

Glutz receives Abigail Allen Award

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Beth Glutz, a senior psychology major with a minor in Women's Studies, is this year's student recipient of the Abigail Allen Award at Alfred University. The Women's Studies Program faculty annually presents the award to the student who has contributed to the Alfred University campus and the community by "improving the lives of women's lives today and whose exceptional efforts deserve recognition." Abigail Allen, wife of AU's second president, Jonathan Allen, "dedicated her life's work to advancing the cause of coeducation and encouraging women to pursue higher education. In doing so, she contributed immeasurably to improving the quality of women's lives on our campus and in the wider community." The award is particularly noteworthy for the Alfred University community because AU, founded in 1836, was the first institution of higher education in New York, and only the second in the nation, to educate women on the same basis as men. As part of the requirements for her Women's Studies' minor, Glutz conducted a survey, "Examining the Business World: Feminist Perspectives," under mentor Dr. Frances Viggiani, professor of business. She examined "several issues concerning gender and feminism in business and business education," concluding that a Women's Studies course for students in the College of Business would be useful. of students in the College of Business at Alfred University to determine if a women's studies course should be added to the business curriculum. The results indicated that one should be offered, Glutz said. Also under the mentorship of Viggiani, Glutz conducted an analysis "Does Gender Matter: Evidence from an Exploratory Study in Car Sales." Based on studies showing women are purchasing more cars, Glutz examined whether salespeople recognized women's abilities to purchase "big ticket" items like cars, and whether they made assumptions about how much women know about cars. She conducted interviews with a number of car salespeople and determined that perceived economic class was more important than gender in determining how salespeople regarded their customers. She also conducted an analysis of four magazines for a study on "face-ism," called "Media images: women, men, faces, bodies," with Dr. Karen Porter, professor of sociology, as her mentor. She looked at how gender was represented in articles, rather than advertisements, and concluded that when the magazines wanted to symbolize intelligence, they used only the person's face. If the photo used a full-body shot, it focused more on beauty and attractiveness. She found Ms. Magazine targeted toward women and Time targeted toward men, with the opposite sex not depicted at all. Cosmopolitan and Rolling Stone were also aimed at specific genders, but in an outright sexual manner. Glutz is the daughter of Donald and Lenore Glutz of Bates Street, Youngsville, PA, and is a graduate of Youngsville Middle-Senior High School.