

Becky Beal
Department of Kinesiology
California State University, East Bay
Hayward, CA 94542
(510) 885-3036

EDUCATION

Ed.D., Physical Education, University of Northern Colorado, Greeley, CO, 1992

M.A., Physical Education, University of Northern Colorado, 1987

B.A., History, Pomona College, Claremont, CA, 1985

PROFESSIONAL EXPERIENCE

Current Professor

2008-2012 Associate Professor

California State University, East Bay, Hayward, CA

Department of Kinesiology

Undergraduate Classes: Sport in Contemporary Society, Philosophical

Foundations of Kinesiology, Sport, Racism & Ethnicity, Sport in Film:

Cultural Perspectives, Physical Activity and Social Justice

Graduate Classes: Seminar in Sport in Contemporary Society, Seminar in

Philosophy of Sport, Social Inclusion in Physical Activity, Political Issues in

Kinesiology

2004-2008 Professor

1998-2004 Associate Professor

1995-1998 Assistant Professor

University of the Pacific, Stockton, CA

Department of Sport Sciences

Classes taught: Advanced Sociology of Sport, Philosophy of Sport, Sport in America, Gender and Sport, Social Significance of Alternative Sports, Senior Seminar for Sport Sciences majors, Ethical Issues in Sport Sciences, Heart, Exercise and Nutrition, Foundations of Sport Sciences.

Classes taught outside of the department: Mentor II (University freshman seminar), Creativity and Knowledge (honors seminar), Knowledge and Values (honors seminar), Sport and Scandal: Sport Literature and Film (with Dr. Lehmann as an English course)

Guest Lectured: Psycho-social Aspects of Sport, Introduction to Gender Studies, Foundations of the Sport Sciences, Mentor I (University freshman seminar), Multi-Ethnic American Literature

**1992-1995 Assistant Professor, Department of Physical Education
Northern Illinois University**

Classes taught: History of Physical Education, Women in Sport, Sport: Culture and Society, Majors' classes: Track and Field, and Soccer

Guest lectured: Undergraduate: Scientific Basis of Human Activity

- 1989-1992** **Instructor, Department of Sociology**
University of Northern Colorado
Classes taught: Principles of Sociology, and Sociology of Minorities.
Guest lectured: Sociology of Sex Roles, Marriage and the Family, Sociology of Minorities, and Principles of Sociology
- 1989-1991** **Instructor, School of Kinesiology and Physical Education**
University of Northern Colorado
Guest lectured: Sociology of Sport, Perspectives of Physical Education, and Psychology of Sport Seminar
- 1986-1989** **Teaching Assistant, School of Kinesiology and Physical Education**
University of Northern Colorado
Classes taught: Sociology of Sport, Analysis and Movement of Track and Field, Analysis and Movement of Soccer, Fitness and Conditioning, Weight Training, Soccer, Volleyball, Aerobics, and Badminton.
- 1986-1988** **Assistant Coach, Intercollegiate Track and Field**
University of Northern Colorado
 Assisted both men's and women's programs. Coached sprinters, distance runners, long and triple jumpers, organized travel and assisted with recruitment of athletes.

PUBLICATIONS

Refereed Articles

- Atencio, M., Chivers Yochim, E. & Beal, B. (2013). It ain't just black kids and white kids: the representation and reproduction of authentic "skurban" masculinities. *Sociology of Sport Journal*, 30, 153-172
- Atencio, M & Beal, B. (2011) "Beautiful Losers": The Symbolic Exhibition and Legitimization of Outsider Masculinity. *Sport in Society*, 14, 1-16
- Beal, B. & Smith, M. (2010) Mavericks: Big wave surfing and the making of 'nothing' from 'something.' *Sport in Society*, 13 1102-1116
- Atencio, M., Beal, B. & Wislon, C. (2009). Distinction of risk: Urban skateboarding, street habitus, and the construction of hierarchical gender relations. *Qualitative Research in Sport and Exercise*, 1, 3-20
- Smith, M & Beal, B. (2007). "So you can see how the other half lives": MTV Cribs' use of "the other" in framing successful athletic masculinities." *Journal of Sport and Social Issues*, 31. 103-127
- Wheaton, B. & Beal, B. (2003). 'Keeping it real': Subcultural media and the discourses of authenticity in alternative sport. *International Review for the Sociology of Sport*. 38. 155-176

