

February 2012

**CARLA SHOFF**  
CURRICULUM VITAE

**PHONE:** (814) 341-5380  
**EMAIL:** [cms534@psu.edu](mailto:cms534@psu.edu) and [carlashoff@gmail.com](mailto:carlashoff@gmail.com)  
**OFFICE:** 802 Oswald Tower, University Park

**OFFICE ADDRESS:** The Pennsylvania State University  
13 Armsby Building  
University Park, PA 16802

**FORMAL EDUCATION:**

Ph.D. Candidate, ABD      The Pennsylvania State University, University Park, PA  
Dual-Title Degree in Rural Sociology and Demography  
Graduate Certificate in Survey Methodology  
Ph.D. Dissertation: *Exploring disparities in pregnancy-related medical risks along the rural-urban continuum: Looking beyond the individual to residential county context and healthcare service availability.*

M.S., 2009      The Pennsylvania State University, University Park, PA  
Dual-Title Degree in Rural Sociology and Demography  
M.S. Thesis: *Teenage Fertility: Does Place, Race, or Poverty Matter?*

B.A., 2007      Saint Francis University, Loretto, PA  
Sociology and Women's Studies (Social Responsibility minor)  
*High Pass on Sociology Comprehensive Exam*

**RESEARCH INTERESTS:**

Substantive: Social determinants of population health; Geographic health disparities; Maternal and infant health; Health care system distrust; Changes in poverty across metropolitan and nonmetropolitan areas; Neighborhood change; Measuring place in rural areas

Methodological: Spatial demography; Geographically Weighted Regression (GWR); Spatial econometrics; Multilevel modeling; Geographic Information Systems (GIS); Survey Methodology; Quantitative Methods

## **PUBLICATIONS:**

**Shoff, Carla** and Tse-Chuan Yang. “Untangling the associations among distrust, race, and neighborhood social environment: A social disorganization perspective.” *Social Science and Medicine*, Forthcoming.

**Shoff, Carla**, Tse-Chuan Yang, and Stephen A. Matthews. “What has geography got to do with it? Using GWR to explore place-specific associations with prenatal care utilization.” *GeoJournal*, Forthcoming. DOI: 10.1007/s10708-010-9405-3.

Yang, Tse-Chuan, Stephen A. Matthews, and **Carla Shoff**. (2011). “Individual health care system distrust and neighborhood social environment: How are they jointly associated with self-rated health?” *Journal of Urban Health*, 88(5): 945-958.

## **REVISE AND RESUBMIT:**

**Shoff, Carla** and Tse-Chuan Yang. “Spatially varying predictors of teenage birth rates among counties in the United States.” *Demographic Research*.

Yang, Tse-Chuan, Vivian Yi-Ju Chen, **Carla Shoff**, and Stephen A. Matthews. “Using quantile regression to examine the effects of inequality across the mortality distribution in the US counties.” *Social Science and Medicine*.

## **MANUSCRIPTS UNDER REVIEW:**

Yang, Tse-Chuan, **Carla Shoff**, and Stephen A. Matthews. “Examining the spatially non-stationary associations between the second demographic transition and infant mortality: A Poisson GWR approach.”

## **MANUSCRIPTS IN PROGRESS:**

**Shoff, Carla**, Diane K. McLaughlin, Tse-Chuan Yang, and Vivian Yi-Ju Chen. “Winners and losers in the economic downturn: Child poverty from 1990 to 2009.”

O’Connell, Heather and **Carla Shoff**. “Examining Hispanic concentration and poverty in light of migration dynamics.”

Yang, Tse-Chuan, **Carla Shoff**, and Aggie Noah. “Does healthcare infrastructure account for the inequality-mortality relationship? A Bayesian spatial investigation among US counties.”

Matthews, Stephen A., **Carla Shoff**, Linda Burton, and Debra Skinner. “People, place, and policy spaces: Understanding spatial behavior among low-income families in small towns and rural areas.”

McLaughlin, Diane K., **Carla Shoff**, Mary Ann Demi, and Anastasia R. Snyder. “I want to live in \_\_\_\_\_: What do rural youth value about communities?”

