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3rd Annual Governors State University Student Research Conference Proceedings

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3RD ANNUAL GOVERNORS STATE UNIVERSITY

Student Research Conference

Friday, May 23, 1997
Governors State University
Proceedings of the
3rd Annual GSU Student Research
Conference

Governors State University
University Park, IL 60466

May 23, 1997

Editor: Shelly Kumar
Governors State University

College of Arts and Sciences
College of Business and Public Administration
College of Education
College of Health Profession
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May 23, 1997

Dear Conference Participant,

Welcome to the Third Annual Governors State University Research Conference. This is your opportunity to share with the academic community the product of your research. By demonstrating the creation of new knowledge, you are participating in the esteemed tradition of higher education and helping to expand the intellectual reaches of humankind. This contribution is of incalculable significance, since it causes us to move forward as a society toward better understanding in many fields.

Congratulations to you and your faculty colleagues who have helped you to participate today. We are proud and honored to have you as a member of the Governors State University community. We value your contribution today and look forward to following your successes in the future.

Thank you for participating.

Sincerely,

[Signature]

Paula Wolff
President

PW/lmh
ww:1133-97p
A MESSAGE FROM THE CONFERENCE STEERING COMMITTEE

The steering committee is pleased to announce the 3rd Annual GSU Student Research Conference to be held on May 23, 1997. The first two conferences were successful with back to back presentations from 9 A.M. to 5 P.M. What made these conferences even more exciting is the fact that quality of the presentations were at par with presentations at any professional conferences. We are confidant that today again we will witness another session of quality presentations by our students. This conference will be presented in its original format and with its original objectives:

1. To provide students an opportunity to present their research work before an audience of their peers, and to use the comments they receive to improve presentations made at professional conferences.

2. To provide a forum to highlight research accomplishments at GSU, and honor students presenting their research work.

3. To generate enthusiasm among student body in general, and encourage them to pursue research and other scholarly activities.

4. To enhance communications in the area of research among the four colleges at GSU. The interactions may also lead to collaborative work among students and faculty of different colleges.

5. To enhance the image of GSU in the area of teaching, as research is considered integral part of teaching at the university level. In the long run larger number of students attracted toward research would enroll at GSU to pursue higher education.

The committee hopes that you will enjoy the conference, and that the research work presented in this conference will motivate you to pursue further research and other scholarly activities.
The Student Research Conference Steering Committee is happy to announce that the guest speaker for Friday lunch will be:

Dr. Michael N. Mimnaugh
Chair, Department of Chemistry & Physics
Chicago State University
Chicago, Illinois

Speaking on

"The Role of Research in Education"

Dr. Michael N. Mimnaugh received his Bachelors degree from the University of Michigan in 1971 and his Ph.D. degree in Medicinal Chemistry from Purdue University in 1975. He joined the faculty of the University of Illinois, Chicago, in 1975 as an Assistant Professor of Medicinal Chemistry. In 1983 he joined the faculty of Chicago State University and rose through the academic ranks to Professor of Chemistry in 1989. In 1988 he was appointed Chairman of the Department of Chemistry and Physics. In 1997 he was reappointed for his fourth three year term as Chairman.

Dr. Mimnaugh's research has been in the area of adrenergic neuronal function and cell membrane structure. He has authored numerous articles and three book chapters in these research areas. His work has been supported by research, instrument and training grants from the National Institutes of Health (NIH) and the National Science Foundation (NSF). He also serves as a grant reviewer for these agencies.

A strong advocate of research training as a crucial component of student education and professional development, Dr. Mimnaugh has been responsible for a significant expansion of the undergraduate research training program at Chicago State University. Each year over 50 students are financially supported in science research activities funded by programs he has started through grants from NIH and NSF. In 1988, he co-founded the Board of Governors Student Research Conference in order to showcase the research efforts of students at five state universities including Chicago State, Eastern Illinois, Governors State, Northeastern Illinois and Western Illinois Universities. In 1996 he organized and chaired the first annual Alliance for Minority Participation (AMP) Student Research Conference which brought together 200 participants from Chicago area universities.

