SAMUEL M. RICHARDS

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NARRATIVE BIO

Samuel (Sam) Richards is an award-winning sociologist, speaker, and teaching professor at Penn State University who instructs the largest race and cultural relations course in the United States. With nearly 800 students each semester and a 30-year legacy, SOC 119 was the subject of an Emmy Award winning television broadcast called, "You Can't Say That." This course is currently live streamed to the world (and 60,000 subscribers from 160 countries) every Tuesday and Thursday afternoon (EST) at the class YouTube channel. Sam's videos have generated over 80 million views on various platforms. His willingness to take risks and challenge orthodox thinking is what led him to be named one of the "101 Most Dangerous Professors in America" and the "face of critical race theory." He obtained his Ph.D. from Rutgers University with a focus on socioeconomic development of Africa and Latin America, but this stage in his career Sam considers himself to be a generalist who thinks about a wide range of issues impacting people around the world. Arguing that empathy is the core of sociology, his "Radical Experiment in Empathy" is one of the most widely viewed TEDx talks online, having reached over 4 million people. As the Co-Founder at the World in Conversation Center for Public Diplomacy, Sam co-directed an innovative research project sponsored by NATO's Science for Peace and Security Programme to develop a virtual, facilitated cross-cultural dialogue tool for NATO military personnel and civilians in conflict zones. His work has been reported on in The New York Times, MSNBC. The Christian Science Monitor, and PBS, as well as numerous other national and international media outlets in Colombia, Korea, and throughout the Middle East.

EDUCATION

Ph.D. Rutgers University, Sociology, 1992 M.A. University of Toledo, Sociology, 1985 B.A. University of Toledo, Sociology, 1983

EMPLOYMENT EXPERIENCE

Teaching Professor, Department of Sociology, The Pennsylvania State University, University Park, Pennsylvania, 2017 – Present

Senior Lecturer, Department of Sociology, The Pennsylvania State University, University Park, Pennsylvania, 1997 – 2017

Director of Development, World in Conversation Center, The College of the Liberal Arts, The Pennsylvania State University, University Park, PA, 2002 – 2021

Undergraduate Officer, Department of Sociology, The Pennsylvania State University, University Park, PA, 1996 – 1997

Instructor, Department of Sociology, The Pennsylvania State University, University Park, PA, 1990 – 1996

Instructor, Department of Sociology, Rutgers University, New Brunswick, NJ, 1988 – 1989

RESEARCH AND TEACHING INTERESTS

Race, Ethnicity, Culture Latin American Political, Cultural, and Economic Development Sociology and Culture of South Korea Globalization, Islam, and the Middle East

AWARDS and GRANTS

Two-Year Operating Grant for World in Conversation (with Laurie Mulvey), \$250,000/year, Office of the President, Penn State, October 2022.

Three-Year Operating Grant for World in Conversation (with Laurie Mulvey), \$250,000/year, Office of the President, Penn State, April 2019.

Three-Year Faculty Travel Grant (with Laurie Mulvey), \$9,000, Office of Global Programs, Penn State, 2018.

"Cross-Cultural Training on Afghanistan's SILK Network," €392,000, September 2014 – August 31, 2014, NATO Science for Peace and Security Programme, Brussels, Belgium

"Designing 'Soft Skills' Training for an Online Global Community," with Laurie Mulvey, \$49,945, Center for Online Innovation in Learning (COIL), Penn State University

Planning Grant, \$6,000, October 2013, to assist with preparation of grant submitted to NATO Science Peace and Security Program, NATO HQ, Brussels, Belgium

Faculty Fellow, 2010/11, Educational Technology Services, Penn State University.

Outstanding Teaching Award, 2011, Penn State Undergraduate Honor Society.

Teaching Support Grant, \$5,000, 2008, Schreyer Institute for Teaching Excellence to develop video modules of the SOC 119 class.

"Friends of CAMP Award," 2006, Given annually to a person who has "demonstrated consistent support" for the College Assistance Migrant Program at Penn State.

First Year Service Award, 2004, Office of Housing and Residence Life, for contributing to the enhancement of the-first year experience for Penn State students.

