

Centennial Essay

100 Years of *Social Forces*

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Social Forces is the second oldest sociological journal in the United States that has been published continuously under the same name. Founded in 1922, it has been housed since then in the Sociology Department at the University of North Carolina at Chapel Hill (UNC). *Social Forces* focused on the South early on, was affiliated with a regional sociological organization (Southern Sociological Society [SSS]), and then expanded into an explicitly international journal publishing work from authors across six continents. *Social Forces* has regularly ranked as one of the top three general journals in Sociology, along with the *American Journal of Sociology* (AJS—the oldest continuously published sociology journal, founded in 1895) and the *American Sociological Review* (ASR—established in 1936).

The 100 years of *Social Forces* reflect patterns associated with the development of sociology as a discipline and profession, such as changes in the norms and practices of scholarly journal publishing (i.e. peer reviewed submissions as opposed to invited articles), the refining of methodological approaches, and the changing boundaries of the discipline in relation to other social sciences, such as anthropology, political science, history, and economics (e.g., see the essays in Calhoun 2007). *Social Forces* has pushed back against disciplinary silos as a more “general” social science journal, promoting interdisciplinary research.

There has been a close relationship between the UNC Sociology Department and *Social Forces* through the years. All the editors have been UNC Sociology faculty members. Its founder, Howard W. Odum, had a strong supporting cast within the UNC Sociology department, many of whom were his students—such as Katharine Jocher, Guy Johnson, Richard Simpson, and Rupert Vance—who helped Odum produce a collective product that reinforced a sense of common purpose within the Sociology Department.¹

This essay provides an historical overview of the 100 years of *Social Forces*. We trace the journal’s relationship to the evolution of sociology and of journal

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publishing. Over time, there have been significant changes in the subjects and structure of articles. Our discussion of broader trends in the discipline and journal publishing complements the bibliometric analysis of the content of *Social Forces* provided by Moody, Edelmann, and Light (2022) in this issue. We also supplement the essays describing central topics that appear in this issue (on the South, globalization, and race) and the three other issues in Volume 101. We highlight significant shifts in the production of the journal that have redefined its scope and purpose, such as: peer and blind reviewing; electronic review processing and other technological advancements; and relationship to various publishers.

We organize our overview in terms of the editors of the journal that define three main eras in the evolution of *Social Forces*. These eras differed somewhat in their topics and authors of articles, as well as in the norms and practices by which articles were published.

—*Early Years: 1922–1961.* Howard W. Odum (1922–1954); Katharine Jocher (1927–1961); and Gordon W. Blackwell (1955–1956);

—*Professionalization: 1960s–1990s.* Rupert B. Vance (1957–1969); Guy B. Johnson (1961–1969); Everett K. Wilson (1972–1982); and Richard L. Simpson (1969–1972; 1983–2004);

—*Internationalization: 2000s–present.* Judith Blau (2003–2005); Peter Uhlenberg (2005–2007); François Nielsen (2007–2010); and Arne L. Kalleberg (2010–present).

Early Years: 1922–1961

Howard Washington Odum (see figure 1) founded the *Journal of Social Forces* in 1922 and edited it until he retired in 1954. He also helped lay the foundation for studying race relations and other social problems by using empirical data that bore on social policies. A Georgia farm boy (born in 1884 in the little community of Bethlehem in Walton County, Georgia), he earned doctorates in psychology (Clark University 1909, under G. Stanley Hall) and sociology (Columbia 1910, under Franklin H. Giddings). He arrived at UNC in 1920 and founded both its School of Public Welfare (later the School of Social Work) and its Department of Sociology in that year. He also helped found the UNC Press in 1922, the first university press in the South and one of the first in the nation, and UNC's Institute for Research in Social Science (IRSS) in 1924 (renamed the Odum Institute in 2000).

The various institutions that Odum established complemented each other in the operations of *Social Forces*: it was published by UNC Press from 1922 until 2006, whereas members of the UNC Sociology Department and the IRSS provided staffing for the journal. The close relationship of IRSS to *Social Forces* was important to the journal's early survival and success, as it had a precarious financial existence in its first three decades (see Covington 2018): “The journal came close to financial suffocation several times—Odum once mortgaged his house and his dairy herd and bailed it out with his personal funds—but it

Figure 1. Howard W. Odum, 1884–1954

survived somehow” (Johnson and Johnson 1980: 99). Odum worked hard to increase circulation, such as offering reduced subscriptions to members of the SSS in 1936.²

Odum founded *The Journal of Social Forces* just 2 years after arriving in Chapel Hill. He usually called it “the Journal,” but 3 years later the name was simplified to *Social Forces* (see below). The journal was part of Odum’s efforts to address pressing social issues through social science research, seeing it as a source of information for what we might consider social justice today. One of his primary concerns was giving the Southern region a scholarly forum—it was the field of regional studies where Odum made his major contributions. The journal was founded on principles of social progressivism and the democratic search for “durable values” in the South and beyond. It thus echoed some of the contemporary tenets of public sociology:

The journal will seek to contribute something, in theory, something in application, toward making democracy effective in the unequal places—the supreme test of our democracy now . . . More specifically, it will strive to provide an interstate medium of ideas, expression, and news, estimated to be of interest and benefit to all those who work for the public good. (Odum 1922: 56–57)

Odum hoped that the journal would provide the tools necessary to improve social work theory and practice, bridging disciplines of economics, history, sociology, and geography (Johnson and Johnson 1980).

As editor Richard Simpson (1972:435): described Odum’s goals on the 50th anniversary of *Social Forces*:

Among the goals Odum stated in an editorial launching the new journal were those of advancing social theory, linking theory to social fact, and improving quantitative measurement. He said that sociological knowledge can be useful in improving social conditions, and that social conditions should not be conceived

as static but as movement, action, processes, forces. Among the social problems of 1922 he listed race relations, the problems of our cities, the troubles of religion in the modern world, and the “readjustment of life and labor as between man and woman.” It is not likely that these goals of sociology or this partial catalog of social problems will sound archaic in 1972.

Nor are these topics out of date in 2022. Indeed, issues of race and the application of sociological insights to addressing social challenges are equally salient today (e.g., Morris 2022).

Odum’s clear focus was on empirical conditions that jeopardize the well-being of people in North Carolina and the U.S. South. At the same time, he proposed that the journal would be cosmopolitan in outlook and strive for recognized excellence. His “new regionalism” focused on making the South more progressive to unify all Americans in solving common social problems (Sanders 2003). Moreover, he established *Social Forces*’ commitment to rigorous scientific work on meaningful topics, such as race and religion. Odum’s emphasis on publishing high-quality, scientifically valid research that speaks to the most pressing issues of the day has remained a key part of *Social Forces*’ mission throughout the years.³

From the 1920s through 1931, Odum (and others) wrote concluding notes, which he entitled “The Search After Values.” These notes were often about social progress, particularly in the South, applied research, or commemorations of a social scientist. Rather than citing empirical work, “The Search After Values” offered engaging commentary on what social science should be:

The journal will aim earnestly and unceasingly to search for durable values not measured by superficial currents of opinion or fashion. It will strive to find and maintain certain ideals commensurate with the true principle of pioneering, which does not measure the future by the present, or culture by comfort, or progress by provincial quantitative achievements. (Odum 1924: 142)

Odum framed the “Editorial Notes” section in the 1920s through the early 1950s as a platform for editors to redefine the scope of the journal, as well as share their opinions and conclusions. In the 1920s, these notes highlighted upcoming or past publications, connecting thematically to Odum’s editorial goals in the “Search After Values,” such as the importance of research on democracy (Odum 1923). In the 1930s, the Editorial Notes became focused on sociology as a discipline and research methods. Rather than Odum himself, a rotating set of authors contributed an editorial each issue in the 1940s and 1950s, such as John Gillin, Raymond F. Sletto, and K. O. Kattsoff.⁴ Opening the editorial to new authors was an important shift in diversifying perspectives and expanding the scope of the journal beyond the South, as well as toward global studies and regions beyond the U.S.⁵

Structure of the Journal

The first article published in *Social Forces* in Volume 1, No. 1 (see figure 2) was by Franklin Giddings, “On the Measurement of Social Forces.” Giddings

was Odum's mentor at Columbia (the first full professor of Sociology in the U.S.) and the major proponent of formal statistical methods in sociology at that time; he also played an important role in establishing the journal.⁶ *Social Forces* published a variety of pieces, including essays, agendas of conferences in Sociology and Social Work, and editorials. In the concluding pages of the journal, the "Library and Workshop" section housed book reviews.⁷

The journal differentiated "Contributed Articles" and "Departmental Contributions." The section on "Contributed Articles" usually consisted of four to five broad articles about social science with general titles such as "Community Disorganization," "Classification of Societal Facts," "Some Larger Aspects of Social Work," and "Societal Variables." Articles in the 1920s and 1930s addressed issues in the field broadly, such as those related to theory and methods. The "Departmental Contributions" section contained the more substantive articles. Compared with the "Contributed Articles" section, authors rarely published more than once a year, so it was unlikely these publications were elicited from friends or editorial board members. In December 1949, *Social Forces* ended its "Departmental Contributions" section of regular topics.⁸ Thus, there was no longer a distinction between "Contributed Articles" and "Departmental Contributions."

