

Environment, Technology, and Society

Newsletter of the Section on Environment and Technology
American Sociological Association

"Sociologists Tackle NAFTA"

by Susan H. Roschke, Bradley University

This year's opening plenary session (Saturday, 8:30 p.m.) at the Annual Meetings in Toronto focuses on the North American Free Trade Agreement (NAFTA). With debate still open on the environmental—as well as the social, economic, and political—effects of the agreement, this should prove to be a lively and important session. An international panel will cover a variety of sociological implications of the pact. Patricia Marchak, of the University of British Columbia, will speak on "Environment and Resource Protection: Does NAFTA Make Any Difference?" Douglas S. Massey, of the University of Pennsylvania, will discuss political issues in his talk "March of Folly: U.S. Immigration Policy Under NAFTA." And finally, Roger Bartra, from the Universidad Nacional Autonoma de Mexico, will cover social issues in "The Bridge, the Border, and the Cage: Cultural Crisis and Identity in the Post-Mexican Condition."

The Agreement plays a significant role in the economies of Canada, Mexico, and the U.S. Since NAFTA's implementation in 1994, Canada has benefited from U.S. economic growth, according to the World Trade Organization (Williams 1996). But, while U.S. growth has been an economic boon to Canada, the risks of potential U.S. downturns can be severe. U.S. corporations operating in Canada make up a large part of Canada's economy. In Mexico, more jobs have also meant more pollution (*Planet* 1997). A report released in June by the Economic Policy Institute, the Institute for Policy Studies, the International Labor Rights Fund, the Sierra Club, and Public Citizen's Global Trade Watch claims that "wages and living standards have seen downward pressure in all three countries" (*Reuters* 1997b).

In addition, the natural environments of all parties to NAFTA have seen changes. The report cited above maintains

that "damage to the North American environment has intensified," and "food supplies are increasingly at risk of contamination" (*Reuters* 1997b). The Sierra Club reports just a few examples of environmental deterioration and dangers (*Planet* 1997). While NAFTA provisions include border cleanup, little actual work has been realized. Also, contaminated strawberries from Mexico, which under NAFTA went uninspected by the USDA, left school children in Michigan with hepatitis A. British Columbia has continued to log its old-growth forests at an unsustainable rate, primarily for export to NAFTA countries. Environmental protection in Canada has not lived up to the potential for NAFTA, as several provinces have not extended their NAFTA participation to the environmental side agreement (*Planet* 1997).

Moreover, many residents on both sides of the U.S.-Mexico border lack sanitary and other services (Clifford and Sheridan 1997). The water supply continues to dwindle, as the border population grows alongside the economy. Pollution from area factories and dumps leads to health problems as well. Birth defects are prevalent, including anencephaly which occurs at a rate twice that of the U.S. national average.

On the other hand, some claim that NAFTA has provided an impetus for improvements in Mexico's environmental regulation and enforcement (Clifford and Sheridan 1997). Several times the number of pre-NAFTA inspections are carried out on the maquiladoras, resulting in millions of dollars in fines. All three nations have come together on environmental protection, and while little visible has been accomplished, this is a positive step. There are numerous political hurdles to be cleared, so opening dialog is itself a significant occurrence.

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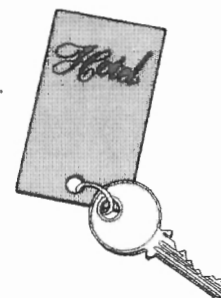
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Notes from the Editor...

As I prepare this issue of ET&S, I am also preparing to head up north to Toronto for the Annual Meetings. I hope to see you all there! The E&T Section business meeting and our reception really do provide a great opportunity to meet and share ideas. Don't miss them, if you're in town. My goal is to have this in your hands before you leave for Canada, so I've included a list of E&T-related sessions at the Meetings (thanks to all of you who helped me fill out that list), as well as an update on NAFTA to get us ready for the opening plenary session.



Of course, this issue also includes the usual--though somewhat abbreviated--complement of member activities and publications. Keep those notices heading my way.

Meanwhile, I am moving to Peoria and my new job at Bradley University. Yes, it's a busy Summer. Bradley seems to be virgin territory for an environmental sociologist, so I'll have plenty to do there, too!

