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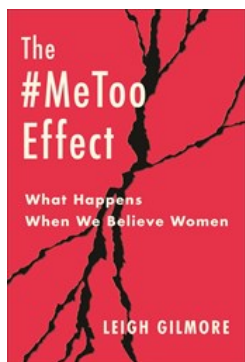
PRINCETON

THE UNIVERSITY PRESS GROUP

Sociology & Cultural Studies

New and Best of Backlist

Spring / Summer 2024



The #MeToo Effect – What Happens When We Believe Women

Leigh Gilmore
9780231216579
£17.99 • \$22.00 • Paperback
Social Science / Activism & Social Justice
May 2024
Columbia University Press

The #MeToo movement inspired millions to testify to the widespread experience of sexual violence. More broadly, it shifted the deeply ingrained response to women's accounts of sexual violence from doubting all of them to believing some of them. What changed?

Leigh Gilmore provides a new account of #MeToo that reveals how storytelling by survivors propelled the call for sexual justice beyond courts and high-profile cases. At a time when the cultural conversation was fixated on appeals to legal and bureaucratic systems, narrative activism—storytelling in the service of social change—elevated survivors as authorities. Their testimony fused credibility and accountability into the #MeToo effect: uniting millions of separate accounts into an existential demand for sexual justice and the right to be heard.

Gilmore reframes #MeToo as a breakthrough moment within a longer history of feminist thought and activism. She analyzes the centrality of autobiographical storytelling in intersectional and antirape activism and traces how literary representations of sexual violence dating from antiquity intertwine with cultural notions of doubt, obligation, and agency. By focusing on the intersectional prehistory of #MeToo, Gilmore sheds light on how survivors have used narrative to frame sexual violence as an urgent problem requiring structural solutions in diverse global contexts. Considering the roles of literature and literary criticism in movements for social change, *The #MeToo Effect* demonstrates how “reading like a survivor” provides resources for activism.

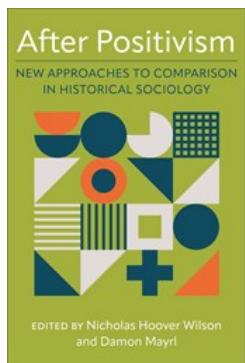


The 0.5 Generation – Children Moving from the United States to Mexico

Víctor Zúñiga
9780520398603
£25.00 • \$29.95 • Paperback
Social Science / Sociology
March 2024
University of California Press

At the beginning of the twenty-first century, a generation of children crossed the border from the United States to begin their lives anew in Mexico. While all were international migrants, their roots spread far and wide. Some were migrant returnees born in Mexico; others had only ever known a life in the United States. Distinguishing returnees from new arrivals seems simple, but defining these youths' affiliations in their new homes in Mexico is much more complex and yields new insights that enrich our contemporary understanding of inclusion and belonging.

This book is the product of twenty-five years' worth of fruitful interdisciplinary dialogue and research on these children's trajectories, tracing their journeys and studying integration—or lack thereof—into Mexican society and institutions.



After Positivism – New Approaches to Comparison in Historical Sociology

9780231208239
£32.00 • \$38.00 • Paperback
Social Science / Sociology
April 2024
Columbia University Press

What is the value of comparison for research in historical sociology? Today, social scientists regularly express doubt about the positivist premises that have long justified comparison's use: that cases can be unproblematically compared as though they are independent of one another, that comparison can reliably yield valid causal inference, and that comparative methods can grapple with questions of meaning, sequence, and process that are central to historical explanation. Yet they remain reluctant to abandon comparison altogether, not least because comparisons are still manifestly useful in the research process.

After Positivism presents a bold new set of warrants and methodologies for comparison that takes these criticisms fully into account. The contributors to this book marshal a wide array of postpositivist approaches to knowledge to reconstruct the analytic potential of comparison for a new generation of social scientists. In addition to providing fresh answers to classic questions about case selection and causal inference, authors ponder the role comparison plays in a world where social phenomena are demonstrably time-, space-, and concept-dependent; where causation is typically conjunctural; where social structures and groups emerge and die; and where important objects of inquiry can be understood only in terms of relationships, emergent properties, or contingent and irregular effects. Engaging and timely, this book will be of interest to all those who seek to improve our explanations of historical change in social-scientific research.



All the News That's Fit to Click – How Metrics Are Transforming the Work of Journalists

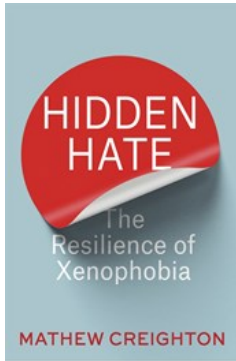
Caitlin Petre
9780691254937
£18.99 • \$22.95 • Paperback
Social Science / Media Studies
February 2024
Princeton University Press

From the *New York Times* to *Gawker*, a behind-the-scenes look at how performance analytics are transforming journalism today—and how they might remake other professions tomorrow

Journalists today are inundated with data about which stories attract the most clicks, likes, comments, and shares. These metrics influence what stories are written, how news is promoted, and even which journalists get hired and fired. Do metrics make journalists more accountable to the public? Or are these data tools the contemporary equivalent of a stopwatch wielded by a factory boss, worsening newsroom working conditions and journalism quality? In *All the News That's Fit to Click*, Caitlin Petre takes readers behind the scenes at the *New York Times*, *Gawker*, and the prominent news analytics company Chartbeat to explore how performance metrics are transforming the work of journalism.

Petre describes how digital metrics are a powerful but insidious new form of managerial surveillance and discipline. Real-time analytics tools are designed to win the trust and loyalty of wary journalists by mimicking key features of addictive games, including immersive displays, instant feedback, and constantly updated “scores” and rankings. Many journalists get hooked on metrics—and pressure themselves to work ever harder to boost their numbers.

Yet this is not a simple story of managerial domination. Contrary to the typical perception of metrics as inevitably disempowering, Petre shows how some journalists leverage metrics to their advantage, using them to advocate for their professional worth and autonomy.



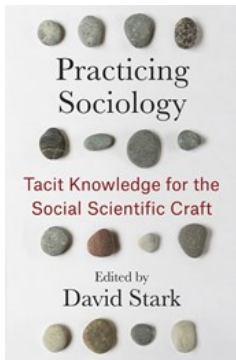
Hidden Hate – The Resilience of Xenophobia

Mathew Creighton
9780231203173
£30.00 • \$35.00 • Paperback
Social Science / Discrimination
January 2024
Columbia University Press

Opposition to immigration has fueled a spate of populist movements in the United States and Europe. The potency of xenophobic politics is often explained in terms of factors such as economic insecurity, material competition, group identity, cultural conflicts, and social changes. These explanations have proven to be inadequate, particularly in often affluent and pluralistic contexts with relatively low levels of unemployment and poverty. How can these seemingly tolerant societies harbor intense antipathy toward migrants?

