

MORGAN C. JERALD

Macalester College
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ACADEMIC APPOINTMENTS

2018-
present Assistant Professor of Psychology, Macalester College

EDUCATION

2018 Ph.D. University of Michigan, Ann Arbor, MI
Personality and Social Contexts Psychology
Dissertation: “Respectable Women: Exploring the Influence of the Jezebel Stereotype on Black Women’s Sexual Well-Being”
Committee: L. Monique Ward and Elizabeth R. Cole (co-chairs), Denise Sekaquaptewa, Lilia Cortina

2014 M.S. University of Michigan, Ann Arbor, MI
Personality and Social Contexts Psychology
Master’s Thesis: “The Company They Keep: How the Racial Composition of Social Contexts is Associated with Body and Eating Attitudes in Black Women”
Advisor: Elizabeth R. Cole, 2nd reader: Robert M. Sellers

2012 B.A. Spelman College, Atlanta, GA
Summa cum laude graduate with departmental and college honors
Psychology and Spanish
Honors Thesis: “Body Image and Risky Sexual Behaviors in African American Women: The Role of the Media”
Advisor: Shani Harris

RESEARCH INTERESTS

Racialized and gendered stereotypes • Gender and sexual socialization • Self-objectification • Intersectionality • Media use • Racial/ethnic identity

PEER-REVIEWED PUBLICATIONS

*denotes current or former student author

Ward, L.M., **Jerald, M.**, Avery, L., & Cole, E.R. (2020). Following their lead? Connecting mainstream media use to Black women's gender beliefs and sexual agency. *Journal of Sex Research*, 57(2), 200-212, doi:[10.1080/00224499.2018.1554741](https://doi.org/10.1080/00224499.2018.1554741)

*Stanton, A.G., **Jerald, M.C.**, Ward, L.M., & Avery, L.R. (2017). Social media contributions to the strong Black woman ideal endorsement and Black women's mental health. *Psychology of Women Quarterly*, 41(4), 465-478. doi:[10.1177/0361684317732330](https://doi.org/10.1177/0361684317732330)

Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (2017). Controlling images: How awareness of group stereotypes affects Black women's well-being. *Journal of Counseling Psychology*, 64(5), 487-499. doi:[10.1037/cou0000233](https://doi.org/10.1037/cou0000233)

Jerald, M.C., Ward, L.M., Moss, L., Thomas, K., & Fletcher, K.D. (2017). Subordinates, sex objects, or sapphires? Investigating contributions of media use to Black students' femininity ideologies and stereotypes about Black women. *Journal of Black Psychology*, 43(6), 608-635. doi:[10.1177/0095798416665967](https://doi.org/10.1177/0095798416665967)

Hanna, E., Ward, L. M., Seabrook, R., **Jerald, M.**, Reed, L., Giaccardi, S., & Lippman, J. (2017). Contributions of social comparison and self-objectification in mediating associations between Facebook use and emergent adults' well-being. *Cyberpsychology, Behavior, and Social Networking*, 20(3), 172-179. doi:[10.1089/cyber.2016.0247](https://doi.org/10.1089/cyber.2016.0247)

MANUSCRIPTS UNDER REVIEW

Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (revise and resubmit). The association between awareness of the Jezebel stereotype and Black women's sexual well-being.

Jerald, M.C., Sabik, N.J., Cole, E.R., & Sellers, R.M. (under review). The company they keep: How the racial composition of social contexts is associated with body and eating attitudes in Black women.

Leath, S., **Jerald, M.C.**, Jones, M., & Perkins, T. (revise and resubmit). Embracing my hoe-ventures: A qualitative exploration of Jezebel stereotype endorsement and sexual behaviors among Black college women.

Daniels, E., **Jerald, M.C.**, & Ward, L.M. (under review). The woman in the (rearview) mirror: Viewers' attitudes toward objectified car selfies of Black and White women.

Leath, S., Jones, M., **Jerald, M.C.**, & Perkins, T. (revise and resubmit). An investigation of Jezebel stereotype endorsement, gendered racial identity, and sexual behaviors among Black college women.

Anyiwo, N., Richards-Schuster, K., & **Jerald, M.C.** (revise and resubmit). Using critical media literacy and youth-led research to promote the sociopolitical development of Black youth: Strategies from "Our Voices."

