

## CURRICULUM VITAE

### MARYBETH AYELLA

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### EDUCATION

Ph.D. in Sociology, University of California at Berkeley, May 1985.  
MA in Sociology (With Distinction), Boston College, Massachusetts, 1978.  
BA in Sociology and Psychology (Magna cum Laude), Boston College, 1973.

### HONORS

Faculty Sabbatical, Saint Joseph's University, Spring 2008.  
Faculty Development Grant, Saint Joseph's University, 2004.  
Faculty Sabbatical, Saint Joseph's University, Spring 1998.  
Faculty Development Grant, Saint. Joseph's University, 1987.  
Faculty Grant, Trinity College, Spring, 1986.  
Visiting Scholar, Trinity College, Hartford, Connecticut, Fall, 1985.  
Copeland Fellow, Amherst College, Amherst, Massachusetts, Spring, 1985.  
Newhouse Grant, University of California at Berkeley, 1982-1983.  
Teaching Associateship, UC Berkeley, 1979.  
Graduate Assistantship and Tuition Remission, UC Berkeley, 1978-1985.  
Graduate Assistantship and Tuition Remission, Boston College, 1974-1975.  
Member of Boston College's Arts and Sciences' Honor Society.

### PUBLICATIONS

#### Book

Marybeth Ayella. 1998. *Insane Therapy* (Philadelphia: Temple University Press).

#### Articles

Marybeth Ayella, invited book review of *The Serpent Rising: A Journey of Spiritual Seduction* by Mary Garden for the *Cultic Studies Review*, vol. 4, no. 3, 2005.

Marybeth Ayella, "Insane Therapy," first chapter from *Insane Therapy* excerpted in Anderson, Margaret L., Logio, Kim A., and Taylor, Howard F. (eds.), *Understanding Society: An Introductory Reader* (Belmont, Ca.: Wadsworth/Thomson Learning, 2001).

Marybeth Ayella, "Teaching About Cults," (pp.61-63) and "Teaching About the Holocaust" (pp.149-51) in *Teaching the Sociology of Deviance* (1999) by Martin D. Schwartz and Michael O. Maume (eds.) (Washington, DC: American Sociological Association).

Marybeth Ayella, "Studying New Religious Movements" in Claire Renzetti and Daniel Curran's *Introductory Sociology* (1997).

Marybeth Ayella, "'They Must Be Crazy': Some Difficulties in Researching 'Cults'," *American Behavioral Scientist*, vol. 33, no. 5 (May/June) 1990: 562-577. Reprinted in Renzetti, Claire, and Lee, Raymond (eds.) 1993. *Researching Sensitive Topics* (Newbury Park, Ca: Sage).

Marybeth Ayella, "The Effects of Pornography: Is There Room for Debate?" *The Forum* Trinity College magazine, December 1985.

Mary Elizabeth Ayella and John B. Williamson, "The Social Mobility of Women: A Causal Model of Socio-Economic Success," *Sociological Quarterly* 17 (Autumn) 1976: 534-54.

### **Papers/Work in Progress**

*Outside the Mainstream: Ex-cult Members Make Sense of Gender, Sex, and Family Experiences in Cults*, tentative title of book I am working on. I have completed 45 (of a projected 50) interviews for the book and have written 100 pages.

"Teaching Undergraduates about Terrorism," presentation given with graduate student Elizabeth Young, to the Eastern Sociological Society Annual 2007 Meeting in Philadelphia on March 17, 2007.

"Cults as Portrayed in Videos." This is being revised from a conference paper for submission to the journal *Teaching Sociology*.

"College Student Opinion on Cults: Are They Crazy or Lonely?" This is being revised from a conference presentation for journal submission.

"Not Yet Ready: 'Marrying' students and using 'Baby Think it Over'." This is in process of revision for submission to a sociology journal.

