



# March Madness, Mascots, and Milkshake Ducks: A Social Psychological Perspective on Reactions to Sister Jean

Scott P. King  
(Visiting Lecturer, Shenandoah University, USA)

June 21, 2018  
1-2.30 p.m., 02-102 (Philo II)



Sister Jean Dolores-Schmidt, a 98-year-old nun and team chaplain for Loyola University Chicago, became a sensation in both social and traditional media during her school's underdog run to the 2018 USA collegiate men's basketball tournament semifinals. In this presentation, I examine her rise in popularity, and subsequent backlash to that popularity, through the lens of social psychological theories on aging and stereotypes, using Twitter as a basis for qualitative analysis.

**Scott King is Associate Professor of Psychology at Shenandoah University in Winchester, Virginia, USA and Visiting Lecturer in the Obama Institute at JGU Mainz.**