Avery, L.R., Stanton, A.G., Ward, L.M., Trinh, S., **Jerald, M.C.**, & Cole, E.R. (revise and resubmit). Remixing the script? Associations between Black-oriented media consumption and Black women's heteropatriarchal romantic relationship beliefs.

Avery, L.R., Stanton, A.G., Ward, L.M., Trinh, S., **Jerald, M.C.**, & Cole, E.R. (under review). "Pretty hurts": Acceptance of hegemonic feminine beauty ideals and reduced sexual well-being among Black women.

Avery, L.R., Stanton, A.G., Ward, L.M., Trinh, S., Cole, E.R., & **Jerald, M.C.** (under review). The strong, silent (gender) type: The strong Black woman ideal, self-silencing, and sexual assertiveness in Black college women.

MANUSCRIPTS IN PREPARATION

Jerald, M.C. (invited). How racialized, gendered stereotypes shape policy implications for Black women.

Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (in preparation). "I'm sexy, and I know it": The association between enjoyment of sexualization and body image attitudes in Black women.

GRANTS & FELLOWSHIPS

Extramural Funding:

- 2020 Community Catalyst Grant, Society for Personality and Social Psychology (\$600)
- 2019 Community Catalyst Grant, Society for Personality and Social Psychology (\$750)
- 2013-2016 National Science Foundation (NSF) Graduate Research Fellowship

Intramural Funding:

- 2020 Wallace Scholarly Activities Grant, Macalester College (\$3,664.13)
- 2019 Parchem Research Fellowship, Macalester College (\$7,000)
- 2019 Andrew W. Mellon Foundation Renewed Purpose Course Development Grant, Macalester College (\$2,000)
- 2018 Rackham One-Term Dissertation Fellowship, University of Michigan (\$10,200)
- 2017 Rackham Professional Development Grant, University of Michigan (\$400)
- 2017 Rackham Graduate Student Research Grant, University of Michigan (\$2,550)

- 2017 Center for the Education of Women (CEW) Riecker Graduate Student Research Fellowship, University of Michigan (\$1,000)
- 2017 Department of Psychology Dissertation Grant, University of Michigan (\$1,000)
- 2016 Rackham Travel Grant, University of Michigan (\$800)
- 2015 Rackham Travel Grant, University of Michigan (\$800)
- 2015 PI (with Jacquie Mattis, Adrian Gale, Yasmin Cole-Lewis, Esohe Osai, Shana Rochester, & Casta Guillaume), “National Black Graduate Student Conference in Psychology.” Office of the Dean, College of Literature Arts and Sciences, University of Michigan (\$7,000)
- 2013 Rackham Graduate Student Research Grant, University of Michigan (\$1500)
- 2013 Alliances for Graduate Education and the Professoriate (AGEP) Mini-Grant, University of Michigan (\$300)
- 2012-2017 Rackham Merit Fellowship, University of Michigan

HONORS & AWARDS

- 2020 Society for Improving Psychological Science (SIPS) Mission Award (\$500)
- 2020 Admired Scholar, Society for Personality & Social Psychology (SPSP) Diversity Reception
- 2018 Diversity Research Award, University of Michigan (\$1,000)
- 2017 Bouchet Graduate Honor Society, University of Michigan
- 2017 Alternate, Ford Foundation Dissertation Fellowship
- 2016 Invitee, White House United State of Women Summit
- 2015 APA Division 35, Section I (Psychology of Black Women) Graduate Student Award (\$250)
- 2015 Society for Personality & Social Psychology (SPSP) Diversity Fund Graduate Travel Award (\$500)
- 2015-2017 Fellow, The Life Course: Evolutionary and Ontogenetic Dynamics (LIFE) Program, The International Max Planck Institute for Human Development (Berlin)
- 2013 Alternate, Ford Foundation Predoctoral Fellowship

- 2012 Fulbright English Teaching Assistantship Fellowship, South Korea (declined)
- 2011 Council on International Educational Exchange (CIEE) Outstanding Student of the Year Award Finalist
- 2011 Phi Beta Kappa Honor Society
- 2010 Award for Outstanding Poster Presentation, 10th Annual Biomedical Research Conference for Minority Students (ABRCMS)
- 2009 Golden Key International Honour Society
- 2009 Alpha Lambda Delta Honor Society
- 2008-2012 Spelman College DeWitt Wallace Dean's Scholarship

INVITED TALKS

Research:

Jerald, M.C. (2020, December). *Judging Jezebels: Gendered, Racial Stereotypes and Black Women's Sexuality*. Haverford College, Haverford, PA.