Diversity Enhancement Grant for Classroom Innovation, Office of the Vice Provost for Undergraduate Education, The Pennsylvania State University, 1998 – 2003, \$32,500.

Most Innovative Teacher Award, Schreyer Institute for Innovation in Learning, Penn State University, May 2001.

Outstanding Service Award, 2000 – 2001, College of Education, Department of Counselor Education, Counseling Psychology, and Rehabilitation Services.

Fund For Excellence in Learning and Teaching (FELT), The Pennsylvania State University, 1993 – 99. I received numerous grants to support my innovative teaching strategies.

Faculty Associates Award, 1997, Office of Student Affairs at Penn State, for "outstanding involvement" in programs and services for students.

Faculty/Staff Diversity Recognition Award, 1996 – 1997, Multicultural Resource Center, Penn State.

Outstanding Teaching Award for Untenured Faculty, 1995, College of the Liberal Arts, Penn State

National Science Foundation Dissertation Improvement Grant, 1990. \$4427, (SES-9001265).

Fulbright Graduate Research Fellowship for Travel to Ecuador, 1989 – 1990

PUBLICATIONS (journals and books)

Book: Sam Richards, Shadowboxing with Race, 2010, McGraw-Hill Publishing.

Book: Sam Richards, Intersections: Understanding Sociology. 2008. Pearson Publishing.

Sam Richards and Laurie Mulvey, "Thoughts on a Conversational Approach to Race Relations," *Sociological Forum*, June 2007, Vol. 22, No. 2.

Sam Richards, "The Role of Pastoral Agents in Stimulating Socioeconomic Change in Ecuador," *The Progressive Catholic Church as a Catalyst for Social Change in Latin America: A Regional Assessment*, Hewitt and Burdick, eds. 1998. University of Pennsylvania Press.

Sam Richards, *An Instructor's Guide to Teaching Race and Ethnic Relations*. 1997. McGraw-Hill Publishing.

Sam Richards, "Prison Overcrowding and the War on Drugs" *Turnstyle Justice: Issues in Corrections*, Alleman and Gido, eds. 1997. Prentice-Hall Press Inc.

Sam Richards, "The Economic and Moral Ambiguities of The Drug War: Decriminalization Reconsidered," in the Drug Policy Foundation's Eight International Conference Policy Track Manual. 1994. Drug Policy Foundation, Washington, D.C.

Sam Richards and Tom Rudel, "Urbanization, Roads, and Rural Population Change in the Ecuadorian Andes," *Journal of Comparative International Development*. Fall 1990, Vol. 25, No. 3, pps. 73-89.

VIDEOS, INTERVIEWS, LECTURES and TALKS

In 2016, I stopped documenting all my recorded lectures, interviews, and videos. My class videos alone now number close to 1,000 on my YouTube channel and have amassed tens of millions of views from around the world. As well, I no longer keep track of most of the many interviews that I conduct in media sites around the world. What follows is an abbreviated list.

Interview, Cheonji Daily News, January 2023

Talk (with Laurie Mulvey), <u>Humanity and Sustainability</u>, Response to LEE Soo-Man at SMTOWN LIVE 2023, SM Entertainment, January 1, 2023

Interview, <u>Unique Korean Ways Forged K-content's Global Success</u>, The Korea Times, December 31, 2022

Keynote Speaker, *Thinking About Hallyu's Growth and Popularity Around the World*, Korean Association for Qualitative Inquiry, November 26, 2022

Interview, YTN News, *There is No Limit to the Korean Wave*, November 12, 2022

Keynote Talk, The Han River Miracle, ASEZ, Penn State University, November 10, 2022

Speaker and Discussant, *The Future of Education*, Cyber University Leaders Forum, Hanyang Cyber University Annual Conference, November 9, 2022

Speaker, Big Waves Sometimes Become Unintended (and Destructive) Forces, Global HR Forum Annual Meeting ("K-Culture and Human Resources"), November 3, 2022

Speaker (with Laurie Mulvey), *Thinking Together*, Global Lectures Series - MBA Speaker Program, Seoul National University, October 28, 2022.

Keynote Talk, Korea, Soft Power, and a New K-Future, 4th World Humanities Forum, Yeongju, South Korea, October 27, 2022.