Riemer, B., Beal, B. & Schroeder, P. (2000). The influences of peer and university culture on females student athletes' perceptions of career termination, professionalization, and social isolation, Journal of Sport Behavior. 23. 364-378

Beal, B. (1997). The Promise Keeper's use of sport in defining "Christ-like" Masculinity. Journal of Sport and Social Issues. 21, 274-284

Crosset, T. & Beal, B. (1997). The use of "subculture" and "subworld" in ethnographic works on Sport: A discussion of definitional distinctions. Sociology of Sport Journal. 14. 73-85

Beal, B. (1996). Alternative masculinity and its effects on gender relations in the subculture of skateboarding. Journal of Sport Behavior, 19, 204-220

Beal, B. (1995). Disqualifying the Official: An Exploration of Social Resistance in the Subculture of Skateboarding. Sociology of Sport Journal.12, 252-267

Books

Beal, B. (2013) Skateboarding: The Ultimate Guide. Santa Barbara, CA: ABC CLIO Extreme Sport Series, series editors Holly Thorpe and Douglas Booth.

Refereed Book Chapter

Beal, B. (1998). Symbolic inversion in the subculture of skateboarding. In M.C. Duncan, G. Chick, and A. Aycock (Eds.). Play & Culture Studies. Volume 1 (pp. 209-222). Greenwich, CT: Ablex Publishing

Invited Book Chapters

Atencio, M. & Beal, B. (in press). The "legitimate" skateboarder: Politics of private-public skateboarding spaces. In K. J. Lombard (Ed.) The Subculture of Skateboarding. London: Routledge.

Atencio, M., Beal, B., McClain, Z. & Wright, E. (in press) "No one wants to mess with an angry mom": Females' negotiation of power technologies and ethical self-formation within a local skateboarding culture. In H. Thorpe & R. Olive (Eds.) Women in Action Sport Cultures: Identity, Politics, Experience and Pedagogy. Palgrave Macmillan

Beal, B. (2013). Ups and Downs of Skating Vertical: Christian Hosoi, Crystal Meth, and Christianity, in L. Wenner (Ed.). Fallen Sports Heroes, Media, and Celebrity Culture, (92 - 106). Peter Lang Publisher.

Beal, B. (2008). Who controls skateboarding? In M. Atkinson (ed). Battleground: Sports. 3893-3899, Greenwood Press

Beal, B. & Wilson, C. (2004). 'Chicks dig scars:' Transformations in the subculture of skateboarding. In B. Wheaton (Ed.), Understanding lifestyle sports: Consumption, Identity, and difference. (31-54). London: Routledge Press

Wheaton, B. & Beal, B. (2003). Surf divas and skate betties: Consuming images of the 'other' in lifestyle sports. In S. Fleming & I. Jones (Eds.), Leisure cultures: Investigations in sport, media and technology (pp. 69-90). Eastbourne, UK: LSA Publication No. 79

Beal, B. & Weidman, L. (2003). Authenticity in the skateboarding world. In R. Rinehart & S. Sydnor (Eds.), To the extreme: Alternative Sports inside and out (pp. 337-352). New York: SUNY Press

Randels, G. & Beal, B. (2002). What makes a man? Religion, sport and negotiating masculine identity in the Promise Keepers, in T. Magdalinski & T. Chandler (Eds.). With God on their side: Sport in the service of religion (pp. 160-176). London: Routledge Press

Beal, B. (2002). Symbolic interactionism and cultural studies: doing critical ethnography. In J. Maguire & K. Young (Eds.), Theory. Sport and Society (pp.353-373). London: Elsevier Science Press

Beal, B. (1999). Skateboarding: An alternative to mainstream sport. In J. Coakley & P. Connelly (Eds.), Inside Sports: Social research on involvement in sport and physical activity (pp. 139-145). London: Routledge