Mathew Creighton develops a new model for understanding xenophobia by shining a light on the layers of intolerance concealed beneath the surface. Drawing on rich empirical evidence from innovative survey experiments conducted in the United States, the United Kingdom, Ireland, Norway, and the Netherlands, he argues that prejudice is often present but intentionally and strategically hidden. What can change, however, are the norms that govern the social acceptability of xenophobia. When the public expression of previously impermissible beliefs is pursued by politicians and society more broadly, the stigma of open intolerance lifts to reveal the true face of this once-masked xenophobia. Creighton challenges the assumption that overt anti-immigrant sentiment is mostly attributable to economic or social crises, showing that this narrative overlooks a substantial and largely stable reservoir of intolerance.

Deeply researched, comparative, and generative, *Hidden Hate* provides timely and vital insight into the persistence of xenophobia.



Practicing Sociology – Tacit Knowledge for the Social Scientific Craft

9780231214018
£30.00 • \$35.00 • Paperback
Social Science / Sociology
March 2024
Columbia University Press

Throughout their careers, social scientists must come up with compelling research topics, decide when and where to publish, and revise their manuscripts for publication. Despite the importance of these skills, they are seldom if ever addressed in the course of graduate training. Heavy emphasis is placed on conducting research, and other core activities such as teaching also receive attention, yet fundamental academic practices are left almost entirely in the shadows.

Practicing Sociology brings together a range of leading sociologists to reflect on their work and demystify this tacit knowledge. In conversational and engaging essays, they provide practical guidance and hard-won wisdom for readers at any stage of their scholarly careers. The book's three sections explore the art of finding new research questions, best practices in publishing, and how to make the most out of the peer review process. Contributors' distinctive voices come through as they recount their frustrations and failures as well as the joys of the sociological craft. They provide a range of perspectives, underscoring that there is no one "right" way to practice sociology but a constellation of different approaches that together give the field its vitality.

Practicing Sociology features a team of skilled scholars including Peter Bearman, Paul J. DiMaggio, Wendy Espeland, Marion Fourcade, Shamus Rahman Khan, Eric Klinenberg, Michèle Lamont, Jennifer Lee, Mignon Moore, Mario Small, Duncan Watts, and many more.

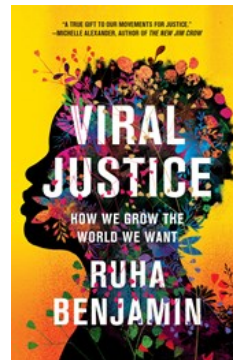


Not in My Gayborhood – Gay Neighborhoods and the Rise of the Vicarious Citizen

Theodore Greene
9780231189897
£28.00 • \$32.00 • Paperback
Social Science / Sociology / Urban
July 2024
Columbia University Press

Gay neighborhoods are disappearing—or so the conventional story goes. In this narrative, political gains and mainstream social acceptance, combined with the popularity of dating apps like Grindr, have reduced the need for LGBTQ+ people to seek refuges or build expressly queer places. Yet even though residential patterns have shifted, traditionally gay neighborhoods remain centers of queer public life.

Exploring "gayborhoods" in Washington, DC, Theodore Greene investigates how neighborhoods retain their cultural identities even as their inhabitants change. He argues that the success and survival of gay neighborhoods have always depended on participation from nonresidents in the life of the community, which he terms "vicarious citizenship." Vicarious citizens are diverse self-identified community members, sometimes former or displaced locals, who make symbolic claims to the neighborhood. They defend their vision of community by temporarily reviving the traditions and cultures associated with the gay neighborhood and challenging the presence of straight families and other newcomers, the displacement of local institutions, or the taming of sexual culture. Greene pays careful attention to the significance of race and racism, highlighting the important role of Black LGBTQ+ culture in shaping gay neighborhoods past and present. Examining the diverse placemaking strategies that queer people deploy to foster and preserve LGBTQ+ geographies, *Not in My Gayborhood* illuminates different ways of imagining urban neighborhoods and communities.



Viral Justice – How We Grow the World We Want

Ruha Benjamin
9780691224930
£14.99 • \$19.95 • Paperback
Social Science / Sociology
April 2024
Princeton University Press

From the author of *Race After Technology*, an inspiring vision of how we can build a more just world—one small change at a time

"A true gift to our movements for justice."—Michelle Alexander, author of *The New Jim Crow*

Long before the pandemic, Ruha Benjamin was doing groundbreaking research on race, technology, and justice, focusing on big, structural changes. But the twin plagues of COVID-19 and anti-Black police violence inspired her to rethink the importance of small, individual actions. Part memoir, part manifesto, *Viral Justice* is a sweeping and deeply personal exploration of how we can transform society through the choices we make every day.

Vividly recounting her personal experiences and those of her family, Benjamin shows how seemingly minor decisions and habits could spread virally and have exponentially positive effects. She recounts her father's premature death, illuminating the devastating impact of the chronic stress of racism, but she also introduces us to community organizers who are fostering mutual aid and collective healing. Through her brother's experience with the criminal justice system, we see the trauma caused by policing practices and mass imprisonment, but we also witness family members finding strength as they come together to demand justice for their loved ones. And while her own challenges as a young mother reveal the vast inequities of our healthcare system, Benjamin also describes how the support of doulas and midwives can keep Black mothers and babies alive and well.

Born of a stubborn hopefulness, *Viral Justice* offers a passionate, inspiring, and practical vision of



Bit by Bit – Social Research in the Digital Age

Matthew J. Salganik
9780691196107
£25.00 • \$28.95 • Paperback
Social Science / Methodology
July 2019
Princeton University Press

An innovative and accessible guide to doing social research in the digital age

The rapid spread of social media, smartphones, and other digital wonders enables us to collect and process data about human behavior on a scale never before imaginable, offering entirely new approaches to core questions about social behavior. *Bit by Bit* is the key to unlocking these powerful methods. In this authoritative and accessible book, Matthew Salganik explains how the digital revolution is transforming the way social scientists observe behavior, ask questions, run experiments, and engage in mass collaborations. Featuring a wealth of real-world examples and invaluable advice on how to tackle the thorniest ethical challenges, *Bit by Bit* is the essential guide to doing social research in this fast-evolving digital age.



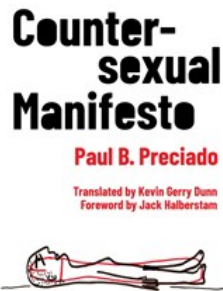
Breaking the Social Media Prism – How to Make Our Platforms Less Polarizing

Chris Bail
9780691241401
£15.99 • \$18.95 • Paperback
Social Science / Media Studies
October 2022
Princeton University Press

A revealing look at how user behavior is powering deep social divisions online—and how we might yet defeat political tribalism on social media

In an era of increasing social isolation, platforms like Facebook and Twitter are among the most important tools we have to understand each other. We use social media as a mirror to decipher our place in society but, as Chris Bail explains, it functions more like a prism that distorts our identities, empowers status-seeking extremists, and renders moderates all but invisible. *Breaking the Social Media Prism* challenges common myths about echo chambers, foreign misinformation campaigns, and radicalizing algorithms, revealing that the solution to political tribalism lies deep inside ourselves.

