

CURRICULUM VITAE

March 2015

ZACHARY WAYNE BREWSTER

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Education

- Ph. D. 2009. North Carolina State University, Raleigh, NC.
M. A. 2002. Western Kentucky University, Bowling Green, KY.
B. S. 2000. Grand Valley State University, Allendale, MI

Positions Held

- 20011- Assistant Professor, Department of Sociology, Wayne State University
2009-2011 Assistant Professor, Department of Sociology and Philosophy, West Virginia State University
2002-2009 Graduate Student/Visiting Instructor, Department of Sociology and Anthropology, North Carolina State University

Areas of Scholarly Interest

Work and Organizations; Medical Sociology; Race and Ethnicity; Everyday Racism/Discrimination, Inequality and Social Stratification; Scholarship of Teaching and Learning

Recent Recognitions

- 2014-2015 Humanities Center Resident Scholar, Wayne State University
2012-2013 Humanities Center Resident Scholar, Wayne State University

Refereed Journal Articles (*Student Co-Author)

- 2015 Brewster, Zachary W., Jonathan R. Brauer, and Michael Lynn. "Economic Motivations and Moral Controls Regulating Discrimination against Black and Hispanic Diners." Forthcoming in *The Sociological Quarterly*. DOI: 10.1111/tsq.12093
- 2015 Brewster, Zachary W. "Perceptions of Intergroup Tipping Differences, Discriminatory Service, and Tip Earnings among Restaurant Servers" *International Journal of Hospitality Management* 46: 15-25.
- 2015 Lynn, Michael and Zachary W. Brewster. "Racial and Ethnic Differences in Tipping: The Role of Perceived Descriptive and Injunctive Tipping Norms." *Cornell Hospitality Quarterly* 56(1): 68-79.
- 2014 Brewster, Zachary W. and Sarah Nell Rusche. "The Effects of Racialized Workplace Discourse on Race-Based Service in Full-Service Restaurants." *Journal of Hospitality and Tourism Research*, doi: 10.1177/1096348014538051.
- 2014 Brewster, Zachary W. and Michael Lynn. "Black-White Earnings Gap among Restaurant Servers: A Replication, Extension, and Exploration of Consumer Racial Discrimination and Tipping." *Sociological Inquiry* 84(4): 545-569.
- 2014 Brewster, Zachary W., Michael Lynn, and *Shelytia Cocroft. "Consumer Racial Profiling in U.S. Restaurants: Exploring Subtle Forms of Service Discrimination against Black Diners." *Sociological Forum* 29(2): 476-495.
- 2013 Brewster, Zachary W. and Jeremiah B. Wills. "The Institution of Tipping as a Source of Employee Agency: The Case of Restaurant Servers." *Sociological Focus* 46(3): 193-210.
- 2013 Brewster, Zachary W. "The Effects of Restaurant Servers' Perceptions of Customers' Tipping Behaviors on Service Discrimination." *International Journal of Hospitality Management*. 32(1): 228-236.
- 2012 Brewster, Zachary W. "Racially Discriminatory Service in Full-Service Restaurants: The Problem, Cause, Potential Solutions." *Cornell Hospitality Quarterly* 53(4): 274-285.
- 2012 Brewster, Zachary W. and Sarah Nell Rusche. "Quantitative Evidence of the Continuing Significance of Race: Tableside Racism in Full-Service Restaurants" *The Journal of Black Studies* 43(4): 359-384.
- 2012 Brewster, Zachary W. "Racialized Customer Service in Restaurants: A Quantitative Assessment of the Statistical Discrimination Framework." *Sociological Inquiry* 82(1): 3-28.

- 2009 Brewster, Zachary W. and Christine Mallinson. "Racial Differences in Restaurant Tipping: A Labour Process Perspective." *The Service Industries Journal* 29(8): 1053-1075.
- 2008 Rusche, Sarah E. and Zachary W. Brewster. "'Because They Tip for Shit!': The Social Psychology of Everyday Racism in Restaurants." *Sociology Compass* 2(6): 2008-2029.
- 2005 Mallinson, Christine and Zachary W. Brewster. "'Blacks and Bubbas': Stereotypes, Ideology, and Categorization Processes in Restaurant Servers' Discourse." *Discourse and Society* 16(6): 787-807.
- Reprinted in Tadajewski, Mark and Robert Cluley (eds.). 2013. *Directions in Critical Marketing Studies*. Thousand Oaks, CA: Sage.
- 2003 Brewster, Zachary W. "Behavioral and Interactional Patterns of Strip Club Patrons: Tipping Techniques and Club attendance." *Deviant Behavior* 24(3): 221-243.