Speaker (with Laurie Mulvey), Everyone is a *Teacher*, Konkuk University, Seoul, South Korea, October 25, 2022

Speaker, <u>The Lasting Power of the Korean Wave</u>, Konkuk University, Seoul, South Korea, October 25, 2022

Speaker, Talk to Talk <u>Session</u> at the World Association For Hallyu Studies, with Youngmi Kim, October 21, 2022

Keynote Talk, <u>Tsunamis and Tide Pools: What Sociology Teaches Us About Hallyu</u>, World Association for Hallyu Studies (WAHS), 9th Korean Wave International Conference, Seoul, October 20, 2022

Speaker (with Laurie Mulvey), <u>In the K-Future We Can All Win</u>, SeBaSi Talk, Siheung, Gyeonggi-do, South Korea, October 20, 2022

Interview, The American Professor Who Predicted BTS, KBS Television, October 20, 2022

Speaker (with Laurie Mulvey), Conflict Builds Relationships, MKYU, Seoul, South Korea, October 19, 2022

Interview, <u>Korea Must Embrace Diversity to Sustain K-Culture: Sam Richards</u>, Korea Economic Daily, October 19, 2022 (<u>English version</u>)

Keynote Speaker, Korean Copyright Commission (KCC), Copyright, Licensing, and Future Prospects for the Korean Wave, August 26, 2022

Interview, Economic Times of India, August 20, 2022

Keynote Speaker, KCON Los Angeles, Success Factors and Future Prospects for the Korean Wave, August 20, 2022

Featured Interview with The Globalists Program, <u>Sam Richards Speaks on the Korean</u> <u>Wave</u>, Arirang TV, Broadcast June 2022

Organizer and Speaker (with Laurie Mulvey), What is Radical Empathy? An Exploration With Invitees From Military and Civil Society. Public Lecture Sponsored by the Mandeville Academy, Gouda, Netherlands, June 3, 2022

Conversation with Mikyung Kim, MKTV, May 27, 2022

Conversation with Mikyung Kim, <u>Totally Bewildered</u>, MKTV, May 27, 2022

Speaker, <u>We Are Headed Towards a Cliff: Call Korea for Help</u>, SeBaSi Talk, CBS TV, May 19, 2022

Speaker, Putting Students at the Center of Teaching, Korea University, May 16, 2022

Interview, <u>The Potential of Koreans that Koreans do Not Know</u>, TvN Network, Sapiens Program, May 15, 2022

Speaker, Korea Can Show the World How to Confront Our Biggest Global Challenge, Konkuk University, May 13, 2022

Panelist, Dialogue and Foreign Policy, China Global Television Network (CGTN), March 23, 2022

Interview with Economy Chosun, January 26, 2022, p. 20

Interview for KBS Newsline, <u>"If You Don't Know BTS, You can't Survive in the Global Economy,"</u> October 26, 2021

Interview for KOCIS Center - Korea Here and Now June 9, 2021

Featured Interview for Part 1: "New Normal Society" -- 3 Part Documentary (Setting the New Normal) Arirang TV, January 2021

Presenter and Facilitator, <u>Scranton Police and Lackawanna Sheriff's Department</u>, Scranton, PA, January-August 2021.

Essay, Hallyu Should Not Stop at Sparkling Popularity, Korea.net October 31, 2020.

Interview and Conversation with MK Kim for MKTV, October 2019

Speaker (with Laurie Mulvey), <u>Civil Discourse in a Polarized Society</u>, *Naples Next*, Naples, Florida, March 2019.

Speaker (with Laurie Mulvey), <u>The Needy Penis: Gender and Sexism in the Modern Age</u>, Universidad del Rosario, Bogota, Colombia, March 2019.

Speaker (with Laurie Mulvey) and Facilitator, <u>Metodologia de Dialogo Intercultural</u>, Truth Commission, Bogota, Colombia, March 2019.

Speaker (with Laurie Mulvey), <u>The Mindset of Non-Violence</u>, Universidad de Los Andes, Bogota, Colombia, March 2019.

Speaker (with Laurie Mulvey), <u>Lessons Learned from 25 Years of Dialogue</u>, Knowledge University, Erbil, Iraq, December 2018.