Drawing on innovative online experiments and in-depth interviews with social media users from across the political spectrum, this book explains why stepping outside of our echo chambers can make us more polarized, not less. Bail takes you inside the minds of online extremists through vivid narratives that trace their lives on the platforms and off—detailing how they dominate public discourse at the expense of the moderate majority. Wherever you stand on the spectrum of user behavior and political opinion, he offers fresh solutions to counter political tribalism from the bottom up and the top down. He introduces new apps and bots to help readers avoid misperceptions and engage in better conversations with the other side. Finally, he explores what the virtual public square might look like if we could hit “reset” and redesign social media from scratch through a first-of-its-kind experiment on a new social media platform built for scientific research.

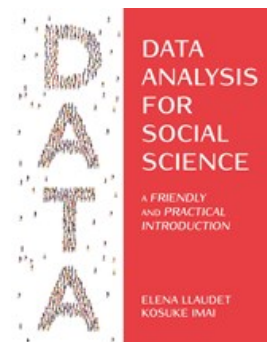


Countersexual Manifesto

Paul B. Preciado
9780231175630
£22.00 • \$26.00 • Paperback
Social Science / LGBTQ+ Studies
January 2019
Columbia University Press

Countersexual Manifesto is an outrageous yet rigorous work of trans theory, a performative literary text, and an insistent call to action. Seeking to overthrow all constraints on what can be done with and to the body, Paul B. Preciado offers a provocative challenge to even the most radical claims about gender, sexuality, and desire.

Preciado lays out mock constitutional principles for a countersexual revolution that will recognize genitalia as technological objects and offers step-by-step illustrated instructions for dismantling the heterocentric social contract. He calls theorists such as Derrida, Foucault, Butler, and Haraway to task for not going nearly far enough in their attempts to deconstruct the naturalization of normative identities and behaviors. Preciado’s claim that the dildo precedes the penis—that artifice, not nature, comes first in the history of sexuality—forms the basis of his demand for new practices of sexual emancipation. He calls for a world of sexual plasticity and fabrication, of bio-printers and “dildonics,” and he invokes countersexuality’s roots in the history of sex toys, pornography, and drag in order to rupture the supposedly biological foundations of the heterocentric regime. His claims are extreme, but supported through meticulous readings of philosophy and theory, as well as popular culture. The *Manifesto* is now available in English translation for its twentieth anniversary, with a new introduction by Preciado. *Countersexual Manifesto* will disrupt feminism and queer theory and scandalize us all with its hyperbolic but deadly serious defiance of everything we’ve been told about sex.



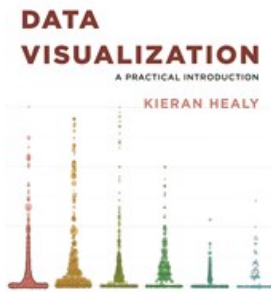
Data Analysis for Social Science – A Friendly and Practical Introduction

Elena Llaudet
9780691199436
£38.00 • \$45.00 • Paperback
Social Science / Statistics
January 2023
Princeton University Press

An ideal textbook for complete beginners—teaches from scratch R, statistics, and the fundamentals of quantitative social science

Data Analysis for Social Science provides a friendly introduction to the statistical concepts and programming skills needed to conduct and evaluate social scientific studies. Assuming no prior knowledge of statistics and coding and only minimal knowledge of math, the book teaches the fundamentals of survey research, predictive models, and causal inference while analyzing data from published studies with the statistical program R. It teaches not only how to perform the data analyses but also how to interpret the results and identify the analyses’ strengths and limitations.

- Progresses by teaching how to solve one kind of problem after another, bringing in methods as needed. It teaches, in this order, how to (1) estimate causal effects with randomized experiments, (2) visualize and summarize data, (3) infer population characteristics, (4) predict outcomes, (5) estimate causal effects with observational data, and (6) generalize from sample to population.
- Flips the script of traditional statistics textbooks. It starts by estimating causal effects with randomized experiments and postpones any discussion of probability and statistical inference until the final chapters. This unconventional order engages students by demonstrating from the very beginning how data analysis can be used to answer interesting questions, while reserving more abstract, complex concepts for later chapters.
- Provides a step-by-step guide to analyzing real-world data using the powerful, open-source statistical program R, which is free for everyone to use. The datasets are



Data Visualization – A Practical Introduction

Kieran Healy
9780691181622
£38.00 • \$45.00 • Paperback
Social Science / Sociology
January 2019
Princeton University Press

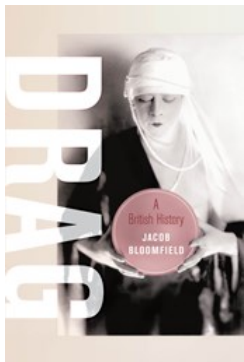
An accessible primer on how to create effective graphics from data

This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way.

Data Visualization builds the reader's expertise in ggplot2, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining plots to make them more comprehensible.

Effective graphics are essential to communicating ideas and a great way to better understand data. This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings.

- Provides hands-on instruction using R and ggplot2
- Shows how the "tidyverse" of data analysis tools makes working with R easier and more consistent
- Includes a library of data sets, code, and functions



Drag – A British History

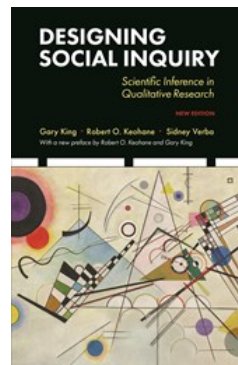
Jacob Bloomfield
9780520393325
£25.00 • \$29.95 • Hardcover
Social Science / LGBTQ+ Studies
September 2023
University of California Press

"A must-read for anyone interested in the history of drag performance."—*Publishers Weekly*

A rich and provocative history of drag's importance in modern British culture.

Drag: A British History is a groundbreaking study of the sustained popularity and changing forms of male drag performance in modern Britain. With this book, Jacob Bloomfield provides fresh perspectives on drag and recovers previously neglected episodes in the history of the art form.

Despite its transgressive associations, drag has persisted as an intrinsic, and common, part of British popular culture—drag artists have consistently asserted themselves as some of the most renowned and significant entertainers of their day. As Bloomfield demonstrates, drag was also at the center of public discussions around gender and sexuality in the nineteenth and twentieth centuries, from Victorian sex scandals to the "permissive society" of the 1960s. This compelling new history demythologizes drag, stressing its ordinariness while affirming its important place in British cultural heritage.



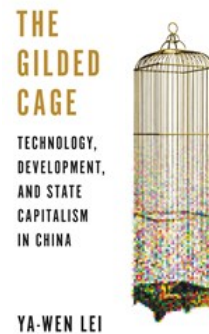
Designing Social Inquiry – Scientific Inference in Qualitative Research, New Edition

Gary King
9780691224626
£28.00 • \$31.95 • Paperback
Social Science / Methodology
October 2021
Princeton University Press

The classic work on qualitative methods in political science

Designing Social Inquiry presents a unified approach to qualitative and quantitative research in political science, showing how the same logic of inference underlies both. This stimulating book discusses issues related to framing research questions, measuring the accuracy of data and the uncertainty of empirical inferences, discovering causal effects, and getting the most out of qualitative research. It addresses topics such as interpretation and inference, comparative case studies, constructing causal theories, dependent and explanatory variables, the limits of random selection, selection bias, and errors in measurement. The book only uses mathematical notation to clarify concepts, and assumes no prior knowledge of mathematics or statistics.

