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Margaret J. King, Ph.D., is Director of the Center for Cultural Studies & Analysis, a Philadelphia-based think tank that studies perception of value and decision-making. She is an internationally-recognized authority in the relationship between culture, education, and entertainment in such venues as theme parks and museums. She earned the first graduate degree in Popular Culture, and wrote first academic appreciation of the theme park as a cultural phenomenon ("Disneyland and Walt Disney World: Traditional Values in Futuristic Form," Journal of Popular Culture, 1981.) She authored the definition of the theme park for The Guide to US Popular Culture, the entries for Disneyland and Walt Disney World for the Dictionary of Popular Culture, and defined both the theme park and the museum for The Encyclopedia of Popular Culture and the Encyclopedia of American Studies. Her work on theme parks includes publications in Museum News, International Popular Culture, Journal of Popular Culture, and ICOM Museum. She has served as an advisor on the influence of culture on guest behavior, design, and decision-making to venues as diverse as Walt Disney Imagineering, Six Flags, NASA, and museums and destination resorts worldwide.

As Director of The Center for Cultural Studies & Analysis, her research ranges from themeing design and effects, theme parks, museums, the popular arts, the nature of creativity, film, television, cross-cultural issues, and marketing, to audience assessment, consumer psychology, decision-making, and culture theory.

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