Jerald, M.C. (2020, October). *Judging Jezebels: Gendered, Racial Stereotypes and Black Women's Sexuality*. University of Tennessee, Knoxville, TN.

Jerald, M.C. (2020, February). *Multiply marginalized: Gendered, racial stereotypes and Black women's sexuality*. 7th annual Sexuality Preconference, Society for Personality and Social Psychology, New Orleans, LA.

Jerald, M.C. (2020, February). *Scripts, Stereotypes, and the (Hyper)Sexualization of Black Women*. Jan Serie Center for Teaching and Scholarship, Macalester College, St. Paul, MN.

Jerald, M.C. (2019, March). *Controlling images: Exploring the roots and consequences of group stereotypes for Black women's well-being*. Research Initiative for Scientific Enhancement (RISE) program, Spelman College, Atlanta, GA.

Outreach:

Jerald, M.C. (2019, June). *Stereotypes: What are they and what are their consequences?*. Pre-College Residential Experience, Macalester College, St. Paul, MN.

Panel Discussions:

Jerald, M.C. (2019, May). *Context before Content*. Spring Professional Activities Workshop (SPAW), Macalester College, St. Paul, MN.

Jerald, M.C. (2019, February). *Tips from the Other Side: PhD*. Black Social and Personality Psychologists' Retreat (BlaSPR), 19th annual meeting of the Society for Personality and Social Psychology, Portland, Oregon.

Jerald, M.C. (2018, June). *Job Visit Experiences*. Program for Research on Black Americans (PRBA) Summer Graduate Mentoring Workshop on African American Research, Institute for Social Research, University of Michigan, Ann Arbor, MI

Jerald, M.C. (2018, April). *Academic and Non-Academic Jobs*. Psychology Graduate Student Association, University of Michigan, Ann Arbor, MI

CHAired CONFERENCE SYMPOSIA

Hudson, S., & Jerald, M.C. (2019, June). *Existing at the Nexus of Race, Gender, and Sexual Orientation*. Society for the Psychological Study of Social Issues, San Diego, CA.

CONFERENCE SYMPOSIA PRESENTATIONS

Jerald, M.C. (2019, November). *Media contributions to Black women's awareness of gendered, racial group stereotypes*. Paper presented at the 105th meeting of the National Communication Association, Baltimore, MD.

Jerald, M.C. (2019, June). *Associations between Black women's enjoyment of sexualization and sexual agency*. Paper presented at the 13th meeting of the Society for the Psychological Study of Social Issues, San Diego, CA.

Ward, L.M., Jerald, M.C., Avery, L.R., & Cole, E.R. (2018, May). *Following their lead: Contributions of media use to Black women's gender beliefs and sexual agency*. Paper presented at the 68th annual meeting of the International Communication Association, Prague, Czech Republic.

*Selected as a Top 3 Faculty Paper of the Mass Communication Division

Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (2017, November). *Controlling images: How awareness of group stereotypes affects young Black women's well-being*. Paper presented at the 8th biennial meeting of the Society for the Study of Emerging Adulthood, Washington, D.C.

Jerald, M.C., Ward, L.M., Moss, L., Thomas, K., & Fletcher, K.D. (2017, May). *Investigating contributions of media use to Black American students' gender beliefs*. Paper presented at the LIFE Spring Academy 2017, University of Michigan, Ann Arbor, Michigan.

Jerald, M.C., Ward, L.M., Cole, E.R., & Avery, L.R. (2017, January). *A threat in the bedroom? The influence of Jezebel stereotype awareness on Black women's sexuality*. Paper presented at the 18th annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas.

- Jerald, M.C., Ward, L.M., Cole, E.R., & Avery, L.R. (2016, November). *A threat in the bedroom? The influence of Jezebel stereotype awareness on Black women's sexuality*. Paper presented at the 11th biennial meeting of the Society for the Scientific Study of Sexuality (SSSS), Phoenix, Arizona.
- Jerald, M.C., Ward, L.M., Cole, E.R., & Avery, L.R. (2016, October). *The impact of stereotype awareness on Black American women's sexuality*. Paper presented at the LIFE Fall Academy 2016, Max Planck Institutes, Berlin, Germany.
- Jerald, M.C., Ward, L.M., Cole, E.R., & Stanton, A.G. (2016, June). *Judging Jezebels: Women's evaluations of sexualized depictions of Black women*. Paper presented at the 11th biennial meeting of the Society for the Psychological Study of Social Issues, Minneapolis, Minnesota.
- Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (2016, May). *Do I see what you see? The influence of stereotype awareness on mental and physical health outcomes in Black women*. Paper presented at the LIFE Spring Academy 2016, University of Virginia, Charlottesville, Virginia.
- Jerald, M.C., & Cole, E.R. (2014, June). *"I'm sexy, and I know it": The association between enjoyment of sexualization and body image attitudes in Black women*. Paper presented at the 10th biennial meeting of the Society for the Psychological Study of Social Issues, Portland, Oregon.