Featuring a new preface by Robert O. Keohane and Gary King, this edition makes an influential work available to new generations of qualitative researchers in the social sciences.



The Gilded Cage – Technology, Development, and State Capitalism in China

Ya-wen Lei
9780691212821
£30.00 • \$35.00 • Paperback
Social Science / Technology Studies
November 2023
Princeton University Press

How China's economic development combines a veneer of unprecedented progress with the increasingly despotic rule of surveillance over all aspects of life

Since the mid-2000s, the Chinese state has increasingly shifted away from labor-intensive, export-oriented manufacturing to a process of socioeconomic development centered on science and technology. Ya-wen Lei traces the contours of this techno-developmental regime and its resulting form of techno-state capitalism, telling the stories of those whose lives have been transformed—for better and worse—by China's rapid rise to economic and technological dominance.

Drawing on groundbreaking fieldwork and a wealth of in-depth interviews with managers, business owners, workers, software engineers, and local government officials, Lei describes the vastly unequal values assigned to economic sectors deemed "high-end" versus "low-end," and the massive expansion of technical and legal instruments used to measure and control workers and capital. She shows how China's rise has been uniquely shaped by its time-compressed development, the complex relationship between the nation's authoritarian state and its increasingly powerful but unruly tech companies, and an ideology that fuses nationalism with high modernism, technological fetishism, and meritocracy.

Some have compared China's extraordinary transformation to America's Gilded Age. This provocative book reveals how it is more like a gilded cage, one in which the Chinese state and tech capital are producing rising inequality and new forms of social exclusion.



The Great Mother – An Analysis of the Archetype

Erich Neumann

9780691166070

£25.00 • \$29.95 • Paperback

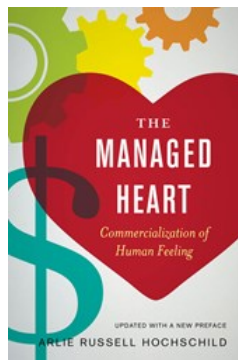
Social Science / Folklore & Mythology

May 2015

Princeton University Press

This landmark book explores the Great Mother as a primordial image of the human psyche. Here the renowned analytical psychologist Erich Neumann draws on ritual, mythology, art, and records of dreams and fantasies to examine how this archetype has been outwardly expressed in many cultures and periods since prehistory. He shows how the feminine has been represented as goddess, monster, gate, pillar, tree, moon, sun, vessel, and every animal from snakes to birds. Neumann discerns a universal experience of the maternal as both nurturing and fearsome, an experience rooted in the dialectical relation of growing consciousness, symbolized by the child, to the unconscious and the unknown, symbolized by the Great Mother.

Featuring a new foreword by Martin Liebscher, this Princeton Classics edition of *The Great Mother* introduces a new generation of readers to this profound and enduring work.



The Managed Heart – Commercialization of Human Feeling 3e

Arlie Russell Hochschild

9780520272941

£25.00 • \$29.95 • Paperback

Social Science

April 2012

University of California Press

In private life, we try to induce or suppress love, envy, and anger through deep acting or "emotion work," just as we manage our outer expressions of feeling through surface acting. In trying to bridge a gap between what we feel and what we "ought" to feel, we take guidance from "feeling rules" about what is owing to others in a given situation. Based on our private mutual understandings of feeling rules, we make a "gift exchange" of acts of emotion management. We bow to each other not simply from the waist, but from the heart.

But what occurs when emotion work, feeling rules, and the gift of exchange are introduced into the public world of work? In search of the answer, Arlie Russell Hochschild closely examines two groups of public-contact workers: flight attendants and bill collectors. The flight attendant's job is to deliver a service and create further demand for it, to enhance the status of the customer and be "nicer than natural." The bill collector's job is to collect on the service, and if necessary, to deflate the status of the customer by being "nastier than natural." Between these extremes, roughly one-third of American men and one-half of American women hold jobs that call for substantial emotional labor. In many of these jobs, they are trained to accept feeling rules and techniques of emotion management that serve the company's commercial purpose.

Just as we have seldom recognized or understood emotional labor, we have not appreciated its cost to those who do it for a living. Like a physical laborer who becomes estranged from what he or she makes, an emotional laborer, such as a flight attendant, can become estranged not only from her own expressions of feeling (her smile is not "her" smile), but also from what she actually feels (her managed friendliness). This estrangement, though a valuable defense against stress, is also an important occupational hazard, because it is through our feelings that we are connected with those around us.



Modeling Social Behavior – Mathematical and Agent-Based Models of Social Dynamics and Cultural Evolution

Paul E. Smaldino

9780691224145

£50.00 • \$60.00 • Paperback

Social Science / Methodology

November 2023

Princeton University Press

A comprehensive introduction to mathematical and agent-based modeling of social behavior

This book provides a unified, theory-driven introduction to key mathematical and agent-based models of social dynamics and cultural evolution, teaching readers how to build their own models, analyze them, and integrate them with empirical research programs. It covers a variety of modeling topics, each exemplified by one or more archetypal models, and helps readers to develop strong theoretical foundations for understanding social behavior. *Modeling Social Behavior* equips social, behavioral, and cognitive scientists with an essential tool kit for thinking about and studying complex social systems using mathematical and computational models.

- Combines both mathematical and agent-based modeling of social behavior
- Integrates cognitive science, social science, and cultural evolution
- Covers topics such as the philosophy of modeling, collective movement, segregation, contagion, polarization, the evolution of cooperation, the emergence of norms, networks, and the scientific process
- Discusses more advanced topics, including how to use models to build a more robust empirical research program
- An ideal introductory textbook for graduate students or advanced undergraduates
- An invaluable resource for practitioners



Nice Is Not Enough – Inequality and the Limits of Kindness at American High

C. J. Pascoe

9780520276437

£23.00 • \$26.95 • Hardcover

Social Science / Ethnic Studies

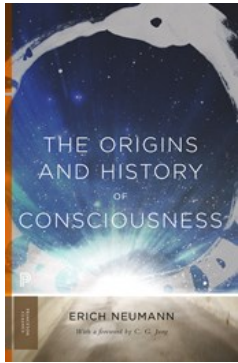
October 2023

University of California Press

This provocative story of contemporary high school argues that a shallow culture of kindness can do more lasting harm than good.

Based on two years of research, *Nice Is Not Enough* shares striking dispatches from one high school's "regime of kindness" to underline how the culture operates as a Band-Aid on persistent inequalities. Through incisive storytelling and thoughtful engagement with students, this brilliant study by C.J. Pascoe exposes uncomfortable truths about American politics and our reliance on individual solutions instead of profound systemic change.

