Norah MacKendrick

Bio:

Norah MacKendrick is Assistant Professor in the Department of Sociology at Rutgers University in New Jersey. Her teaching and research fall within the sociology of gender, consumption, health and food. She is writing a book about the rise of precautionary consumption in the United States that considers how a broken regulatory system, expanding market for green products and active environmental health social movements have encouraged this individualized practice. Her research employs qualitative methodologies, such as grounded theory, in-depth interviews and discourse analysis. Her work appears in *Gender & Society*, *Journal of Consumer Culture*, *Sociological Inquiry* and *Contexts* magazine.