

RONALD E. McNAIR 2010



Summer Research Journal

Volume 15



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

TRiO

RONALD E. McNAIR
POST-BACCALAUREATE
ACHIEVEMENT PROGRAM

2010 Ronald E. McNair Summer Research Journal — Volume 15



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About TRiO Programs

TRiO refers to six programs funded by the Title IV of the Higher Education Act of 1965. The original TRiO Programs are Upward Bound, Talent Search, and Student Support Services. The name TRiO was retained even though more programs were added. The additional programs are Educational Opportunity Centers, the Ronald E. McNair Post-Baccalaureate Achievement Program, and a training program for TRiO staff. In general, TRiO programs are focused on providing educational opportunities to first-generation college students who come from low-income families and students with disabilities.

About Ronald E. McNair

Ronald Erwin McNair was born on October 21, 1950, in Lake City, South Carolina. He attended North Carolina Agricultural and Technical State University, where he graduated magna cum laude in 1971 with a Bachelor of Science in physics. He continued his education at the Massachusetts Institute of Technology, earning his Ph.D. in 1976 and went on to become a recognized expert in the field of laser technology with the Hughes Laboratory. In 1978, McNair realized his dream of becoming an astronaut; selected from a pool of ten thousand applicants for the space shuttle program, McNair became the second African

American to fly in space. After his death aboard the space shuttle Challenger in 1986, Congress approved funding for the Ronald E. McNair Post Baccalaureate Achievement Program, which is dedicated to the support and promotion of the high standards of achievement exemplified by McNair. Those who knew McNair characterized him as fearless, determined, and accustomed to applying all available resources to any problem he faced.

The Ronald E. McNair Post Baccalaureate Achievement Program at The College at Brockport, State University of New York

Designed for first-generation and low income students as well as students from groups underrepresented at the doctoral level, the Ronald E. McNair Post Baccalaureate Achievement Program at SUNY Brockport encourages talented students to pursue a doctoral degree. The program promotes graduate studies by providing participants with seminars and workshops germane to the pursuit of graduate education, a mentored summer research experience, and opportunities to present this research at professional conferences.

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Introduction and Acknowledgements

Barbara J. Thompson

Project Director, Ronald E. McNair Post
Baccalaureate Achievement Program



Dear Readers

I am pleased to introduce you to the 15th volume of the Ronald E. McNair Summer Research Journal. This journal is a compilation of the work our scholars complete each summer as they learn to conduct research in their chosen field.

Under the guidance of dedicated faculty members, McNair scholars design and implement projects that teach them the fundamentals of creating and using knowledge and provide them with their first taste of the graduate and professional world they are preparing to enter. The Summer Research Program takes our students beyond the average undergraduate experience, setting them apart from their peers as it elevates their education to a level not usually available to students pursuing a bachelor's degree.

I am sincerely grateful to the 40 faculty members who invest so much of themselves in moving our students forward. The expertise and encouragement they provide is critical to the success of our McNair scholars, not only during their undergraduate years, but most importantly when they enter the competitive world of graduate school. The fact that 179 of our 458 McNair alumni have successfully earned master's degrees, 22 JD's and MD's, 4 EdDs and 29 PhDs is a tribute to the

quality of the work our mentors expect and elicit from their students. Those involved in nurturing our future professionals in this manner deserve to be highly recommended.

I look forward to seeing our scholars enter the ranks of academia and continue the process of personally investing in future generations, passing on what they have received through the dedication of our mentors, program staff, and campus community

Acknowledgements

The McNair staff would like to take this opportunity to thank Dr. John Halstead, Dr. Anne Huot, and Dr. Michael Fox who have assisted in strengthening our program this past year. While the Office of Academic Affairs administers the program, the support base represents a university-wide commitment to achieving our program goals. The U.S Department of Education, other TRIO Programs, the Research Foundation and the entire institution collectively lend their efforts to the program's success.

The North American Free Trade Agreement and its Devastating Effects on Rural Mexicans

Eleanor Arguizoni

Mentor: Anne MacPherson, PhD
History



This research began with the question, “How has the North American Free Trade Agreement (NAFTA) affected rural Mexicans?” and more specifically “How has NAFTA affected US-Mexico Migration?” To find the answers to these questions I used a quantitative approach. NAFTA is a free trade agreement between Canada, the United States and Mexico. My research is on how the agreement has affected rural Mexicans and US-Mexico migration. This research is important because people need to understand that immigration and trade are linked. NAFTA liberalized trade in Mexico, removing tariffs from crops that used to be protected, like corn, which is Mexico’s main crop. NAFTA took some of the smallest most hard off producers of corn in Mexico and placed them against competitors triple their size. Small farmers in Mexico never stood a chance against NAFTA. These farmers then became displaced and in search of employment went to the border to work in foreign owned factories or across the border into the United States. It is important for people to understand the circumstances in which Mexicans are forced to migrate into the United States and the role the United States government has played in displacing them.