Nice Is Not Enough brings readers into American High, a middle- and working-class high school characterized by acceptance, connection, and kindness—a place where, a prominent sign states, "there is no room for hate." Here, inequality is narrowly understood as a problem of individual merit, meanness, effort, or emotion rather than a structural issue requiring deeper intervention. Surface-level sensitivity allows American High to avoid "political" topics related to social inequality based on race, sex, gender, or class. Being nice to each other, Pascoe reveals, does not serve these students or solve the broader issues we face; however, a true politics of care just might.



The Origins and History of Consciousness

Erich Neumann
 9780691163598
 £20.00 • \$24.95 • Paperback
 Social Science / Folklore & Mythology
 September 2014
 Princeton University Press

The Origins and History of Consciousness draws on a full range of world mythology to show how individual consciousness undergoes the same archetypal stages of development as human consciousness as a whole. Erich Neumann was one of C. G. Jung's most creative students and a renowned practitioner of analytical psychology in his own right. In this influential book, Neumann shows how the stages begin and end with the symbol of the Uroboros, the tail-eating serpent. The intermediate stages are projected in the universal myths of the World Creation, Great Mother, Separation of the World Parents, Birth of the Hero, Slaying of the Dragon, Rescue of the Captive, and Transformation and Deification of the Hero. Throughout the sequence, the Hero is the evolving ego consciousness.

Featuring a foreword by Jung, this Princeton Classics edition introduces a new generation of readers to this eloquent and enduring work.



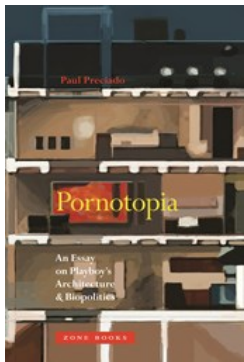
Politics of Piety – The Islamic Revival and the Feminist Subject

Saba Mahmood
 9780691149806
 £28.00 • \$32.00 • Paperback
 Social Science / Islamic Studies
 November 2011
 Princeton University Press

Politics of Piety is a groundbreaking analysis of Islamist cultural politics through the ethnography of a thriving, grassroots women's piety movement in the mosques of Cairo, Egypt. Unlike those organized Islamist activities that seek to seize or transform the state, this is a moral reform movement whose orthodox practices are commonly viewed as inconsequential to Egypt's political landscape. Saba Mahmood's compelling exposition of these practices challenges this assumption by showing how the ethical and the political are indelibly linked within the context of such movements.

Not only is this book a sensitive ethnography of a critical but largely ignored dimension of the Islamic revival, it is also an unflinching critique of the secular-liberal assumptions by which some people hold such movements to account. The book addresses three central questions: How do movements of moral reform help us rethink the normative liberal account of politics? How does the adherence of women to the patriarchal norms at the core of such movements parochialize key assumptions within feminist theory about freedom, agency, authority, and the human subject? How does a consideration of debates about embodied religious rituals among Islamists and their secular critics help us understand the conceptual relationship between bodily form and political imaginaries? *Politics of Piety* is essential reading for anyone interested in issues at the nexus of ethics and politics, embodiment and gender, and liberalism and postcolonialism.

In a substantial new preface, Mahmood addresses the controversy sparked by the original publication of her book and the scholarly discussions that have ensued.



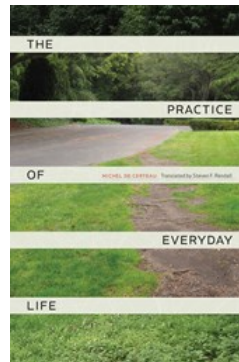
Pornotopia – An Essay on Playboy's Architecture and Biopolitics

Paul Preciado
 9781935408499
 £22.00 • \$27.95 • Paperback
 Social Science / Pornography
 October 2019
 Zone Books – MIT

Published for the first time in 1953, *Playboy* was not only the first pornographic popular magazine in America; it also came to embody an entirely new lifestyle through the construction of a series of utopian multimedia spaces — from the Playboy Mansion and fictional Playboy's Penthouse of 1959 to the Playboy Clubs and hotels appearing around the world in the 1960s. Simultaneously, the invention of the contraceptive pill provided access to a biochemical technique that separated (hetero) sexuality and reproduction.

Addressing these concurrent cultural shifts, Paul Preciado investigates the strategic relationships between space, gender, and sexuality in popular sites related to the production and consumption of pornography that have tended to reside at the margins of traditional histories of architecture: bachelor pads, multimedia rotating beds, and design objects, among others.

Combining historical perspectives with contemporary critical theory, gender and queer theory, porn studies, the history of technology, and a range of primary transdisciplinary sources — treatises on sexuality, medical and pharmaceutical handbooks, architecture journals, erotic magazines, building manuals, and novels — *Pornotopia* explores the use of architecture as a biopolitical technique for governing sexual relations and the production of gender in the postwar United States.



The Practice of Everyday Life

Michel de Certeau
 9780520271456
 £25.00 • \$29.95 • Paperback
 Social Science
 November 2011
 University of California Press

In this incisive book, Michel de Certeau considers the uses to which social representation and modes of social behavior are put by individuals and groups, describing the tactics available to the common man for reclaiming his own autonomy from the all-pervasive forces of commerce, politics, and culture. In exploring the public meaning of ingeniously defended private meanings, de Certeau draws brilliantly on an immense theoretical literature to speak of an apposite use of imaginative literature.



The Princeton Guide to Historical Research

Zachary Schrag
9780691198224
£22.00 • \$26.95 • Paperback
Social Science / Research
June 2021
Princeton University Press

The essential handbook for doing historical research in the twenty-first century

The Princeton Guide to Historical Research provides students, scholars, and professionals with the skills they need to practice the historian's craft in the digital age, while never losing sight of the fundamental values and techniques that have defined historical scholarship for centuries.

Zachary Schrag begins by explaining how to ask good questions and then guides readers step-by-step through all phases of historical research, from narrowing a topic and locating sources to taking notes, crafting a narrative, and connecting one's work to existing scholarship. He shows how researchers extract knowledge from the widest range of sources, such as government documents, newspapers, unpublished manuscripts, images, interviews, and datasets. He demonstrates how to use archives and libraries, read sources critically, present claims supported by evidence, tell compelling stories, and much more.

Featuring a wealth of examples that illustrate the methods used by seasoned experts, *The Princeton Guide to Historical Research* reveals that, however varied the subject matter and sources, historians share basic tools in the quest to understand people and the choices they made.

- Offers practical step-by-step guidance on how to do historical research, taking readers from initial questions to final publication
- Connects new digital technologies to the traditional skills of the historian
- Draws on hundreds of examples from a broad range of historical topics and approaches
- Shares tips for researchers at every skill level



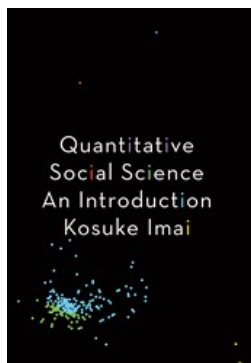
Quantitative Social Science – An Introduction in tidyverse

Kosuke Imai
9780691222288
£48.00 • \$58.00 • Paperback
Social Science / Methodology
September 2022
Princeton University Press

A tidyverse edition of the acclaimed textbook on data analysis and statistics for the social sciences and allied fields

Quantitative analysis is an essential skill for social science research, yet students in the social sciences and related areas typically receive little training in it. *Quantitative Social Science* is a practical introduction to data analysis and statistics written especially for undergraduates and beginning graduate students in the social sciences and allied fields, including business, economics, education, political science, psychology, sociology, public policy, and data science. Proven in classrooms around the world, this one-of-a-kind textbook engages directly with empirical analysis, showing students how to analyze and interpret data using the tidyverse family of R packages. Data sets taken directly from leading quantitative social science research illustrate how to use data analysis to answer important questions about society and human behavior.