Articles Reprinted as Book Chapters

Beal, B. & Smith, M. (2012). Mavericks: Big wave surfing and the making of 'nothing' from 'something' [reprint] In B. Wheaton (Ed.). The Consumption and Representation of Lifestyle Sports. London: Routledge

Beal, B. (2006) Disqualifying the official: An exploration of social resistance in the subculture of skateboarding [reprint] In A Tomlinson (ed.) The Sport Studies Reader, 406-412. London: Routledge

Beal, B. (2001). Alternative masculinity and its effects on gender relations in the subculture of skateboarding [reprint]. In M. Petracca & M. Sorapure (Eds.), Common culture: Reading and writing about American popular culture [Third edition] (pp. 460-476). Upper Saddle River, NJ: Prentice Hall

Beal, B. (2001). Alternative masculinity and its effects on gender relations in the subculture of skateboarding [reprint]. In M. Andersen, K. Logio, & H. Taylor (Eds.), Understanding society: An introductory reader (pp.101-109). Belmont, CA: Wadsworth/Thomson Learning

Beal, B. (2001). Disqualifying the official: An exploration of social resistance in the subculture of skateboarding [reprint]. In A. Yiannakis & M. Melnick (Eds.), Contemporary Issues in Sociology of Sport (pp. 47-57). Champaign, IL: Human Kinetics

Beal, B. (2000). The Promise Keeper's use of sport in defining "Christ-like" Masculinity [reprint]. In D. Claussen (Ed.), The Promise Keepers: Essays on masculinity and Christianity (pp.153-163). Jefferson, NC: Macfarland & Co Publishers

Encyclopedia Entries

Beal, B. (2013) Skateboarding, In Nelson, M. (Ed.) American Sports: A History of Icons, Idols, and Ideas,(1189-1192). ABC Clio

Beal, B. (2007). Skateboarding. Encyclopedia of extreme sports. Berkshire Publishing Company

Beal, B. (2005). Skateboarding. Encyclopedia of world sport. Berkshire Publishing Company.

Beal, B. (2004). Skateboarding. Encyclopedia of recreation and leisure in America. Charles Scribner's Sons Reference Books I.

Beal, B. (2001). Skateboarding. International encyclopedia of women and sports (Vol. 3, pp.1014- I 1016). New York: Macmillan Reference.

Conference Proceedings

Beal, B. (2003). Adjusting our view: Sport, identity, and social transformation. In S. Zieff, M. Veri, & L. Webb (Eds.). Sport as a Vehicle for Social Transformation, San Francisco State University.

Book Reviews

Beal, B. (1994). [Review of the book] Sex., power, and violence in sport. Women in sport and physical activity journal 3, (2) 90-92.

PRESENTATIONS

Invited

“Urban Skateboarding and the Negotiation of Youthful Citizenship,” for the symposium New Territories of Sports in the City sponsored by Jacques Cartier Center, Montreal, Oct 3 & 4, 2011.

“Adjusting our View: Sport, Identity, and Social Transformation,” Keynote Presentation for the conference, Sport as a Vehicle for Social Transformation, San Francisco State University, April 14, 2003.

“The Social World of Skateboarders” for the Institute for Health Promotion and Disease Prevention Research, University of Southern California, March 14, 2003.

“The Shifting Landscape of an Alternative Sport: Commercialization and the Transformations in the Meanings of Skateboarding.” for the conference, Sport and the all consuming cultures of (p)leisure. University of Surrey, Roehampton. England. July 27, 2002.

