Sociology in Hawai`i: Past, Present, and Possible Futures (I know, I know)

Sun-Ki Chai
Department of Sociology
University of Hawai`i at Mānoa

Hawai`i Sociological Association
Annual Meeting
February 13, 2010
“Hawaii has many advantages for the scientific observer of sociological and anthropological phenomena. It is an island universe serving as a sort of laboratory of bio-social and cultural phenomena and processes.”

UHM Sociology Chronology 1920-1970

- 1920: Created as Department of Sociology and Economics with Romanzo Adams (PhD, Chicago, 1904) as first professor
- 1920-21 Robert E. Park of Chicago is Visiting Professor of Sociology
- Mid-1920s: Adams creates Hawaii Sociology Lab (later the Romanzo Adams Social Research Lab)
- 1927: Andrew Lind arrives at UHM from Chicago, joins faculty 1931
- 1934-61: Lind serves as Head of Romanzo Adams Social Research Lab
- 1935: Lind founds the journal *Social Process in Hawaii*
- 1937: Combined with Anthropology to form Department of Sociology and Anthropology
- 1938: Clarence Glick arrives at UHM from Chicago
- 1947: Separates from Department of Anthropology
- 1961: Lind named founding head of Social Science Research Institute
- 1963: RASRL merged into SSRI; ceases to exist
Hawaii Sociology and the First Chicago School

• Romanzo Adams, 1868-1942
  – PhD, University of Chicago, 1904
  – Professor and Chair, University of Nevada, 1904-1920
  – Arrives as founding Professor of Sociology, University of Hawai`i, 1920
  – Creates Hawaii Sociology Lab (later RASRL), 1920s
  – Retires, 1934

• Andrew W. Lind, 1901-1988
  – Arrives at University of Hawai`i for dissertation research, 1927
  – PhD, University of Chicago, enters UH faculty, 1931
  – Head of Romanzo Adams Social Research Lab, 1934-61
  – Founds Social Process in Hawaii, 1935
  – First head of Social Science Research Institute, 1961
  – Bernhard Hörmann Creates Andrew W. Lind Social Process in Hawaii Fund, 1986
“By the time of his death in 1942, he [Adams] was the pre-eminent spokesman on matters of immigration and race. Under Adams’ leadership, Hawai‘i briefly became an important outpost in the development of sociological theory in the United States.”


“For these distinguished sociologists [Lind and Hörmann], Hawai‘i was an unusual "laboratory" for ethnic studies. Not only was there a "striking ethnic diversity" in these Islands, but the social process of their construction and reconstruction was recent and vivid.”

“Andrew W. Lind (Ph.D. 1931) found that Hawaii furnished a convenient laboratory in which to study the ecology of race relations.”

“It appeared to [Robert] Park, Adams, and Lind that Hawaii provided an ideal showcase for the Chicago theories.”


“Chicago Sociologists came to Hawaii as if it was a pilgrimage site. . . sociology at Hawaii would be dominated by Chicago graduates.”

“Adams, Lind, and Glick also trained a number of Chinese and Japanese students . . . many of whom went on to the University of Chicago for advanced degrees.”

– Henry Yu, *Thinking Orientals: Migration, Contact, and Exoticism in Modern America*, Oxford University Press, 2001, p. 82, 156.
UHM Sociology Undergraduates ->
University of Chicago, 1935-1955

- Bernhard Hörmann
- Kiyoshi Ikeda
- Yukiko Kimura
- Margaret Lam
- Moy Fook Gum
- Bung-Chong Lee
- Jitsuichi Masuoka
- George Yamamoto
- Douglas Yamamura

Hörmann, Ikeda, Kimura, Yamamoto, and Yamamura all later taught in UHM Sociology Department.
Row 1: (4) Clarence E. Glick, (5) Kiyoshi Ikeda.
Row 2: (4) Bernhard L. Hörmann, (5) Andrew W. Lind. (7) Margaret A. Zimmerman.

Clarence E. Glick, "The Position of Racial Groups in Occupational Structures", *Social Forces* 26:2, December 1947, 206-211


Bernhard L. Hörmann (ed.), *Community Forces in Hawaii*, University of Hawaii Press, 1956.


Social Process in Hawai`i
Issues: 1935-1963


Social Process in Hawai`i
Issues: 1935-1963


Vol. 15, 1951, "Industrial Sociology in Hawaii," edited by Betty Au, Fusae Lim, and Dick Nagata. Incl. papers by Hormann, Kiyoshi Ikeda, Blumer, Glick and his students, Lind, and others.