During the last 10 years he has taken an active interest in the National Science Education Reform movement and the Chicago School Reform efforts in particular. With support from the National Science Foundation, he created a number of after-school, Saturday and summer science outreach programs for elementary and high school students. He also founded the Chicago Science and
Math Teachers Network to provide on-going inservice training for Chicago teachers. With funding from the Illinois Board of Higher Education and the State Board of Education, Dr. Mimnaugh founded the Chemistry Camp teacher training program for Middle School teachers and the Chemistry Van program for High School teachers. Each program is designed to instruct Chicago School teachers in reform approaches for teaching hands-on, inquiry based science.

As a result of his efforts Dr. Mimnaugh has been asked to serve on numerous Boards and Advisory committees including: the Science and Technology Advisory Committee and the Education Advisory Committee to Congressman Harris Fawell (F-13), the Board of Directors of the Teachers Academy for Math and Science in Chicago, the Board of Directors for the Chicago City Science Fair Inc., the Science Club Advisory Committee for the Museum of Science and Industry, the Board of Directors for the American Society for the Advancement of Science- Science Linkages in the Community Program, and the Executive Committee of the Chicago Systemic Initiative.

Dr. Mimnaugh has been given the Chicago State University Faculty Excellence Award, the CSU Leadership Award, and the Faculty of the Year Award from the Student Government Association. He has been named a fellow of the Rho Chi, and Phi Lambda Upsilon Honorary Societies, and he was selected for inclusion in the listing of American Men and Women of Science, 16th edition.
PROGRAM SUMMARY

Engbretson Hall:
8:30 - 9:00 A.M.  Conference Registration
9:00 - 9:20 A.M.  Welcome and Introduction
9:20 - 10:20 A.M. Podium Presentations (3)
10:20 - 10:40 A.M. Refreshment Break
10:40 - 12:00 Noon Podium Presentations (4)

Hall of Honors:
12:00 Noon - 12:45 P.M. Lunch
12:45 P.M. - 1:00 P.M. Greetings and Introduction of Speaker
1:00 P.M. - 1:30 P.M. Keynote Speaker, Dr. Michael N. Mimnaugh
1:30 P.M. - 2:20 P.M. Mixer and Poster Presentations

Engbretson Hall:
2:20 P.M. - 3:20 P.M. Podium Presentations (3)
3:20 P.M. - 3:40 P.M. Refreshment Break
3:40 P.M. - 4:40 P.M. Podium Presentations (3)
4:40 P.M. - 4:45 P.M. Concluding Remarks
CONFERENCE PROGRAM

Conference Registration
8:30 A.M. Hall of Governors

Program Commencement
Engbretson Hall
9:00 A.M.
Welcome and Introduction:
Dr. Shelly Kumar
Division of Science
College of Arts and Sciences
Greetings:
Dr. Paula Wolff
President

Podium Presentations
Engbretson Hall

Session I Moderator:
Dr. Frances Kostarellos
Division of Liberal Arts
College of Arts and Sciences

9:20 A.M. "PSYCHOPATHY AND ITS RELATIONSHIP TO SENSATION SEEKING, AFFECTIVE WORD PROCESSING, AND AGGRESSION TENDENCIES IN A MAXIMUM SECURITY OFFENDER SAMPLE", Anna V. Gawenda, Psychology, CE.

9:40 A.M. "COMMUNICATION APPREHENSION IN THE CLASSROOM", Debby Blatzer, Communications and Training, CAS.

10:00 A.M. "OBA ESIGIE AND THE BRASS PLAQUES OF BENIN", Neil Wallace, Art History, CAS.