Controversy

Odum's editorials pleased many of his supporters. For example, H.L. Mencken identified Odum and *Social Forces* as the head of a movement underway in the South "to replace the romanticism that had obscured the region's vision of itself for decades with a frank and factual self-scrutiny . . . for the first time the south is getting a whiff of the true scientific spirit" (Brazil 1975). Even in the first 3 years of the journal, Odum earned the respect of national audiences for rigorous social science research on the South.

But Odum also generated controversy (and bitter attacks) by publishing articles that used social science to lend credence to evolutionary theory, angering religious fundamentalists in the South. Two papers, published back-to-back in January 1925, were particularly controversial. "Development of a Concept of Progress," by Luther Bernard (then a professor of sociology at the University of Minnesota and later president of the American Sociological Society), suggested that gods were mythological creations by humans and that religion was itself the product of evolution. Published shortly thereafter, an even more provocative article "Sociology and Ethics: A Genetic View of the Theory of Conduct," by Harry Elmer Barnes (an historian then teaching at Smith College), blamed Christian teachings for Americans' unhealthy attitudes toward sex and gender (see Gatewood 1965). He argued sociology and science should set the ethical code under Christianity: "Only one most alarmingly ignorant of history would claim that a woman has occupied a position of dignity and honor under Christianity at all comparable with that which was accorded to her in classical paganism" (Ferguson 2021: 59).

Figure 2. *Social Forces*, Volume 1, Number 1 (November 1922)

<i>The</i> JOURNAL of SOCIAL FORCES	
Volume I	NOVEMBER, 1922
Number 1	
ARTICLES	
THE MEASUREMENT OF SOCIAL FORCES.....	PAGE 1
STATE PROGRAMS OF PUBLIC WELFARE IN THE SOUTH.....	6
COMMUNITY ORGANIZATION: A STUDY OF ITS RISE AND RECENT TENDENCIES	11
DEPARTMENTAL CONTRIBUTIONS	
TEACHING AND RESEARCH IN THE SOCIAL SCIENCES.....	19
<i>A First Course in Sociology, Lee Bidgood; The Social Studies, Edgar Dawson.</i>	
INTER-STATE REPORTS FROM THE FIELDS OF PUBLIC WELFARE AND SOCIAL WORK.....	25
<i>The Visiting Teacher, E. C. Brooks; The American Association of Social Workers, J. B. Buell; Institutes for Public Welfare, Mrs. Clarence A. Johnson; Certification of Superintendents of Public Welfare, S. E. Leonard.</i>	
CONFERENCES FOR SOCIAL WORK.....	32
<i>The National Conference Plan for 1923; Homer Folks; The North Carolina Study of Prison Conditions, Wiley B. Sanders; Tennessee State Conference, R. F. Hudson; Reorganization Plan of the Michigan State Conference, Grace Cone.</i>	
THE CHURCH AND SOCIAL SERVICE.....	36
<i>Social Work of the Federal Council of Churches, Worth Tippy; The Church by the Side of the Road, A. W. McAlister.</i>	
INTER-RACIAL CO-OPERATION.....	40
<i>The Approach to the South's Race Question, M. Ashby Jones; A Usable Piece of Community Machinery, Will W. Alexander.</i>	
COUNTY AND COUNTRY LIFE PROGRAMS.....	43
<i>The Southern Summer Schools for Rural Pastors, Robert H. Ruff; A Rural State's Unlettered White Women, E. C. Branson; The National Country Life Conference, E. C. Lindeman.</i>	
PROGRESS IN TOWN AND CITY PROGRAMS.....	47
<i>State Bureaus of Municipal Research and Information, T. B. Eldridge; A University Plan, Howard W. Odum.</i>	
THE WORK OF WOMEN'S ORGANIZATIONS.....	50
<i>The Organized Work of Women in One State, Nellie Roberson. The Social Program of the National League of Women Voters, Gertrude Weil;</i>	
EDITORIAL NOTES	
THE JOURNAL OF SOCIAL FORCES; An Inductive Constituency; Effective Objectives; Newer Aspects of Public Welfare; The Social Studies; Profitable Conferences; The Church and Social Service; Race Relations; Municipal Progress; Country Life Problems; Larger Contributions; The Institutions; Personality and Standards; Measurement and Values, Howard W. Odum.....	56
THE LIBRARY AND WORK-SHOP	
CONTRIBUTORS to this Number of THE JOURNAL; Other Contributors; Reading Maketh the Full Man, L. R. Wilson; Reviews; Announcements; Notes; Advertisements.....	62
THE UNIVERSITY OF NORTH CAROLINA PRESS CHAPEL HILL, N. C.	
<i>Application for entrance at the Post Office at Chapel Hill, N. C., as Second Class Matter</i>	
50 CENTS A COPY	\$2.50 A YEAR

These articles emerged amidst a public debate raging in North Carolina over science and religion. The articles reaffirmed the view of religious leaders that UNC was a wayward liberal university that had diverged from its mission of

serving the state. The attacks “. . . were indicative of the widespread resistance to any ideas that challenged the conservative religious beliefs held by people throughout the state” (Johnson and Johnson 1980:35). For example, the Presbyterian Minister’s Association in Charlotte sent letters to the UNC Board of Trustees and newspapers statewide, decrying the journal as reflective of an unruly liberal institution, out of touch with state constituents. Subsequently, the *Raleigh News and Observer* criticized the journal for its attack on the church. At the time, the state board of education was embroiled in a debate over teaching evolution in secondary schools. Conservative board members used the articles as evidence that the University was far too radical, and the dangers that liberal education in the social sciences posed. Although Odum stood by the publication of these articles, he did not agree with Barnes’ tone and extreme statements (Ferguson 2021).

Odum also generated controversy by publishing research on delicate subjects at the time, such as the textile industry. David Clark, the influential editor of the *Southern Textile Bulletin* in Charlotte, attacked Odum’s efforts beginning in late 1923 to study mill labor in attempts to improve working conditions, at a time when the textile industry was undergoing a severe depression. Clark also accused Odum and the journal of promoting atheism, thereby joining the attacks by the conservative Protestant ministers.

The article by Barnes is suggestive of Odum’s attempt to appeal to broad constituencies by partly mimicking a literary magazine called the *Smart Set* that was coedited by Mencken. Founded in 1900, the *Smart Set* featured provocation and criticism by the early 1920s, and Barnes’ article was typical of the kind of challenge to orthodoxy published in this magazine (Ferguson 2021). The backlash produced by Odum’s attempt deeply troubled him, who wrote in correspondence to a colleague at the time,

It sometimes seems a little hard to sacrifice so much and work so hard for a journal, which has been recognized everywhere as the most comprehensive thing of its kind in the English language, and to receive only this sort of commendation from the home folks. (quoted in Ferguson 2021)

The controversy with religious fundamentalists marked a change in the journal’s focus. Odum renamed the journal *Social Forces*. The “facts of the South”—its intolerance for religious critique and racial integration—compelled him to narrow its scope as an academic journal of social science, thus less likely to anger an orthodox public: “Thereafter, the *Journal* was to speak chiefly to the social scientist, and it became increasingly a prestigious sociological periodical with both a national and an international audience” (Johnson and Johnson 1980:42). As Ferguson (2021: 79-80) puts it:

As much as it was Odum’s hope that the Journal would usher in a new South, in many ways, it was the old South that ushered in a new journal. *Social Forces* was born in the wake of the controversy. While the transition to the solely academic *Social Forces* may have come eventually, the controversy caused

Odum to make the changes when he did. Over the last four months of 1925, Odum not only changed the name of the journal but did away with the Search After Values [in 1931] . . . In addition, he changed the name of the Inter-Racial Cooperation department to the purely academic *Race, Cultural Groups, Social Differentiation*.

Although the controversy curtailed Odum's aspiration for national commentary, it ushered in a new era of scientific rigor and disciplinary boundary-making for the journal. This tension between the journal's purpose as an empirical collection of manuscripts for interdisciplinary social scientists or a progressive outward-facing publication "in search after values" remerged in the 2000s in the debate over the potential for and centrality of public sociology (see below).

Topics: 1920s–1950s

As was true of most sociology at the time, early contributions in *Social Forces* were closely connected to social work, social psychology, and urban planning. Throughout the 1920s and 1930s, articles discussed the blurry boundaries and relationship between sociology and other applied fields, such as social work (e.g., Karpf 1929; Steiner 1929). Until the mid-1920s, "sociology" represented a loose collection of people who sought to apply scientific knowledge to social problems. Subsequently, sociology became more distinct from applied work, which enabled the field to become a more structured discipline and establish a position within the university (Abbott 1999: 81).

In the late 1920s and early 1930s, the invention of inferential statistics and the spread of survey research were reflected in articles and editorials in *Social Forces* on the scientific method and its utility in the social sciences (e.g., Ellwood 1931, 1933). This increasing attention to scientific methods mirrored the trends in sociology at the time. In the 1940s, *Social Forces* published articles that applied sociological theories and methods to social problems, such as crime, rural and urban poverty (e.g., Gordon 1947), and marriage and citizenship (e.g., Kolb 1948).

The bibliometric analysis of the content of *Social Forces* since 1940 (Moody et al. 2022) shows the topics that were most common in different eras as well as those which were steadily represented over the years. Several clusters of topics had their peak popularity in the 1940s and 1950s: the American South and regionalism (see Andrews 2022); community; culture; the discipline of sociology; war; and teaching (see Touma and Aldrich 2023). The topic of race is linked to most of the other topic clusters, reflecting its centrality to sociology.

