Junk Food Relationships: The Allure and Appeal of the Non-Nutritional Hookup Culture

There is a lot of media hype around the topic of hookup culture, as seen as recently as the September 2015 article “Tinder and the Dawn of the 'Dating Apocalypse’” in Vanity Fair¹. Add to this the morass that many colleges and universities find themselves in when trying to handle sexual assault allegations and it's no wonder that people of all ages are feeling outraged, frightened, and just plain confused. This talk aims to clear up the confusion surrounding what hookup culture is, why it isn’t a myth, why it is something new, and if and how this intersects with rape culture and the rise of sexual assaults on college campuses. And then we will talk about what to do about this moving forward. This is a talk for women and men of all ages because while much of the media attention about hookup culture focuses on college students and Millennials, it ultimately affects all of us.

Stephanie Amada is an Assistant Professor in the Department of Writing, Rhetoric, and American Cultures, as well as affiliated faculty with the Center for Gender in Global Context at Michigan State University. She became interested in researching hookup culture in 2010 when teaching a writing class titled Women in America and her students began talking with her about their various concerns they had surrounding hookup culture on campus. The class quickly become focused on the topic of hookup culture, and since then Stephanie has led student-centered research projects on the topic that have resulted in undergraduate presentations at national conferences. Stephanie speaks often to student organizations about hookup culture, has written a book for college women on the topic, and is launching a hookup culture podcast this fall.

¹www.vanityfair.com/culture/2015/08/tinder-hook-up-culture-end-of-dating

This event is free and open to the public.