My research showed that small Mexican farmers were never taken into consideration when NAFTA was being drawn up. The makers of NAFTA knew that displacement would occur but put no real enforcements in place to stop the process. The Mexican countryside was already hard off before NAFTA and was affected severely by the agreement. Free trade has not benefited the people of Mexico. Mexico is the eighth largest

exporter in the world yet still ranks 54th in human development. Directly related to NAFTA is the repeal of Article 27 of the Mexican Constitution which ended the *ejido* land system. Before the repeal of Article 27 collective farmers could petition the government for land, also known as an *ejido*. The repeal of the article got rid of *ejidos* and privatized land in Mexico, making it available for purchase from foreign countries like the United States. This happened before NAFTA was implemented but the Mexican government knew there would be no NAFTA unless land was privatized. Privatization of land has decreased the amount of small producers in Mexico especially those of corn. Growing corn in Mexico is not only a means of survival but also part of a cultural identity. So when small farmers lose their land they also lose the right to teach their culture to future generations of Mexicans. NAFTA forced 1.3 million Mexicans off their land and into the migration stream. An estimated 500 Mexicans die each year trying to enter the United States. Stricter border policies will not stop Mexicans from trying to cross, it just means they will have to enter from a more dangerous entry point. Until problems are fixed in Mexico, Mexicans will have no choice but to migrate. In 2006, money that Mexicans living in the United States sent back to Mexico totaled \$23 billion. This shows that the reason Mexicans are crossing into the US is to help support their families. The money that is sent back to Mexico helps pay for things the Mexican government will not pay for like education, roads and health care.

Skin Breakdown Prevention in the ICUs

Roshoyah A. Bernard, RN, BSN

Mentor: Dr. Margie Lovett-Scott EdD, FNP, RN
Nursing



The topic of my research is skin breakdown in intensive care unit (ICU) patients. This patient population is susceptible to many skin injuries including tears, pressure ulcers, maceration, excoriation and sores. The research method that will help me to address this problem is the qualitative descriptive design. The qualitative design gives the researcher the ability to describe a phenomenon.

In order to gather qualitative data, I conducted a 15 minute interview with a skin care specialist from the surgical intensive care unit (SICU) at Strong Memorial Hospital (SMH) and an extensive literature review through the search engines Science Direct and EBSCO Host. The format of the interview that I conducted was open ended questions. Using open ended questions allowed me to gather large amounts information from the skin care specialist about current procedures and products being used to combat skin problems in this very susceptible population. The literature review consisted of 13 scholarly journal articles written between June 1993-2010. The literature review allows the researcher to find what has already been studied, what is already known and what has yet to be addressed in the topic of choice. I found that there is a gap in the literature and more research needs to be done on this topic.

There are some pitfalls in the qualitative method of research. One example is the small participant

population when compared to the average amount of participants used in the quantitative approach. For this reason, many qualitative studies are made into case studies. In my research, there is only one participant interviewed: the skin care specialist. When the population is small, it makes research findings difficult to generalize to a larger group of people. Another pitfall of qualitative research is with the data collection. Qualitative data is usually gathered from the participants through detailed interviews, surveys and questionnaires. Therefore data can be skewed by participants with lies or omissions. I conducted a face-to-face open ended interview with a participant which leaves room for skewed data.

The researcher who used the qualitative method has ethical responsibilities. All participants in the research study are required to sign an informed consent document. This form educates the participant about the research study. It includes information on why the study is being conducted, what the advantages and disadvantages of participating, what the participant's role is and most importantly it lets them know that participation is completely voluntary. The participants are informed that they can withdraw from the study at any time. In my own research, I received consent from the skin care specialist.

Multicultural Eating Disorders: The Effects of Culture and Media on the Development of Eating Disorders in America and Ireland

Kristi Buckel

Mentor: Tamara Sullivan, PhD
Psychology



Through the media, book publication, television and movies, awareness of eating disorders is almost a given in today's Western society. As eating disorders have become so commonplace in America, there are few people that can say they do not know anyone that has been affected by an eating disorder. As the concept of thinness is essential to American culture and the presentation of women – and men – to the media at large, the question was posed to research whether or not the same is true for other nations – and if there are any differences in the rate of development, or the causes, of eating disorders.

The purpose of this research study was to examine potential differences between the development and causes of eating disorders in both America and the Republic of Ireland. The initial hypothesis regarding this analysis was that the rate of development in American eating disorders would be significantly higher than that of Ireland, and that the main cause would be the effect of current American media. As eating disorders are on the rise in America, the question was presented as to whether or not that would be true in other Westernized countries, such as Ireland.