Podcast interviewee (with Laurie Mulvey) and Martin McMullan, <u>Youth Action Network</u>, Belfast, Norther Ireland, October 2018.

Speaker (with Laurie Mulvey), <u>Conflict is Not a Dirty Word</u>, Penn State-Great Valley, Malvern, PA, September 2018.

Speaker (with Laurie Mulvey), <u>Conflict is Not a Dirty Word</u>, ACOR, Penn State University, University Park, September 2018.

Speaker (with Laurie Mulvey), <u>Race Relations in Trump's America</u>, Higher School of Economics, National Research University Laboratory of Comparative Social Research, St. Petersburg, Russia, March 2018.

Speaker (with Laurie Mulvey), <u>Cross-Cultural Impressions: Russia and the U.S.</u>, Polytechnic University, St. Petersburg, Russia, March 2018.

Speaker (with Laurie Mulvey), <u>Exploring Nationalism and Racism</u>. Smolny College at St. Petersburg State University, St. Petersburg, Russia, March 2018.

Speaker (with Laurie Mulvey), <u>Facilitated Dialogue in Community Development Contexts</u>, *Fundacion Social*, Bogota Colombia, December 2017.

Speaker (with Laurie Mulvey), Why I Do What I Do, discernPSU, Penn State University, October, 2017.

Speaker (with Laurie Mulvey), What is Empathy? Providence Country Day School, Providence, RI, September, 2017.

Speaker (with Laurie Mulvey), <u>Empathy and Outpatient Outcomes</u>, COEDE, Providence, RI, September, 2017

Invited Speaker (with Laurie Mulvey) and Facilitator, <u>Radical Empathy: A Dialogue with Business and Community Leaders</u>, Universidad ECCI and Columbia Se Escucha, Bogota Colombia, August 2017.

Speaker and Facilitator (with Laurie Mulvey), *Gender Equity Engagement Project,* U.S. Navy War College, Newport Rhode Island, March 23-24, 2017.

Speaker and Facilitator, <u>President's Council Dialogue, Penn State, University Park, PA, January, 2017</u>

Speaker (with Laurie Mulvey), Haitian Partners for Christian Development, *Gender and Sexuality in Marriage*, Port Au Prince, Haiti, November 2016.

Facilitator (with Laurie Mulvey), *A Dialogue with the Penn State Football Team*, University Park, PA, October 2016.

Member International Delegation,* Shaping the Future of Pre-Deployment Training and Situational Awareness. NATO Headquarters, Brussels, Belgium, June 23, 2016 Presenter (with Laurie Mulvey), Cross-Cultural Dialogue as Co-Curricular Engagement, Ecole de L'air, Salon de Provence, France, June 20, 2016.

Intercultural Dialogue and the Sociology of Post-Conflict Transformation, Universidad ECCI, Bogota, Colombia, May 23, 2016

Breaking Through the 'Separation Wall' Between Domestic and International Students, Opening Keynote Speaker, Annual CIC Conference, April 8, 2016, State College, PA

Speaker (with Laurie Mulvey), What to Do with a Bachelor's Degree in Sociology, University of Addis Ababa, Ethiopia, December 27, 2015

Participant, The role of women and gender policies in addressing the military conflict in Ukraine. Implementing UN Security Council Resolution 1325 and related Resolutions, Instituto Affari Internazionali (IAI) of Rome and the Democracy Development Center (DDC) of Kiev, in Kiev, Ukraine, September 2015.

Speaker (with Laurie Mulvey) Extended Hand as a Cultural Competency Tool, Irish Military College, Dublin Ireland, June 2015

A Social Experiment in Empathy, Invited Presenter (with Laurie Mulvey), The 75th Scientific Sessions of the American Diabetes Association in Boston, MA, June 2015.

Empathy is Not a "Soft Skill," Keynote Presentation (with Laurie Mulvey), Jewish Education Project, Manhattan, New York, May 2015.