In the early years of *Social Forces*, a larger share of articles focused explicitly on race as opposed to its ubiquity in addressing a range of contemporary research topics. The prominence of race in these articles reflected its importance as a concern in the South, as well as Odum's personal views and his placing *Social Forces* front and center of critical sociological reflection on issues of racial integration. Odum's increasingly progressive slant was far ahead of his time in both his academic work (e.g., Odum and Johnson 1925) and his political views

(such as attacking the Klan during the height of its southern activities). Odum had long seen race relations as “a key ingredient to practicing Christian good will toward their fellow human beings” (Sanders 2003: ix). This was exhibited in his editorial notes in *Social Forces* and his social science research to aid Black residents of the South, who he considered unable to help themselves. Odum’s views on race evolved across his career through his research on Black folk art with his student Guy Johnson (who was younger and more liberal than Odum and helped to liberalize his views about race) and his relationship with key informant John Wesley Gordon, as well as his work with the Committee on Interracial Cooperation, which he served as its sixth and last president (Sanders 2003). This was a meaningful departure from Odum’s (1910) dissertation that generalized findings of psychological differences between Black and White men as evidence of significant cognitive differences between racial groups, which he argued accounted for the misfortunes of Black Americans (Sanders 2003).

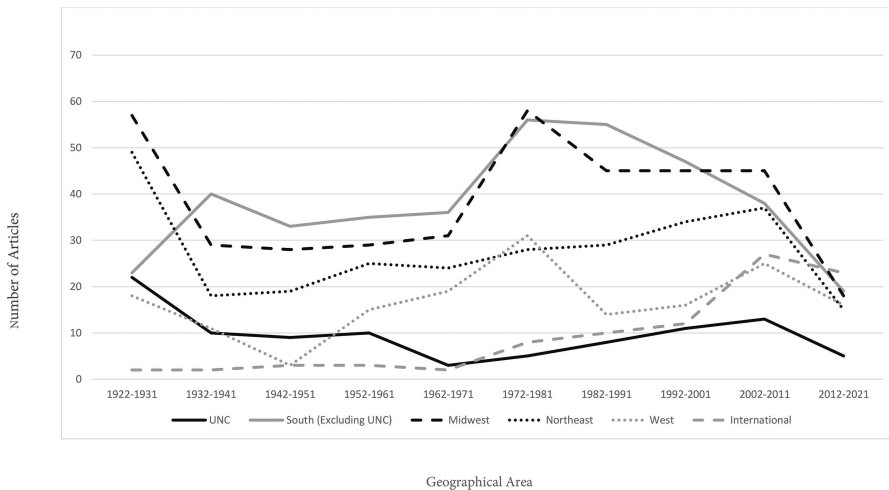
For the journal, his evolving stance on race was reflected in several early publications that evidenced the plague racism wore on South, such as “The Race Problem in the Cross Section” by Work (1924), “A Sociological Interpretation of the Klu Klux Klan Movement” by Johnson (1923) and “The Fallacy of Eugenics” by Eggen (1926). More than 30 years after his dissertation, Odum called racial tensions a “crisis” plaguing the South (Odum 1943) and published several articles about Black folk art in the South (Odum and Johnson 1925).

Authors

In the early years of the journal, contributed articles were written by a rotating set of authors, almost all solo-authored by men, such as Jesse F. Steiner,⁹ Franklin H. Giddings, William Fielding Ogburn, and Edward Ainsworth Ross. These articles were generally invited from a set of authors familiar to Odum: the 1925 backmatter includes a list of editors, primarily from the South and from UNC, but also some from across the nation, who contributed articles. These contributions were likely invited¹⁰ or proposed by the editors themselves.

Figure 3 shows the trends in the geographical locations of authors who published two or more articles in *Social Forces* over the past 100 years. We separate out authors who published their first article¹¹ while employed by UNC, as well as those from the South, Midwest, West, and Northeast of the United States, and from other countries.

In the first decade of the journal, most authors came from the Northeast and Midwest (centers of quantitative positivist sociology and concerns with social problems, respectively). These regions were overtaken by Southern authors by the second decade. The representation of southern authors grew in the post-Odum era, especially under the editorships of Wilson and Simpson (see below). Authors from UNC were most prominent in the first decade but declined in representation in the journal subsequently. This figure underscores the national reach of *Social Forces* from the beginning, a goal Odum sought. Relatively, few authors were based in other countries until the 1990s.

Figure 3. Trends in Geographical Location of New Authors in *Social Forces*

Note: Geographical region denotes the author's location at the time their first article in *Social Forces* was published. We consider articles to include notes and comments as well as pieces that read more like essays and letters than contemporary articles (cf. Moody et al. 2022)

Early contributions in the journal were primarily made by White men (as was typical of Sociology generally). (Katharine Jocher was an exception—see below). Women were more likely to publish papers in the journal in the 1920s through the 1940s than the three following decades (Moody et al. 2022: figure 6). Papers authored by women included topics such as: family relief and welfare (Wead 1932; Smith 1933); marriage and family (Thurrow 1934); agriculture (Dickins 1943; Herring 1943); and race and ethnicity (Hertz and Little 1944). The greater number of articles published by women in the early years reflects the presence of women scholars in the fields of social work, teaching, and urban planning. As these applied disciplines began to distinguish themselves from sociology, and developed their own publication outlets, their representation in *Social Forces* declined. The percentage of papers authored by men increased between 1940 through the early 1960s, reflecting in part the decrease in articles on teaching and applied fields where women were predominantly represented (Parker 2015).

Relationship to the SSS

The American Sociological Society (its name was changed to the American Sociological Association, ASA, in 1959) was founded in 1905. The history of the ASA and of sociology in the first third of the 20th century was inextricably linked to the University of Chicago and its journal, the *AJS*. The *AJS* was the official journal of the ASA from its establishment in 1905 to 1936, giving the Chicago sociology department considerable control over professional sociological communication. Opposition to Chicago's organizational control of the ASA,

as well as disagreements over the criteria for judging scientific work led to the founding of the *ASR* as the official journal of the Society in 1936 (Lengermann 1979; see below). This opposition to Chicago's professional dominance also led to the founding of regional sociological associations. The Southern Sociological Society (SSS) was founded in 1935, with membership open especially to those interested in social research and teaching in the southern region.

As an eminent sociologist in the South, Odum was influential in forming the SSS. He had concerns, though, fearing that the association might divide Southern sociology from national sociology (Simpson 1988). This is consistent with his goals to unify sociologists in the country to address social problems. Although it was inevitable that a southern journal focusing on regional issues (see Odum 1945) would be associated with SSS, Odum took pains to emphasize the national scope of *Social Forces*. For example, writing to the publishing company Williams and Wilkins in Baltimore (that printed *Social Forces*) on April 22, 1936, Odum noted that.

At the [first annual] meeting of the Southern Sociological Society in Atlanta it was voted to make *Social Forces* the official journal without, however, any special announcement which would indicate a regional character.

To increase the circulation of *Social Forces* as well as membership in SSS, he offered to provide SSS members a subscription along with membership for \$1 a year, well below what it cost to publish the journal. Odum also agreed to “publish as many of the papers of the Society as may meet the joint standards of the Editors and the [SSS Publications] Committee and as may be commensurate with the publication schedule and resources” (Letter from Odum to Chairman of the SSS Publications Committee, April 17, 1936). A result of this connection between *Social Forces* and SSS was that “many members received a research-oriented journal who might not otherwise have done so” (Simpson 1988: 67).

Odum, Jocher, and the *Social Forces* editorial board regarded it as the official journal of the SSS, “. . . in the same way that the *American Journal of Sociology* was for many years the official publication of the American Sociological Society” (Letter from Jocher to Melvin J. Williams, Secretary-Treasurer of SSS, June 16, 1954). Their understanding was that this designation “. . . does not necessarily convey with it control by the Society unless the Society not only edits but finances the journal.”¹²

The editor of *Social Forces* was an ex-officio member of the SSS Publications Committee to which it reported at the Annual Meeting. The close relationship between these two entities was also reflected in the numerous SSS Presidents who edited *Social Forces*: Rupert Vance, 1938; Katharine Jocher, 1943 and 1944; Guy Johnson, 1954; Richard Simpson, 1972; and Judith Blau, 2006. Annually from 1949 to 2012, the journal published the SSS Presidential Address, a summary of the SSS meeting, and a call for papers for the following years' conference.

The relations between *Social Forces* and the SSS became increasingly fraught during the early 2010s, leading to an end of the relationship between the two that had existed since 1936.¹³ One reason for SSS's decision to finally break with

the journal was a financial one: they objected to a large portion of their dues being used to support *Social Forces*, making it difficult for the SSS to cover the costs of conducting business.¹⁴ In addition, the SSS chafed at their lack of formal control over the journal's management and content (similar to the objections raised against Chicago's control of the official journal of the ASA—Lengermann 1979). This lack of control was made clear by the decision by the UNC Sociology Department to end its relationship with UNC Press in favor of Oxford University Press (OUP) (see below), without consultation with the SSS. Moreover, the spread of electronic access to the journal through libraries made a reduced subscription to the journal less of an incentive to join the SSS (Rubin 2012). After the end of its association with *Social Forces*, the SSS began publishing its own official journal, *Social Currents*, in 2014.