10:20 A.M. Refreshment Break

Session II Moderator:
Dr. Carolyn Fraser
Division of Nursing and Health Sciences
College of Health Professions

10:40 A.M. "CRAC DE CHEVALIERS: HOSPITALLER FORTRESS, 1142-1271", Shawn Flynn, Art History, CAS.

11:00 A.M. "QUALITY IMPROVEMENT THROUGH DESIGN CHANGE INSPIRED BY EMPLOYEE INVOLVEMENT PROCESS", Michael J. Welch, Public Administration, CBPA.
11:20 A.M.  “RIVERBOAT CASINOS: RAISING REVENUES OR CRIME RATES?”, Deborah D. Michalski, Social Sciences, CAS.

11:40 A.M.  “CREATING EFFECTIVE WEBSITE ADVERTISING”, Janet A. Barker, Media Communications, CAS.

Conference Lunch  Hall of Honors

12:00 P.M.  Lunch

12:45 P.M.  Greetings and Introduction of Speaker:
Dr. Tobin Barrozo
Provost

Keynote Speaker

Dr. Michael N. Mimnaugh
Chair, Department of Chemistry and Physics
Chicago State University
Chicago, IL

Speaking on

“THE ROLE OF RESEARCH IN EDUCATION”

Mixer and Poster Presentations  Hall of Honors

1:30 P.M.  “PHYSICIAN-PATIENT COMMUNICATION”, Laura Smith, Communications and Training, CAS.

“A SURVEY OF THE LITERATURE: PERSUASION TECHNIQUES AND TOOLS REGARDING BREAST CANCER SCREENING”, Cherie J. Ulaskas, Communications Studies, CAS.

“The Effects of Cigarette Advertising”, Dennis Wesner, Communications Studies, CAS.

“PHOTOSENSITIZED OXIDATION OF α-CRYSTALLINS”, Walter A. Henne, Joyce Mohberg, Shailendra Kumar, Chemistry, CAS.

“The Influence of Music Television”, Denise Graham Zahn, Communications Studies, CAS.
Podium Presentations
Engbretson Hall

Session III Moderator:
Dr. Shelly Kumar
Division of Science
College of Arts and Sciences

2:20 P.M.  “SIMULATION AS A LEARNING TOOL”, Sharon Eppelheimer, Christine Gardner, Melissa Hefley, Donna O'Mara, Robert Rambo, Thomas Pilarski, Business Administration or Accounting, CBPA.

2:40 P.M.  “METHODOLOGIES USE IN THE CLASSROOM FOR STUDENTS WITH ADD & ADHD”, Adeline G. Hicks, Multicategorical Special Education, CE.

3:00 P.M.  “Black English Dialect Survey in Two Public Schools”, Bette Oesterle, Communications Disorder, CHP.

3:20 P.M.  Refreshment Break

Session IV Moderator:
Dr. Larry Levinson
Division of Liberal Arts
College of Arts and Sciences

3:40 P.M.  “CREATIVE USE OF DIGITAL MULTI-MEDIA”, Terry L. Mustoe, Electronic Imaging, CAS.

4:00 P.M.  “MANAGEMENT AUDIT: PRODUCTION PLANNING AND CONTROL DEPARTMENT, VERSON CORPORATION”, Jerry Casey, Steve Franker, Kimberly Fulton, Greg Landing, Ken Martin, Stephanie Wenzel, Business Administration, CBPA.

4:20 P.M.  “INSTABILITY IN LIBERIA AND PROPOSED REMEDIES”, Joseph Kweedy Solo, Political Studies, CAS.