## **REPORTS:**

**Shoff, Carla.** “What Do 11th Grade Students in Rural Pennsylvania Do When They Are Not In School?: Differences by Gender and Educational Aspirations.” Rural Youth Education (RYE) Project Fact Sheet, Wave 3—Younger Cohort, Fall 2010  
[http://rye.aers.psu.edu/youth%20activities\\_w3\\_final\\_cs.pdf](http://rye.aers.psu.edu/youth%20activities_w3_final_cs.pdf)

Matthews, Stephen A. and **Carla Shoff.** 2009. “Spatial Demography Journals.”  
[http://help.pop.psu.edu/gia-resources/listings/Spatial-Demography-Journals.pdf/at\\_download/file](http://help.pop.psu.edu/gia-resources/listings/Spatial-Demography-Journals.pdf/at_download/file)

Matthews, Stephen A. and **Carla Shoff.** 2009. “GIS and Spatial Analysis Book Listing.”  
[http://help.pop.psu.edu/gia-resources/listings/GIS-Spatial-Analysis-Book-Listing.pdf/at\\_download/file](http://help.pop.psu.edu/gia-resources/listings/GIS-Spatial-Analysis-Book-Listing.pdf/at_download/file)

**Shoff, Carla** and Stephen A. Matthews. 2008. “SOME GIS and Spatial Analysis Tutorials.”  
<http://help.pop.psu.edu/gia-resources/listings/GIS-SA-Tutorials.pdf/view>

## **PROFESSIONAL POSITIONS:**

Fall 2010 – Graduate Research Assistant for Rural Youth Education (RYE) Project,  
Present Dr. Diane K. McLaughlin, PI, Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University

June 2011 – Graduate Research Assistant to Dr. Tse-Chuan Yang, Director, Geographic  
Present Information Analysis (GIA) Core, Social Science Research Institute, The Pennsylvania State University

Spring 2011 Intern, Survey Research Center, The Pennsylvania State University,  
Dr. Eric Plutzer, Faculty Advisor

Summer 2010 Graduate Research Assistant for A Study of Parenting (ASOP), Dr. Sandy Azar,  
PI and Dr. Stephen A. Matthews, The Pennsylvania State University

Summer 2010 Graduate Research Assistant to Dr. Stephen A. Matthews and Dr. Tse-Chuan  
Yang, The Population Research Institute, The Pennsylvania State University

Feb 2010 – Home Assessor, Strengthening Families in Pennsylvania Project,  
Feb 2011 Department of Human Development and Family Studies and  
The Prevention Research Center, The Pennsylvania State University

Jan 2008 – Graduate Research Assistant, The Geographic Information Analysis (GIA) Core,  
May 2010 The Population Research Institute, The Pennsylvania State University

Aug 2009 – Graduate Research Assistant to Dr. Mark Leach, Department of Agricultural  
May 2010 Economics and Rural Sociology, The Pennsylvania State University

Summer 2009 Graduate Research Assistant for the Advanced Spatial Analysis Workshop,  
“Spatial and Multilevel Modeling”, The Population Research Institute

Summer 2008 Worked on the Federal Forestry Bureau’s Pennsylvania Private Land Owner  
Survey (GIS analysis and assisted with distribution of survey mailing)

**AWARDS, HONORS, AND CERTIFICATES:**

- 2011 Kenneth P. Wilkinson Memorial Scholarship in Rural Sociology (\$1,000)
- 2011 Certificate of Advanced Spatial Analysis on Multilevel Modeling,  
Center for Spatially Integrated Social Science (CSISS)
- 2010 Certificate of Advanced Spatial Analysis on Geographically Weighted  
Regression (GWR), Center for Spatially Integrated Social Science (CSISS)
- 2010 Gamma Sigma Delta Graduate Research Exposition – 1<sup>st</sup> Place  
College of Agricultural Sciences, The Pennsylvania State University
- 2010 Research Protection Training Certificate, The Office of Research Protection,  
The Pennsylvania State University
- 2009 Population Association of America (PAA) Poster Session Winner
- 2009 Gamma Sigma Delta Graduate Research Exposition – 2<sup>nd</sup> Place  
College of Agricultural Sciences, The Pennsylvania State University
- 2009 Graduate School Research Exhibition – 2<sup>nd</sup> Place (Social/Behavioral Sciences),  
The Pennsylvania State University
- 2007 Sociology Student of the Year, Saint Francis University
- 2007 Undergraduate Research Grant, Saint Francis University
- 2007 High Pass on Sociology Comprehensive Exam
- 2006 Most Outstanding Volunteer, Saint Francis University
- 2006 Saint Francis University Honor Society