Refereed Journal Articles on Teaching

- 2013 Wills, Jeremiah B., Zachary W. Brewster, Jonathan R. Brauer, and Brad Ray. "Political Ideological Distance between Sociology Students and their Instructors: The Effects of Students' Perceptions." *Sociation Today* 11(1).
- 2006 Atkinson, Maxine, Ronald F. Czaja, and Zachary W. Brewster. "Integrating Sociological Research into Large Introductory Courses: Learning Content and Increasing Quantitative Literacy." *Teaching Sociology* 34 (1): 54-64.
- 2005 Wills, Jeremiah B., Zachary W. Brewster, and Gregory Fulkerson. "The Stratification Puzzle: An Active Learning Exercise in Hard Work and Success." *Teaching Sociology* 33 (4): 389-95.

Chapters in Edited Books

- 2005 Grimm, James W., D. Clayton Smith, and Zachary W. Brewster. "Effects of Managed Health Insurance on Physical and Emotional Well-being." *Research in the Sociology of Health Care* 23:133-159.
- 2003 Grimm, James W., Zachary W. Brewster, and D. Clayton Smith. "Education, Managed Health Care, and Health Outcomes." *Research in the Sociology of Health Care* 21:39-62.
- 2002 Grimm, James W. and Zachary W. Brewster. "Explaining Health-related Inequalities with a Social Capital Model." *Research in the Sociology of Health Care* 20:3-27.

Invited Scholarly Activities

- 2015 Lynn, Michael and Zachary W. Brewster. "What's Behind Racial Differences in Restaurant Tipping?" *The Conversation*. Available online at <https://theconversation.com/whats-behind-racial-differences-in-restaurant-tipping-35889>
- Reprinted in *The Washington Post* (January 21, 2015). Available online at <http://www.washingtonpost.com/posteverything/wp/2015/01/21/whats-behind-racial-differences-in-restaurant-tipping/>
- 2013 Brewster, Zachary W. and Michael Lynn. "Race Relations in the Hospitality Industry: Key Issues for Theory Building and Testing." Introduction to *Cornell Hospitality Quarterly* Research Curation. Available online at http://www.sagepub.com/upm-data/58498_CQ_Research_Curation_race_relations.pdf
- 2011 Brewster, Zachary W. and Anne Montague. "Britain Thanks American Rosie the Riveters for Their Role in an Allied WW II Victory." *Le Journal: West Virginia State University Office of International Affairs Newsletter* 13(1): 2, 14-15.
- 2009 Rusche, Sarah E. and Zachary W. Brewster. "Teaching and Learning Guide for: 'Because They Tip for Shit!': The Social Psychology of Everyday Racism in Restaurants." *Sociology Compass*.

Selection of Research Featured in the Media

- 2014 "Black Restaurant Servers Get Smaller Tips" Article by Tom Jacobs in the Pacific Standard. Retrieved from <http://www.psmag.com/navigation/business-economics/racism-black-restaurant-waiters-service-industry-servers-get-smaller-tips-90121/>
- 2012 "Dining While Black a Real Thing: Table Side Racism Study Shows Wait staff Give African-Americans Poorer Service": Article by Lindsay Goldwert in New York Daily News. Retrieved from <http://www.nydailynews.com/life-style/eats/tableside-racism-a-real-study-shows-waitstaff-give-african-americans-poorer-service-article-1.1067157>
- 2012 "Study: U.S. Restaurants Plagued by "Tableside Racism": Article by Anna North on BuzzFeed.com. Retrieved from: <http://www.buzzfeed.com/annanorth/study-us-restaurants-plagued-by-tableside-raci>
- 2012 "Study: Restaurant Servers Admit Poor Service to Black Customers": Article by Yukio Strachan on Digital Journal Reports. Retrieved from: <http://digitaljournal.com/article/323585>
- 2012 Interviewed on 101.9 FM, New York News

