., Avery, R. & Lawton, L. (1991). Disability, residential mobility, and changes in living arrangements. *Journal of Gerontology*: 46(3): S133-S142.

Lawton, L. (1991). The Quality of the Parent and Adult-Child Relationship and Family Structure. Unpublished Ph.D. dissertation. Department of Sociology, Brown University, Providence, Rhode Island.

Avery, R., Speare, A. Jr. & Lawton, L. (1989). Social support, disability and independent living in the United States. *Journal of Aging Studies* 3(4): 279-293.

Lawton, Leora (1988). The impact of religious commitment on fertility among Israeli Jews. *Population Studies and Training Center Working Paper #88-05*, Brown University.

## ARTICLES IN PREPARATION

Lawton, Leora and David Tulkin. "Family and job effects in satisfaction with work-life balance."

Bures, Regina and Lawton, Leora. "Marital status and family migration decisions."

Lawton, Leora and Fisher, Nick. "Best places to work: a model of employer quality."

## ARTICLES UNDER REVIEW

Lawton, Leora. "Jewish Deadheads: The social demography of a fan subculture." *ZEEK*.

## PEER-REVIEWER

Editorial Board, *Journal of Marriage and the Family*, 2008-  
*Journal of Marriage and the Family*, 2005-2008.  
*Journal of Family Issues*, 2007  
*Journal of Applied Sociology*, 2004-

## BOOK REVIEWS

*Population Aging in the United States* by Serow, W. J.; Sly, D. F.; Wrigley, J. M. In *Journal of Architectural and Planning Research*, 1998 15(1)

*Lean and Green: Profit for your workplace and the environment*, by Pamela Gordon. March 2002, *Circuits Assembly*.

*Fathers and Divorce*, by T. Arendell. In *Family Science Review*.

## TRADE PUBLICATIONS

Lawton, Leora. Determine your need for software vs. ASP. *Marketing News*, p. 19, 22. 2002.

Lawton, Leora. A close inspection at x-ray inspection strategies. *Circuits Assembly*, July 2000.

Lawton, Leora. Training for Competition: An EMI Approach. *Circuits Assembly*, February, 2000.

Lawton, L. (1999). Contract manufacturing in a niche market: A case study of RF and high reliability assemblies. *SMT Magazine*, March 1999.

Lawton, L. (1998, 2000). *A Primer on the Electronics Manufacturing Industry: Processes and Markets*. Self-published report.

Lawton, L. & Fox, S. (1998) Expanding the flexible circuit market. *Flexible Circuitry International*, July.

Lawton, L. (1998). Year 2000 and the EMS industry: Ready or not. *Circuits Assembly*, December.

Lawton, L. (1998). The New England EMS Industry. *Circuits Assembly*, September.

Lawton, L. (1998). Nitrogen environment: Who needs it? Dispelling the folk myths about nitrogen inertion's advantages and disadvantages. *Circuits Assembly*, pp. 32-34. July.

Lawton, L. (1997). Foreign attractions. *SMT Magazine*, December.

Lawton, L. (1997). Partnerships: The new shape of the global telecommunications Market. *Circuits Assembly*, October.

Lawton, L. & Larson, D. (1997). Investment in advanced packages: A balance between technology and customer demand. *Circuits Assembly*, August.

Brittle, K. & Lawton, L. (1997). Beyond technology: Successful IC packaging subcontractors delight customers with service. *Advanced Packaging*, June 1997.

## CONFERENCE PAPERS

2009: Lawton, Leora. Invited panelist "Applied Sociology". To be presented at the annual meeting of the American Sociological Association, San Francisco, CA.

2008: Lawton, Leora. Didactic Seminar: The Logic and Methods of Segmentations. Annual meeting of the American Sociological Association, Boston, MA.

2007: Lawton, Leora. "Why are there so many Jewish deadheads – and why should we care?" Invited speaker to Unbroken Chain: The Grateful Dead in Music, Culture and Memory. University of Massachusetts, Amherst, November 16-18, 2007.

2007: Lawton, Leora. Invited organizer for a workshop in contracted research. Annual meeting of the American Sociological Association, New York, NY.

2007: Lawton, Leora. Invited participant for a panel on applied sociological research. "No one knows what a sociologist can do." Annual meeting of the Pacific Sociological Association, Oakland, CA.

2004: Lawton, Leora. Invited instructor for fee-based professional workshop on Consumer Behavior Research Methodologies. Annual meeting of the American Sociological Association, San Francisco, CA.

2004: Chowdhury, A., Mielnik, T., Lawton, L., Sullivan, M., and Katz, A. "Reliability worth assessment in electric power delivery systems" IEEE Power Engineering Society conference, June 6-8, Denver, CO.

2004: Lawton, Leora. Invited panel discussant on a paper session, Public Opinion Research in the Energy Industry. Presented at the annual meeting of AAPOR, Phoenix, NM.

2003: Lawton, L. Eto, J., Sullivan, M., Katz, A. Preliminary results to a nationwide meta-analysis of outage costs. Western Conference of the Center for Research on Regulated Industries, San Diego, CA.