4:40 P.M.  Concluding Remarks
Dr. Shelly Kumar
PODIUM PRESENTATIONS
PSYCHOPATHY AND ITS RELATIONSHIP TO SENSATION SEEKING, AFFECTIVE WORD PROCESSING, AND AGGRESSION TENDENCIES IN A MAXIMUM SECURITY OFFENDER SAMPLE

Anna V. Gawenda

Psychology (M.A.), College of Education

ABSTRACT

Though the existence of psychopathy has been recognized for centuries, clinicians and researchers continue to disagree on the most appropriate operational criteria for this disorder. Research relating to psychopathy has employed numerous and diverse methods of classification of samples. Some researchers contend that personality traits are central to the concept of psychopathy and that current Diagnostic and Statistical Manual of Mental Disorders (DSM IV) Antisocial Personality Disorder (APD) criteria fail to recognize this. Existing literature relates psychopathy to a variety of physiological, cognitive, and neuropsychological abnormalities including: a lack of anxiety or fear, need for varied novel or complex sensations and experiences, abnormalities in cognitive processing, including the utilization of the affective components of language, and increased aggression.

This study tested the hypotheses that psychopathic subjects would score higher on a self-report measure of sensation seeking, be deficient in processing of affective words, and display a higher rate of aggressive behavior than nonpsychopathic subjects. Forty-two male inmates incarcerated at a maximum security correctional center were classified into psychopathy and nonpsychopathy groups, according to Hare's Psychopathy Checklist which takes into consideration both personality factors and antisocial behavior. Each subject was given the Sensation Seeking Scale-Form V and an affective word recognition test. Degree of aggressiveness was determined by number of incidents of fighting and assault within the past two years, as documented by the facility. Age and reading level was controlled for by utilization of subjects between the ages of 20 and 35 who had attained at least a 6th grade reading level.

Utilizing a quasi-experimental design, correlational statistics, specifically discriminant analysis was computed in order to produce a list of those variables that enhance ability to predict psychopathy group membership. Results indicated that aggressiveness was the only variable which significantly predicted psychopathy group membership. The results of this study were analyzed in view of other research findings in the areas of psychopathy and aggression, sensation seeking and affective cognitive processing. The relevance and ethical concerns of making a diagnosis of psychopathy were discussed.
COMMUNICATION APPREHENSION IN THE CLASSROOM

Debby Blatzer

Communications and Training, Governors State University

ABSTRACT

Communication apprehension (CA) and its effects are studied in the classroom environment. CA can have a negative effect on student retention, academic achievement, and GPA, as well as undermining self-esteem and attitude toward self. Many methods of reducing apprehension were examined, including a basic speech classes, teacher immediacy behavior, and various types of treatment or training that can be provided. Three methods of treatment studied were skills training, systematic desensitization, and cognitive modification. A combination of the three methods was found to be most effective. All studies had college students as subjects with one exception. The influence of parents and peer modeling was examined on elementary school children. Another study looked at The Whirlpool Corporation’s response to employees that were highly apprehensive in their new roles on self-directed work teams. Whirlpool’s response was to offer training which helped the supervisors speak assertively and make presentations confidently.
OBA ESIGHE AND THE BRASS PLAQUES OF BENIN

Neil Wallace

Art History, College of Arts and Sciences

ABSTRACT

In 1897 brass plaques were discovered in Benin City in southern Nigeria. These plaques that depict a variety of rituals and court life, are believed to date from the early sixteenth century. Many of the plaques seem to depict or be associated with Oba Esigie, a legendary warior-king of Benin. Esigie was a highly educated and shrewd leader who came to power in 1504 after a struggle over succession with his brother. His long forty year reign saw a blossoming of the arts, increased contact and trade with Portugal, and an abundance of successful military campaigns, all of which brought power and glory to Benin. The plaques associated with Esigie reflect this as well as showing a unique perspective on his life and times.
CRAC DE CHEVALIERS: HOSPITALLER FORTRESS, 1142-1271

Shawn Flynn

Art History, College of Arts and Sciences

In the context of the Medieval Crusades, military religious orders depended upon the strength of their castles for survival. Crac de Chevaliers is the most heavily fortified and well preserved Hospitaller castle. In comparison to other military fortresses, Crac's development over three centuries was a phenomenal feat of innovative and adaptive Medieval castle construction. No other castle has ever duplicated the architectural harmony demonstrated in Crac de Chevaliers's defensive capabilities and aesthetic virtues.
QUALITY IMPROVEMENT THROUGH DESIGN CHANGE INSPIRED BY EMPLOYEE INVOLVEMENT PROCESS

