

PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Lucretia M. Ward, associate professor of psychology, with tenure, College of Literature, Science, and the Arts, is recommended for promotion to professor of psychology, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

1995	Ph.D.	University of California, Los Angeles
1987	B.A.	Yale University

Professional Record:

2004 – present	Associate Professor, Department of Psychology, University of Michigan
1997 – 2004	Assistant Professor, Department of Psychology, University of Michigan

Summary of Evaluations:

Teaching – Professor Ward is a generous teacher who assists students at all levels to develop their own ideas, trains them in the best methodological and analytical techniques, and pushes them to write and re-write manuscripts on which they will be authors. She is widely praised by students who give her outstanding ratings in the classroom. She is also known for her supervision and mentoring of undergraduate and graduate students in a large laboratory setting. She has worked with summer research students through the Summer Research Opportunities Program (SROP); undergraduates at the start of their academic career through the Undergraduate Research Opportunities Program (UROP); senior thesis students, including some who have won awards for top thesis; and graduate students, who are making a name for themselves as highly creative and well-trained.

Research – Professor Ward’s research focuses on how adolescents develop conceptions of gender and sexuality and how mass media affects the development of these conceptions. She has achieved a national reputation for her strong theoretical and empirical research, which is a unique and important melding of developmental and social psychology with communication studies. The theoretical model is nuanced, the research methods rigorous, and the conclusions important. Since promotion to associate professor, Professor Ward has published 22 papers in refereed journals and eleven chapters in edited books. Sixteen of her papers list one of her students when they have played a major role in the research as first author, because she is committed to fostering her students’ careers.

Recent and Significant Publications:

- “A woman’s worth: Analyzing the sexual objectification of Black women in music videos,” with R. Rivadeneyra, et al., in *The Sexualization of Girls*, E.L. Zurbriggen and T.-A. Roberts (eds.), Oxford University Press, in press.
- “The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies,” with S. Grabe and J. S. Hyde, *Psychological Bulletin*, 134, 2008, pp. 460-476.
- “Silence speaks volumes: Parental sexual communication among Asian American emerging adults,” with J. L. Kim, *Journal of Adolescent Research*, 22, 2007, pp. 3-31.

“Using TV as a guide: Associations between television viewing and adolescents’ sexual attitudes and behavior,” with K. Friedman, *Journal of Research on Adolescence*, 16, 2006, pp. 133-156.

Service – Professor Ward has been actively engaged in departmental, university and national service. She has served on the Admission’s committee annually (chairing it three times) as well as on the Executive Committee and several search committees. She has been a reviewer for faculty awards distributed by the Office of the Vice President for Research, Emerging Scholars Interdisciplinary Network, and Institute for Research on Women and Gender. On the national scene, the interest in media impact on social development is growing and recognition of Professor Ward as a leader in this arena has brought her many invitations to participate in conferences by the Society for Research on Adolescents, Society for Research on Child Development, American Psychological Association, Kaiser Foundation Forum, National Institutes of Health, and the National Science Foundation, among others.

External Reviews:

Reviewer (A)

“Her main expertise is in adolescents and media, especially how media contribute to attitudes and expectations with respect to gender and sexuality. ... She would be on my short list of the most prominent psychologists in the country studying media in relation to socialization in childhood and adolescence. ... Many of her publications would be at or near the top of a list of the most important to appear in the area of media and sexual socialization.”

Reviewer (B)

“Dr. Ward is a leader in the field of communication effects on adolescent sexuality from a developmental perspective. Dr. Ward’s publications are consistently of the highest quality. ... The field is in debt to Dr. Ward for taking the time to create reliable measures for important concepts that too often have been measured haphazardly and inconsistently.”

Reviewer (C)

“Her research has always reflected a rich blend of theoretical, empirical, methodological and data analytic prowess. There is no doubt that her research has been very well received in the discipline. ... She has drawn very broadly from social, cognitive and developmental theories; and ...has drawn from a broad range of research methods and data analytic techniques.”

Reviewer (D)

“...Dr. Ward is clearly well regarded nationally, with invited lectures at Stanford, UC Berkeley, and the Annenberg Public Policy Center, among many others. The awards and fellowships she has received to date...are testament to Dr. Ward’s high regard among peers.”

Reviewer (E)

“The expansion of her research to investigate the implication of media...has been a major contribution to the field of adolescent sexuality. ...her work has been remarkable in setting the stage for future investigators of this targeted population.”

Reviewer (F)

“Her work on the intersection of adolescents, gender, race, sexuality, and media is insightful, informative, and theoretically rich. ...Prof. Ward’s work also obviously tackles timely and consequential social issues. ...Ward goes beyond the typical questions asked in the literature to examine neglected questions, including implications for male viewers and their masculinities, the role of race and culture in moderating the relationship between media and sexuality, and the important influence that parents have in mitigating harmful media influence and in socializing their children.”

Reviewer (G)

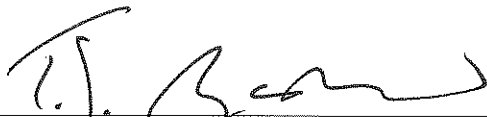
“... I value Dr. Ward’s work in the field tremendously. No one else has conducted as thorough or as rigorous content analyses of sexually objectifying media nor experimental explorations of media’s impact on adolescents as she has. ...I firmly believe Dr. Monique Ward would be promoted to full professor were she under review at my institution...”

Reviewer (H)

“Dr. Ward is without question the leading psychologist and among the leaders across the several disciplines that study media impact in the field. Her work has pushed the boundaries of what should be ‘counted’ as research on media impact on sexuality and sexual development and is thus responsible for one of the most important developments in the last ten years.”

Summary of Recommendation:

Professor Ward’s research is of the highest caliber. She is also an excellent teacher and mentor by all measures, and provides critically important leadership in many of her service roles. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Associate Professor Lucretia M. Ward be promoted to the rank of professor of psychology, with tenure, College of Literature, Science, and the Arts.



Terrence J. McDonald
Arthur F. Thurnau Professor,
Professor of History and Dean
College of Literature, Science, and the Arts

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