Another move also makes me reflect on my many possessions--particularly books and journals--and whether we ever will truly be a "paperless society." Given all the boxes I have packed with academic paper products (and those I have chosen not to move again), it certainly does seem desirable!

Please take note of my new addresses and phone numbers below, for all those newsletter articles and notices you've been preparing. That space on the front page is available for the Fall issue! Feel free to contact me if you have article ideas you want to discuss. Someone may wish to write a report on some of those environmental sociology sessions at the Annual Meetings...

Environment, Technology, and Society Newsletter

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Publication Schedule:

The deadline for submissions for the Fall issue is September 15. If at all possible, please submit text items electronically or on IBM-formatted diskette, as this greatly facilitates the newsletter production process. Articles on current research that can be represented graphically on the front page are especially sought.

ET&S is a publication of the American Sociological Association, Section on Environment and Technology. The newsletter is a member benefit.

Please note that you must be a member of the ASA in order to join a Section. Contact the American Sociological Association, Membership Services, at 1722 N Street, NW, Washington, DC 20035-2981

Invitation to Join the American Association for the Advancement of Science

by Eugene A. Rosa, Washington State University

Secretary, Section K (Social, Economic, and Political Sciences),
American Association for the Advancement of Science

Among my many hats is that of Secretary of Section K (Social, Economic, and Political Sciences) of the American Association for the Advancement of Science (AAAS). When I assumed this post in 1994 I sent out an invitation to you in the newsletter. There are still compelling reasons for section members to join AAAS, so I repeat my earlier message, appropriately updated.

I invite members of the Environment and Technology Section of ASA who are not already members of AAAS to consider joining. If you are already a member you can urge graduate students to join as part of your mentoring obligations. AAAS is the oldest general scientific society in the United States (founded in 1848), it is the only society representing all scientific disciplines (including mathematics and engineering) and, with approximately 160,000 members worldwide (this is not a misprint), it is the largest scientific body in the world. Among the key benefits of membership are: a subscription to *Science* magazine (51 issues per year) that gives broad coverage to environmental and ecological topics; collegueship with the larger scientific community; network and bridge-building opportunities with that larger community; eligibility to become an AAAS Fellow; and access to another professional venue for advancing environmental sociology and social science more generally. AAAS also provides an unparalleled opportunity for the wider dissemination of one's work. The annual meetings (held in February) are attended by much broader audiences, including influential policy makers, than is typical of other of our professional meetings. And the meetings attract 600 (this is not a misprint either) science writers from around the world. A typical year's meetings generate hundreds of original press articles and thousands of press clippings.

It hopefully should be clear that AAAS has much to offer our Section members. If you would like additional information or application materials you can obtain them directly from me by writing, phoning, faxing, pony expressing, or e-mailing. Or, you can contact AAAS directly: Office of Membership & Circulation, 1200 New York Avenue N.W., Washington, DC 20005, Telephone 1-800-347-6969 (from District of Columbia 202-326-6417), FAX (202) 842-1065, email: membership@aaas.org, url: <http://www.aaas.org/>. At \$102 per year (\$55 for students) membership may look a little pricey, but remember that this includes 51 issues of *Science* magazine.

Also, if you have topics you would like to suggest for the AAAS annual meetings or an interest in organizing symposia, please contact me. The 1998 meetings, in Philadelphia, have already been finalized, but planning for the 1999 meetings, in Anaheim, will begin soon.

**The next time you're shopping for bread, try pumpernickel or corn bread for a change.
Relying too much on a few plant varieties could limit our future food choices.
Conserving biodiversity means greater choices and a safer food supply.**

A Green Tip from Environment Canada -- find more at <http://www.ns.doe.ca/action21/gtips/green.html>

"NAFTA," continued from page 1

Publicity surrounding NAFTA has also prompted public outcry, further prodding governments and industries in the United States, Mexico, and Canada to improve environmental protection efforts in related areas.