Michael J. Welch

Public Administration
College of Business and Public Administration

ABSTRACT

While responding to the employee involvement process at Kraft Foods, the employee (student) suggested a new design to the flask in a volumetric filling systems flasks. The system used 12 separate flasks to fill pouches of powdered soft drink mix; but could be applied any time a multi-unit filling system is used. The data had shown a wide range in the individual weights in the low fill products of the line. The flasks had inserts for the low end fill and the flasks were a straight sleeve type of design. The suggestion was to taper the insert to match the contour of the outer sleeve. This design change reduced the range of the weight to the point that the company was able to lower its target weights by .01 grams per pouch and recognize a savings in the vicinity of $1,000,000 over the next year’s production.

Presentation consists of overhead transparencies and visual aids.
RIVERBOAT CASINOS: RAISING REVENUES OR CRIME RATES?

Deborah D. Michalski

Social Science Major, College of Arts & Sciences

ABSTRACT

Casino gambling, as a source of local revenue, has gathered considerable momentum in the United States, particularly during the 1990s. Promises by riverboat casino promoters are jobs and increased revenues for the communities. This raises the question of the impact these facilities have on employment and more important, on crime rates in their respective areas. Are the crime rates leveling off or decreasing because of the employment offered by these establishments? Or, are tax revenues collected from gambling enough to offset additional costs for law enforcement if the crime rate goes up?

The aim of this research is to investigate the impact of gaming revenue, from casino gambling, on unemployment and crime rates for two Illinois cities, Joliet and Elgin, and assess whether there is (1) an employment effect, and (2) a reduced crime rate effect associated with increased revenue from the gaming industry.

Gaming revenue, unemployment, and crime data collected for the period 1977-1995 allows for pre- and post- employment and crime effects to be determined. A time series regression model was used to estimate the impact of gaming revenues on unemployment and crime rates. Results confirm that crime is indirectly related to revenue from the riverboat gaming industry, and directly related to unemployment in each of the two cities investigated.
CREATING EFFECTIVE WEBSITE ADVERTISING

Janet A. Barker, Janet A. Barker

Media Communications, College of Arts and Sciences

ABSTRACT

The emergence of the Internet as a worldwide media vehicle caught the world, and the marketing community, by surprise. Clamoring to cash in on what used to be the best-kept secret of academia, many advertisers were unable to understand this new medium, and even less able to utilize it effectively. Now, a scant three years after the invention of the World Wide Web (WWW), the cyberfrontier is riddled with websites intending to sell goods and services to the world. With new technologies emerging almost daily, and old technologies becoming obsolete just as quickly, the question of how to effectively advertise on this new medium is being hotly debated, as those with the most to gain are breaking new ground and 'learning the hard way' as they go. The purpose of this study is to investigate what determines the success or failure of website advertising. Specifically, the overall content of website advertising is studied, as is the development of and problems associated with website graphics. Two primary research studies were conducted, one to assess consumer opinion of perceived effectiveness of specific websites, and the other to assess consumer opinion on website advertising as a whole. Published research on this topic is also discussed.
SIMULATION AS A LEARNING TOOL

Sharon Eppelheimer, Christine Gardner, Melissa Hefley, Donna O’Mara, Robert Rambo, Thomas Pilarski

Business Administration or Accounting
College of Business and Public Administration

ABSTRACT

Students in the College of Business and Public Administration participate in a capstone course, Business Policy, during their final trimester. This course is designed to integrate the various functional areas of business administration through case discussion that applies management, finance, production, marketing, economics, and accounting principles to solving business problems. Simulations are being used in this class to provide “hands-on” experience in managing organizations, giving students the opportunity to make decisions, see how those decisions work, and then to try again. Each team of students manages a multidivisional company, with individual members having responsibility for their own strategic business unit, using the information provided by the simulation. The teams in the class compete against each other in a realistic business environment, developing and fine-tuning a business strategy over the course of the trimester. The focus of the presentation will be the students’ perspective on using the simulation as a learning tool.