Professional Presentations

- 2015 Brewster, Zachary W., Jonathan R. Brauer, and Michael Lynn. "Morality Goes to Work: Organizationally Desirable Correlates of Employee Morality." Presented at the annual meetings of the Midwest Sociological Society. Kansas City, MO.
- 2014 Levitt, Amanda and Zachary W. Brewster. "At the Intersection of Food and Fat: Exploring the Link between Obesity and Customers' Experiences in Full-Service Restaurants." Presented at the Annual Meetings of the Michigan Sociological Association. Muskegon, MI.
- 2014 Brewster, Zachary W. "Does Discrimination Pay? Perceptions of Intergroup Tipping Differences, Discriminatory Service, and Relative Tip Earnings among Restaurant Servers." Presented at the Annual Meeting of the Society for the Study of Social Problems. San Francisco, CA.
- 2014 Brewster, Zachary W., Jonathan Brauer, and Michael Lynn. "Economic Motivations and Moral Controls Regulating Discrimination against Black and Hispanic Diners." Presented at the Annual Meetings of the Midwest Sociological Society. Omaha, NE.
- 2013 Brewster, Zachary W. and Michael Lynn. "Black-White Earnings Gap among Restaurant Servers: A Replication, Extension, and Exploration of Consumer Racial Discrimination in Tipping." Presented at the Annual Meetings of the Michigan Sociological Association. Saginaw, MI.
- 2013 Brewster, Zachary W., Michael Lynn, and Shelytia Cocroft. "Consumer Racial Profiling in U.S. Restaurants: An Empirical Test for Subtle Forms of Service Discrimination." Presented at the Annual Meetings of the Society for the Study of Social Problems. New York, NY.
- 2013 Brewster, Zachary W. "Scholarship on Tipping: Where are the Sociologists?" Presented at the Annual Meetings of the North Central Sociological Association. Indianapolis, IN.
- 2012 Brewster, Zachary W. and Jeremiah B. Wills. "The Institution of Tipping as a Source of Employee Agency: The Case of Restaurant Servers." Presented at the Annual Meetings of the North Central Sociological Association. Pittsburgh, PA.
- 2010 Brewster, Zachary W. "Racialized Customer Service in Restaurants: A Quantitative Assessment of the Statistical Discrimination Explanatory Framework." Presented at the Annual Meetings of the Southern Sociological Society. Atlanta, GA.
- 2007 Rusche, Sarah E. and Zachary W. Brewster. "Tablesides Racism: Restaurant Server Attitudes, Workplace Culture, and Anti-black Discrimination." Presented at the Annual Meetings of The Society for the Study of Social Problems. New York, NY.

- 2006 Rusche, Sarah E., and Zachary W. Brewster. "Those People are Just Bad Tippers: Restaurant Customer Status Characteristics and Servers' Perceptions." Presented at the Annual Meetings of the Southern Sociological Society. New Orleans, LA.
- 2005 Brewster, Zachary W. and Christine Mallinson. "Servers' Perceptions of 'Good' and 'Bad' Tippers: Customers' Race, Age, and Social Class." Presented at the Annual Meetings of the Southern Sociological Association. Charlotte, NC.
- 2005 D. Clayton Smith, James W. Grimm, and Zachary W. Brewster. "Effects of Managed Health Insurance on Physical and Emotional Well-Being in South Central Kentucky." Presented at the Annual Meetings of the Southern Rural Sociological Association. Little Rock, AR.
- 2004 Wills, Jeremiah B, Zachary W. Brewster, and Gregory Fulkerson. "The Stratification Puzzle: An Active Learning Exercise in Hard Work and Success." Presented at the Annual Meetings of the Southern Sociological Society. Atlanta, GA.
- 2004 Mallinson, Christine and Zachary W. Brewster. "Blacks and Bubbas": Stereotypes, Ideology, and Categorization Processes in Restaurant Servers' Discourse." Presented at The University of Georgia Graduate Student Linguistic Conference. Athens, GA.
- 2003 Brewster, Zachary W. "Restaurant Servers: Status Differentiation and Their Struggle to Gain Occupational Power." Presented at the Annual Meetings of the Southern Sociological Association. New Orleans, LA.
- 2003 Atkinson, Maxine, Ronald Czaja, and Zachary W. Brewster. "Can Performing Data Analyses Teach Students Both Content and Research Skills?" Presented at the Annual Meetings of the Southern Sociological Association. New Orleans, LA.
- 2001 Brewster, Zachary W. "The Club's Regulars: A Systematic Analysis of Patrons Who Regularly Attend Exotic Dance Clubs." Annual Meetings of the Mid-South Sociological Association. Mobile, AL.

Invited Presentations/Lectures

- 2015 Brewster, Zachary W. "Morality Goes to Work: Linking Individual Morality to Various Workplace Behaviors and Attitudes." Presented at The Humanities Center Brown Bag Colloquium Series, Wayne State University, Detroit, MI.
- 2014 Brewster, Zachary W. "Inequities in Healthcare and Beyond: What's Race Got to Do with It?" Healthcare Equity Scholars Program, Henry Ford Health System, Detroit, MI.
- 2013 Brewster, Zachary W. "Black-White Earnings Gap among Restaurant Servers: Consumer Discrimination in Tipping Behaviors." Presented at The Humanities Center Brown Bag Colloquium Series, Wayne State University, Detroit, MI.