Relationships to Other Sociological Journals

The rebellion against Chicago's centrality also reflected a larger pattern of theoretical shifts within sociology in the 1930s, away from the early Chicago School's broad, humanistic outlook that emphasized locating social facts in space and time (Abbott 1999) toward a more quantitative approach, represented by the structural–functional perspective centered at Harvard and Columbia (Lengermann 1979). Giddings exemplified the latter theoretical approach, emphasizing “scientific sociology” that regarded establishing causality as the goal of sociology. Odum, his student, also adhered to this quantitative empirical approach to sociology and social reform. Thus, from 1922 to 1935, *Social Forces* represented a strong alternative to *AJS* as a major outlet for professional communication.

This challenge to the dominance of Chicago and *AJS* eventually spilled over to the ASA in the mid-1930s. Luther Bernard, who was ASA president in 1932 (and was a highly published author in *Social Forces*—see Note 11) led the charge to establish the *ASR* as the official journal of the ASA in 1936 and deregister the *AJS* (see Lengermann 1979; Abbott 1999: 106–117). This designation was accompanied by the requirement that all ASA conference papers first be offered to *ASR*. The founding of the *ASR* in 1936 is significant for *Social Forces*, as it had a somewhat similar conception of and niche in the field to *ASR*. Many of the subsequent developments in *Social Forces* parallel those of the *ASR* and the increasingly dominant mainstream of the discipline concerned with methods and professionalization. Yet *Social Forces* has consistently lagged *ASR* in prestige and impact, owing to *ASR* being the flagship journal of the ASA. *AJS* also evolved in similar ways as to topics and publication norms and practices to these two journals, differing in its openness to longer articles (see below).

Also significant for *Social Forces* was the founding of the Society for the Study of Social Problems in 1951, in reaction against what some felt was the ASA's conservative approach to social problems. The launch of its official journal, *Social Problems* (first volume appeared in 1953) gave a prominent forum to the important conception of the discipline of sociology as involving engagement with contemporary social problems. Odum, of course, was no

stranger to applying sociological insights in the interests of social reform, but this focus became less typical of *Social Forces* after him, as it became a more mainstream academic, disciplinary journal. (An exception here is its relatively brief engagement with “public sociology” in 2004, which evoked the older social problems orientation—see below).

Transition from Odum

Following Howard Odum’s death in 1954, Katharine Jocher assumed the editorship of *Social Forces*. This was a continuation of her pivotal editorial role alongside Odum for over 30 years. In addition to playing a major role in editing *Social Forces*, she published editorial notes and articles throughout the 1940s and early 1950s. She also coauthored (with Rupert Vance) the posthumous editorial for Odum following his death in 1954 (Vance and Jocher 1955) (interestingly, she was the 2nd author on this piece) and continued to write editorials before retiring in 1961.

Jocher was hired by Odum in 1924 and was a distinguished scholar in her own right. She received her PhD in Sociology from UNC in 1929 and became an associate professor of Sociology (Johnson 1983). She was promoted to full professor in 1943, the first woman to rise through the ranks to become full professor at UNC. She also played a major role in Odum’s IRSS, serving as assistant director, 1929–1959. Jocher was also president of SSS in 1943 and 1944, the first woman to hold that position.

Jocher was fundamental to the operation and publication of the journal from the 1930s through the 1950s. Although Odum is credited with starting the *Journal*, Jocher was central in disseminating and curating its excellence in the first three decades. She was effectively the editor behind Odum for over two decades: she managed subscriptions, book reviews, article reviews, publication, and distribution by serving at the helm of editorial responsibilities, routinely communicating with assistant editors, authors, reviewers, as well as coordinating the relationship between the journal and the SSS, including the hundreds of memberships to the society, subscriptions, and conference presentations. In correspondence, Odum referred her as the “Big Boss” of the journal,¹⁵ as it became increasingly her responsibility. Her important contributions to the journal and her eminence as a sociologist were foundational in establishing *Social Forces* as a leading sociological publication with nationwide academic audiences. In her obituary, she is remembered: “No one – not even Dr. Odum himself – deserves more credit than Katherine Jocher for bringing this journal to the respected position it enjoys today” (Johnson 1983).¹⁶

Rupert Vance (1957–1969) joined Katharine Jocher (1927–1961) (see figure 4) as editor in the late 1950s after her short coeditorship with Gordon W. Blackwell (1955–1956). In this transitional period after Odum, the journal began to publish primarily empirical sociological research rather than studies from neighboring fields like social work, urban planning, and social psychology. It also published fewer editorials, which were popular in the first two decades of the journal. The journal increasingly published articles on statistical methods

Figure 4. Four *Social Forces* Editors



Note: Guy Johnson, Katharine Jocher, Rupert Vance, Richard Simpson

and sociological theory in the late 1950s. This accompanied increasing emphasis on science and research in the postwar years, marked by the creation of the National Science Foundation and the rise of externally funded research.

Social Forces published its first “Notice to Contributors” in 1958, which provided detailed instructions on how to organize and submit manuscripts for publication, such as how to format pages and citations, thereby systematizing new submissions for the journal. Before then, there was only a note about addresses to which manuscripts were to be submitted.

Professionalization: 1960s–1990s

Sociology grew rapidly in the 1960s, as the number of students studying it in colleges and universities increased markedly. This growth was fueled by the social issues that dominated the period, as well as the entry into the universities of new groups, such as veterans and women (Abbott 1999: 82). The increased interest in sociology was reflected in the expansion of membership in the ASA, which more than doubled between 1960 and 1970, from nearly 7,000 to over 14,000, peaking in 1972 at nearly 15,000 (see also House 2019). The late 1960s and the early 1970s saw arguably the last great surge in the recruitment of highly ambitious people who still saw being a sociologist as a good career choice.

Rupert Vance played a major role in linking this era of *Social Forces* with the previous one:

Rupert Vance had an extended connection with *Social Forces*, which began in 1931 when his name first appeared on the editorial board. From 1957 to

1961, he was co-editor of the journal with Katharine Jocher, and from 1961 to 1969, he was co-editor with Guy B. Johnson. He read a tremendous number of manuscripts, and his editorial judgments were noted for their insight and fairness. In addition, he contributed ten articles and dozens of book reviews over a period of forty-three years. (Johnson 1975: 467).

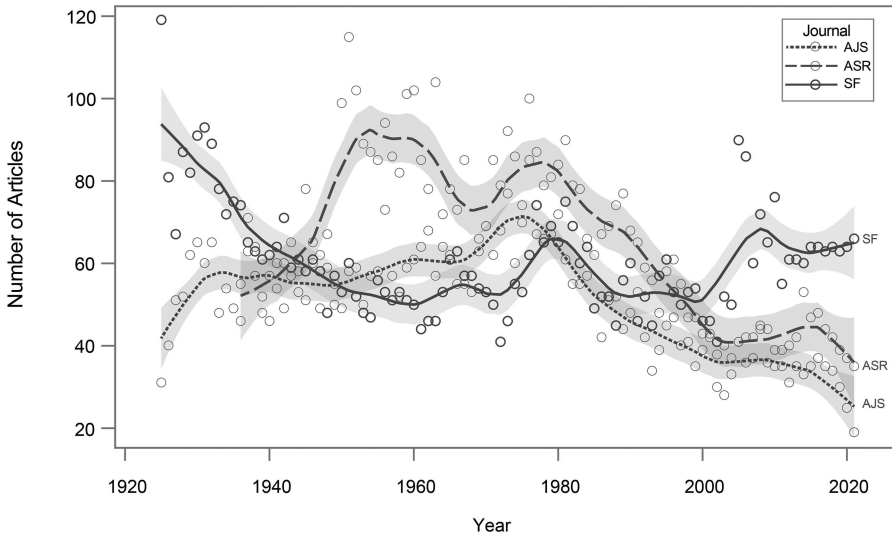
In 1961, Guy Johnson joined Rupert Vance as a coeditor. Johnson had come to UNC in 1924 as a graduate student, received his PhD in 1927, and was on UNC's faculty of Sociology and Anthropology until he retired in 1969. Both Vance and Johnson had been Odum's students and were eminent scholars who approached sociology from different perspectives: Vance was a demographer; and Johnson was a cultural anthropologist and folklorist who was a student of race relations and African American culture. Johnson had long collaborated with Odum on the study of folklore and race, and assisted Odum by editing his "long, semi-poetic phrases into clear and meaningful prose" (Sanders 2003: 25). Johnson also influenced Odum's work (and undoubtedly *Social Forces*) by applying his sociological training in research from the University of Chicago, which emphasized "objective social science, without moralizing" (Sanders 2003: 25).

The review process also became more transparent and consistent, with a greater emphasis on blind peer review. The first explicit mention of blind review was in September 1969 in the *Notice to Contributors*: "To permit anonymity, attach a cover page giving title, authorship, and institutional affiliation. On the manuscript itself, indicate only the title."¹⁷

Everett K. Wilson became editor in 1972. He was an eminent scholar and teacher¹⁸ who came to UNC in 1968 and served as editor of *Social Forces* during the 1970s. Wilson made great strides in professionalizing the journal as a well-regarded empirical social science journal that was a leader in the field of sociology. During his editorship, the journal's structure became more consistent, organized, and clear. As Gerhard Lenski (1981: 898) described Wilson's contributions:

During the years of Everett Wilson's editorship, *Social Forces* has gained in scholarly stature and has been improved in other important ways. Authors have reason to be grateful to him for the wider circulation the journal has come to enjoy and for the significant increase in the number of articles published each year. Without his efforts, many articles published in *SF* would have had to be published in journals of much more limited readership. Subscribers have reason to be grateful to Everett Wilson for his continuing struggle to hold down costs in an era of spiraling inflation. *Social Forces* is one commodity whose price has not kept pace with the cost of living index.