Social Process in Hawai`i
Issues: 1935-1963


Vol. 22, 1958, "Basic Crises," edited by Carole Nohara and Shirley Okino. Incl. papers by Hormann, Glick, Darrow Aiona, and others.


Sample Student Paper Titles from RASRL: 1924-1960s

Abe, Lillian, “Study of a Community in Honolulu” 1929
Abe, Shogo, “The Relation of Family Equipment to Culture Conflict” 1936
Agena, Tsuruko, “Race Relations in Haiti” n.d.
Aguiat, Earl, “Report on the St. Antonio Society” c1930
Alona, Lee, Yee, Leong, Nakamura, “Committee on Racketeering” 1939
Aitken, Robert B. “Age and Race in Wahiawā Churches” 1952
Akau, John K. Jr., “Human Relations as Demonstrated at a Student Boarding House” n.d.
Albao, M; Lee, J.; Chung, H. “The Study of Alcoholism” 1939
Albao, Mary. “Filipino Immigration to Hawai'i” n.d.
What Happened to Hawai`i Sociology as a Core Location for Race and Ethnic Studies?

- Devaluation of concepts associated with First Chicago School, such as assimilation and ethnic succession
- Decline since 1950s in popularity of urban ethnography methods in mainstream sociology
- Idea of Hawai`i exceptionalism with regards to ethnocultural conflict no longer accepted
- Drying up of pipeline after retirement of “first generation” Chicago graduates
- Change in sociology as a discipline, bureaucratization prevents such development of pipeline-based prominence
- Race and ethnicity studies have spread far beyond sociology, as well as splitting into multiple literatures that typically ignore one another
What does Hawai`i Sociology Stand for in 2010? (A UHM-Centric View)

- Race and Ethnicity remain one of UHM Sociology’s four “areas of concentration”, along with Asia-Pacific studies.
- The UHM graduate student body since 1990s has been consistently largely international and largely of Asia-Pacific ethnic or national origin.
- Asia-Pacific focus is now the most distinctive part of departmental identity within Sociology, but Race and Ethnicity remains a key topic.
- Relatively few local graduate students, however, which means focus is now more on East Asian rather than Hawai`i cases.
One Tentative Vision for the Future

• Our strengths still remain in areas of cross-cultural, cross-identity analysis, with a focus on the Asia-Pacific areas.

• Disciplinary boundaries are slowly dissolving, particularly with regards to funding opportunities, and as an atypically interdisciplinary-friendly department we are well positioned to take a leading role in such opportunities.

• While the “ethnicity laboratory” idea is one whose time has come and gone it can be replaced by “concentrated multiculturalism”.

• We need to position ourselves as department uniquely positioned to carry out interdisciplinary analysis of comparative cultural and ethnicity phenomena from an international perspective.

• This kind of analysis does not clash with, and can be applied across all of our substantive fields.
Cultural Computing:
How Hawai`i can be Central to the Future
of the Information Technology
(aka How I Stopped Hating the Internet)

Sun-Ki Chai
Department of Sociology
University of Hawai`i at Mānoa

Hawai`i Sociological Association
Annual Meeting
February 13, 2010
Why Cultural Computing?

• Social Computing, the fastest growing field in Computer Science, is about using in computation to understand the nature of Web 2.0

• Main problems are:
  – Lack of understanding of social phenomena
  – Insufficient integration of social science theory into software
  – Inability to recognize the diversity of human attitudes and experience in design of computer systems

• Largest initiatives within government academic funding during past 5 years have been those that attempt to bring together the social and natural sciences, particularly in the area of computational modeling
  – Minerva, HCSB, Human and Social Dynamics, etc.

• Fast-growing interdisciplinary conferences in this area
  – ACM SBP, IEEE SocialCom, ICE, CSSS, etc.
What is Cultural Computing?

• Integration of Social Science theories and models into software algorithms to create better ways for measuring, explaining, and facilitating online social interaction

• Encompassing the variety of human diversity and difference, and accommodating this in the design of information technology

• A way of developing methodologies for using computers that recognizes them as extensions of human diversity rather than as a uniformizing force
Hawai`i as an Ideal Locale for Cultural Computing

- Concentrated multinational, multicultural population
- Robust institutional expertise in multicultural research
- Receptive technology infrastructure and government support
- Incipient infrastructure of software firms and academic expertise; untapped “brain drain” that will return if opportunity is presented
- Cultural computing is perhaps the only major area in which Hawai`i can claim an advantage as locale for software development
“Reality Mining” of Web through New Web Analysis Software

- Develop improved methods for collecting online information on attitudes of defined populations, using virtual communities-based, web crawler and specialized blog and forum analyzers.
- Testing validity of such methods through comparison with results of surveys of attitudes and associations.
- Develop general framework for creating behavioral predictions using online data across general range of environments.
- Testing accuracy of predictions against experimental and events data.
Why the Need for Web Analysis Software?