## **Presentations/Colloquia**

- “Making Sense of Gender, Sex, and Family Experiences in a Cult,” paper presented at the International Cultic Studies Association Annual Meeting in Denver, Colorado, on June 23, 2006.
- “Sex, Gender, and Family in Cults: Making Sense of Cult Experiences,” paper presented at a roundtable at the Eastern Sociological Society Annual Meeting in Boston, MA, on February 24, 2006.
- “Cults as Shown in Films,” presented at a roundtable at the Eastern Sociological Society Annual Meeting in Washington, DC, on March 18, 2005.
- “Creativity in the Classroom: Using Media to Enhance Your Courses,” presented at a teaching workshop at the Eastern Sociological Society Annual Meeting in Washington, DC, on March 17, 2005.
- “Media Portrayal of ‘Deadly Cults,’” presented at the Eastern Sociological Society Annual Meeting in New York City on February 20, 2004.
- “Teaching about the Family: ‘Marrying’ Students and Using ‘Baby Think it Over,’” presented at a teaching workshop at the Eastern Sociological Society Annual Meeting in New York City on February 19, 2004.
- “Gender and College Students’ Opinions on Cults,” presented at a panel entitled “Sociological Perspective on Cults” at the Annual Meeting of the American Family Foundation in Newark, NJ, on May 4, 2001.
- “College Student Opinion on Cults: Are They Crazy or Lonely?” presented at the Eastern Sociological Society Annual Meeting in Philadelphia on March 3, 2001.
- “Baby Think It Over: Not Yet Ready,” presented at the Eastern Sociological Society Annual Meeting in Philadelphia on March 3, 2001.
- “Why Do People Stay in Cults?” keynote address to the Cult Information Service of New Jersey, April 18, 1999.
- Haub School presentation on Cults and Gender, September, 1998.
- “Sex and Gender in Cults,” presented at the SJU Dean’s Colloquium Series on February 6, 1998.
- Discussant for panel “Research on Children in Cults” at the Annual Meeting of the American Family Foundation in Philadelphia on May 1998.
- “Dealing with Stigma: Rebuilding a Life After Being in a Psychotherapy Cult,” presented at the Annual Meeting of the American Sociological Association, August, 1991.

“Radical Self-Transformation in a Group,” paper presented at a roundtable organized by the Section on Collective Behavior and Social Movements, at the American Sociological Association Annual Meeting in New York on August 1986.

The Development of a ‘Cult’ of Femininity in an Alternative Psychotherapy Center,” paper presented at a session entitled “Conversions of Women: Femininity in Religious and Psychological Traditions,” at the Eastern Sociological Society Annual Meeting in New York, April 1986.

### **Other Public Presentations**

“Why Do People Join Cults? The case of the Unification Church,” lecture presented to Frank Bernt’s Psychology of Religion class (lecture presented in 2000, 2001, and 2002).

Panelist on Body Image Panel at Saint Joseph's University in the spring of 2001.

“What Makes Students Vulnerable to Cult Influence?” presented in September, 1999, at the initial Freshman Adviser meeting at Saint Joseph’s University.

Presenter at Saint Joseph's University RA Training Program on Homophobia, January, 1996.

Prepared a PowerPoint presentation on the Holocaust for my Social Deviance class, Fall 1995. The IMC used this presentation for years in teaching workshops illustrating multi-media presentations.

“The Role of Women and Children in Cults,” presentation at a Saint Joseph's University’s Women’s History bag-lunch, March 1994.

Presenter at Forum entitled “Sexuality and AIDS,” during Saint Joseph's University AIDS Awareness Week, October 21, 1993.

Panelist at “Kids and Careers: How Do We Do It?” session of the Fall Conference of College and University Public Relations Association of Pennsylvania, Saint Joseph's University, October 1991.

“The Ethics of Therapy: The Case of Feeling Therapy,” presentation at a class in the Counseling Program, Graduate Education Department, University of Pennsylvania, May 1989.

“The Unification Church’s Socialization of New Members,” presentation at a class in the Counseling Program, Graduate Education Department, University of Pennsylvania, January 1988.

“‘You’re Crazy’: Rebuilding a Life After Being in a Psychotherapy Cult,” Saint Joseph's University Faculty Bag Lunch Presentation, November 19, 1987.

Organizer and leader of Social Science Faculty Seminar at Trinity College, Hartford, Connecticut entitled “What Does Feminist Theory Mean for the Social Sciences?,” month-long seminar held during April 1986.

“Insane Therapy,” “Psychotherapy Cults,” and “Radical Resocialization,” public presentations given while a Copeland Fellow at Amherst College, April 1985.

Workshop organizer and leader of “Social and Legal Approaches to Sex Harassment,” at the Women and Power Leadership Conference at UC Berkeley, April 13, 1984.

Organizer and leader of panel presentation of “The Disabled and Sex,” presented to the Peer Sexuality Outreach Education Program, UC Berkeley, Spring 1982. My presentation was “Able-Bodied Stereotypes of the Sexuality of the Disabled.”

Guest lectures at Bay Area, California, universities: “Feeling Therapy,” “Feminist Critique of the ‘Sexual Revolution,’” “Female Sexuality,” “Social Construction of Sexuality,” 1983-84.

## **Media**

Appeared on the morning news on Channel 6 on November 1, 1998, in a segment discussing the use of “Baby Think It Over” in my Marriage and Family class.

Appeared on “News at Five” on Channel 10 on May 7, 1998, to talk about psychotherapy cults as part of a segment on community support groups.

Interviewed about my book, *Insane Therapy*, by Dorie Lenz on Channel 17 on July 15, 1998.

Quoted in the April 4, 1997, issue of the *Los Angeles Times* about the types of people that join cults.

Panelist on Peralta Colleges (educational cable) television show “Taking it to the People: The Attraction to and Power of Cults/Alternative Religions,” Oakland, California, June 6, 1985.