- Emphasizes hands-on learning, not paper-and-pencil statistics
- Includes data sets from actual research for students to test their skills on
- Covers data analysis concepts such as causality, measurement, and prediction, as well as probability and statistical tools
- Features a wealth of supplementary exercises, including additional data analysis exercises and programming exercises
- Offers a solid foundation for further study
- Comes with additional course materials online, including notes, sample code, exercises and problem sets with solutions, and lecture slides



Quantitative Social Science – An Introduction

Kosuke Imai
9780691175461
£48.00 • \$58.00 • Paperback
Social Science / Methodology
March 2017
Princeton University Press

An introductory textbook on data analysis and statistics written especially for students in the social sciences and allied fields

Quantitative analysis is an increasingly essential skill for social science research, yet students in the social sciences and related areas typically receive little training in it—or if they do, they usually end up in statistics classes that offer few insights into their field. This textbook is a practical introduction to data analysis and statistics written especially for undergraduates and beginning graduate students in the social sciences and allied fields, such as economics, sociology, public policy, and data science.

Quantitative Social Science engages directly with empirical analysis, showing students how to analyze data using the R programming language and to interpret the results—it encourages hands-on learning, not paper-and-pencil statistics. More than forty data sets taken directly from leading quantitative social science research illustrate how data analysis can be used to answer important questions about society and human behavior.

Proven in the classroom, this one-of-a-kind textbook features numerous additional data analysis exercises and interactive R programming exercises, and also comes with supplementary teaching materials for instructors.

- Written especially for students in the social sciences and allied fields, including economics, sociology, public policy, and data science
- Provides hands-on instruction using R programming, not paper-and-pencil statistics



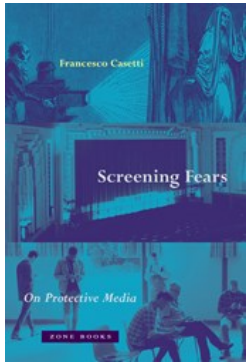
Research Design in the Social Sciences – Declaration, Diagnosis, and Redesign

Graeme Blair
9780691199573
£45.00 • \$55.00 • Paperback
Social Science / Research
October 2023
Princeton University Press

A state-of-the-art approach to evaluating research design for students and scholars across the social sciences

Assessing the properties of research designs before implementing them can be tricky for even the most seasoned researchers. This book provides a powerful framework—Model, Inquiry, Data Strategy, and Answer Strategy, or MIDA—for describing any empirical research design in the social sciences. MIDA enables you to characterize the key analytic features of observational and experimental designs, qualitative and quantitative designs, and descriptive and causal designs. An accompanying algorithm lets you declare designs in the MIDA framework, diagnose properties such as bias and precision, and redesign features like sampling, assignment, measurement, and estimation procedures. *Research Design in the Social Sciences* is an essential tool kit for the entire life of a research project, from planning and realization of design to the integration of your results into the scientific literature.

- A must-have resource for current and future researchers who want to learn about the properties of their designs before they implement them
- Includes a library of the most common designs in the social sciences
- Provides a complete declaration of the canonical design for each library entry, describes the circumstances under which the design can be strong or weak, and explores the consequences of the choices under the research designer's control
- Accompanied by online resources that can be used in conjunction with the book
- An ideal textbook for graduate students and advanced undergraduates

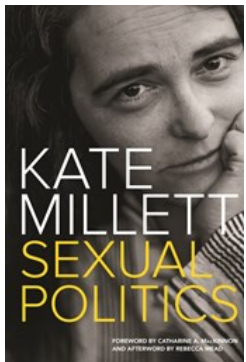


Screening Fears – On Protective Media

Francesco Casetti
9781942130871
£25.00 • \$29.95 • Hardcover
Social Science / Media Studies
October 2023
Princeton University Press

A historical and theoretical investigation of the unexpected ways screen-based media protect and excite viewers' fears and anxieties of the world

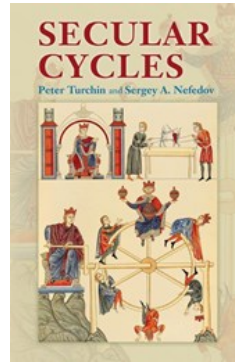
In this brilliant contribution to contemporary media studies, acclaimed theorist Francesco Casetti advances a provocative hypothesis: instead of being prostheses that expand or extend our perceptions, modern screen-based media are in fact apparatuses that shelter and protect us from exposure to the world. Rather than bringing us closer to external reality, dominant forms of visual media function as barriers or enclosures that defend against the apparent threats and dangers that seem increasingly to surround us. Working with an original historical overview that begins with the Phantasmagoria of the late eighteenth century, then the shared interior spaces of the movie theater in the early to mid-twentieth century, and finally the solitary digital milieu of the present, Casetti traces the outlines of the protective "bubbles" that disconnect us from our immediate surroundings. To be provided with a shield of immunity to the hazards and uncertainties of the world while experiencing them at a safe remove might seem a positive development. But, he asks, what if these media, instead of providing invulnerability, ensnare individuals in a suffocating enclosure? What if, in their effort to keep reality under control, they exercise a violence equal to that of the dangers they resist? In a dialectical exercise, and through a vivid range of cultural artifacts, *Screening Fears* traces the emergence of modern protective media and the way they changed our forms of mediation with the world in which we live.



Sexual Politics

Kate Millett
9780231174251
£22.00 • \$26.00 • Paperback
Social Science / Feminism & Feminist Theory
March 2016
Columbia University Press

A sensation upon its publication in 1970, *Sexual Politics* documents the subjugation of women in great literature and art. Kate Millett's analysis targets four revered authors—D. H. Lawrence, Henry Miller, Norman Mailer, and Jean Genet—and builds a damning profile of literature's patriarchal myths and their extension into psychology, philosophy, and politics. Her eloquence and popular examples taught a generation to recognize inequities masquerading as nature and proved the value of feminist critique in all facets of life. This new edition features the scholar Catharine A. MacKinnon and the *New Yorker* correspondent Rebecca Mead on the importance of Millett's work to challenging the complacency that sidelines feminism.