- The internet has a huge and growing importance as a medium for communication, social interaction, commerce, and political activity.
- The sheer amount of data available is unprecedented.
- Most data on the internet is publicly available, accessible from anywhere in the world, and can be collected with minimal intrusion on human subjects.
- Social scientists are rapidly turning to the internet as an object of study.
- Despite the quantity and accessibility of data, very few large-scale studies have been done.
- Absence of technology for collecting and organizing this data is the major roadblock.
Some Example Applications

• Finding which combination of content, network, and offline (geographical, ownership) characteristics are most significant in determining a site or member’s popularity and influence
• Determining attitudes towards a particular entity or issue, and tracking changes over time
• Measuring changes in attitudes of time and the diffusion of ideas across networks
• Using virtual community analysis to provide of "reverse search engine" that identifies the key phrases that will most surely a particular community
• Using longitudinal attitudinal and relational data to predict collective behavior or explain process behind behavior
CLASSIC: Specification of Seed Sites and Crawl Criteria
Runtime Output

Over models, I was wondering how much work the replacement takes besides draining both lubrication and cooling system.

just as the engine coolant carries heat away.

With no cooler, my oil temps are generally about 160°F unless I'm in traffic, then they are about 180°F.

I see what Brad is saying though. It's not about keeping the oil cool. It's about getting both the oil and water to operating temp and maintaining.
Joe, Not sure on the switch aspect of the mirror. But I think you can get this place to re-silver the mirror. You need to send just the mirror glass.

Hey, looking for a (cheap) place to stay in Albuquerque for one night going to be passing through on the way to Vegas from Dallas. Pullin outta here (dallas) early tuesday morning, if anyone knows of a clean but cheap place to stay or something like that, let me know.

Super 8 Motel on I-40, exit 196. Only US $42.85 the all OM car show is at Woodley Park next sunday, June 28th. who is going? Basketball Sam says he is coming up, I should be there with a mmmm black ummmmm...... racecar?

Will try to make it. Just moved to Palm Springs from L.A. No Buick yet, but sounds like fun. Would like to meet B Sam too.

To anyone that's never been there - it has always been a great event. I would like to attend but might not be able to go. Some stupid little Toyota will be showing up here next weekend to get its bad struts replaced.
Attitudinal Content Tracking

Analyze in real time high-level social constructs drawn from one of multiple established content analysis dictionaries that have been rendered into common format and can be plugged into system.

Constructs can be incorporated into crawling algorithm inclusion criteria. Raw n-grams also collected and can be incorporated as well.
Member Network Analysis

Includes:

Connections through thread sharing

Time prioritization

Rank of reply prioritization

All previous filtering types on threads
BlogTrackers (Arizona State)

- Schedulable RSS crawler for regular updating from RSS feeds.
- Batch Crawler for bulk crawling of archived data.
- Flexibility to integrate new crawlers for additional blog sites.
BlogTrackers: Event Detection, Watch-Lists and Alerts

“iPhone 3G” launch event detected by BlogTrackers. Above average traffic during this period.