Meanwhile, activity on NAFTA continues. Chile and Canada have signed a trade pact (Dale 1996; *Investor's* 1996) and an environmental side agreement covering the enforcement of environmental laws (*EnviroNews* 1997) with Canada. Chile has also signed an air quality agreement with the United States (*EnviroNews* 1997). President Clinton seeks to broaden these agreements, bringing Chile, as well as other South American countries, into NAFTA (*Planet* 1997). Between the U.S. and Canada, trade growth also continues. Commerce Secretary William Daley plans to bring U.S. executives to Canada in early August to discuss new business projects (*Reuters* 1997a).

References

- Clifford, Frank and Mary Beth Sheridan. 1997. "Column One: Borderline Efforts on Pollution." *Los Angeles Times*. June 30.
- Dale, Stephen. 1996. "Chile Signs Free Trade Deal with Canada." *Interpress Service*. Nov. 18.
- EnviroNews Service*. 1997. "Chile Signs Environmental Pacts with U.S. and Canada." Feb. 27.
- Investor's Business Daily*. 1996. "Chile May Soon Join NAFTA, Says U.S. Trade Official." Nov. 20.
- The Planet*. 1997. "Stop NAFTA 'Fast Track'." Volume 4, number 5, June.
- Reuters* newswire. 1997a. "U.S. Commerce Chief to Lead Mission to Canada." June 13.
- Reuters* newswire. 1997b. "U.S. Groups Urge NAFTA Change or Repeal." June 27.
- Williams, Frances. 1996. "Canada's Trade Moves Closer to U.S., Says WTO." *Financial Times*. Nov. 20.

Book Review

by Ruth L. Love (RuthLLove@aol.com)

Patullo, Polly. *Last Resorts: The Cost of Tourism in the Caribbean*. 1996. London: Cassell/LAB. Distributed in North America by Monthly Review Press, 122 W. 27th St., NYC 10001. ISBN: 0-85345-977-0 pbk \$19.00

In a lucid, journalistic style, backed by specific facts, Patullo explores the complex, sometimes contradictory facets of the tourist industry in the Caribbean. The industry is the most important one there, accounting for about 25% of total exports, and for some Caribbean countries, earning more than all other sectors combined. Yet the structure of the industry, especially in its most prevalent form of mass tourism (where thousands of tourists are herded in and out on package holidays by jumbo jet or giant cruise ship) allows very little of its earnings to benefit islanders.

Patullo is a latent sociologist as she systematically describes how many goods and services for mass tourism are imported, and the efforts that have been made by some islands to counter this by trying to establish linkages between hotels and local agriculture, fisheries, and manufacturing. Drawing upon the plantation history of the Caribbean, she points out that the absence of a tradition of small farmers producing for market complicates the establishment of local agriculture to meet hotel standards and requirements.

And so the story goes through all aspects of social structure. Middle-management positions in tourism are filled by ex-patriots because the Caribbean middle class is oriented to the learned professions rather than business, another aspect of colonial heritage.

A surprising twist on the story, however, is in the arts. There are of course the usual Las Vegas style cruise ship shows depicting the flashy stereotypic aspects of Caribbean culture, and the poorly made souvenirs for quick purchase. At the same time, indigenous arts, crafts and festivals have begun to flourish in recent years, as tourist commissions learn not to underestimate the tastes and interests of all tourists. Furthermore, past tourist purchases of sunset and hibiscus paintings have helped nourish talent, raise artistic standards, and create new opportunities for serious artists and artisans.

The query guiding *Last Resorts* is whether the Caribbean governments can use tourism for sustainable development. Patullo concludes that ecotourism provides only a partial solution. Although its small, upscale characteristics give local innkeepers opportunity, reduce leakage of profits to the outside and allow for greater local involvement, ecotourism is not foolproof. In Belize, outsiders operate the tour companies and own chains of small hotels for ecotourists. In other Caribbean nations, the governments have not yet taken forceful stands to protect that which the tourist has come to see and enjoy, including archaeological and historic sites.

In her final chapter, Patullo sketches out a model of "new" or "integrated" tourism as an alternative to the mass-market, leaking-vessel approach. For this form of tourism to be achieved, the Caribbean governments must have sufficient political will and vision to manage the industry for ecological and human needs as well as business considerations. This means, among other things, more local planning and control of business, and a general strategy of increasing net visitor expenditures by offering a more varied menu of things to do and see over a longer stay rather than increasing visitor arrivals.