To this end, a broad literature review from several disciplines, including psychology, sociology, and religious journals, would be discussed, and specialists within both countries would be interviewed. Articles written by American researchers, Irish researchers, and also articles that were written that could be applied to both countries were collected and reviewed. The interviews conducted, with Doctor Patricia Goodspeed

and Professor Jonathan Culleton, contained similar questions that were tailored for the profession of the interviewee. Dr. Goodspeed is a specialist in eating disorders, namely obesity, and Prof. Culleton is a sociologist that researches women, society, and culture.

The result of this research was that there is no measurable difference between the rates of eating disorders in Western countries, and that culture does, in fact, have a massive effect on the development of eating disorders: Dr. Goodspeed discussed the fact that, upon the introduction of Western media into third world countries, eating disorders develop where there was no prior history of any disordered eating. Furthermore, it was discerned that while media was an influence on both countries, the prevalent religious influence in Ireland may have had an effect on the development of eating disorders there, as there is a connection between religious asceticism and eating disorders.

The contribution of this project to the research of eating disorders is that there is a definitive effect of religion on eating disorders. Throughout the development of the literature review section, it was discovered that that particular subject is not often the subject of intense research; in fact, it was difficult to locate any research on the topic. This brings further questions to the table, such as whether or not religion affects Americans as much as it does the Irish, as well as why (or why not). Another research question that may be posed is if there is a specific religion, or set of religions, that are the most influential in the development of eating disorders, and why.

Examining Homophobia in the African American Community: A Qualitative Study

Felicia Cordero

Mentor: Barbara LeSavoy, PhD
Women Studies



Homophobia is a prevalent issue that plagues all races, genders and classes, but it is compounded further when race is a primary challenge in a homosexual's life. African Americans who identify as homosexual encounter often isolation and conflict on many different cultural and social levels. The history of African Americans being situated as second class citizens and then additionally marginalized due to their gender, class, and sexuality, has influenced the lack of introspection of the African American community on homophobia.

This study seeks to gain a better understanding of the roots of homophobia within the African American community. There are studies that have dealt with homophobia among African Americans and the various reasons for its existence as well as possible solutions, but these studies fall short in exposing personal viewpoints among African Americans living as homosexuals. This qualitative study adds to the cannon of literature and knowledge about homophobia to better understand the roots of homophobia in this community, and from there to gain better insight on how to change homophobic attitudes among African Americans.

This research analyzes four interviews conducted with African Americans who identify themselves as either homosexual or heterosexual. Using a 10 question interview protocol, the research uncovers where homophobic attitudes stem from in the African American community, how African Americans view homosexuality, and ways African American homosexuals experience homophobia. Currently there is not much discussion about homophobia among African Americans as compared to other popular

discourses centered on race, gender and other spaces of identity. By understanding why and where the participants stand in relation to homophobia, this study creates a stronger base for understanding where social change on homophobic attitudes needs to occur.

Homosexuality is understudied in the African American community. Homosexual identity is not one that is widely accepted in the United States. The addition of race and class to this identity further complicates a person's place in society. To be a homosexual is taboo for a person of color, in particular, African Americans. How a nonwhite homosexual navigates in society is very much informed by the support systems or lack thereof available to them. Certain privileges exist for white homosexuals, which allow them some freedoms that make their sexual identity a little more tolerable. Due to racial marginalization, these privileges do not exist for African Americans. Homophobia operates a bit differently in African Americans' lives because of their race, but also because of scrutiny in their own communities. Understanding the roots of homophobia in African American communities will aid in understanding how to eradicate it.

The interviews conducted for this research shed light on often unspoken issues surrounding homosexual attitudes in the African American community. The research conclusions challenge established boundaries constructed around African American sexuality and extend a platform to broaden accepted cultural norms for African American sexual identity.

Celiac Disease and the Quality of Life

RaQuel Heath

Mentor: Denise Copelton, PhD
Health Science



Celiac Disease is an autoimmune disease that affects the villi in the small intestines. The autoimmune disease is triggered by the consumption of gluten, a protein in wheat, barley and rye (Ciacci et al. 2002). The consumption of gluten affects the small intestines by damaging the villi, leaving them flattened and unable to absorb nutrients into the body. (Lee and Newman 2003) This impact on the villi is not permanent; the villi can heal and restore itself by a faithful adherence to a gluten free diet (Ciacci et al. 2002). Individuals with celiac disease have a restricted diet where they are unable to consume typical foods such as pizza, bagels, cookies, cereals, and other foods that contain gluten. Dining out is not easy and enjoying fast food on the run, away from home, is impracticable. Planning meals and gluten exclusion is a primary focus for people with celiac disease. Poor adherence to a gluten free diet can lead to complications and risks. Noncompliance leads to complications of diarrhea, cramps, bloating, and other health risks (Lee and

Newman 2003). Celiac disease is a lifelong condition that is genetically inherited but can be managed.