International Conferences

“The Symbolic Field of Skateboarding in the San Francisco Bay Area: Social Logics of Parenting and Youth Engagement,” with Matthew Atencio, Zanean McClain, and Missy Wright for the for the North American Society for the Sociology of Sport, Portland, OR November 2014

“Adult stakeholders’ perceptions and practices of gender inclusion in skateboarding” with Matthew Atencio, ZaNeen McClain, and Missy Wright for the for the North American Society for the Sociology of Sport, Portland, OR November 2014

“Prosumption and Cultural Capital in Surf and Skate Social Worlds”, with Chris Cutri and Belinda Wheaton, at the International Sociology of Sport Association, Vancouver, June 2013

Panelist on “Action Sports Videos” for the North American Society for the Sociology of Sport, New Orleans, LA Nov 2012

Panelist on the “Critical Coach Education” for the North American Society for the Sociology of Sport, New Orleans, LA Nov 2012

It ain’t just black kids and white kids’: the representation and reproduction of authentic ‘skurban’ masculinities” with Mathew Atencio and Emily Chivers Yochim, North American Society for the Sociology of Sport, Minneapolis, MN, Nov 2-5 2011

“Straight Gaze: Curl Girls, Homonormativity, and Consumer Lesbianism,” with Maureen Smith, North American Society for the Sociology of Sport, San Diego, CA Nov 3-6, 2010

“Responding to Backlash in the Classroom: What’s a Professor to do?” member of a roundtable discussion, North American Society for the Sociology of Sport, San Diego, CA Nov 3-6, 2010

“Women’s Sexuality and Surfing: From Gidget to Curl Girls,” with Maureen Smith, Sport, Sexuality and Culture Conference, Ithaca, NY, March 2009

“Experiencing Mavericks: the Hybridity of Consumption,” with Maureen Smith, North American Society for the Sociology of Sport, Denver, CO, November 2008

“Consuming ‘street credibility’: Skateboarding and the art of entrepreneurial cool,” with Matt Atencio, North American Society for the Sociology of Sport, Pittsburgh, PA November 2007

“The Silicon wave: Mobilizing Mavericks,” with Maureen Smith, North American Society for the Sociology of Sport, Pittsburgh, PA November 2007

“Spaces of Risk and the Cultural Dynamics of Skateboarding,” Researching Youth Sport: Diverse Perspectives, Loughborough University, Loughborough England, 20 Sept 2006

“MTV’s Cribs: Examining the Celebrity Culture of Male Athletes in the United States,” with Maureen Smith, Celebrity culture: an interdisciplinary conference, Ayr Scotland, Sept, 2005

“Beautiful Losers: The Construction and Contestation of Authenticity in Skateboard Culture,” with Joanne Kay, North American Society for the Sociology of Sport, Winston-Salem, NC Oct 2005

Collaborative Research Roundtable, participant, North American Society for the Sociology of Sport, Winston-Salem, NC Oct 2005

“Welcome to my crib”: Locating athletes’ masculinities on MTV’s *Cribs*, with Maureen Smith, North American Society for the Sociology of Sport, Tucson, AZ, November 2004.

“All aboard: Skateboarding and the branding of the ‘action lifestyle.’” With Charlene Wilson, North American Society for the Sociology of Sport, Montreal, November 2003.

“Skateboarding and the gendered notions of space,” North American Society for the Sociology of Sport, Indianapolis, November 2002.

“Chicks’ dig scars: Transformations in the subculture of skateboarding”. North American Society for the Sociology of Sport, San Antonio, TX, November 2001.

“Creating space for female skateboarders.” The Association for the Study of Play. San Diego, CA, February 2001.

“Images of Lifestyle Sports: the audience view.” with Belinda Wheaton for the North American Society for the Sociology of Sport. Colorado Springs, CO, November 2000

“The skateboarding image: An analysis of the industry’s impact on the participants’ view of ‘authenticity’.” with Lisa Weidman for the International Sociology of Sport Association in conjunction with the World Congress of Sociology. Montreal, Quebec, July 26-August 1, 1998.

“Expectations and Experiences of Women in Selected NCAA Division I Programs” with Brenda Riemer and Pete Schroeder, North American Society for the Sociology of Sport, Toronto, Canada November 5-8, 1997.

“An analysis of the Promise Keepers’ Use of Sport in Defining “Christ-like” Masculinity.” North American Society for the Sociology of Sport, Sacramento, CA, November 1-4, 1995.

“A Critical Perspective and Qualitative Methods,” paper presented as part of a panel addressing methodological concerns. North American Society for the Sociology of Sport, Ottawa, Canada, Nov. 3-6, 1993.