A few Caribbean islands are moving in the direction of new tourism; for example, Nevis has second-home tourism which meets the tests of "high spend" and "low impact" but fails the "non-elite, local control" test. In areas of Jamaica outside the mass-tourism enclaves there appears to be successful movement toward local, community based tourism.

One of Patullo's major concerns about the likelihood of achieving new tourism is whether the Caribbean countries can learn to cooperate as well as compete. In the absence of regional agreements, there is no common cruise-ship passenger head tax, and as a result, countries with head-taxes can be manipulated or skipped by the cruise ship companies, thereby losing revenue to pay for infra-structure.

Last Resorts would make a lively case-study assignment either in an introductory sociology course or in an environmental sociology course. With supplementary material (including maps) about the social, political and ecological variability among Caribbean nations, one could tease out more clearly, using comparative analysis, some of the factors that may facilitate new, locally based tourism, and its contribution to local development.

Member Publications and Announcements

Cohen, Maurie J. 1997. "The Spatial Distribution of Toxic Chemical Emissions: Implications for Nonmetropolitan Areas," *Society and Natural Resources*, 10(1):17-41.

Cohen, Maurie J. 1997. "Risk Society and Ecological Modernisation: Alternative Visions for Post-Industrial Nations," *Futures*, 29(2):105-119.

Connor, Desmond M. 1997. *Constructive Citizen Participation: A Resource Book*, Sixth Edition, Development Press, Victoria, B.C., Canada, 236 pp.

With the June issue, our quarterly newsletter *Constructive Citizen Participation* enters its 25th year!

En Español! By September, we will have the following available in Spanish: our 25-minute instructional video: "How to Prevent and Resolve Public Controversy," our 30-page workshop workbook, a new 30-page introduction to public participation and a 100-page resource book which will include case studies from Latin America.

Couch, Steve, Steve Kroll-Smith, and Brent K. Marshall, editors. 1997. A special edition of *Current Sociology* (V45, N3) entitled "Environmental Disruption and Social Change."

Gedicks, Al. 1997. "War on Subsistence: Mining Rights at Crandon/Mole Lake, Wisconsin," in Barbara Rose Johnston (ed.) *Life and Death Matters: Human Rights and the Environment at the End of the Millennium*. Walnut Creek, CA: Alta Mira Press.

Micklin, Michael, ed. 1996. *Natural Resources, Environment and Development In Ecological Perspective: a Sourcebook for Teaching and Research*. Published by Centre of Urban Planning and Environmental Management, The University of Hong Kong, Pokfulam Road, Hong Kong, 309 pp., ISBN: 962-7589-08-X. US\$22.00/HK\$130.

A comprehensive multidisciplinary bibliography. Contains four chapters, each with an editorial introduction: I. Ecology and Development; II. Natural Resources and the Development Process; III. Environmental Impacts of Third World Development; IV. Planning and Organizing for Sustainable Development. Each chapter is divided into four sections.

Weinberg, Adam S. 1997. "Legal Reform and Local Environmental Mobilization." *Advances in Human Ecology*, 6:293-323.

Weinberg, Adam S. 1997. "Local Organizing for Environmental Conflict: Explaining Differences Between Cases of Participation and Non-Participation." *Organization and Environment*, 10:2 194-216.



Claire W. Gilbert reports that the **BLAZING TATTLES** Web page is taking shape!

Visit it at <http://www.concentric.net/~blazingt>

**BLAZING TATTLES MAKES A GREAT GIFT OFFER TO YOU FOR A LIMITED TIME
AND OFFERS OTHER INFO.**

If you have no Web access, send email to Claire W. Gilbert at: blazing@igc.apc.org for information.