Cultural Competence in a Security Environment – Invited Keynote Presentation (with Laurie Mulvey) at the Cross-Cultural Competence for CSDP Missions and Operations Pilot Course, National Defense University, Warsaw, Poland, April 2015

Universal Video Collaboration: It has Arrived and We're Doing It, presentation (with Tim Taylor) at the TLT Symposium, Penn State University, March 2015

You Can't Say That, Emmy Award winning documentary pilot, Penn State Public Broadcasting, April 2015

The Importance of Bottom-up Project Planning While Working in Conflict Areas, Invited Speaker at the World Innovation Summit for Education, Doha, Qatar, November 2014

Screened, <u>"You Can't Say That,"</u> at the International Public Television Screening Conference (INPUT), El Salvador. July 2014.

Sam Richards, The Wisdom of Sociology, TEDxLaçador, April 2014, Porto Alegre, Brazil.

Keynote Talk, Penn State State of State Conference, March 30, 2014.

Cross-Cultural Dialogue on the SILK-Afghanistan Network (with Rafi, Nadiri), presentation for the Science Peace and Security Science panel at NATO HQ, Brussels, Belgium, February 2014.

The Future of Education and Development, World Innovation Summit for Education (with Laurie Mulvey), Keynote presentation in Doha, Qatar, October 2013

Keynote Talk (with Laurie Mulvey), Constructive ways of Talking about Race in the College Classroom, Teaching Race in the Undergraduate Classroom Symposium Sponsored by the Kinder Institute for Urban Research, Rice University, April 6, 2013.

Interview, "Emerging from the Storm," Livestream, Penn Stater Magazine, September 2012.

Documentary film, "The Day We Came Together," Rebellious Truths, July 2012.

Civilian – Military Alliances and Linkages (with Laurie Mulvey), facilitated a three-day global dialogue at NATO ACT Headquarters, Norfolk, VA, June 9-11th, 2012

Interview, "MSNBC," May 2012.

Organizer of the Global Youth Day Forum (with Laurie Mulvey), United Nations Alliance of Civilizations, Doha, Qatar, December 7, 2011

"The Christian-Muslim Dilemma," Invited Speaker, Muslim Student Association, Yale University, October 2011

"Expanding Global Video Dialogues," Invited Participant, Soliya Gathering of Experts, Rockefeller Brothers Fund, Pocantico Center, Pleasantville NY, October 2011

"Building Bridges: Islam and Christianity," Invited Keynote Speaker (with Laurie Mulvey), Milwaukee Council of Churches & Wisconsin Islamic Society, September 2011

Interview, "Conversations from Penn State, Sam Richards and Laurie Mulvey: World in Conversation," Penn State Public Broadcasting, May 2011.

"An American View of Cultural Diversity," (with Laurie Mulvey) Gulf University for Science and Technology, Kuwait City, Kuwait, May 2011

Speaker, "Addressing Race in the Classroom," Wilkes University, Wilkes-Barre, PA March 2011

Talk, A Radical Experiment in Empathy, TEDxPSU, University Park, PA, October 10, 2010

"Teaching as if Technology Mattered," Keynote Speaker, Penn State Instructional Design Group, July 2010.

Interview, "MSNBC," April 2008

Interview, "Tony Brown's Journal," Washington, DC, May 2008

"Breaking Through Political Correctness in College Classrooms: A Case Study," Keynote speaker for a day-long conference on diversity and education, East Stroudsburg University, East Stroudsburg, PA, October 2006.

"Dangerous Professors, Dangerous Ideas," Invited speaker at the National Student Conference sponsored by Campus Progress, Washington, DC., July 2006.

"Setting the Stage for Culturally Inclusive Classes," Invited speaker at the MELD Conference on Technology and Teaching," Penn Stater Conference Center, April 2005.

"Enron: What Happened and Why," Public Lecture, Penn State University, March 2002.

"Confronting White Guilt: How to See It and Why It's an Obstacle to Diversity," Invited Speaker for the conference, Fostering Diversity: From the Talk to the Walk, Penn State Conference Center Hotel, June 1999.

"Measuring Our (Mis)perceptions of Race and Ethnicity," Invited Speaker for the State College Area School District, 1998.

"What the Majority Doesn't Know (and Needs to Know) About Social Inequality," Invited Speaker at the Best Practices in Diversity Conference, State College, PA, 1997.