CONFERENCE POSTER PRESENTATIONS

- Jerald, M.C., Ward, L.M., Cole, E.R., & Avery, L.R. (2016, October). *The impact of stereotype awareness on Black American women's sexuality*. Poster presented at the LIFE Fall Academy 2016, Max Planck Institutes, Berlin, Germany.
- Jerald, M.C., Cole, E.R., Ward, L.M., & Avery, L.R. (2016, May). *Do I see what you see? The influence of stereotype awareness on mental and physical health outcomes in Black women*. Poster presented at the LIFE Spring Academy 2016, University of Virginia, Charlottesville, Virginia.
- Jerald, M.C., Ward, L.M., & Cole, E.R. (2016, January). *The double threat of race and gender: Black and White women's evaluations of sexualized and non-sexualized depictions of Black women*. Poster presented at the 17th annual meeting of the Society for Personality and Social Psychology, San Diego, California.
- Jerald, M.C., & Ward, L.M. (2014, March). *Subordinates, sex objects, or Sapphires? Investigating contributions of media use to Black students' femininity ideologies and stereotypes about Black women*. Poster presented at the 39th annual meeting of the Association for Women in Psychology, Columbus, Ohio.

Jerald, M.C., Cole, E.R., & Sellers, R.M. (2013, August). *African American women and friend groups: The association between the presence of White friends, body dissatisfaction, and disordered eating behaviors*. Poster presented at the 121st annual meeting of the American Psychological Association, Honolulu, Hawaii.

CONFERENCE PANEL PRESENTATIONS

Goh, J.X., Jerald, M.C., Le, B., Naumann, L. & Xiao, J. (2020, February). *Academia Beyond RI: Landing a Job at Primarily Undergraduate Institutions*. Professional development session presented at the 18th annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Dupree, C.H., Espino-Perez, K., Goh, J.X., Jerald, M.C., & Kraus, M.W. (2018, February). *SPSP: Increasing diversity and inclusiveness*. Panel discussion presented at the 18th annual meeting of the Society for Personality and Social Psychology, Atlanta, Georgia.

TEACHING EXPERIENCE

Research Methods in Psychology II (instructor)	1 term	Macalester College
Understanding Race & Racism (instructor)	1 term	Macalester College
Psychology of Black Women (instructor)	2 terms	Macalester College
The Psychology of Gender (instructor)	2 terms	Macalester College
Directed Research in Psychology (instructor)	2 terms	Macalester College
Psychology of the Black Woman (co-instructor)	1 term	University of Michigan
Introduction to Developmental Psychology (graduate student instructor)	1 term	University of Michigan
Research Methods in Psychology (graduate student instructor)	1 term	University of Michigan

GUEST LECTURES

Jerald, M. C. (2020, November). *Stereotypes of Black Women in the Media*. Guest lecture in Psychological Study of Sex and Gender, Bennington College, Bennington, VT.

Jerald, M. C. (2020, October). *Stereotypes of Black Women in the Media*. Guest lecture in Psychology of Women, California State University, Sacramento, CA.

Jerald, M. C. (2020, October). *Stereotypes of Black Women in the Media*. Guest lecture in Psychology of Sex Roles, Fordham University, New York City, NY.

Jerald, M. C. (2014, November). *Simple experiments*. Guest lecture in Psych 303: Research Methods in Psychology, University of Michigan, Ann Arbor, MI.