The purpose of this research was to investigate how a gluten-free diet impacts the quality of life for people with celiac disease. I conducted a literature review to identify the factors that contribute to a variation in quality of life. The literature revealed research focusing on psychological instability, self-ratings of living with celiac disease and delays in diagnosis in the USA. Depression, coping mechanisms and lack of knowledge lead to various perceptions that contributed to the negative experiences of people with celiac disease. Adhering to a gluten free diet, increasing knowledge and acceptance were some positive indicators that contributed to an increase in vitality (Hallert). This project is still in progress and is expected to conclude in 2011.

Are There Leaders and Producers Among Inner City Youth?

Taunja L. Isaac

Mentor: Carvin Eison, MFA
Broadcast Journalism, Media Productions



Are there leaders and producers among inner city youth? My aim is to find out if positive influences can counteract negative influences when trying to build leaders and producers in environments that may breed negative influences. As a Broadcast Journalism student, my purpose is to critique the media's perspective on the inner city youth of my city. Often times, positive structural and functional resources are not promoted in a community and therefore there must be a change in how the children are educated as well as how they spend their free time. Unfortunately, there are not many musical and artistic programs for the inner city youth to attend, even though it has been proven that these programs enhance the academic learning environment by the way children process information. Also, individual expression in art or music can be a foundation for the loner to seek help. These musical and artistic programs are aimed to attract those children in the most imminent danger because the majority do not play sports and are not trying to fit into a clique. The crack in the inner city sidewalks must be sealed so that no more children slide through. The skills gained in these programs also build a strong self-confidence so participants learn to express themselves in a positive way when confronted with negative sources. But since funding for these programs is often among the first to get cut, how can children succeed with no positive programs available?

"The writings of the English philosopher John Locke (1632–1704) and American transcendentalists fostered the view of children as pure and good human beings who learn from experience and, as a result, are

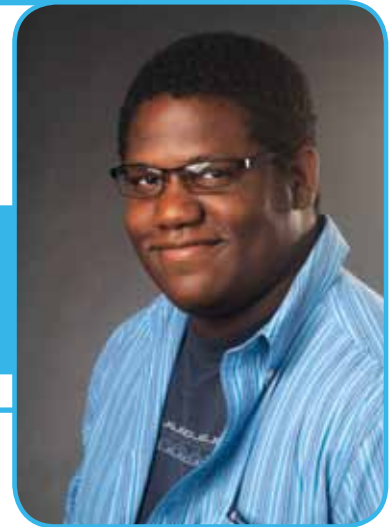
corrupted only by the influence of society." Dr James Cattteral of UCLA, says "I am most interested in at-risk communities and making schools more effective for them." (*A Marriage of Art and Learning*). The English naturalist Charles Darwin's theory of evolution states specifically its premise of environmental influence on behavior and development, contributed to the growing belief that, with appropriate nurturing, children could be molded into successful adults. Since many inner city children have been exposed to corruption, a new way was developed to educate them.

This research project is based on a qualitative method of investigation with permission from the center's director: a signup sheet was posted at a city recreation center. The purpose was for participants to organize and/or perform in a talent show. Sixteen signed up. Four just wanted to help organize. Others said they wanted to perform and learn the process to produce such an event. The children who attended the first meeting ranged from age 7 thru 12; all were very excited to participate. The format of the event was discussed and an itinerary was developed by the children with the adult volunteers as recording secretaries. A DVD will be shot while the participants are in the process of organizing and producing this talent show. The hope is that funding that was being reduced or cut for recreation centers and schools in the neighborhoods that need these programs the most will be re-instated. Conclusions will be submitted at the completion of the research.

Effects of Positive Reinforcement and Response Cost on College Students' Key-Pressing Behavior

Bryan P. Lehning

Mentor: Marcie N. Desrochers, PhD, BCBA
Psychology



The identification and utilization of procedures that increase students' behavior are important. This experiment involves the investigation of the effects of positive reinforcement versus negative punishment on college students' behavior. In operant conditioning, positive reinforcement is the process of increasing behavior through the addition of a contingent stimulus, whereas negative punishment is the process of decreasing behavior through the removal of an appealing stimulus.

Previous research has shown that token economy coupled with different types of supporting reinforcers has been used as a successful tool in managing behavior (Iwata & Bailey, 1974). The focus of studies involving token economy and supporting reinforcers has mostly been on positive reinforcement. Some researchers have claimed that the use of token systems based on negative punishment may lead to detrimental "side effects" due to the technique's similarity to traditional punishment (Iwata & Bailey, 1974). In their study, Iwata and Bailey (1974) compared the effects of reward or positive reinforcement, and response cost, also referred to as negative punishment, procedures on the social and academic behavior of elementary special education students. In the positive reinforcement condition, participants received tokens after they had achieved a preset standard level of behavior and received no tokens when the target behavior was not attained. In the response cost condition, the participants would be fined tokens for not meeting the preset behavior criterion. The results revealed that both of the procedures were equally effective in reducing unwanted behavior and rule breaking.