## **Professional Experience**

### **Instruction**

Saint Joseph’s University, Sociology Department, Assistant Professor (1986 – present):  
Cults and Culture: Sex, Gender, and Family in Cults/New Religious Movements (Honors course, taught for the first time in spring, 2004)  
Research Seminar II: Extremist Movements (taught for the first time in spring 2002)

Research Seminar I (taught for the first time in fall 2001)  
Social Research Methods I and II  
Cults as Social Movements (undergraduate and graduate)  
Marriage and the Family  
Sociology of Human Sexuality  
Social Deviance  
Juvenile Justice (undergraduate and graduate)  
Sociology of Law  
Introductory Sociology

Trinity College, Hartford, Connecticut, Sociology Department, Lecturer. Taught Sociology of the Family and Deviance and Social Control. Spring Semester 1986.

Golden Gate University, San Francisco, California, Sociology Department, Instructor. Co-taught Social Institutions and Social Change. My section of the course covered the family and personality development. Spring semester 1983.

University of California, Berkeley, Sociology Department, Teaching Assistant to Introductory Sociology. 1977-1982. Teaching Assistant to Sociological Theory. Fall 1978.

Boston College, Boston, Massachusetts, Sociology Department, Teaching Assistant, 1974.  
Computer Applications in Social Research (a graduate/undergraduate course),  
Multivariate Statistics (a graduate seminar), Statistics (a graduate/undergraduate course).

## **Research**

- 1979-80      Institute for Scientific Analysis, San Francisco, California. Research Assistant to Helen Q. Kivnick. Worked on a study entitled "The Meaning of Grandparenthood and Mental Illness." Helped develop the survey questionnaire, constructed the codebook for the data analysis, and did the data analysis using SPSS. Supervised two graduate students working on the data analysis.
- 1973-75      Sociology Department, Boston College. Research Assistant to Professor John B. Williamson. Surveyed the social mobility literature, and analyzed a sample of female household heads to establish determinants of the socioeconomic success of women. Used part of this research to do a Master's Thesis, which resulted in the listed publication.

## **Other Professional Experience**

- 1982-85      Business Manager, Berkeley Journal of Sociology. Managed all organizational and financial details involved in producing the journal.
- 1981-82      Educator, Peer Sexuality Outreach Education Program, a health education program at the UC Berkeley's Cowell Student Health Service. Gave presentations on sexuality to undergraduate students.

1976-84 Reader, UC Berkeley, Department of Sociology. Courses: "Social Interaction and Personal Development," "Interpersonal Behavior in Small Groups," "Sociology of the Family," "Sociology of Women," "Social Organization of Modern Western Societies," "Sociology of Law," and "Sociology of Literature."

**Saint Joseph's University Academic Service:**

2006-08 Member of Faculty Senate Executive Council (moderator at October 18, 2006 convocation to discuss the proposed GEP); Faculty Senate Secretary for fall 2007  
2005-07 Member of Summer Scholars Committee (working with a Summer Scholar during summer 2007)  
2004-07 Member of Hearing Committee (Convened to hear a case beginning June, 2006)  
2002-present Member of HAT, Harassment Advisory Team  
2003-04 Freshman Advisor to majors within the Sociology Department  
2002-03 Committee on Advising Practices and Policies, Social Sciences Representative  
2002-04 Faculty Senate Executive Council  
2001-present W.W. Smith Scholarship Committee  
1999-00 Freshman Advising, Freshman Seminar Instructor  
1998-00 Election Committee  
1997-02 Committee on Sexuality and Sexual Minorities (COSASM)  
1997-99 Human Subjects Committee  
1992-94 Student Affairs Committee for Day Students  
1988-92 Commission on the Status of Women (Chair two of these years)  
1987-present Academic Review Board  
1989-91 Honors and Events Committee  
1988-89 Advisory Board of Career Counseling  
1987-89 University College Financial Aid Committee  
1986-87 Diocesan Scholars' Committee

**Saint Joseph's University Departmental Academic Service:**

1993-94 Acting Chair of the Sociology Department, Saint Joseph's University  
1988-89 Assistant Chair of the Sociology Department  
1988-present Internship Coordinator for the Sociology Department  
1987-present Advising of Sociology and Criminal Justice majors, averaging twenty-five advisees yearly

**Other Service:**

Faculty discussion leader of *Mountains Beyond Mountains* at SJU Orientation, Fall 2005.

2003-present Advisory Board Member and Manuscript Reviewer of the *Cultic Studies Review*.

“What does a Sociologist Do?” presented at Career Weeks in 1999 (to a second grade class) and 2003 (to a third grade class) at Belmont Hills Elementary School.

“Who Joins Cults?” presented to an eighth grade class at St. Katherine of Sienna in Wayne, PA, spring of 1998.

**Affiliations**

American Sociological Association  
Sociologists for Women in Society  
Eastern Sociological Association  
International Cultic Studies Association