



**1998 COOLEY-MEAD AWARD
RECIPIENT**

David R. Heise, Indiana University

David R. Heise, Rudy Professor of Sociology at Indiana University, will receive the 1998 Cooley-Mead Award for distinguished and lasting contributions to the field of sociological social psychology. Professor Heise was the first to develop the control system perspective on role-identity, identity meanings and social action that dominates structural symbolic interaction today. His own version of the control perspective, affect control theory, is a sophisticated, mathematical statement of how people act to maintain meanings in social interaction. His initial book-length statement of affect control theory, *Experiencing Events: Affect and the Construction of Social Action* (Cambridge University Press, 1979) has inspired work in Canada, Northern Ireland, Germany and Japan, as well as the United States. Affect control theory also has influenced the growing sub-field of sociology of emotions, making explicit how emotions act as a social signal of how events are maintaining or disconfirming identities that are evoked by the definition of the situation. Professor Heise also made key contributions to both social psychology and the larger discipline in methodology. In his early career, he was known for his work in structural equation modeling and measurement models. He served as editor of *Sociological Methodology* from 1974-1976, and published *Causal Analysis* (Wiley-Interscience, 1975) during that period. He also edited *Sociological Methods and Research* from 1980-83. Later, he became interested in the formal analysis of qualitative data, developing a system called Event Structure Analysis. ESA has had an impact both in the analysis of field observations (cf. "Event structure models from ethnographic data" with Bill Corsaro in *Sociological Methodology* 1990), in the larger discipline through its application to historical analysis, and in artificial intelligence (cf. "Artificial social intelligence" with Bill Bainbridge and others in the 1994 *Annual Review of Sociology*).

Professor Heise received undergraduate degrees in journalism and mathematics from the University of Missouri in 1958 and 1959. After working for periods as a technical writer and research assistant at the University of Chicago, he joined Fred Strodbeck's NIMH Fellowship Program, receiving his M.A. in Sociology in 1962 and his Ph.D. in 1964. He was a post-doc and Assistant Professor at the University of Wisconsin in the mid-to late-60s, where he published much of his dissertation work on needs and values, the early impression-formation work that laid the groundwork for affect control theory, and many often-cited methodology papers. After a brief period



by

Lynn Smith-Lovin, Chair
Cooley-Mead Award
University of Arizona

from 1969-71 as Associate Professor at Queens College of CUNY, Heise became Professor of Sociology at the University of North Carolina at Chapel Hill. He published two edited books on personality and social structure – *Personality and Socialization* (Rand McNally, 1972) and *Personality: Biosocial Bases* (Rand McNally, 1973), his major methodological statement on *Causal Analysis* (Wiley Interscience, 1975), and served as editor of *Sociological Methodology* during his years of peak visibility as a methodologist in the mid-70s. In 1973, he presented the first public statement of the control theory ideas at the Southern Sociological Society meetings, "A control system model for norms, attitudes and behavior." In the late 70s, the first formal statements of Affect Control Theory began to appear, first in *Behavioral Science* (1978) and in his book *Experiencing Events* (Cambridge, 1979). After inspiring a generation of young social psychologists (and quite a few psychologists and anthropologists) at North Carolina, Professor Heise moved to Indiana University in 1981, where he became Rudy Professor in 1990. At Indiana, he continued to work with students on affect control projects, including some of the major international efforts in Japan and Germany. His colleagues spurred his interest in the sociology of emotions, which led to elaborations of the affect control model in *Analyzing Social Interaction: Advances in Affect Control Theory* (with Lynn Smith-Lovin, Gordon and Breach, 1988) and in the representation of qualitative data, which led to the development of Event Structure Analysis.

In addition to his own scholarly contributions, Professor Heise has helped administer NIMH training programs at Wisconsin, North Carolina and Indiana that nurtured generations of students in methodology and social psychology. Throughout his career, he has contributed fundamental ideas that inspired students, a wide range of methods with which to approach those problems, and a generous social support to foster the careers of others. His career contributions to both sociological social psychology and the wider discipline made him an enthusiastic, consensus choice by this year's committee, which was composed of myself as chair, Viktor Gecas, Peter Kollock, Catherine E. Ross and Cecilia L. Ridgeway.

Professor Heise will give the traditional Cooley-Mead lecture at the American Sociological Association meetings in San Francisco. The Cooley-Mead committee invites all section members to attend and help in honoring this exceptional career. ♦