Customizable watch-list for each user. Offline and online notifications posts containing the watch list keywords.
Contractionist Behavioral Simulation: Identity Groups Predicted, Not Assumed
Constructionist Behavioral Simulation:
Loading of Country and Region Modules
<table>
<thead>
<tr>
<th>url</th>
<th>title</th>
<th>trafficrank</th>
<th>age</th>
<th>urcount</th>
<th>inurcount</th>
<th>srcurcount</th>
<th>outurcount</th>
<th>bytecount</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://petitiononline.com/">http://petitiononline.com/</a></td>
<td>Petition Online.com</td>
<td>5254</td>
<td>7079</td>
<td>61000</td>
<td>261</td>
<td>35</td>
<td>585</td>
<td>266054</td>
</tr>
<tr>
<td><a href="http://petitions.com/">http://petitions.com/</a></td>
<td>IPetitions - Your voice counts</td>
<td>52940</td>
<td>7008</td>
<td>5200</td>
<td>290</td>
<td>112</td>
<td>153</td>
<td>215868</td>
</tr>
<tr>
<td><a href="http://thepetitionsite.com/">http://thepetitionsite.com/</a></td>
<td>The Petition Site</td>
<td>26878</td>
<td>.</td>
<td>2220</td>
<td>653</td>
<td>437</td>
<td>14649</td>
<td>1892049</td>
</tr>
<tr>
<td><a href="http://petitions.org/">http://petitions.org/</a></td>
<td>Petitions.org</td>
<td>.</td>
<td>.</td>
<td>2</td>
<td>12</td>
<td>2</td>
<td>107</td>
<td>73123</td>
</tr>
<tr>
<td><a href="http://ethical-business.com/">http://ethical-business.com/</a></td>
<td>Free online petitions</td>
<td>566647</td>
<td>7495</td>
<td>896</td>
<td>8</td>
<td>18</td>
<td>123</td>
<td>68148</td>
</tr>
<tr>
<td><a href="http://webpetitions.com/">http://webpetitions.com/</a></td>
<td>Webpetitions.com</td>
<td>3436376</td>
<td>7904</td>
<td>5</td>
<td>18</td>
<td>2</td>
<td>108</td>
<td>23390</td>
</tr>
<tr>
<td><a href="http://petitionpetition.com/">http://petitionpetition.com/</a></td>
<td>Petition Petition</td>
<td>165643</td>
<td>7127</td>
<td>234</td>
<td>55</td>
<td>103</td>
<td>240</td>
<td>76756</td>
</tr>
<tr>
<td><a href="http://gopetition.com/">http://gopetition.com/</a></td>
<td>Gopetition</td>
<td>201193</td>
<td>7463</td>
<td>1970</td>
<td>20</td>
<td>431</td>
<td>867</td>
<td>849487</td>
</tr>
<tr>
<td><a href="http://boycotts.org/">http://boycotts.org/</a></td>
<td>Boycott Action News</td>
<td>1666063</td>
<td>6643</td>
<td>4</td>
<td>200</td>
<td>3</td>
<td>65</td>
<td>74263</td>
</tr>
<tr>
<td><a href="http://breakthechain.org/">http://breakthechain.org/</a></td>
<td>Break the Chain</td>
<td>82261</td>
<td>7746</td>
<td>625</td>
<td>463</td>
<td>375</td>
<td>540</td>
<td>278377</td>
</tr>
<tr>
<td><a href="http://care2.com/">http://care2.com/</a></td>
<td>Care2.com</td>
<td>1957</td>
<td>6938</td>
<td>47800</td>
<td>3960</td>
<td>634</td>
<td>1798</td>
<td>678807</td>
</tr>
<tr>
<td><a href="http://eternaltreblinka.com/">http://eternaltreblinka.com/</a></td>
<td>Eternaltreblinka.com</td>
<td>3540369</td>
<td>.</td>
<td>24</td>
<td>68</td>
<td>8</td>
<td>385</td>
<td>207629</td>
</tr>
<tr>
<td><a href="http://coopamerica.org/">http://coopamerica.org/</a></td>
<td>Co-op America</td>
<td>209201</td>
<td>5776</td>
<td>638</td>
<td>1440</td>
<td>194</td>
<td>744</td>
<td>361730</td>
</tr>
<tr>
<td><a href="http://ivu.org/">http://ivu.org/</a></td>
<td>International Vegetarian Union</td>
<td>45093</td>
<td>6279</td>
<td>8410</td>
<td>1150</td>
<td>204</td>
<td>661</td>
<td>212594</td>
</tr>
<tr>
<td><a href="http://vrg.org/">http://vrg.org/</a></td>
<td>Vegetarian Resource Group</td>
<td>76302</td>
<td>6221</td>
<td>828</td>
<td>1670</td>
<td>112</td>
<td>1419</td>
<td>563538</td>
</tr>
<tr>
<td><a href="http://dorway.com/">http://dorway.com/</a></td>
<td>Aspartame is not Safe</td>
<td>174944</td>
<td>6098</td>
<td>395</td>
<td>250</td>
<td>83</td>
<td>665</td>
<td>613540</td>
</tr>
<tr>
<td><a href="http://vegetarianimage.com/">http://vegetarianimage.com/</a></td>
<td>Vegetarianimage.com</td>
<td>3235450</td>
<td>7475</td>
<td>22</td>
<td>32</td>
<td>112</td>
<td>181</td>
<td>107702</td>
</tr>
<tr>
<td><a href="http://upc-online.org/">http://upc-online.org/</a></td>
<td>United Poultry Concerns</td>
<td>569498</td>
<td>6814</td>
<td>1290</td>
<td>514</td>
<td>58</td>
<td>425</td>
<td>229981</td>
</tr>
<tr>
<td><a href="http://organichealthandbeauty.com">http://organichealthandbeauty.com</a></td>
<td>Organic Health and Beauty</td>
<td>117267</td>
<td>7575</td>
<td>198</td>
<td>276</td>
<td>166</td>
<td>193</td>
<td>156432</td>
</tr>
<tr>
<td><a href="http://meatout.org/">http://meatout.org/</a></td>
<td>The Great American Meatout</td>
<td>1142317</td>
<td>6420</td>
<td>167</td>
<td>182</td>
<td>144</td>
<td>322</td>
<td>308837</td>
</tr>
<tr>
<td><a href="http://happycow.net/">http://happycow.net/</a></td>
<td>HappyCow's Global Guide to Vegetarian</td>
<td>247631</td>
<td>7270</td>
<td>1090</td>
<td>796</td>
<td>275</td>
<td>542</td>
<td>482936</td>
</tr>
<tr>
<td><a href="http://dmoz.org/">http://dmoz.org/</a></td>
<td>DMOZ</td>
<td>177</td>
<td>7518</td>
<td>513000</td>
<td>342000</td>
<td>83</td>
<td>1700</td>
<td>235091</td>
</tr>
<tr>
<td><a href="http://soystache.com/">http://soystache.com/</a></td>
<td>SoyStache</td>
<td>1492911</td>
<td>7053</td>
<td>78</td>
<td>87</td>
<td>67</td>
<td>1618</td>
<td>1015836</td>
</tr>
<tr>
<td><a href="http://famousveggie.com/">http://famousveggie.com/</a></td>
<td>Famousveggie.com</td>
<td>470867</td>
<td>7268</td>
<td>573</td>
<td>413</td>
<td>192</td>
<td>242</td>
<td>100206</td>
</tr>
<tr>
<td><a href="http://ciwf.co.uk/">http://ciwf.co.uk/</a></td>
<td>Compassion in World Farming (CIWF)</td>
<td>844936</td>
<td>.</td>
<td>541</td>
<td>349</td>
<td>64</td>
<td>44142</td>
<td></td>
</tr>
</tbody>
</table>
Co-op America's "tell it like it is" information about corporations that need to be made more accountable.

