

**ViewPoint** features candid conversations with prominent health behavior scholars. The column focuses on the human or interpersonal side of research and addresses such topics as how renowned researchers were initiated into the world of research, why they continue to do it, personal challenges encountered over the years, ingredients necessary to be a success as an investigator, key characteristics and qualities of inspirational mentors, sources of consternation, challenges that lie ahead, hot topics worthy of pursuit, and books and materials that are must reading. The intention is to share the viewpoints and thinking processes of our leading health behavior scholars. We hope that the column will be an inspiration to young and seasoned scholars alike.

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Dr **Jennie Jacobs Kronenfeld** is a professor in the sociology program in the School of Social and Family Dynamics (SSFD). She received her degrees in sociology from Brown University. She has previously taught at the University of Alabama in Birmingham, in the School of Public Health at the University of South Carolina, and in the School of Health Administration and Policy at Arizona State. Throughout her career, she has maintained her interests in her home discipline of medical sociology, as well as having taught in schools of public health and in programs in health administration. She conducts research on a variety of health topics, especially in preventive health behaviors, health policy, and health across the life course. She has conducted research on a variety of issues focused on child health, including safety and other preventive health habits. She also has conducted research related to aging as well as research with working-age adults such as her work on work-based health promotion projects. In the areas of health policy, she has authored *Health Care Policy: Issues and Trends* (Praeger, 2002) and coauthored *Healthcare Reform In America* (ABC-Clio, 2004). In the area of child health, her research on SCHIP (state child health insurance program) has been published in a book titled *Expansion of Publicly Funded Health Insurance in the U.S.* She previously published another book related to child health and school-based health clinics titled *Schools and the Health of Children* (Sage, 2000). She is the editor of the Elsevier Series *Research in the Sociology of Health Care*; coeditor of *Health*, a British-based social science journal; and on the editorial board of *Journal of Health and Social Behavior*.

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