"Multiculturalism and the Expansion of Rights" - July 1995 & June 1996, Penn State Elderhostel Program

"The Moral Order and Socioeconomic Change." American Sociological Association Annual Meetings, Miami, FL, August 1993.

"A Structurationist Interpretation of Organizations and Social Change." Eastern Sociological Society Annual Meetings, Boston, MA, March 1993.

"Using Emotions as a Pedagogical Tool in Sociological Teaching." Eastern Sociological Society Annual Meetings, Boston, MA, March 1993.

"The Moral Order and Socioeconomic Change in Rural Latin American Communities: A Case Study of the Province of Azuay, Ecuador." Rural Sociological Society, Annual Meetings, State College, PA, August 1992.

"Putting Liberation Theology into Practice: An Analysis of the Diocese of Cuenca, Ecuador." Association for the Sociology of Religion, Washington, D.C., August 1990.

"Religion and the Study of Sociology." Anthropology Seminar at the Graduate School of the Pontificia Universidad de Cuenca, Ecuador, May 1990.

"The Catholic Church and Socioeconomic Change in the Diocese of Cuenca, Ecuador." Invited speaker to FLACSO (Facultad Latino-americano de Ciencias Sociales) in Quito, Ecuador, May 1990.

"Christian Base Communities and the Reproduction of Inequality and Domination." Society For the Scientific Study of Religion, Annual Meetings, Chicago, IL, October 1988.

"Urbanization, Roads, and Rural Population Redistribution in the Ecuadorian Andes." Rural Sociological Society Meetings, Athens, GA, August 1988, with Thomas K. Rudel.

"Towards a Sociology of Knowledge in a Base Community: An Application of Giddens' Structuration Theory to Latin American Base Community Transformation." Pacific Coast Council on Latin American Studies, Annual Meetings, Tempe, AZ, October 1987.

"Taking Sociology Students Seriously: Graduate Training For Teaching." North Central Sociological Association, Annual Meetings, Toledo, OH, with Michael Kimmel, Eleanor LaPointe, Greg Metz, Nancy Wonders, April 1986.

"Policy Formation and the Undocumented Immigration Debate: Why We Don't Need an `Undocumented Immigration' Policy." NCSA Annual Meetings, Toledo, OH, April 1986.

"Migration and Political Stability in Latin America: The Case of Mexico." Western Social Science Annual Meetings, Fort Worth, TX, April 1985.

"Marxism and Liberation Theology: Are They Reconcilable?" MEP Religion and Marxism Conference, University of Northern Iowa, Cedar Rapids, IA, October 1984.

FIELD WORK RESEARCH EXPERIENCE

Spain – Spent six months finishing a book manuscript, January – June 2001

Europe – Spent six months in Czech Republic, Poland and Ireland writing a book manuscript, January – June 1996

Ecuador – Spent one year conducting dissertation field research, 1989 – 1990

Ecuador – Spent three months conducting pilot interviews and background dissertation research, 1989 – 1989

Costa Rica & Nicaragua – Spent one month conducting dissertation research, 1987

Mexico – Spent three months studying undocumented immigration in Mexico City, 1986

TEACHING EXPERIENCE

Lower Division Courses Taught:

Race, Ethnicity and Culture

Social Problems

Urban Sociology

Technology, Ethics, and Society

Introduction to Sociology

Sociology of War and Conflict

Upper Division Courses Taught:

Race and Ethnic Inequality in America

Drug Policy in America

Social Influence and Small Groups

Social Change

Social Stratification

Social Institutions

Political Sociology

SERVICE

Penn State University:

Member of the Teaching Promotion Committee, College of the Liberal Arts, 2017-2021 Member of the Climate Committee for The College of the Liberal Arts, 2004 – 2007 Member of the CAMP (College Assistance Migrant Program) Advisory Board, 2000 – 2012 Member of the Fulbright and Rhodes Scholarship Committees, 2001 – 2005 Undergraduate Officer, Department of Sociology, 1996 – 1997

External:

Advisory Board for MTV "Look Different" Campaign, 2014 – 2016 Board Member, Last Rights of Central Pennsylvania, 2013 – Present