**Categories**: Society / Issues / Business / Corporate Accountability, News / Current Events / Business and Economy / Business and Society / Business Ethics


Virtual Communities: Implications for Human Attitudes and Behavior

Task 1: Study of virtual communities through social theory-informed web crawler and specialized analysis of social influence on the blogosphere.

- Development and adaptation of crawler using social network and content analysis methods to measure attitudes across general attitudinal dimensions and towards specific ideas and entities.

Task 2: Validation of data collection and interpretation of data through comparison with social science human subjects methods such as surveys and computer mediated experiments.

- Collection of attitudinal survey data in multiple waves from populations that are drawn to be similar to those for which online data is being collected. Supplement with experimental data where feasible to carry out.
- Comparing human subjects data to predictions of attitudinal and behavioral models applied to online data; refining models as necessary based on results.
Task 3: Development of choice theory-guided model of group attitudes and behavior based upon general generalized culture and action theory.

- Adapting general behavioral prediction framework to accept attitudinal / cultural data from online sources.
- Implementing behavioral model for specific environments so that it will make predictions that can be compared against experimental and events data drawn from such environments.
Initial Projected Waves of Study

- Wave 0: Analysis of Iranian, Filipino, Malaysian, and Indonesian blogs/forums for general content and network characteristics.
  - Content analysis of ebb and flow of political discourse.
  - Application of action prediction model to social movements.
  - Indirect validation against political events data.
- Wave 1: Examination of attitudes towards economic development and equity issues among Hawai`i college students.
  - Extraction of conversation from online discussion forums associated with University undergraduate courses, use of content analysis to elucidate basic orientations.
  - Administration of survey including attitudinal, national, and demographic questions.
  - Generation of behavioral predictions using culture-infused game theory framework
  - Testing of predictions for variations in behavior within standard computer-mediated experiments on economic norms.