- 2013 Brewster, Zachary W. and Shelytia Cocroft. "Everyday Racism in American Restaurants." Presented at The Humanities Center Brown Bag Colloquium Series, Wayne State University, Detroit, MI.
- 2011 Brewster, Zachary W. "Facebook: Social Network or Social Disaster?" Panel participant at the spring summit on the consequences of social networking, Hosted by The Leadership Institute, West Virginia State University.
- 2010 Brewster, Zachary W. and John Haulotte. "West Virginia Rosie the Riveter Reflects on WWII." Presented at the West Virginia State University Faculty Lecture Series. Institute, WV.
Presentation also given at the 2011 WV AFL-CIO Union Women's concerns Conference. Charleston, WV.
- 2010 Brewster, Zachary W. "Thinking about (White) Privilege." Lecture given to the students of Race, Gender, and Human Identify (GED 200) at West Virginia State University. Institute, WV.
- 2009 Brewster, Zachary W. "The Continuing Significance of Race: Tableside Racism in Full-Service Restaurants." Presented at the West Virginia State University Faculty Lecture Series. Institute, WV.
- 2006 Rusche, Sarah E., and Zachary W. Brewster. "Those People are Just Bad Tipppers." Presented at the Annual Sociology Graduate Student Research Symposium, North Carolina State University. Raleigh, NC.

Grants Awarded

- 2010 Brewster, Zachary W. "Rosie the Riveter Transcription Project." Faculty Research and Professional Development Grant. West Virginia State University. \$1,300.00

Undergraduate Courses Taught

Introduction to Sociology
Contemporary Social Problems
Jobs and Work
Mangers, Work, and Organizations
History of Sociology
Sociological Theory
Sociology of Medicine
Sociology of Formal Organizations
Research Methods
Freshman Experience
Social Stratification

Graduate Courses Taught

Advanced Topics in Sociology of Labor

Pedagogy Development

- The West Virginia Consortium for Faculty and Course Development in International Studies (FACDIS) Annual Workshops (2010). “Half the Sky: Turning Oppression into Opportunity for Women Worldwide.”
- Sloan-C Workshop on Blended Learning. “Staying Organized, Evaluating Course Design, and Moving Forward with Your Blended Course.” (May 10th – 31st, 2010)
- Sloan-C Workshop on Blended Learning. “Delivering Content, Fostering Student Interactivity, and Assessing Learning.” (April 12th – May 3rd, 2010)
- Sloan-C Workshop on Blended Learning. “Designing Blended Courses & Building a Blended Learning Community.” (February 8th – March 1st, 2010)
- Practicum in the Teaching of Sociology (Western Kentucky University, 2001)
- Graduate Seminar in the Teaching of Sociology (Western Kentucky University, 2001)

University Service

West Virginia State University

- West Virginia State University Research Council (2009-2011)
- Committee on Recruitment and Retention (WVSU, 2010-2011)
- General Education Committee (WVSU, 2010-2011)
- Faculty Grievance Committee (WVSU, 2010-2011)
- Faculty Senate Alternate (WVSU, 2010-2011)
- Lead Instructor of BSS 101 (WVSU, Freshman Experience, 2010-2011)
- AmeriCorps Student Mentor (2010-2011)
- Faculty Advisor for Student Veterans Organization at WVSU (2010-2011)

Departmental Service

Wayne State University

- Director of Undergraduate Studies (2013-2014, 2015-current)
- Undergraduate Committee (2014-current)
- Coordinating Committee (2013-2014, 2015-current)
- Graduate Committee (2012 – 2014)
- Salary Committee (2012 – 2013, 2014-2015)
- Member of MA Essay/Theses Committees (9)
- Member of Dissertation Committees (11)
- Faculty Search Committee (2013)
- Member of Medical Sociology Preliminary Exam Committee (2012-current)
- Member of Urban/Labor Preliminary Exam Committee (2013-current)

External Service

President of West Virginia 501(c) nonprofit organization *Thanks! Plain and Simple, Inc.* (2009-2011)

Member of the Board of Directors of West Virginia 501(c) nonprofit organization *Thanks! Plain and Simple, Inc.* (2009-2012)

External Reviewing & Editorial Boards

Editorial Board Member, *Southern Rural Sociology* (2006-2009)

Editorial Board Member, *Cornell Hospitality Quarterly* (2014 – current)

Ad Hoc Reviewer for:

Teaching Sociology, Journal of Hospitality and Tourism Research, Basic and Applied Social Psychology, Social Problems, Deviant Behavior, Southern Rural Sociology, Sociological Inquiry, Journal of Black Studies, International Journal of Hospitality Management, Social Science Quarterly, Sociological Focus.

Service at Professional Meetings

2011 Session Discussant, “The Impact of Appalachian Rosie the Riveters on America, Past to Future,” Annual Meetings of the Appalachian Studies Association. Richmond, KY.

Current Memberships in Professional Associations

Society for the Study of Social Problems (2013-current)

Michigan Sociological Association (2013-current)

Midwest Sociological Society (2013-current)