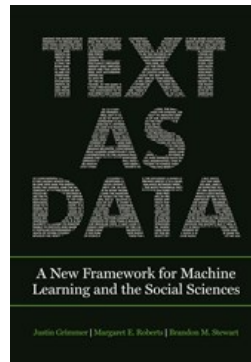
Secular Cycles

Peter Turchin
9780691136967
£52.00 • \$63.00 • Hardcover
Social Science / Demography
August 2009
Princeton University Press

Many historical processes exhibit recurrent patterns of change. Century-long periods of population expansion come before long periods of stagnation and decline; the dynamics of prices mirror population oscillations; and states go through strong expansionist phases followed by periods of state failure, endemic sociopolitical instability, and territorial loss. Peter Turchin and Sergey Nefedov explore the dynamics and causal connections between such demographic, economic, and political variables in agrarian societies and offer detailed explanations for these long-term oscillations—what the authors call secular cycles.

Secular Cycles elaborates and expands upon the demographic-structural theory first advanced by Jack Goldstone, which provides an explanation of long-term oscillations. This book tests that theory's specific and quantitative predictions by tracing the dynamics of population numbers, prices and real wages, elite numbers and incomes, state finances, and sociopolitical instability. Turchin and Nefedov study societies in England, France, and Russia during the medieval and early modern periods, and look back at the Roman Republic and Empire. Incorporating theoretical and quantitative history, the authors examine a specific model of historical change and, more generally, investigate the utility of the dynamical systems approach in historical applications.

An indispensable and groundbreaking resource for a wide variety of social scientists, *Secular Cycles* will interest practitioners of economic history, historical sociology, complexity studies, and demography.



Text as Data – A New Framework for Machine Learning and the Social Sciences

Justin Grimmer
9780691207551
£35.00 • \$43.00 • Paperback
Social Science / Methodology
June 2022
Princeton University Press

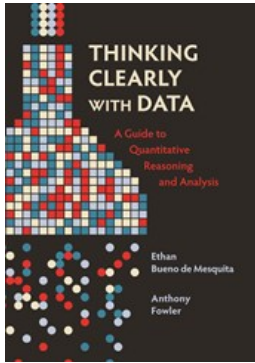
A guide for using computational text analysis to learn about the social world

From social media posts and text messages to digital government documents and archives, researchers are bombarded with a deluge of text reflecting the social world. This textual data gives unprecedented insights into fundamental questions in the social sciences, humanities, and industry. Meanwhile new machine learning tools are rapidly transforming the way science and business are conducted. *Text as Data* shows how to combine new sources of data, machine learning tools, and social science research design to develop and evaluate new insights.

Text as Data is organized around the core tasks in research projects using text—representation, discovery, measurement, prediction, and causal inference. The authors offer a sequential, iterative, and inductive approach to research design. Each research task is presented complete with real-world applications, example methods, and a distinct style of task-focused research.

Bridging many divides—computer science and social science, the qualitative and the quantitative, and industry and academia—*Text as Data* is an ideal resource for anyone wanting to analyze large collections of text in an era when data is abundant and computation is cheap, but the enduring challenges of social science remain.

- Overview of how to use text as data
- Research design for a world of data deluge
- Examples from across the social sciences and industry



Thinking Clearly with Data – A Guide to Quantitative Reasoning and Analysis

Ethan Bueno De Mesquita
9780691214351
£28.00 • \$31.95 • Paperback
Social Science / Methodology
January 2022
Princeton University Press

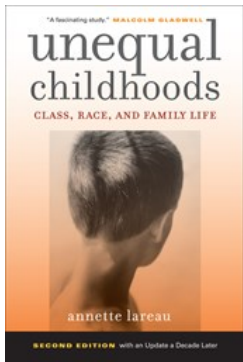
An engaging introduction to data science that emphasizes critical thinking over statistical techniques

An introduction to data science or statistics shouldn't involve proving complex theorems or memorizing obscure terms and formulas, but that is exactly what most introductory quantitative textbooks emphasize. In contrast, *Thinking Clearly with Data* focuses, first and foremost, on critical thinking and conceptual understanding in order to teach students how to be better consumers and analysts of the kinds of quantitative information and arguments that they will encounter throughout their lives.

Among much else, the book teaches how to assess whether an observed relationship in data reflects a genuine relationship in the world and, if so, whether it is causal; how to make the most informative comparisons for answering questions; what questions to ask others who are making arguments using quantitative evidence; which statistics are particularly informative or misleading; how quantitative evidence should and shouldn't influence decision-making; and how to make better decisions by using moral values as well as data. Filled with real-world examples, the book shows how its thinking tools apply to problems in a wide variety of subjects, including elections, civil conflict, crime, terrorism, financial crises, health care, sports, music, and space travel.

Above all else, *Thinking Clearly with Data* demonstrates why, despite the many benefits of our data-driven age, data can never be a substitute for thinking.

- An ideal textbook for introductory quantitative methods courses in data science, statistics, political science, economics, psychology, sociology, public policy, and other

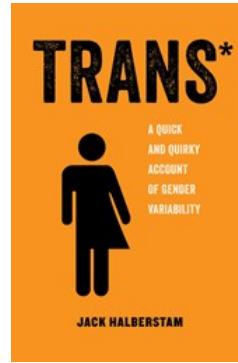


Unequal Childhoods – Class, Race, and Family Life 2e

Annette Lareau
9780520271425
£25.00 • \$29.95 • Paperback
Social Science / Discrimination
September 2011
University of California Press

Class does make a difference in the lives and futures of American children. Drawing on in-depth observations of black and white middle-class, working-class, and poor families, *Unequal Childhoods* explores this fact, offering a picture of childhood today. Here are the frenetic families managing their children's hectic schedules of "leisure" activities; and here are families with plenty of time but little economic security. Lareau shows how middle-class parents, whether black or white, engage in a process of "concerted cultivation" designed to draw out children's talents and skills, while working-class and poor families rely on "the accomplishment of natural growth," in which a child's development unfolds spontaneously—as long as basic comfort, food, and shelter are provided. Each of these approaches to childrearing brings its own benefits and its own drawbacks. In identifying and analyzing differences between the two, Lareau demonstrates the power, and limits, of social class in shaping the lives of America's children.

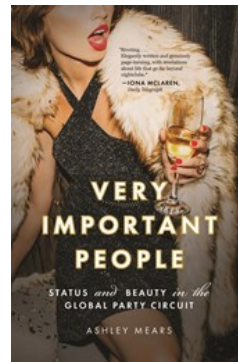
The first edition of *Unequal Childhoods* was an instant classic, portraying in riveting detail the unexpected ways in which social class influences parenting in white and African American families. A decade later, Annette Lareau has revisited the same families and interviewed the original subjects to examine the impact of social class in the transition to adulthood.



Trans – A Quick and Quirky Account of Gender Variability

Jack Halberstam
9780520292697
£15.99 • \$18.95 • Paperback
Social Science / Gender Studies
December 2017
University of California Press

In the last decade, public discussions of transgender issues have increased exponentially. However, with this increased visibility has come not just power, but regulation, both in favor of and against trans people. What was once regarded as an unusual or even unfortunate disorder has become an accepted articulation of gendered embodiment as well as a new site for political activism and political recognition. What happened in the last few decades to prompt such an extensive rethinking of our understanding of gendered embodiment? How did a stigmatized identity become so central to U.S. and European articulations of self? And how have people responded to the new definitions and understanding of sex and the gendered body? In *Trans*, Jack Halberstam explores these recent shifts in the meaning of the gendered body and representation, and explores the possibilities of a nongendered, gender-optional, or gender-queer future.