“Alternative Masculinity in the Subculture of Skateboarding,” North American Society for the Sociology of Sport, Toledo, OH, Nov. 4-7, 1992.

“The Subculture of Skateboarding: Beyond Social Resistance,” North American Society for the Sociology of Sport, Milwaukee, WI, Nov. 6-9, 1991.

“The Association of Intercollegiate Athletics for Women: A Case of Minority Group Dynamics,” North American Society for the Sociology of Sport, Washington, DC, Nov. 9-12, 1989.

National Conferences

“Muscular Christian Movements: Race and Gender Ideologies,” American Alliance for Health, Physical Education, Recreation, and Dance, Atlanta, GA April 16-20, 1996.

“Bill McCartney and the Promise Keepers: Exploring the Connections among Football, Masculinity, and Evangelical Christianity,” American Alliance for Health, Physical Education, and Dance, Portland, OR, March 29 - April 1, 1995.

“Qualitative Research in Physical Education and Sport: A Workshop and Symposium for Novice and Experienced Investigators,” (panelist) American Alliance for Health, Physical Education and Dance, New Orleans, LA, March 28-April 1, 1990.

Regional Conferences

“Gay Games” with Marena Hewett, It takes a rainbow: Bridging the Mountains to the Bay, LGBTQIA conference at the University of the Pacific, Stockton, CA Feb 20, 2010

“Reading Hollister: Manufacturing and consuming surf culture,” with Maureen Smith, Pacific Sociological Conference, San Diego, CA April 2009

“The Gendering of Sport in American Education” Women's studies conference, Chico, CA., April 21, 2001.

“Women in Secondary Physical Education Positions: Current Trends and Future Implications,” Midwest Association for College and University Physical Education, Angola, IN, Oct. 22-24, 1993.

“Beyond Statisticians and Scorekeepers: Integration of Persons with Low Vision into Sports,” (with Patricia Koenig, M.A., CRT) The Statewide Illinois Low Vision Conference, Chicago, IL, Oct. 14-16, 1993.

“The Packaged Image of a Skateboarder,” Far West Popular Culture Association, Las Vegas, NV, January 1990.

“Minority Group Theory Applied to Education: The case of the Association of Intercollegiate Athletics for Women,” Northern Rocky Mountain Educational Research Association, Jackson Hole, WY, October 1989.

GRANTS

University of the Pacific Eberhardt Research Fellowship, March 1997
For research on student-athletes' experiences in college

California State University East Bay, New Faculty Support Grant, 2009
For research to write a reference guide on skateboarding

PROFESSIONAL ORGANIZATIONS

American Sociological Association
North American Society for the Sociology of Sport
Pacific Sociological Association

PROFESSIONAL SERVICES

Editorial

Editorial Board Member for The Sociology of Sport Journal, the publication of the North American Society for the Sociology of Sport, 1997-2000 and 2001-2003

Ad hoc reviewer:

Journals reviewed for since 2003

American Behavioral Scientist

Communication and Sport

Gender and Society

Journal of Sport and Social Issues

Journal of Contemporary Ethnography

Leisure Studies

International Journal of Sport Policy and Politics

International Review for the Sociology of Sport

Social Psychology Quarterly

Sport in Society

Symbolic Interaction

The Sociology of Sport Journal

Women in Sport and Physical Activity Journal

Book manuscripts, proposals, and dissertations reviewed since 2003

Book manuscripts for University of Michigan Press and Rutgers

Book proposals for Palgrave Macmillan Press, Routledge, and Left Coast Press

Doctoral Dissertation, Wollongong University, Australia

North American Society for the Sociology of Sport

Site Co-coordinator, Sacramento, CA November 1-4, 1995

Committee Member. Graduate Student Paper Award, 1995 and 1996

Member of the Nominations and Elections Committee, 1996-97

Member of the Site Selection and Membership Development Committee, 1996-97

Chair of the Site Selection and Membership Development Committee, 1997-98

Chair. Nominations and Elections Committee, 2000

Member of the Program Committee, Indianapolis, IN, 2002

Member of the Program Committee, Winston-Salem, NC, 2005

Presider. "Exploitation, Harassment and Abuse," Sacramento, CA November 1-4, 1995