In the late 1960s and 1970s, the *Notice to Contributors* (1964 and 1973) encouraged submitting authors to keep manuscripts between 3,000 and 5,000 words, or 12 to 20 typed double-spaced pages. Articles published in the early 1970s were often 10–12 pages in length but increased to an average of about 20 pages by 1979. More original articles were published in the late 1970s than the early 1970s under Wilson's editorship, increasing the opportunity for new

Figure 5A. Number of Articles Published in *Social Forces*, *AJS* and *ASR*

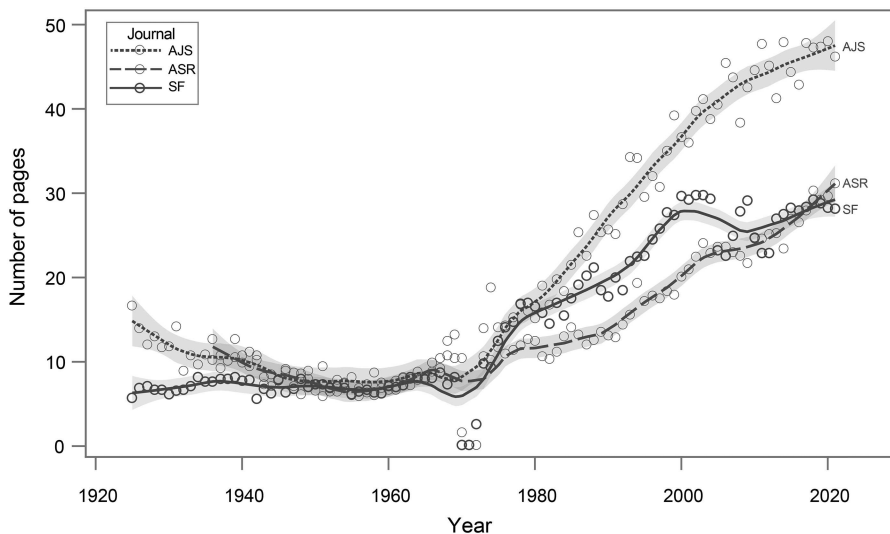
Number of unique articles indexed in Web of Science each year, excludes book reviews and similar editorial materials; includes notes, comments, and replies. Shaded regions are 95% confidence limits.

authors to publish in the field.¹⁹ Instructions to authors were streamlined under Everett Wilson’s editorship as part of the *Author Guide* to the preparation of manuscripts (Wilson 1973).

Figure 5A shows the number of articles published in each year in *Social Forces* compared with *ASR* and *AJS*, whereas Figure 5B compares these three journals in the yearly average article length. Figure 5A shows that the number of articles in *Social Forces* was greatest of the three journals until the 1940s, when it was surpassed by *ASR* and less so, *AJS*. Since 2000, the number of articles in *Social Forces* has grown, whereas the number in *AJS* and *ASR* has declined. *Social Forces* now publishes more articles than either one (currently, 64–72 per year).

Figure 5B shows the average page length of articles published in the three journals. *Social Forces* published more, but shorter, articles in the early years. Following the growth spurt in the 1970s, articles grew longer over the past four decades. These figures also show that *AJS* publishes fewer but much longer articles than either *Social Forces* or *ASR*.

Social Forces also “reluctantly” (according to Wilson’s “Notice to Contributors”) introduced a manuscript processing fee of \$10 starting January 1, 1978. Wilson had extensively consulted about this with Charles Bidwell, editor of the *AJS*, which implemented fees in 1977, in anticipation of the *ASR* also doing so in late 1978. Bidwell felt that “...it seemed better to fall in step [with *ASR*—in part because otherwise we are afraid of a heavy increase of trivial and inept manuscripts” (Abbott 1999: 166). At *AJS*, this led to a decline in

Figure 5B. Length of Articles Published in *Social Forces*, *AJS* and *ASR*

Note: Length calculated as number of pages in each article; does not correct for differences in words-per-page. Excludes book reviews and similar editorial materials; includes notes, comments, and replies. Shaded regions are 95% confidence limits.

submissions by about half, and the virtual disappearance of desk rejects, which had been common. The marked decline in desk rejects was emerging as a norm in sociological journals (Abbott 1999: 166); although systematic data on historical patterns of desk rejects are unavailable for *Social Forces*, it is very likely that submission fees helped create pressures toward universal review of submissions there, too.

Topics: 1960s–1990s

In the late 1960s and 1970s, research on core sociological concerns about stratification and inequality and associated demographic quantitative methods predominated in *Social Forces* (Moody et al. 2022). Topics in the 1960s and 1970 broadened significantly to include many of the subfields prominent today, such as class, social stratification, work and occupations, demography, community studies, crime and deviance, and religion. Regional articles began to decline in the late 1960s, as did articles on teaching (Touma and Aldrich 2023).²⁰

In the 1980s, articles became increasingly interdisciplinary in their theories, methods, and findings. Citations to sociology papers by authors publishing in *Social Forces* started to decrease after 1960, with a rise in citations to journals especially in economics, political science, and demography (Moody et al. 2022: figure 2). This trend toward greater interdisciplinarity recalled the original

diversity of fields Odum cultivated in the 1930s and 1940s.²¹ This pattern of increasing interdisciplinarity characterizes articles in the *ASR* and *AJS*, as well.

These characteristics of articles published in *Social Forces* reflected the transformation of sociology in the late 1950s and 1960s, as an entire generation was trained in the quantitative, largely survey research approach to sociology. Moreover, the success of social reform in many fields during the 1960s, such as increasingly successful Civil Rights movements, along with a highly progressive tax system and dominance of the Democratic party, reduced many sociologists' interests in social reform. These features of the American context, together with the availability of *Social Problems* as a major outlet for those who focused on social problems and reform, further solidified the professional and empirical identity of *Social Forces*.

The 1960s and 1970s were a critical period in crystallizing the methodological and theoretical boundaries of sociology as well as *Social Forces*. The journal increasingly published articles on statistical methods (see Bollen and Lilly 2023) and social theory (e.g., Weber, Marx, and Simmel) to analyze social stratification broadly (The quote from Lenski above appeared in the beginning of a special issue in 1981 on Emile Durkheim, a favorite theorist of Wilson). In addition, *Social Forces* published numerous articles dedicated to sociological theory and methods, such as "Quantitative Methods in Sociology: 1920-1960" (Lundberg 1960) and "Typification, Typologies, and Sociological Theory" (McKinney 1969). In the latter part of the 1960s, the journal introduced sections for Commentary, where critics and authors engaged in issues (predominately methodological) raised by previously published work in *Social Forces*. "Research Notes" presenting short empirical contributions were also introduced. At the end of every issue in the early 1970s, *Social Forces* included a section called "The Discipline," which included book reviews of sociological textbooks and theories.

Social Forces' articles became somewhat more U.S.-centric in the late 1950s and 1960s, before international research began rising again in the 1980s (see Kurzman 2022 and below). This represents a decline from the 1940s and 1950s (which reflected the popularity of cultural anthropology at the time), as well as the Second World War and residual impacts in global geopolitics (such as Odaka 1950; and Kerlinger 1953 on Japan). Another possible reason for the decline in internationally focused research is the founding of the International Sociological Association in the late 1940s, and the appearance of its official journal, *Current Sociology*, in 1952 (Platt 1998). This dip in internationally focused articles in the 1960s contrasted with rises in such content in *ASR* (though the percent of internationally focused articles was still greater in *Social Forces*) and in *AJS* (see Kurzman 2022: figure 2).

Authors

The proportion of male authors in *Social Forces* began to steadily decrease in the 1970s, though about 70% of articles were still authored by men at the end of the 1990s (see Moody et al. 2022: figure 6). This increase in female authors reflects the significant increase in women receiving sociology doctoral degrees (Roby

2009) and the greater role women began to play in the discipline (Committee on the Status of Women in Sociology 2009). The growth in female authors also accompanied the rise in research on topics such as sex/gender roles, inequality, children and family and women's labor force participation.

Articles were also increasingly published by interdisciplinary teams of authors, rather than solo authors as in previous decades, in line with national and international trends. Moody et al. (2022: figure 4) show that the proportion of sole-authored articles declined steadily from the 1920s until about 1990, when it stabilized at around 40%. The proportion of articles with three or more authors grew since the 1950s, with those with four or more authors increasing from the 1990s. This growth of coauthorships reflects in part the need for interdisciplinary research to address complex social problems and topics, but also results from pressures to share authorship with students to advantage them on an increasingly competitive job market in sociology.

Growth and Development

After Everett Wilson retired, Richard L. (Dick) Simpson became editor of *Social Forces* again in 1983. Simpson, a student primarily of Vance, was an experienced hand, having edited *Social Forces* from 1969 to 1972, when he became Chair of the UNC Sociology Department during the politically turbulent period of the early 1970s (Simpson was also book review editor, 1964–1969, and coeditor, with Judith Blau, 2003–2004).

Simpson's editorship coincided with a period of growth and increased specialization of sociology. The 1990s saw the proliferation and crystallization of subfields in the discipline. Although many of the core subfields had emerged long before, the significant increase in institutionalized subfields accelerated, with the number of ASA sections growing from 8 in 1970 to 40 in 2000. (ASA rules fostered this subdivision and often overlap, as space on the annual program was allocated in part to sections.) *Social Forces* began organizing articles by subfield again in the 1980s, as the subdisciplines of sociology continued to crystallize, such as social stratification, work and occupations, race/ethnicity, neighborhoods and community studies, and crime and deviance. Compared with the first few decades of the publication when the subfields under "Departmental Contributions" were the same across all issues, the subcategories in the 1980s varied in each issue, suggesting that the categories were grouped depending on the articles accepted for the issue.