Munson and Crosbie's (1998) study on the effects of response cost in computerized programmed instruction revealed that response cost improved participants' performance, increased training time, and did not affect reported satisfaction. Squires and Wilder (2010) investigated the way in which rules impact workplace performance by giving employees one of two types of randomly assigned goal-rules, being praise or reprimand, in an alternating fashion. The corresponding contingency identified, being either praise or reprimand, was delivered contingent upon employee goal completion. Only small differences between the reprimand and praise goal-rules were present, which suggests that the type of rule had little impact on performance (Squires & Wilder, 2010).

In this study four college students were instructed to alternately press two computer keyboard keys as quickly as possible. When the criterion was reached in the positive reinforcement condition, participants earned money. In the negative punishment condition participants lost money when the criterion was not met. The participants' rate of key-pressing was recorded and compared between the conditions. The results of this study will provide evidence of the effectiveness of positive reinforcement versus negative punishment with regards to influencing college students' key pressing behavior, which may impact motivation systems' delivery in the classroom.

Trypanosoma brucei: The activity of lipin protein TbLpn

Hannah Lipshutz

Mentor: Michel Pelletier, PhD
Biology



The purpose of this study is to understand the activity of the lipin protein TbLpn of the protozoan parasite *Trypanosoma brucei*, the causative agent of African sleeping sickness in humans and nagana, which affects African livestock. This disease threatens over 60 million people in sub-Saharan Africa and takes the lives of over 70,000 according to the World Health Organization. The hypothesis is that the newly identified protein TbLpn may have a role in phospholipid synthesis and membrane biology of the organism. Antigenic variation of the organism makes a vaccine very improbable. Since *T. brucei* has to synthesize all its phospholipids, TbLpn is an attractive option to study for hopes in drug development. TbLpn is a *T. brucei* homologue of the lipin family and has been shown to interact with the major type 1 protein arginine methyltransferase (TbPRMT1). Counterparts in other organisms indicate that this protein TbLpn is involved in phospholipid biosynthesis.

The aim of my research is to clone the TbLpn gene into the plasmid pGADT7, and to use this cloned gene to verify that TbLpn interacts with TbPRMT1. First, the TbLpn gene was amplified by PCR. Restriction enzymes were then used to create ends of DNA that allowed cloning into the plasmid pGADT7 of *E. coli*. This plasmid contains a gene that confers resistance to ampicillin. The TbLpn DNA was then ligated into the plasmid vector. Following transformation of the plasmid into *E. coli* and plating onto a medium containing ampicillin, allowing for growth of only the bacterial cells that acquired the plasmid, the plasmid was isolated from several colonies. The purified plasmid was then digested with the same restriction enzymes used for

cloning, and analyzed on an agarose gel in order to determine whether the plasmid contained the TbLpn gene. The purpose of introducing TbLpn DNA into this plasmid vector of *E. coli* successfully is then to move onto a yeast-two-hybrid. This will show the interaction between TbLpn and TbPRMT1.

During experimentation agarose gels showed a band of a size larger than desired, around 8,000 base pairs. A success would show 2,500 base pairs, indicative of TbLpn. *E. coli* has grown which suggests that the transformation was successful but turns out to have been an empty pGADT7 plasmid vector. Stages of research have been successful and previous research performed by my mentor has shown success. Some errors may be due to the PCR product not being well digested; this would mean that the gene was not ligated into the plasmid. T4 DNA ligase may not be working properly which would also result in a non-ligated product. Transformation efficiency is also low due to the large size of the plasmid. Trouble shooting includes purifying all compounds including digested PCR and digested plasmid products. This will eliminate any buffer components that may interfere with ligation and transformation. We are also working on blunt-end cloning the TbLpn PCR product into plasmid pJET1.2 which will eliminate the need to digest PCR and therefore problems associated with digesting. This research will continue and move to a yeast-two-hybrid to show that TbLpn and TbPRMT1 interact with each other. This will be important to phospholipid biosynthesis of the organism and future drug making.

The 13th Step: Romantic Relationships in Early Recovery

Shermeeka Mason

Mentor: Kristen Heffernan, PhD
Social Work



“The 13th Step” refers to those in 12-Step Programs attempting to date another member of the program. Even though this step does not exist per se, it reflects the fact that dating in the early phase of recovery is far from uncommon. Ironically enough, addicts living in halfway houses and drug rehab facilities are often advised to refrain from romantic relationships for about a year or so. However, this advice is not based on any scientific research pertaining to relapse and the addict’s involvement with a significant other. The focus of this research project is therefore to determine whether there is a correlation between an addict’s relapse and their involvement in a romantic relationship in early recovery.