## WORKSHOPS ATTENDED:

- 2011 NICHD Supported Advanced Spatial Analysis Training Program for Population Scientists, “Multilevel Modeling,” Center for Spatially Integrated Social Science (CSISS), University of California-Santa Barbara
- 2011 The Population Research Institute Graduate Student Methodology Workshop, “Advanced Decomposition Techniques”
- 2010 NICHD Supported Advanced Spatial Analysis Training Program for Population Scientists, “Geographically Weighted Regression,” Center for Spatially Integrated Social Science (CSISS), University of California-Santa Barbara
- 2010 The Population Research Institute Graduate Student Methodology Workshop, “Discrete-Time Multilevel Hazard Models”
- 2009 The Population Research Institute Graduate Student Methodology Workshop, “Methodological and Theoretical Advancements in Measuring Inequality”

## TEACHING EXPERIENCE:

- 2011 Guest Lecturer for Undergraduate Introductory Rural Sociology course at The Pennsylvania State University, “Inequality and Health in the US”
- 2011 Teaching Assistant for CEDEV 575: *Methods and Techniques for Community and Economic Development* under Jeffrey C. Bridger, Ph.D, Senior Research Associate, Cooperative Extension, Outreach, and Agricultural Economics and Rural Sociology, The Pennsylvania State University
- 2007 Guest Lecturer for Undergraduate Introductory Sociology course at Saint Francis University, “Gender Stratification”

## CONFERENCE PRESENTATIONS:

- 2011 **Shoff, Carla**, Diane K. McLaughlin, Tse-Chuan Yang, and Vivian Yi-Ju Chen. “Winners and losers in the economic downturn: Child poverty from 1990 to 2009.” Paper presentation in session *Poverty and Recessions*. Rural Sociological Society Annual Meeting.
- 2011 Matthews, Stephen A. and **Carla Shoff**. “Using Geoethnography to explore the relationship between activity spaces of low-income families in rural areas.” Paper presentation in session *Poverty and Communities*. Rural Sociological Society Annual Meeting.

- 2011 McLaughlin, Diane K., **Carla Shoff**, Mary Ann Demi, and Anastasia R. Snyder. "Where do rural youth want to live as adults and why?" Paper presentation in session *Education and Community Sustainability*. Rural Sociological Society Annual Meeting.
- 2011 **Shoff, Carla**, Tse-Chuan Yang, and Stephen A. Matthews. "What has geography got to do with it? Using GWR to explore place-specific associations with prenatal care utilization." *Poster session*. Population Association of America Annual Meeting.
- 2011 **Shoff, Carla**, Diane K. McLaughlin, Tse-Chuan Yang, and Vivian Yi-Ju Chen. "Winners and losers in the economic downturn: Child poverty from 1990 to 2009." *Poster Session*. Population Association of America Annual Meeting.
- 2011 Yang, Tse-Chuan, Vivian Yi-Ju Chen, **Carla Shoff** and Stephen A. Matthews. "Tales from the tails: Examining the effect of inequality at the extremes of the mortality distribution." *Poster session*. Population Association of America Annual Meeting.
- 2011 **Shoff, Carla**, Tse-Chuan Yang, and Stephen A. Matthews. "What has geography got to do with it? Using GWR to explore place-specific associations with prenatal care utilization." *Graduate Student Poster Session*. Pennsylvania State University Graduate Research Exhibition.
- 2011 **Shoff, Carla**, Tse-Chuan Yang, and Stephen A. Matthews. "What has geography got to do with it? Using GWR to Explore Place-specific associations with prenatal care utilization." *Paper presentation*. no)Boundaries.
- 2011 **Shoff, Carla**, Tse-Chuan Yang, and Stephen A. Matthews. "What has geography got to do with it? Using GWR to Explore Place-specific associations with prenatal care utilization." *Graduate Student Poster Session*. Gamma Sigma Delta Research Exposition.
- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the U.S: Changes over time and space." Paper presentation in session *Poverty of Children, Families, and Newcomers*. Rural Sociological Society Annual Meeting.
- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the U.S.: Changes over time and space." *Poster session*. Population Association of America Annual Meeting.
- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the US: Changes over time and space." *Graduate Student Poster Session*. The Center for Family Research in Diverse Contexts 10<sup>th</sup> Anniversary Celebration.

- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the US: Changes over time and space." *Graduate Student Poster Session*. Pennsylvania State University Graduate Research Exhibition.
- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the US: Changes over time and space." Paper presentation. no)Boundaries Conference.
- 2010 **Shoff, Carla** and Diane K. McLaughlin. "Child poverty in the US: Changes over time and space." *Graduate Student Poster Session*. Gamma Sigma Delta Research Exposition (1<sup>st</sup> Place)
- 2009 **Shoff, Carla**. "Teenage fertility: Does place, race, or poverty matter?" Paper presentation in session *Health Practices in Rural Areas*. Rural Sociological Society Annual Meeting.
- 2009 **Shoff, Carla**. "Teenage fertility: Does place, race, or poverty matter?" *Poster session*. (1<sup>st</sup> Place) Population Association of America Annual Meeting.
- 2009 **Shoff, Carla**. "Teenage fertility: Does place, race, or poverty matter?" *Graduate Student Poster Session*. Pennsylvania State University Graduate Research Exhibition (2<sup>nd</sup> Place).
- 2009 **Shoff, Carla**. "Teenage fertility: Does place, race, or poverty matter?" *Graduate Student Poster Session*. Gamma Sigma Delta Research Exposition (2<sup>nd</sup> Place).
- 2008 **Shoff, Carla**. "Factors associated with teenage pregnancy in rural Pennsylvania." Paper presentation in session *Health Behaviors and Outcomes among Rural Children and Youth in the U.S.* Rural Sociological Society Annual Meeting.
- 2007 **Shoff, Carla** and Carly Scarton. "Understanding undergraduate students' attitudes and knowledge of contraceptive use." *Undergraduate Student Poster Session*. Eastern Sociological Society Annual Meeting.

#### **PROFESSIONAL MEMBERSHIPS:**

Rural Sociological Society (RSS)  
 Population Association of America (PAA)  
 Gamma Sigma Delta (The Honor Society of Agriculture)

#### **UNIVERSITY MEMBERSHIPS:**

Changing American Neighborhoods and Communities (CANAC) Working Group  
 Place and Health (PAH) Working Group  
 SAS Users Group

**PROFESSIONAL SERVICE:**

- 2011 Article Reviewer for *Rural Sociology*
- 2011 Session Chair, “Education, Work, and Rural Community Well-Being,” Annual Meeting of the Rural Sociological Society
- 2010 Session Discussant, “Conceptual and Methodological Innovations for Understanding and Legitimizing Rurality,” Annual Meeting of the Rural Sociological Society
- 2010 Session Chair, “Technology and new forms of Social and Economic Participation,” Annual Meeting of the Rural Sociological Society (Session Co-Sponsored with the American Sociological Association)
- 2010 Population Association of America Poster Session Judge
- 2009 Session Chair, “Rural Poverty in Time and Space,” Annual Meeting of the Rural Sociological Society
- 2009 Article Reviewer for *Southern Rural Sociology*

**UNIVERSITY SERVICE:**

- 2011 Co-Chair, Graduate Student Summer Methodology Workshop Committee
- 2011 Graduate Student Panel Discussant on “How to Choose Your Thesis/Dissertation Topic” for Demography student colloquium
- 2010 Member, Graduate Student Summer Methodology Workshop Committee
- 2009 – Present Penn State Committee Member, Population Association of America Alumni Night
- 2009 – Present Graduate Student Representative, ITSG Committee, Department of Agricultural Economics and Rural Sociology, Penn State University
- 2009 Graduate Student Panel Discussant on “Surviving Graduate School” for incoming Rural Sociology graduate students

**SOFTWARE:**

STATA 11.0	SAS 9.2	SPSS 19.0	MLwiN 2.23
AMOS 18.0	HLM 6.0	ArcGIS 9.3	GeoDa .095i
GWR 3x	GeoLytics	EndNote 4.0	