Papers exclusively about methodology were published frequently in the first half of the 1980s, often in the "Commentary" section. For example, four articles on ratio correlation were published in 1984. *Social Forces* began dedicating a specific section for methods, which included papers on panel data, autocorrelation, Bayesian models, and dummy variables in addition to the "Commentary" and "Research Notes" sections, where methodological discussion usually took place in the 1960s and 1970s. In the late 1980s, there was a precipitous decline in comments, shifting from brief theoretical or methodological notes to full-length scientific manuscripts.

In the 1980s, the journal increasingly published research on social stratification and inequality broadly, particularly on the labor market, work/occupations, and organizations, as well as racial and gendered inequalities such as discrimination and segregation of minority groups like African Americans and women. This interest in social stratification and inequality has continued to the present day, as *Social Forces* increasingly published articles about power, status, and discrimination.

The methods and content of the journal diversified significantly during the 1990s. *Social Forces* published on topics such as social networks (e.g., Smith and White 1992), the life course, and health (e.g., Landale et al. 1999) in the 1990s. The first article on sexuality was published in 1995 about gay men's relationships (Moon 1995). The first articles regarding environmental sociology were published in the 1990s (e.g., Laska 1993), reflecting growing scholarship on global climate change.

The 1990s were also a critical decade in expanding the global scope of *Social Forces* (see Kurzman 2022). Increasingly, the journal began to publish cross-national and comparative research, addressing topics such as global trade, economic studies, and world systems and globalization theories. The increasing attention to global research included studies on non-Western nations such as South Africa, Korea, Vietnam, and Brazil, which were largely understudied in previous decades. Articles also began to focus on development and nation-building, rather than predominantly rich industrialized nations in Europe.

Social Forces continued its close relationship with the SSS during Simpson's editorship, as he served as president of the SSS in 1972 (the book review editor at that time, John Shelton Reed, was SSS president in 1989). In the early 1980s, Simpson began the practice of drawing Editorial Board members from the SSS. During the remainder of his editorship, the Editorial Board consisted of sociologists from the UNC Department, the SSS, and other North American institutions.²²

Internationalization: 2000–2022

The 21st century ushered in major changes in *Social Forces*. Dick Simpson, who had edited the journal since 1983 (and, before that, 1969–1972) retired from the Sociology Department in 2004. Judith Blau assumed the editorship in 2004, after serving as coeditor with Simpson in 2003–2004. This led to a period when three sociologists edited *Social Forces* for relatively short periods: Judith Blau (2003–2005); Peter Uhlenberg (2005–2007); and François Nielsen (2007–2010).

Judith Blau's editorship was accompanied by several changes. Some represented additional technological upgrades: an electronic interface with authors and reviewers; and a web page for online posting and publication. A software program, Journal Tech, was adopted and used to track manuscripts and enabled reviewers to submit their evaluations online. Authors were also given the opportunity to submit their papers via email in September 2005. Almost

everything was submitted online via email first to social_forces@unc.edu and then in December 2007, online submission was switched to the ScholarOne platform. Second, a webpage was created for online posting and publication that included “Discussion” and “Publications” Pages. The first section was devoted to debates and rejoinders, such as the discussion between Mahoney’s “Revisiting General Theory in Historical Sociology” (2004) and Sica’s (2004) rejoinder. The second section of the website was devoted to supplementary material to articles, such as tables and appendices that were formally published and archived by *Project Muse* and *JSTOR*.

Blau (2004) also created an initiative in public sociology in 2004. Volume 82.4 featured an article by Michael Burawoy—who promoted public sociology in his ASA presidency in 2004—that outlined his views about the potentials of public sociology. Nielsen (2004), Brady (2004), and Tittle (2004) offered critical perspectives about public sociology and its efficacy. The four issues of Volume 83 each included several articles under the heading of “Public Sociologies.” The focus on public sociology under Blau’s editorship was brief, with only a few papers and commentaries in the four issues of Volume 83. Some objected to the idea of public sociology and the policy of dedicating a section of a generalist journal to one substantive branch of sociology (Deflem 2005). Blau viewed the commentary and debate section as “a cautious experiment.” Once Peter Uhlenberg became editor in December 2005, the experiment ended. The ongoing debate in Sociology as to the role that sociologists can (and should) play in public life (Lozano 2018; Clawson et al. 2007; Burawoy 2004) is reminiscent of the tensions that Odum encountered in the 1920s between *Social Forces* as a vehicle for informing the public as opposed to the scholarly community.

Organizational Changes

At around the same time (2003), Howard Aldrich assumed the chairmanship of the UNC Sociology Department. An organizational sociologist, Aldrich began to examine the journal’s production and cooperative relationships. Discovering a number of inefficiencies and disadvantages (from the journal’s point of view) in the way the *Social Forces* was managed, he severed its long-standing (since Odum) linkages to UNC Press, as well as to the Odum Institute (for a summary of the transitions that took place, see Aldrich, <https://sociology.unc.edu/howard-aldrich-2003-2014/>).

Social Forces then moved to a self-publishing model in 2005–2006, though UNC Press continued to manage the subscription process and the printing of the journal for several more years. The self-publishing model was set up by the new managing editor of the journal, Jane Shealy, who had considerable experience in the publishing industry. ScholarOne took over submissions in December 2007 to consolidate and organize the previous email submissions.

Arne L. Kalleberg became editor in July 2010. He had been a member of UNC’s Sociology department since 1986, and its Chair from 1990 to 2000. The beginning of his editorship coincided with a change in the publisher of the journal. The success of the self-publishing model (and the profitability of *Social*

Forces) led to considerable interest on the part of commercial and university presses, who were eager to publish the journal. Aldrich solicited proposals from various presses, and finally decided on a 10-year contract relationship with OUP 2011–2021, which was renewed for another 10-year period.

OUP offered the journal considerable advantages: its experience with professional journal publication enabled the journal to keep up with best practices; its global marketing experience; and its financial support. A new website, <https://academic.oup.com/sf>, was created that made fully searchable digitized versions of all material published in *Social Forces* back to Volume 1, Issue 1 available to subscribers. The Table of Contents of every issue and abstracts of every article were also made freely available. An “Advance Access” section was established that made accepted papers available online as soon as they were copyedited. Readers were able to sign up to receive copies of Tables of Contents and Advance Access alerts each time an issue or article was published online, as well as receive email alerts when new content that matched criteria that they had chosen to track was published. Finally, an open access option gave authors the opportunity to pay a fee to have their articles made freely available on the journal’s website.

The relationship with OUP enabled editor Kalleberg to make significant shifts in the primary format of the journal. Authors were given the option to include virtual appendices and supplements, as readership moved from print to the web. The practice of publishing short (5,000 words or less) empirical research notes was discontinued. Book reviews were published online only and listed in the print issues. The movement of book reviews online was the most dramatic alteration in the organization of the journal since its inception, signaling a shift from print to online mediums and readership.

The separation from the SSS also provided an opportunity for *Social Forces* to move forcefully in a global direction. This was represented by dropping “Affiliated with the Southern Sociological Society” from the subtitle starting with the September 2012 issue. Henceforth the title of the journal was *Social Forces: An International Journal of Social Research*. The official break with SSS and the adoption of a new title symbolized and institutionalized the global focus of the journal. This also reflected a long-term international trajectory away from its regional focus on the American South.

Topics: 2000s–2020s

The 2000s solidified the global focus of *Social Forces*. In the late 2000s, each issue included a special subsection on global research and at least two papers on non-U.S. contexts and global/comparative work. This research studied world systems theories, globalization, modernization, comparative/historical research, and deindustrialization. The issues of *Social Forces* that featured sociology from different parts of the world were a forerunner to a more systematic approach to globalization. Although *Social Forces* had always published comparative and international research, the journal now adopted an explicit strategic goal of becoming the leading international social science research journal in the world (see Kalleberg 2011).

This strategy had several main components. First, a new, large international editorial board was created (representing 49 countries in 2022) and charged with identifying high quality research emanating in their countries and encouraging authors to submit their best work to *Social Forces*, in addition to reviewing submissions. Second, links were established to other country sociological associations (currently 8: Brazil; Canada; Germany; Israel; Japan; Norway; South Korea; and Taiwan); affiliated countries were denoted on a world map that now appeared on the back cover of every issue of *Social Forces*. Third, priority was given to publishing research that is comparative and cross-national in content, and authors were encouraged to consider the comparative implications of their research, even though the data analyzed might be from a single country. Finally, efforts were made to increase the journal's readership by scholars in countries across the globe, a goal aided considerably by the partnership with OUP, given its extensive international marketing operation and well-established presence and reputation internationally. In the social sciences, the growing availability of cross-national datasets, such as the World Values Survey and Global Barometers surveys, further facilitated publishing global content.

An indicator of the proliferation in global focus of *Social Forces* was the dramatic increase in the proportion of articles with international content that began in the 1980s and has continued to rise since then (Kurzman 2022: figure 1). This increase has been especially rapid since 2010, as the percent of internationally focused articles published in *Social Forces* began to exceed considerably those in *ASR* and *AJS* (Kurzman 2022: figure 2).