Psychotherapists and social workers treating alcohol and/or drug addicts only hypothesize that an intimate relationship could possibly lead to a relapse. Psychotherapist Patrick B. McGinnis states that though an addict’s relapse could be connected to a failing or failed relationship, he knows not of any concrete evidence supporting this possible correlation. Therapist Daniel Linder also attempts to explain an addict’s longing to pursue a relationship in early recovery. According to his Relationship Model of Addiction, addicts have a pathological dependency on relationships because they desire to escape the emotional pain. This emotional pain, Lender continues, usually stems from unmet needs starting during the addict’s childhood. Believing that person could “fill the void,” most addicts attempt to avoid this overwhelming ache by seeking out a romantic relationship—even though more pain or issues with co-dependency may develop. However, Linder is not relying on scientific data to prove this

theory but on his years of working with clients who more than likely relapsed due to their difficulty in maintaining a healthy relationship.

The purpose of this research project is to create a survey to be distributed to various halfway houses and rehab facilities in Monroe County. Questions include: “Are you currently involved in a romantic relationship? If so, for how long?” “Has the relationship ended at any time during your early recovery period? If so, explain briefly” and “If diagnosed with any mental, emotional and/or behavioral disorders, were your romantic relationships ever affected in any way by these disorders? If so, how?” Because of the sensitive nature of the questions, the survey is only being sent to subjects residing in halfway houses and rehabs because, as opposed to those frequenting Alcoholics Anonymous and/or Narcotics Anonymous meetings, people in halfway houses and rehabs have access to social workers and therapists who specialize in alcohol and substance abuse counseling.

For addicts in early recovery to heed the warning that intimacy may be a hindrance to their recovery, scientific data needs to be collected. Clearly, this survey is an extremely important piece of the research puzzle: to determine whether romantic relationships are detrimental to an addict’s early recovery. The hope is that the survey provides actual answers to the question of whether or not a romantic relationship is detrimental to addicts in early recovery. Thus, professionals will be able to give advice based to actual data and not just experience alone.

Childhood Obesity: It Takes More Than Willpower

Kiomi S. Matthews

Mentor: Michele F. Carron, MS
Kinesiology, Sport Studies and Physical Education



This research was designed to determine whether or not a correlation between food marketing and obesity exists. For years this country has struggled with the rising epidemic of childhood obesity. Many scholars and experts have dedicated time to explore the field, seeking to find solutions to the problem of obesity among the youth. Obesity causes the death of 112,000 children in America. The initial idea was to find out why it is so hard for our youth to adapt to a healthy eating style.

An extensive literature review was used to conduct this research. Rules and regulations were reviewed and provided through the Responsible Advertising and Children Organization; information from the Corporate Accountability International Organization was also reviewed. Data was collected from the Center for Science in the Public Interest. Other excerpts were also examined such as the White House Task Force on Childhood Obesity submitted May 2010.

An extensive literature review indicates that there is, in fact, a direct correlation between food marketing and obesity. Through the use of bright colors and energetic and exciting commercials food marketers seek to target children, who are most vulnerable to food marketers, both in school and at home. This project made it evident that children need more than just

willpower to help control their unhealthy eating habits. There are four types of food marketing in schools, such as products and sells, which refer to the food that children consume and purchase in the cafeteria. Direct sells consist of advertisements on posters, banners and ads placed in the school's newspaper, while indirect marketing consists of fundraising for events and incentives such as the Pizza Hut "Book It" reading program; general marketing is another type of food marketing. Children are being rewarded with junk food, misleading them to thinking that these foods are positive incentives. Outside of school, children are influenced at home via TV commercials. During the Saturday morning cartoons, children often view at least 22 food commercials. Marketers thus reach children with the use of spokes-characters, celebrity cartoon characters, and kids clubs.

Children are the future consumers; teaching children to be educated consumers will make it harder for food marketers to target them. Poor eating habits are a big factor in childhood obesity; marketed foods that fail to meet regulations should be petitioned and forced to change. Without cutting the root of the obesity epidemic, it will continue to grow.

How do Deaf adults perceive recreation?

Sarah K. McMillen

Mentor: Lauren J. Lieberman, PhD
Kinesiology, Sport Studies and Physical Education



Background:

The people in the US view recreation as a very significant pastime. Recent literature supports that people with disabilities enjoy recreational activities. Although, people with disabilities enjoy recreational activities, there have been studies showing barriers to recreational activities. This study is a pilot project on how Deaf adults perceive recreation and examine the barriers that they encounter from participating in recreational activities. This led me to bring up my research question, how do Deaf adults perceive recreation?

As a Deaf individual, I have observed from my personal experience and reading the limited literature on the topic, Deaf people commonly have a difficulty finding a job, whether it is a part- or full-time job position, thus do Deaf adults invest much of their time in recreational activities rather than finding a job?

Although there is existing limited literature on the topic, these literatures showed that Deaf adults felt recreation was important. There had been studies done on perceptions of individuals with disabilities on recreation. This study is unique because people with deafness can be viewed as either members of a culture, or a person with disability, or both.

