2nd Annual Cal Poly Pomona Student Research Conference  
March 7, 2014  
University Library, Oral Presentations from 1 to 4 pm  
Bronco Student Center (Ursa Minor), Poster Session and Reception from 4 to 6 pm

**Lead Author:** Julio Pizano  
**Degree objective when research was completed:** Bachelor's  
**Major:** History  
**College:** CLASS  

**Co-presenter(s):** Not applicable  

**Faculty Mentor(s):** Dr. Rachel Van

**Session 8:** University Library - Events Room 4829  
**Time of Presentation:** 2:15 PM

**Presentation Type:** Oral presentation

**Project Title:** Passed From the Hands of Mexico to that of the United States: The Americanization of Santa Barbara, 1840-1880.

**Synopsis:** Americanization in Santa Barbara from 1840-1880 was a complicated process not simply of conquest, but one of adaptation and shifting tactics of power and influence.

**Abstract:** In 1848, Santa Barbara officially became part of the United States along with the rest of California as part of the treaty negotiations ending the Mexican-American War. But while the treaty made Santa Barbara a part of the nation, this project contends that Americanization was a far more complex process. Thus, this project examines the experiences of key residents of Santa Barbara from 1840 to 1880, focusing on three arenas: political contributions, economic values, and kinship strategies. It shows that "Americanization" was complicated by significant contributions from individuals of both Yankee and Californio backgrounds in each of these arenas. The process of Americanization was not simply one of conquest, but involved competing visions of what kind of American town Santa Barbara should be. Rethinking the Americanization as a process that involved adaptation as well as negotiating new meanings of power and influence, this research highlights the importance of how the diverse modes of Americanization are understood for not only southern California and the American West, but other spaces of national and imperial expansion as well.