Global comparative research moved beyond Western/Northern core nations to include non-Western and Southern nations as well, such as the Middle East, Africa, South Asia, and Latin America (Brenner 2014; Hughes and Tripp 2015; Telles and Torche 2019). There was also a significant increase in research on global immigration and labor flows, particularly between the U.S. and Mexico and on the long-term and intergenerational outcomes of migrants and other displaced peoples like refugees (van Tubergen 2010; Ponce 2019).

Interdisciplinary research grounded in sociology grew in the 2000s, such as economic sociology, environmental sociology, and social medicine. Articles addressed emerging, pressing social issues, such as genetic technology and gene-environmental interactions and epidemiology (Nielsen and Roos 2015), and the social forces that affect mental and physical health.

Moody et al. (2022) identify areas of sizeable recent growth. Some are long-standing topics, such as incarceration. Research on gender has grown substantially, especially on gender and inequality, and gender and household labor. So, too, have studies of social movements and social networks, long-standing topics represented in *Social Forces*.

Authors

Accompanying the rise of international content in *Social Forces* was the growth in the proportion of articles that were authored by scholars outside the United States. Moody et al. (2022: figure 5) show that the proportion of *Social Forces'*

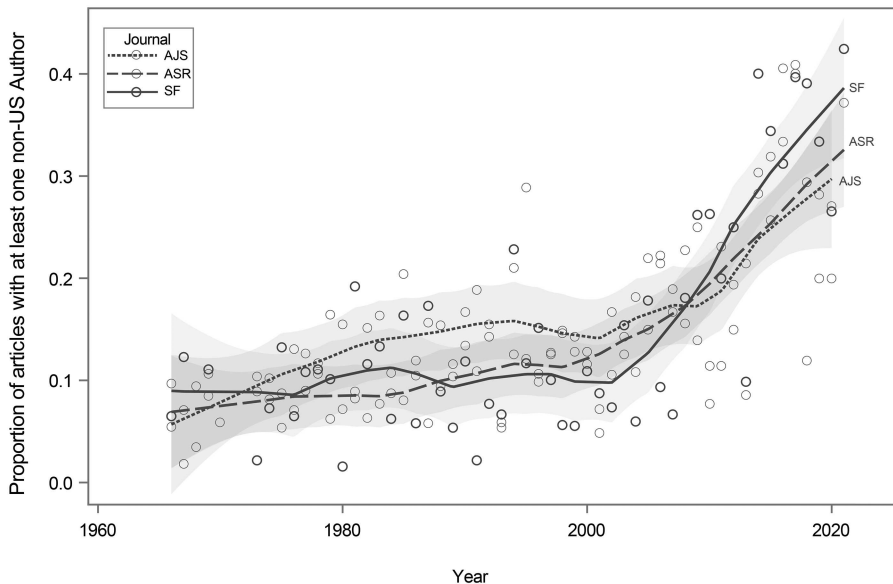
authors with a non-U.S. address increased sharply after 2000, from about 10% to nearly 40%. Figure 6 shows this pattern characterizes *ASR* and *AJS* as well, though the proportion of non-U.S. authors is greatest for *Social Forces*.

The proportion of articles in *Social Forces* authored by women has also steadily increased (see Moody et al. 2022: figure 6), a pattern that also characterizes *ASR* and *AJS*. Figure 7 shows that *Social Forces* had significantly more women authors in the early years and through the 1980s and early 2010s, but the gender composition of authors in the three journals converged after that.

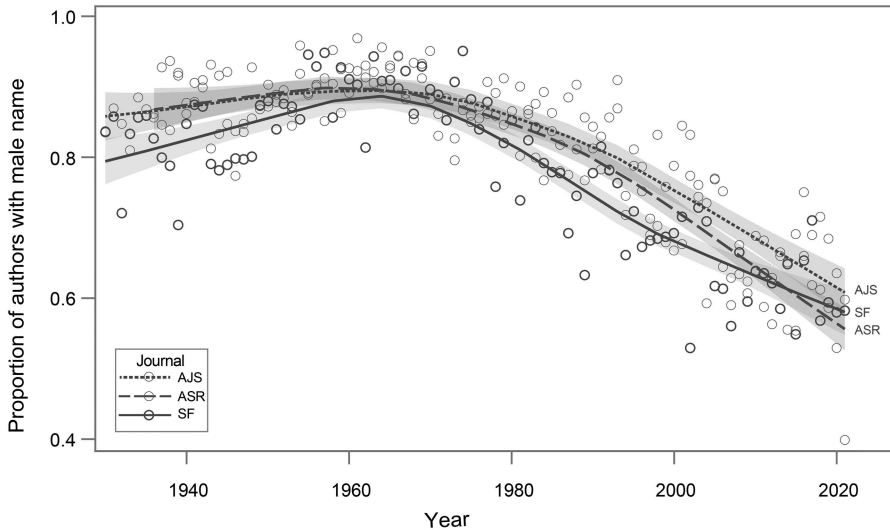
Technological Innovations in Journal Publishing

Innovations in communications technology greatly facilitated the internationalization of *Social Forces*, enabling online article submission, reviewing, and revising. It also enabled the creation of an online archive of all *Social Forces* content and the opportunity for authors to post supplementary material to published articles. Technological innovations also made widely available large numbers of metrics that could be used to readily compare journals in terms of characteristics of the publication process (such as timeliness of decisions, rejection rates) and their impacts (usually measured by citations to articles published in the journal). The most common indicator is the Impact Factor (IF),

Figure 6. Proportion of Articles with at Least One Non-U.S. Author in *Social Forces*, *ASR* and *AJS*



Note: Points represent the proportion of addresses listed on papers each year with a non-US address. As address listing is inconsistent, the sample is limited to years where at least 20 papers had matchable addresses (cf. Moody et al. 2022). Includes notes, comments, and replies. Shaded regions are 95% confidence limits.

Figure 7. Proportion of Authors With Typically Male Names, *Social Forces*, *ASR* and *AJS*

Note: Sample limited to authors with full first names that could be matched to gender-by-name distribution databases (i.e., social security records) (cf. Moody et al. 2022). Includes notes, comments, and replies. Shaded regions are 95% confidence limits.

which measures the average number of times an article published in a period is cited; it is calculated as the ratio of citations to articles published in the journal over a 2- or 5-year period divided by the number of articles published. The IF was devised by Eugene Garfield, founder of the Institute for Scientific Information (ISI) (e.g., Garfield 2006). Thomson Reuters, the successor to the ISI, began producing computer-generated citation reports for social science journals in the form of the Social Science Citation index in the mid-1970s.²³ As a widely available and conveniently quantifiable measure, the IF has become increasingly important in academic evaluation.

The IF is affected by numerous factors. For example, small numbers of articles contribute disproportionately to the IF (see Baum 2011). Moreover, the IF ratio depends not only on citations, but the number of articles published; as shown above, *Social Forces* publishes considerably more articles per year than either *ASR* or *AJS*, both of which have higher IFs. Especially problematic is using a journal's IF to indicate the quality of a particular article (Baum 2011; Jacobs 2016). Thus, the IF can be misleading when used as a sole measure of journal quality, a caution raised by Garfield (2006) over 15 years ago. To supplement the IF, some have suggested alternative measures, such as the use of Hirsch's H-Index using Google Scholar (Jacobs 2016).

Technological innovations led to new metrics. Although citations have been used by librarians since at least 1927 to decide whether to subscribe to a journal (Cohen 2020), librarians are increasingly buying bundles of journals based on download statistics or "eyeballs." To this end, Altmetric attention scores are

used to gauge journal engagement from traditional and social media (<https://www.altmetric.com/about-our-data/the-donut-and-score/>).²⁴ This score reflects the attention the article has received from all sources including news, blogs, policy, Twitter, and other forms of social media.

Conclusion

The 100 years of *Social Forces* encapsulate broader developments in topics, methods, and theories in Sociology and the social sciences, as well as changes in journal publishing. Howard Odum had a profound influence on the trajectory of *Social Forces*, transforming it from a journal initially devoted to studies of the South and social problems, to a leading journal of empirical social science research on contexts across the globe. He hoped the empirical contributions of the journal would aid what was then regarded as the progressive cause in the U.S. South; the emphasis on sociology's responsibility to address important public issues, such as racial injustice, has remained essential to the journal. His insistence on using empirical research to address important social problems and issues has been embraced and implemented by a succession of editors, all professors in the Sociology Department at the University of North Carolina at Chapel Hill. Subsequent editors Jocher, Vance, Johnson, and Wilson diversified the topics and professionalized the journal's publication process. Simpson's long editorship further professionalized the review process and saw a rise in the globalization of the journal's research and authorship. Subsequent editors further internationalized the journal and digitized the publishing process, a change facilitated considerably by the partnership between *Social Forces* and OUP.

The topics published in *Social Forces* have waxed and waned over the years, as shown in the bibliometric analysis by Moody et al. (2022) in this issue. As in Odum's time, when topics related to the South and regionalism were emphasized, articles in the journal have continued to reflect social problems and debates, as well as broader developments in sociology and the social sciences. The editors' unique styles and approaches to the journal—such as Odum's insistence on regular editorials, Wilson's advocacy for blind review, Blau's forum for public sociology—influenced the journal's contents, authors, and structure. Differences among editors in defining the purpose of sociological research and the public-facing role of the journal reflect the ongoing debate about the extent to which sociology is and should be emancipatory. Journal topics and patterns of authorship were also shaped by broader contours of the discipline. The ebb and flow of women's authorship, for example, reflect the presence of women in social work and applied fields in the journal's first two decades, precipitous decline in women in higher education in the first two decades after World War II, and proliferation of women in the discipline since then.