2000. Lawton, Leora. Invited panel discussant on careers for sociologists outside of academia. American Sociological Association. Washington, DC.

1999. Lawton, Leora. Workshop: Conducting market research on the web: qualitative benchmarking of e-commerce websites. The Annual Meeting of the Society for Applied Sociology, Dallas, TX.

1998 Lawton, Leora. How to become an industry expert. Annual Meeting of the Society for Applied Sociology, Denver CO.

1998 Lawton, L. Publishing outside of academia. Roundtable refereed discussion at the Annual Meeting of the American Sociological Association, San Francisco, CA.

1995 Lawton, L. Strategies for finding a job in industry (when academic positions do not materialize). Keynote speaker: Demography of Aging Pre- and Post-doctoral Training Group, at the Annual Meeting of the Population Association of America, San Francisco, CA.

1997 Lawton, L. Leisure on-line: a study of social behavior in an IRC game-playing environment. Presented at the annual meeting of the Society for Applied Sociology, Oak Brook, IL.

1998. Lawton, L. The Asian EMS industry. Invited paper presented to the IPC-AMRC, Washington, DC.

1997. Lawton, L. The attraction to emerging regions for contract manufacturers. Proceedings for the annual meeting of Surface Mount International, September 12, 1997, San Jose, CA.

1997. Lawton, L. The future of global telecommunications lies in international partnerships. Keynote address for the Australian Electronics Development Centre, Melbourne, Australia.

1996. Mock, K., Lawton, L. & Hoyle, M. Cyberspace game show hosts: Agents for socialization, not just entertainment. Presented at the American Association of Artificial Intelligence, Portland OR.
1995. Lawton, L. Strategies for finding a job in industry (when academic positions don't materialize). Keynote speaker: Demography of Aging Pre- and Post-doctoral Training Group, at the Annual Meeting of the Population Association of America, San Francisco, CA.
1995. Lawton, L. & Goldscheider, F.K. Family experiences and the erosion of support for intergenerational coresidence. Presented at the Annual Meeting of the Gerontological Society of America, Los Angeles.
1994. Lawton, L. Parental divorce and the "switching" of religious identity. Presented at the Annual Meeting of the Gerontological Society of America, New Orleans.
1993. Lawton, L. & Goldscheider, F. Pathways out of the home in young adulthood and attitudes toward intergenerational coresidence in later life. Paper presented at the annual meeting of the Gerontological Society of America.
1992. Lawton, L., Silverstein, M. & Bengtson, V. The reciprocal relationship between affection and frequency of contact in intergenerational relationships. Presented at the Annual Meeting of the American Sociology Association, Pittsburgh.
1992. Lawton, L. & Silverstein, M. The influence of divorce on geographic distance between adult children and parents. Presented at the Annual Meeting of the Gerontological Society of America, Washington, D.C.
1992. Silverstein, M., Lawton, L. & Bengtson, V. Typologies of intergenerational family relations: Evidence from the 1990 AARP Survey of Intergenerational Linkages. Presented at the Annual Meeting of the American Sociology Association, Pittsburgh.
1991. Lawton, L. Individual, family and social factors in intergenerational exchange. Annual Meeting of the Gerontological Society of America, San Francisco, CA.
1991. Bengtson, V., Lawton, L. & Silverstein, M. Intergenerational linkages and solidarity in the family. Annual Meeting of the Gerontological Society of America, San Francisco, CA.
1991. Lawton, Leora. Individual, family and social factors in intergenerational exchange. Annual Meeting of the Gerontological Society of America, San Francisco, CA.
1991. Lawton, L. Attitudes towards reciprocity: childhood experience versus contemporary status. Annual Meeting of the Population Association of America, Washington, D.C.
1990. Lawton, L. The effect of marital disruption on the parent/adult-child relationship. Annual Meeting of the Gerontological Society of America, Boston.
1990. Lawton, L. Research directions in the sociology and demography of drugs. Roundtable presentation at the Annual Meeting of the American Sociological Association, Washington, D.C.
1990. Lawton, L. The quality of the parent/adult-child relationship and family structure. Annual Meeting of the Population Association of America, Toronto, Canada.
1988. Lawton, L. Children as friends: social interaction between elderly parents and their adult children. Annual Meeting of the Gerontological Society of America, San Francisco.
1988. Speare, A. Jr., Avery, R. & Lawton, L. Disability, residential mobility and changes in living arrangements. Annual Meeting of the Population Association of America, New Orleans.

1987. Avery, Roger, Alden Speare, Jr. and Leora Lawton. Social support, disability and independent living in the United States. Inter-congress Meeting of the Research Committee on Aging. University of Manitoba, Winnipeg, Manitoba.

## **AFFILIATIONS**

American Sociological Association, Chair, 2003-2004, Councilmember 2000-2003 Section on Sociological Practice, Secretary, 2005-2007. Webmaster and Newsletter Editor 2007-present.

American Association of Public Opinion Research

National Council on Family Relations