TEACHING TRAINING AND CERTIFICATION

- 2018 Graduate Teacher Certificate, Center for Research on Learning and Teaching, University of Michigan
- 2014 Writing 993: Teaching Writing in the Disciplines, Sweetland Center for Writing, University of Michigan

ADVISING & MENTORING

Advisor: Undergraduate Honors Thesis Students

Stephanie Konadu-Acheampong. *An invisible spectrum: Navigating society as an asexual woman of color*. Macalester College, 2021 (anticipated). (advisor)

Alexis Stanton. *An investigation of how social media use impacts strong Black woman embodiment and mental health*. University of Michigan, 2016. (co-advisor)

Committee Member: Undergraduate Honors Thesis Students

Bailey Haas. *Men at the intersection of race and class: Identity, centrality, and privilege attitudes*. Macalester College, 2019.

Lydia Simpson. *Exploring potential moderators in the association between intersectional awareness and psychological well-being*. Macalester College, 2020.

Advisor: Undergraduate Student Projects

Deborah Pickford. *Connecting the dots: The relationship between mental well-being and sexual well-being in Black women*. Macalester College Parchem Research Fellowship, Summer 2019.

ADVANCED STATISTICAL AND SCHOLARLY TRAINING

- 2019-2021 Summer Institute on Tenure and Professional Advancement (SITPA), Center for the Study of Race, Ethnicity, and Gender in the Social Sciences (REGSS), Duke University
- 2019 Researching, Teaching, and Embodying the Black Diaspora AALAC Workshop, Carleton College
- 2017 Research exchange at the University of Zurich with Dr. Urte Scholz through the LIFE program
- 2017 The EADP-EARA-SRA International Summer School (European Association for Developmental Psychology, European Association for Research on Adolescence, and Society for Research on Adolescence), Utrecht, The Netherlands

- 2017 SPSP 2017 Summer Institute in Social and Personality Psychology (SISPP), hosted by the University of Southern California
- 2016 Program for Research on Black Americans (PRBA) Summer Graduate Mentoring Workshop on African American Research, Institute for Social Research, University of Michigan
- 2016 Structural Equation Modeling course using MPlus, School of Education, University of Michigan
- 2015 University of Michigan ICPSR Summer Program in Quantitative Methods of Social Research (Structural Equation Models and Latent Variables course using MPlus)
- 2014 Structural Equation Modeling course using Lisrel, Ross School of Business, University of Michigan
- 2012 University of Michigan ICPSR Summer Program in Quantitative Methods of Social Research (advanced regression courses)

ACADEMIC AND PROFESSIONAL SERVICE

National Service:

- 2020- present Editorial Board Member, Cultural Diversity and Ethnic Minority Psychology
- 2020- present Co-PI and Convener, Flourish: A post-SPSP retreat for pre-tenure scholars of color
- 2014-2015 National Conference Institutional Planning Committee, 21st Annual National Black Graduate Student Conference in Psychology (BGCP)

Ad Hoc Reviews:

Annual National Black Graduate Student Conference in Psychology
Culture, Health & Sexuality
Journal of Research on Adolescence
Psychology of Women Quarterly
Race and Social Problems
Violence Against Women
Youth & Society

Macalester College Service:

- 2019- present Faculty Advisor, Black Liberation Affairs Committee (BLAC)

- 2019-present Selection Committee, GSEF and Mellon-Mays Undergraduate Fellowship Programs
- 2019-2020 Presidential Council on Equity and Institutional Transformation
- 2020 Moderator, Black History Month symposium on “Black Femininity & Black Masculinity”
- 2019 Interviewer, Mid-Course Interview (MCI) program
- 2019 Panelist, Trenzas dialogue series on Women & Queer People of Color in STEM, hosted by the Department of Multicultural Life
- 2018-present Curricular Mapping Committee, Department of Psychology

University of Michigan Service:

- 2016-2018 Academic Advisor, Department of Psychology
- 2016-2017 Student Academic Affairs Committee, Department of Psychology
- 2016-2017 Fellow Speaker (i.e., Student Representative), The Life Course: Evolutionary and Ontogenetic Dynamics (LIFE) Program
- 2015-2016 Member, Multicultural Leadership Council
- 2015-2016 President, Black Student Psychological Association
- 2015-2016 Departmental Associate, Department of Psychology
- 2014-2015 Program Chair, Black Student Psychological Association
- 2013-2014 Personality and Social Contexts Psychology Admissions Committee, Department of Psychology
- 2013-2014 Treasurer, Black Student Psychological Association

PROFESSIONAL MEMBERSHIPS

Society for the Psychological Study of Social Issues, Society for Personality and Social Psychology, Association for Women in Psychology, Society for the Scientific Study of Sexuality, Society for the Study of Emerging Adulthood, Society for Research on Adolescents