Organizer and Presider, "The Student-Athlete Experience" with Brenda Riemer, Toronto, Canada Nov. 5-8, 1997

Organizer and Presider, "Gender and Sport" Las Vegas, NV, November 1998

Organizer, "Sport and the use of Public Space," Indianapolis, IN, November 2002

Organizer and Presider, "Subcultural Theory," with Belinda Wheaton, Winston-Salem, NC, 2005

Member of the Distinguished Service Award Committee, 2007

Member of the Program Committee, Denver, CO 2008

Organizer and Presider, "Sport and Sustainability," Denver, CO 2008

Member of the Program Committee, San Diego, CA, 2010

Co-Chair of the Program Committee, Minneapolis, MN 2011

Member of the Program Committee, New Orleans, LA 2012

Other Professional Organizations

Member of the Resource Council, Women's Sports Foundation. Coordinated information about coeducational sports for the WSF internet resources. 1995-1996 Presider. session, "Sport in Society and Social Relations," for the Pacific Sociological Association, San Diego, CA April 17-20, 1997

Organizer. session on Sport for the American Sociological Association, Washington, DC, August 2000

Member of Research Council, American Alliance for Health, Physical Education, Recreation, and Dance. National Association of Girls and Women in Sport. Part of a multi-disciplinary group who developed criteria for determining awards for outstanding scholarship about females. 2002-03

Organizer, Session "Sociology of Sport," for the Pacific Sociological Association, San Francisco, CA April 2004

Executive Committee member, Youth Sport Coalition, for the National Association of Sport and Physical Education, 2005-2007

Member of the Student Affairs Committee for the Pacific Sociological Association, 2011-2014

Second Organizer for a session: "PSA 101: A student's guide to 'doing' a conference" for the Pacific Sociological Association's annual meeting, San Diego, March 2012

Member of the Civil Liberties and Civil Rights committee for the Pacific Sociological Association, 2014-2017

Organizer, session "Sociology of Sport" for the American Sociological Association's conference, San Francisco, 2014

University Services – California State University, East Bay

Member of the Educational Effectiveness Committee 2013-current

Member of the College of Education and Allied Studies committee for Retention, Promotion and Tenure, 2013 and 2014

Associate Director for the Center for Sport and Social Justice, 2012-current

Member of Academic Senate 2009-2011

Member of subcommittee on Cultural Groups and Women for General Education 2008-2010

University Services – University of the Pacific

Member of Curriculum Committee. College of the Pacific, 1996-1999

Community Involvement Program Board Member, 1996-1998

Faculty Advisor for the College of the Pacific Association, the governing body for the students of the College of the Pacific, 1996-99

Member of the Gender Studies Board, 1997-2002; 2005-2008

Member of the Mentor II (University freshman seminar) Planning Committee, 1996-99

Convener of the Mentor II (University freshman seminar) Planning Committee, 1998-99

Member of the Mentor I (University freshman seminar) reading selection committee, 1999

Member of the General Education Committee, Mentor II representative, 1997-99
University Representative. Association of American Colleges & Universities, General Education Workshops. Tampa, Florida. 1997 & 1998

Member of University Task Force, Asheville Institute on General Education, 1999

Member of the Priority V Task Force, the committee evaluates and makes recommendations about student services, 1997

Member of the board for the student newspaper, *The Pacifican*, 1999- 2001

Member of the architectural selection committee for the proposed student center, 1999-2000

Member of the National Commission for the next level of excellence, Students and the co- curricular experience, 2000-2001

Chair of the task force on commencement weekend, 2000

Member of the Academic Council (faculty senate), 1999-03

Chair of the Academic Council (faculty senate), 2002-03

Member of the Honors Council, 2001-08

Member of the Ethnic Studies Board, 2003 -08

Chair of the Department of Sport Sciences, 2004-05

Member of the University Diversity Committee's subcommittee on curriculum 2006-08

Director of Gender Studies Program, 2005 - 2007