Call for Papers

GREENER MANAGEMENT INTERNATIONAL: *The Journal of Corporate Environmental Strategy and Practice*

invites papers in the area of
ENVIRONMENTAL MANAGEMENT IN DEVELOPING COUNTRIES

Environmental Management is a global phenomenon, embracing all businesses in all countries, whether or not there already exists an organised response to managing environmental impact. With rapid economic growth and corresponding increases in consumption in many developing countries, their environmental impact is soon to be substantially more significant than that of developed countries. Important factors include: the long-standing debate about the export of "dirty industries," the often underdeveloped and ill-enforced legal system, inferior technology for most organisations and the greater dependency on primary products for foreign earnings—developing countries have a specific set of parameters and priorities that make environmental management appear very different.

However, the perceived homogeneity of developing countries in terms of their social and economic structures has now largely been replaced by a more differentiated picture of economic and social development, which accounts for specific social, religious and political circumstances much more than previous models. The business approach to environmental protection is of particular importance in defining this picture, yet business remains almost inevitably geared towards international markets, due to the virtually complete absence of green consumer markets in most developing countries.

To support research and best practice in this field, *GMI* invites contributions on "Environmental Management in Developing Countries (DCs)" that include, but are not limited to:

- § Scope and Implication of Clean Technology in DCs
- § ISO 14001 and Export Markets
- § Poverty Alleviation and Corporate Environmental Management
- § Sustainable Development
- § Public Awareness of Environment in DCs
- § Environmental Management in the Absence of a Domestic Green Consumer Market
- § Value-Added Production and Clean Technology
- § Primary Products and Environmental Protection
- § Exporting "Dirty Industries" and the Harmonisation of Management Standards by Multinational Corporations
- § Case Studies

For further details, please write to:

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New Journal

MIT Press Launches *Journal of Industrial Ecology* New Quarterly Explores Relationship between Environment, Industry

The MIT Press is pleased to announce the publication of the *Journal of Industrial Ecology*. Edited at the Yale School of Forestry and Environmental Studies and published by The MIT Press for Yale University, the journal will be an interdisciplinary forum for environmental scholars, scientists, policymakers, and managers. Each peer-reviewed issue will feature articles on both the theory and the practice of this emerging discipline, highlighting the strategic and policy implications as well as describing real-life programs and practices that spring from industrial ecological principles.

Industrial ecology looks at economic and environmental phenomena from a systems-level vantage point, examining material and energy consumption in products, processes, industrial sectors, and entire economies. It focuses on the role of industry in reducing environmental impacts at all stages of a product's life cycle, from the extraction of raw materials, to

manufacturing, to the disassembly of a product at the end of its life. It emphasizes that corporations can and must play a key role in protecting the environment by incorporating environmental considerations in product and process design.

Journal of Industrial Ecology will be the journal of record in the field, publishing the latest policy debates, research results, and case studies detailing the increasing use of industrial ecological principles.

For more information, or to order the journal, contact The MIT Press Journals circulation department (phone: 617-253-2889, fax: 617-577-1545, e-mail: journals-orders@mit.edu). Or order directly from our secure web server at <http://mitpress.mit.edu>. Subscription rates for Volume 1, 1997 (4 issues) are: individuals, \$40.00; institutions, \$95.00; students and retired persons, \$30.00.

1997 ASA Meetings in Toronto

Environment and Technology Sponsored Sessions and Related Sessions

Session 6: Environmental Attitudes. Saturday, 8:30 a.m.

Organizer: Craig Humphrey, Yale University; Presider and Discussant: William Michelson, University of Toronto

Session 21: Global Dimensions of Environmental Risk. Saturday, 10:30 a.m.

Organizers and Presiders: Eugene A. Rosa, Washington State University; Ortwin Renn, Center for Technology Assessment, Baden-Württemberg, and University of Stuttgart

Session 27: Teaching Workshop. Saturday, 10:30 a.m.

Anne W. Martin, Edmonds Community College and Donald F. Wheeler, Kean College of New Jersey

Session 32: Sociology of Knowledge and Intellectuals: Intellectuals in the House of Power

Organizer and Presider: Charles Camic, University of Wisconsin, Madison
Discussant: Daniel Kleinman, Georgia Institute of Technology

Session 51: Social Issues in Natural Resource Extraction Activities. Saturday, 12:30 p.m.