Purpose:

The goal of this research is to further analyze how important Deaf adults rate recreational activities despite sparse employment in the majority of the Deaf community. This research project is a pilot study to examine how D/deaf people view recreation and the barriers to participating in recreation. The research project will also examine barriers to recreational activities by the reviewing of the literature. Also, the

research will be conducted on Deaf US citizens and residents because current researches are limited to the Deaf communities in United Kingdom (UK), people with various disabilities, other than deafness, and the general population. Thus, this research is anticipated to be a pilot study on the Deaf community and recreation in the US.

Methodology:

When the survey was created, it was given to professors in Recreation and Leisure Studies, Physical Education, and Adapted Physical Education for the validation of the survey. Once the survey was validated, the survey was distributed to 6 Deaf common people for another validation. Upon validation, the Institutional Review Board at the College at Brockport approved the survey. The survey was distributed online via Qualtrics, and advertised on Facebook to attract survey participants. Fifty or more participants were expected. The results will be disseminated at McNair Summer Conference 2010 at University at Buffalo.

Conclusion:

The hypothesis is that Deaf adults will view recreation as a highly valuable societal factor of the Deaf community. As to this date, the data collection progress has yet been completed. However, from the current data available, recreation is viewed as valuable. The most common barrier to recreation was not having enough money. It is important for professionals working with D/deaf individuals in the recreation field to know about this issue because recreation improves an individual's quality of life.

Creating a Genre

Corey L. Tanksley

Mentor: Stephen Fellner, PhD
English



All too often words such as “trendsetter” or “maverick” are heaped upon individuals who are perceived to be risk-taking originals. Of course these labels may or may not always apply. However, Melvin Van Peebles, actor, director, screenwriter, playwright, novelist and composer, may be called a trendsetter, a risk-taker, or even a maverick, but he is much more than that: he is a genre-creator. A genre is defined as a category of artistic, musical, or literary composition characterized by a particular style, form or content. To create something is to bring it into existence. Van Peebles brought the blaxploitation film movement of the early 1970’s to life with his shocking film “*Sweet Sweetback’s Baadasssss Song*”.

Van Peebles, born in Chicago on August 21, 1932, started his film career in 1957 with the short film *Pickup Men for Herrick*. His first feature length film was *The Story of a Three Day Pass* in 1968. His second film *Watermelon Man*, about a racist white man who wakes up as a black man was released in 1970. The film was a hit and led to an offer of a three picture deal by Columbia Pictures. However, Columbia and Van Peebles clashed on the ending, and although he submitted to them in the final cut his ending, Van Peebles was frustrated by the Hollywood machine, so he turned down the deal and vowed to do his next film independently. That film was *Sweet Sweetback’s Baadasssss Song*. The plot of the movie is simple; it is about a young black man’s flight from South Central Los Angeles to the Mexican border, all while trying to escape from the crooked police officers and having as many sexual liaisons as he can along the way. It is the

forerunner of the blaxploitation movies.

Van Peebles’s literally put his life on the line in the filming of *Sweet Sweetback’s Baadasssss Song*. He and his film crew pulled shotguns on the Hells Angels Motorcycle club after they tried to leave early before the scene that Van Peebles’s had paid them for was finished. He ate a living lizard, jumped off of bridge twenty times, and had unprotected and un-simulated sex on film (he contracted a venereal disease). The tagline of the film was “*Rated X by an All White Jury*”. They had to disguise the film as pornographic to save on union dues and cost. Since he could not afford an established star to take the lead role and also because of the shortage of lines, he became the star, writer, director, and lone producer of the film. Bill Cosby was the only other person who helped him, by providing him with a \$50,000 loan to complete the film. Cosby only wanted his money back, and refused to take anything more.

Released on April 23, 1971 in only two theatres, the film went on to gross more than \$10 million dollars, an enormous amount at the time. Soon thereafter the floodgates swung open and a deluge of blaxploitation films were released such as *Shaft*, *Superfly*, and *The Mack*, all of which were very successful, not to mention the countless number of African-American filmmakers whom he influenced. Melvin Van Peebles risked all for his vision to be seen on the silver screen and that vision turned into green, Hollywood’s all-time favorite color.

Health Effects of Child Brides in Niger and Yemen

Jessica Thompkins

Mentor: Amber A. Humphrey, MA
Women and Gender Studies



The term child bride can have different meanings in different countries. For the purpose of this research, the term child bride denotes a girl under the legal age of marriage marrying an older man. The legal age of marriage varies depending on the country. The marriage is usually an arrangement or a promise between the two families involved in the joining of the two. This decision is not democratic because the girl does not have an opinion in this matter. The girl has to go wherever she is sent, whenever she is sent. This can be as young as age six or as old as eighteen. For some, their culture and traditions allow this unethical practice of families marrying their daughters to adult men. For others it is about the opportunity to get out of poverty at the expense of a little girl. The goal of this research conducted was to see why this is happening, what health effects it is causing the young women, what was previously done and what is currently being done to stop this problem.