The journal's publication process has changed considerably, from invited pieces to double-blind peer reviewed articles, from paper copies of submitted articles dispatched via the U.S. mail to digital files sent via the internet, and from opinion-based editorials to full-length empirical manuscripts. The internet has

enabled scholars from all over the world to easily submit and review papers, extending both the global reach of the journal and increasing international scholars' opportunities to publish their research. The inexorable shift to online publishing from paper copies of the journal (as was done with book reviews) further enhances the accessibility of the journal to readers worldwide.

These shifts in journal publication are shared by other journals, such as *ASR* and *AJS*, reflecting a coercive isomorphism arising in the institutionalization of the discipline. These journals draw from similar constituencies, publish on similar topics, and use similar pools of reviewers. Moreover, the internet makes all journals look the same from the reader's point of view, as in the case of advance online access to articles before they are physically published. The proliferation of analytic metrics to compare and rank journals fosters a transformation of journal publication from a scholarly communication system to a scholarly evaluation system (Abbott 2016).

Looking forward, *Social Forces* will hopefully continue its commitment to publishing theoretically grounded, empirical work on the most pressing social issues of the day, as well as diversifying and expanding its authorship and content. Future editors have the challenging responsibility of maintaining and extending its history as a leader in social science research and a force for progressive social change.

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Notes

1. The relationship between the UNC Sociology Department and *Social Forces* is similar in many ways to that between the University of Chicago's Sociology Department and the *AJS* (Abbott 1999). Albion Small, the founder of *AJS*, was, like Odum, an administratively central organizer, founding the Sociology Department at the University of Chicago. Both men were also strongly committed to social reform, entrepreneurial, and leaders in the discipline of Sociology (both served as presidents of the American Sociological

- Association). Small started *AJS* in 1895, and he, too, edited it until he retired in 1926.
2. Similarly, Albion Small's editorship at *AJS* has been described as having an informal, precarious quality, especially before it became the official journal of the American Sociological Society in 1905. It was heavily subsidized by the University of Chicago Press in its early years (Abbott 1999).
 3. For example, *Social Forces* created a special online issue in June 2020 that featured a collection of previously published articles from the journal on racism, police violence, and racial inequality in response to the nationwide mobilization for Black Lives Matter following the police killings of George Floyd, Breonna Taylor, and Ahmaud Arbery, among others (see also Roscigno 2011).
 4. For example, Gillin (1949) wrote an editorial entitled, "A Unified Science of Human Behavior." Kattsoff (1949) wrote an editorial entitled, "Definition of a Situation: The Jew in America." Sletto closed (1949) the decade with an editorial entitled, "The Role of Sociologists in Public Affairs."
 5. The journal began to expand submissions for commentary from a broader pool of authors, beyond Odum himself and the other assistant editors. For example, Foreman (1950) contributed an editorial on social scientists serving in the military, Bain (1950) discussed the long-life span of social scientists in the field, and Komarovsky (1951) provided insight into teaching sociology at the undergraduate level.
 6. "[*Social Forces*] might very well be said to have been the product of the Departments of Sociology at the University of North Carolina and Columbia University. For it was founded by Howard W. Odum . . . , strongly seconded by Franklin Henry Giddings For it was Professor Giddings' enthusiasm for the journal to be set up as a national medium for sociology and his preparation of a series of leading articles on the scientific study of human society that were the deciding factors in the establishment of the new sociological journal" (Jocher 1945: 291).
 7. Similarly, "The Small *AJS* was a mishmash of would-be professional sociology, impassioned progressivist rhetoric, learned European argument, reports on local social problems, legislative programs, and who knows what else . . . It belonged to a different world, one that seems opaque, confused, and unscientific to us who do not share the conception of sociology common to its readers" (Abbott 1999: 96).
 8. Despite dropping the "Departmental Contributions" subsections like Marriage and Family and Race Relations, the articles generally remained within these original subtopics, including at least one article per issue on community sociology, social work, families, work and occupations, race relations, and government through the 1950s.
 9. The Table of Contents for Volume 14 (October 1935–May 1936) listed four editors in addition to Odum who were members of the UNC Sociology Department: Ernest R. Groves, Jesse F. Steiner, Luther L. Bernard (who was at UNC from 1928–1930), and Rupert Vance. Katharine Jocher was listed as the managing editor. Jesse F. Steiner (1880–1962) was a specialist in

community organization, who worked as a professor in Social Technology at UNC, before joining Odum in the Sociology Department in 1921, publishing frequently in the journal. He later went on to become president of the Pacific Sociological Society at the University of Washington. Ernest Groves was a distinguished sociologist studying family relations who joined the UNC Sociology faculty in 1927. He taught the first course in the U.S. on marriage and the family. Similarly, Albion Small relied on a small group of people (i.e., people who published >3 articles in the first 3 decades) to write for *AJS* (Abbott 1999: 88). This was important especially in the early years of *AJS*, when Small relied on his extensive network of contacts to fill the pages.

10. At the *AJS*, “An editor asked a personal friend, whose expertise and idiosyncrasies he knew well, for an opinion of the timeliness, audience, and quality of a piece of work” (Abbott 1999: 122) (The key here is that the editor trusted the referee, and so reviewers were often colleagues from the editor’s department). Reviewing of manuscripts at *AJS* probably arose during the late 1920s (Abbott 1999:121).
11. About 1,411 authors published two or more articles (out of the >5,600 authors who published at least once); over half (744) of these authors published 2 articles (the modal number of publications). The most articles were published by Odum and F. Stuart Chapin (21) and Luther Bernard (20).
12. This was the case, for example for the *American Sociological Review*, which was supported by a large proportion of the ASA dues and over which the ASA exerted editorial control.
13. The formality of this relationship changed over the years, from the Odum/Jocher era—when *Social Forces* was regarded as the official journal of the SSS, and there was a formal, year-to-year contract that stipulated the financial relationship between the two—to the view that the SSS “. . . has never had a formal contract with *Social Forces*, rather we have had a long-standing informal agreement . . . [this was a] weak, informal, and implicit contract” (Rubin 2012: 2–3).
14. From SSS’s point of view, their financial commitment to *Social Forces* created budget constraints, especially as they were unable to raise membership dues to cover rising journal costs. From *Social Forces*’ point of view, members were getting a good financial deal as their dues did not cover the cost of publishing and distributing the journal.
15. She was also frequently and affectionately referred to as “Miss Jocher” (and Dr. Jocher or “Teach” by her former students). The term “Miss” was common among academics in the 1930s and 1940s. Even married women used “Miss” in academics to signal their rejection of the more patriarchal “Mrs.”
16. Toward the end of Jocher’s editorship, the IRSS was able to employ an editorial secretary who also served as managing editor of *Social Forces*. Our emphasis here on the role played by the journal’s editors should not obscure the invaluable contributions of women such as Norma Scofield and Priscilla McFarland. For instance, Scofield also produced the 50-year index of *Social Forces* (Johnson and Johnson 1980: 99).

17. According to Abbott, “Double-blind reviewing was first tried in sociology [in 1956] by Leonard Broom” [he became *ASR* editor in 1955] . . . “Within two years (in January 1958), Rossi proposed it for *AJS*” (Abbott 1999: 145) and it was enacted by Peter Blau when he became editor of *AJS* in 1961. Broom’s motivation appears to be his concern that reviewing be of submissions rather than persons, noting that some of the major sociology journals “looked like house organs.” Abbott suggests that Broom appears to be referring to *AJS* and perhaps also to *Social Forces*.
18. Johnson was as much an anthropologist as sociologist. With a sideline in folklore, Vance had historical interests that few demographers these days share, but Wilson was a “sociologist’s sociologist.” Rumor has it that when Paul Lazarsfeld was elected president of the ASA and went to Robert Merton to ask what he should read to learn something about sociology (his training was in mathematics and psychology), Merton referred him to Wilson’s introductory textbook (John Shelton Reed, personal communication, May 1, 2020).
19. The number of articles published each issue increased dramatically over the 1970s: an average of 10.5 articles per issue in 1972 compared with 18.75 articles per issue in 1979.
20. It is interesting that Everett Wilson, who edited *Social Forces* in the 1970s, stopped publishing articles on teaching (though articles on this topic had steadily declined since the 1950s); he was a master teacher who taught pedagogy to graduate students at UNC and received the ASA Distinguished Contributions in Teaching Award in 1980.
21. *Social Forces* published a special issue in June 1995 on interdisciplinary research in sociology. Gove (1995) wrote the introductory piece, and the issue included articles on the boundaries between sociology and economics, political science, social psychology, history, religion, and biology.
22. Not all members of the Southern Sociological Society are from Southern institutions.
23. The IF is based on the Thomson-Reuters Web of Science. It considers only citations that appear in the ISI list of journals; articles that are cited in books, unpublished sources, or non-included journals are not counted. A more accurate count of citations might be provided by Google Scholar, which counts all work that is cited anywhere within reach of its algorithms (e.g., is not password protected), including articles cited in books, conferences, journals, and unpublished pieces.
24. The article in *Social Forces* with the highest Altmetric score (1465, accessed April 18, 2022) is Levanon, England, and Allison’s (2009) “Occupational Feminization and Pay: Assessing Causal Dynamics Using 1950–2000 U.S. Census.”

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