Organizer: Craig Humphrey, Yale University; Presider: Bob Gramling, University of Southwestern Louisiana

Session 56: Social Aspects of Risk: Power, Equity, Trust. Saturday, 12:30 p.m.

Organizer: Thomas M. Dietz, George Mason University; Presider: Brenda J. Nordenstam, Syracuse University

Session 59: Section on Science, Knowledge, and Technology, Refereed Roundtable #2. Saturday, 12:30 p.m.

Organizer: Judith A. Perrolle, Northeastern University.

Session 60: Race, Gender, and Class: Theory and Research. Saturday, 12:30 p.m.

Organizer: Anne R. Roschelle, University of San Francisco

Session 74: Social Aspects of Risk: Institutions and Industries. Saturday, 2:30 p.m.

Organizer and Presider: Thomas M. Dietz, George Mason University

Session 75: Human Ecology of Natural and Built Environments. Saturday, 2:30 p.m.

Organizer and Presider: Adam S. Weinberg, Colgate University; Discussant: Allan Schnaiberg, Northwestern University

Session 88: Emergent Global and Regional Identities: The New Europe. Saturday, 4:30 p.m.

Organizer: Edward Tiryakian, Duke University; Presider: Maurice Pinard, McGill University

Session 99: Technology, Expertise, and Political Protest. Saturday, 4:30 p.m.

Organizer: Kelly Moore, Barnard College; Discussant: Steven Epstein, University of California, Los Angeles

Session 101: Plenary: NAFTA and its Sociological Ramifications. Saturday, 8:30 p.m.

Organizer and Presider: Neil J. Smelser, Center for Advanced Study in the Behavioral Sciences

Session 118: Technology and Society. Sunday, 8:30 a.m.

Organizer: Loren Lutzenhiser, Washington State University

Continued on page 8

Session 122: Section on Environment and Technology, Refereed Roundtables. Sunday, 8:30 a.m.

Organizer: Tom Rudel, Rutgers University

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|---|--|
| 1. The Social Construction of Nature | 6. Communities and the Environment |
| 2. The Environmental Movement | 7. Popular Participation and Decision Making about Natural Resources |
| 3. Sociology of Forestry | 8. Environmentalism in Developing Countries |
| 4. The Sociology of Climate Change; Table President: Mercedes Pardo, Universidad Publica de Navarra | 9. Sustainable Development |
| 5. Social Impact Assessment | |



**Environment and Technology Section
Business Meeting. Sunday, 10:30 a.m.**

Session 164: Environmental Justice. Sunday, 12:30 p.m.

Organizer: Tom Rudel, Rutgers University

President: Kurt Cylke, SUNY-Geneseo; **Discussant:** Penelope Canan, University of Denver

Session 183: Political Economy of the Environment (sponsored jointly with the PEWS section). Sunday, 2:30 p.m.

President: David Sonnenfeld, Washington State University - Tri Cities; **Discussant:** Douglas Wilson, Rutgers University

Session 243: Collective Behavior: Environmentalism and Environmental Movements, Canadian Studies. Monday, 12:30 p.m.

Organizer and President: John A. Hannigan, University of Toronto; **Discussant:** Robert Paehlke, Trent University

Session 245: Disaster. Monday, 12:30 p.m.

Organizer and President: Gary A. Kreps, The College of William and Mary

Discussant: Walter G. Peacock, Florida International University



**Environment and Technology Section Reception.
Monday, 6:30 p.m.**

**Held jointly with Sections on Asia and Asian America,
Racial and Ethnic Minorities, and Sociology of Sex and Gender.**

Session 366: Teaching Sociology: Grounding Concepts Through Active Learning. Tuesday, 12:30 p.m.

Organizer: Royce A. Singleton, Jr., College of the Holy Cross; **President:** Jeffrey C. Chin, LeMoyne College

Discussant: Kathleen McKinney, Illinois State University

Sessions 413 & 431: Two Panel Discussions: The Emergence of Urban Food Policy Councils: Social Movement Activism Confronts the World Economy (jointly sponsored by the Rural Sociological Society, International Sociological Association, and the PEWS Section).

Wednesday, 8:30 a.m. and 10:30 a.m.

Organizer: Elizabeth Barham, Cornell University