Though this research only focuses on two countries, it occurs in many more. The reason the research focused on two was because in 2008, journalist Jeannine Amber conducted a study of countries with the highest percentage of girls married before the age of eighteen. Among the top countries was Niger with 82% and Yemen with 64%.¹ Allowing these unethical practices to go on is causing health problems for the girls and young of these countries primarily during childbirth, that the hospitals there are not fully equipped to fix. Recent cases in the

media show an example of the terrible consequences.²

There is an obvious need for some help to save these little girls life. According to journalist Ginny Hill, "almost half of all brides in Yemen are 18 years old or younger."³ There have been attempts to address this problem in the past, such as trying to pass a minimum age law for marriage, however it was revoked due to Islamic teachings. Opponents of child marriage are currently trying something different. The International Protecting Girls by Preventing Child Marriage Act of 2009 has been introduced to both houses of the Congress of the United States. This act will allow the United States to fund educational and economical opportunities for girls for four years, keeping them in school longer and delaying marriage.⁴ Educating the families of these young women and also the young women themselves can help change this tradition or transaction.

Niger and Yemen are two very different places with one major problem in common; allowing older men to marry younger women. Despite past attempts to require a minimum marriage age, future attempts must be more success. They can potentially save half of all the brides in Yemen. The findings of this research did answer each of my goals, but it also brought about more questions in different areas. This research was just preliminary, it will be continued, as the focus was only on two countries.

¹Amber, Jeannine. "CHILD BRIDES." *Essence* 39, no. 7 (November 2008): 144-185. *Academic Search Complete*, EBSCOhost (accessed January 13, 2010).

²"Yemeni 12-year-old dies in labor." *America's Intelligence Wire* 12 Sept. 2009. *General OneFile*. Web. 14 Jan. 2010. <<http://find.galegroup.com/gtx/start.do?prodId=ITOF&userGroupName=brockport>>.

³Hill, Ginny. "Yemen confronts plights of child brides." *Christian Science Monitor* 22 Aug 2008: 7. MAS Ultra School Edition. EBSCO. Web. 12 Jan. 2010.

⁴"Get Involved Action through Advocacy: Child Marriage Legislation." 2009.<http://www.icrw.org/childmarriage/legislation.html>

Narcissism in College Students

Amanda Wilson

Mentor: Priya Banerjee, PhD
Health Science



Background

As a nontraditional college student I often observed that my younger classmates have increasingly shown narcissistic tendencies towards their way of getting through a class. They live their lives expecting everything to be handed to them even if they clearly do not deserve it. They assume that it is the professor's fault when they fail a test or do poorly on a paper. They go through life relying on technology and all of the information that it holds for them almost immediately. They are used to going through life with someone always "holding their hand".

Scholars have proposed that younger people are more narcissistic than older generations of people. This phenomenon is particularly evident among college students. Mastrodicasa (2007) suggests that college students born after 1989 are, among other things, sheltered, self-centered, creative, and even narcissistic. A large body of emerging research points to an increase in narcissistic trends among college students. According to Brown et al (2009), a sense of grandiosity describes most accurately the phenomenon of Narcissism. According to Twenge et al (2008), narcissism has 'risen over the generations among college students.' (p.919). However, Foster, Campbell & Twenge (2003) argue that reported narcissism decreases as age increases.

Purpose

The purpose of the study is to examine the difference between levels of narcissism for freshman, sophomore, junior and senior level students in college. The researchers hypothesize that the levels of narcissism may be different between these students.

I expect to find that there is a difference between the different college groups because the younger the college student is the more technologically adapt they are. They depend very much on their cell phone or computer and feel that they must be connected at

all times. However, the parents of the millennium generation (Baby Boomers) didn't grow up with the type of the technology that their children have. So they feel the need to provide their children with everything that they did not have growing up. I would like to see if this has anything to do with the level of narcissism, or if there are other factors involved.

Method

In order to calculate the difference between freshmen and seniors regarding their level of Narcissism, I plan to use the 32 item self-report Revised Narcissistic Personality Inventory (NPI) (Raskin & Hall, 1979). The revised NPI was chosen from a wide variety of instruments for its applicability and high internal consistency reliability. Items on the NPI invite responses to statements such as, "I prefer to blend in the crowd," or "I find it easy to manipulate people" etc. The response range from 'strongly agree' to "strongly disagree." A composite score for each participant is calculated based on their responses to the various statements. This composite score determines their level of narcissism. The survey will be administered to intact groups of college students enrolled in various classes across the campus of The College at Brockport.

Conclusion

The NPI survey will be conducted in September 2010 during class time at The College at Brockport. I expect to obtain data in December of 2010.



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