Very Important People – Status and Beauty in the Global Party Circuit

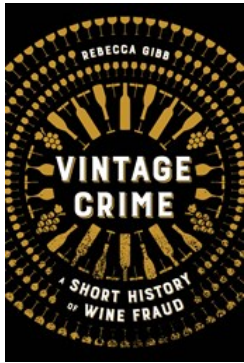
Ashley Mears
9780691227054
£12.99 • \$18.95 • Paperback
Social Science / Social Classes & Economic
Disparity
October 2021
Princeton University Press

A sociologist and former fashion model takes readers inside the elite global party circuit of "models and bottles" to reveal how beautiful young women are used to boost the status of men

Million-dollar birthday parties, megayachts on the French Riviera, and \$40,000 bottles of champagne. In today's New Gilded Age, the world's moneyed classes have taken conspicuous consumption to new extremes. In *Very Important People*, sociologist, author, and former fashion model Ashley Mears takes readers inside the exclusive global nightclub and party circuit—from New York City and the Hamptons to Miami and Saint-Tropez—to reveal the intricate economy of beauty, status, and money that lies behind these spectacular displays of wealth and leisure.

Mears spent eighteen months in this world of "models and bottles" to write this captivating, sometimes funny, sometimes heartbreaking narrative. She describes how clubs and restaurants pay promoters to recruit beautiful young women to their venues in order to attract men and get them to spend huge sums in the ritual of bottle service. These "girls" enhance the status of the men and enrich club owners, exchanging their bodily capital for as little as free drinks and a chance to party with men who are rich or aspire to be. Though they are priceless assets in the party circuit, these women are regarded as worthless as long-term relationship prospects, and their bodies are constantly assessed against men's money.

A story of extreme gender inequality in a seductive world, *Very Important People* unveils troubling realities behind moneyed leisure in an age of record economic disparity.



Vintage Crime – A Short History of Wine Fraud

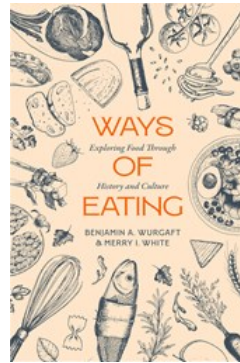
Rebecca Gibb
9780520385931
£25.00 • \$29.95 • Hardcover
Social Science / Agriculture & Food
November 2023
University of California Press

How fakes, fraudsters, and grape crusaders have shaped the world of wine.

This novel take on the history of wine reveals that, whether by adding toxic sweeteners or passing off counterfeit bottles, wine fraud is abundant—and as old as wine itself. *Vintage Crime* will intrigue even the most sated of wine drinkers with its juicy tales of deception, raising interesting questions along the way: what counts as wine, why do we drink it, and what makes a wine truly authentic?

The world of wine prides itself on its aura of respectability, but it has always had a murky side. Packed with engaging vignettes, *Vintage Crime* brings to life famous enthusiasts and crafty con artists from ancient Rome to modern-day California. It also introduces us to lesser-known industry figures: the scrupulous merchants, honest growers, and cutting-edge scientists who have led the fight against fraudsters. Author Rebecca Gibb holds the rare, sought-after distinction of Master of Wine, yet she writes in an engaging style that doesn't require any prior wine knowledge, skillfully synthesizing popular wine histories for amateur sleuths and armchair sommeliers alike.

A portion of book royalties will be donated by the author towards finding a cure for Duchenne muscular dystrophy.



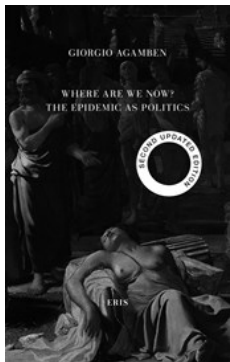
Ways of Eating – Exploring Food through History and Culture

Benjamin Aldes Wurgaff
9780520392984
£24.00 • \$27.95 • Hardcover
Social Science / Agriculture & Food
October 2023
University of California Press

What we learn when an anthropologist and a historian talk about food.

From the origins of agriculture to contemporary debates over culinary authenticity, *Ways of Eating* introduces readers to world food history and food anthropology. Through engaging stories and historical deep dives, Benjamin A. Wurgaff and Merry I. White offer new ways to understand food in relation to its natural and cultural histories and the social rules that shape our meals.

Wurgaff and White use vivid storytelling to bring food practices to life, weaving stories of Panamanian coffee growers, medieval women beer makers, and Japanese knife forgers. From the Venetian spice trade to the Columbian Exchange, from Roman *garum* to Vietnamese *nóc chấ́m*, *Ways of Eating* provides an absorbing account of world food history and anthropology. Migration, politics, and the dynamics of group identity all shape what we eat, and we can learn to trace these social forces from the plate to the kitchen, the factory, and the field.



Where Are We Now? – The Epidemic as Politics Second Edition

Giorgio Agamben
9781912475353
£15.99 • \$19.00 • Paperback
Social Science / Sociology
October 2021
Eris Press

In this volume, the renowned Italian philosopher Giorgio Agamben has collected all of his fierce, passionate, and deeply personal interventions regarding the current health emergency.

Alongside and beyond accusations, these texts variously reflect upon the great transformation affecting Western democracies. In the name of biosecurity and health, the model of bourgeois democracy—together with its rights, parliaments, and constitutions—is everywhere surrendering to a new despotism where citizens seem to accept unprecedented limitations to their freedoms.

This leads to the urgency of the volume's title: *Where Are We Now?* For how long will we accept living in a constantly extended state of exception, the end of which remains impossible to see?



The Women of the Far Right – Social Media Influencers and Online Radicalization

Eviane Leidig
9780231210171
£22.00 • \$28.00 • Paperback
Social Science / Media Studies
October 2023
Columbia University Press

On mainstream social media platforms, far-right women make extremism relatable. They share Instagram stories about organic foods that help pregnant women propagate the “pure” white race and post behind-the-scenes selfies at antivaccination rallies. These social media personalities model a feminine lifestyle, at once promoting their personal brands and radicalizing their followers. Amid discussions of issues like dating, marriage, and family life, they call on women to become housewives to counteract the corrosive effects of feminism and champion the Great Replacement conspiracy theory, which motivated massacres in Christchurch, El Paso, and Buffalo.

Eviane Leidig offers an in-depth look into the world of far-right women influencers, exploring the digital lives they cultivate as they seek new recruits for white nationalism. Going beyond stereotypes of the typical male white supremacist, she uncovers how young, attractive women are playing key roles as propagandists, organizers, fundraisers, and entrepreneurs. Leidig argues that far-right women are marketing themselves as authentic and accessible in order to reach new followers and spread a hateful ideology. This insidious—and highly gendered—strategy takes advantage of the structure of social media platforms, where far-right women influencers' content is shared with and promoted to mainstream audiences. Providing much-needed expertise on gender and the far right, this timely and accessible book also details online and offline approaches to countering extremism.

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