Presentation will include overhead transparencies.
METHODOLOGIES USE IN THE CLASSROOM FOR STUDENTS WITH ADD & ADHD

Adeline G. Hicks
Multi-categorical Special Education, CE

ABSTRACT

The Students with attention deficit disorder is now found in almost every classroom. The classroom teacher needs to recognize the characteristics and make adaptations to successfully teach and have the student achieve success. A survey was given to classroom teachers. The survey included questions concerning the classroom teacher's accommodations for environmental, academic, behavior modification, and self-esteem needs of the ADD/ADHD student. It also inquired about medication management. The survey was completed by 89 instructors. These 89 instructors indicated that accommodations were made for the attention deficit students in the area surveyed.
BLACK ENGLISH DIALECT SURVEY IN TWO PUBLIC SCHOOLS

Bette Oesterle

Communications Disorders, College of Health Professions

This research paper was compiled as a project for my Sociolinguistics class. It is a survey of teachers in two public schools. One school is in a predominantly white suburban area and the other is in a predominantly African-American urban community. The survey centers around the Ebonics issue that was raised in the Oakland, California School District last December.

As I was researching this paper, I learned about the history of Ebonics or Black English. It has been documented that this dialect stems from the West African slave trading days of several hundred years ago. Many of the “rules” of the dialect can be traced to the phonological structures of the African languages. The dialect was found in three distinct areas of the New World. They include areas of Southern United States, Barbados (West Indies), and Surinam in South America. The only similarity these three places had was that the slaves had all come from the same continent.

My curiosity led me to conduct this survey in the school where I am employed. The teaching staff is exclusively Caucasian in a mostly Caucasian student population. I contrasted it with a school that has a majority of students that are African-American. The teaching staff in the second school is multicultural. I asked them a series of nine questions and offered four categories for their answers. Their answers, along with backup information and numbers, are included with my presentation.

The questions include:
1. Do you have students that use the Black English dialect?
2. Should the Black English dialect be accepted in schools?
3. Should Standard English be mandatory?
4. Should teachers be familiar with different dialects to help students code switch?
5. Should Black English be treated/approached as a second language?
6. Is Black English a hold over from the slave trade days?
7. Are students who speak Black English less intelligent?
8. Can speaking Black English keep a student from succeeding (school/job)?
9. Are you interested in learning about dialects for Language Arts and Reading?

The results of the survey show that teachers seem to have the same goal in mind for their students – to use Standard English in school and to use it to promote themselves both educationally and in the job market. The interest of teachers to learn about dialects for their use in their classrooms is mixed, but statistically the majority of teachers from both schools do not believe it is an area of concern for their situation.
CREATIVE USE OF DIGITAL MULTI-MEDIA

Terry L. Mustoe

Electronic Imaging, College of Arts and Sciences

ABSTRACT

As an artist, I am always searching for new ways to help me express myself. My background is in photography, but I later moved on to Electronic Imagery. The program called Adobe Premiere 4.2 has opened up another avenue for me to express myself. This program allows me to use photographs and video. The use of digital motion graphics frees me to show the movement that is needed in some of my work.

The Digital motion graphics course was offered as a one hour experimental course, and then later as a three hour course. I enrolled in both classes in order to improve my skills. The digital motion graphics course was designed for the advanced electronic imaging student to transform enhanced computer images into timeline motion studies. The course covered the animation of digital images, the placement and sequence of images in a time sequence with transitions, the addition of the sound track, and 3D title graphics, as well as other special effects.

The digital motion graphics movie that I created is about "abuse"; all the images are original, and the music is taken from a copyright free CD.
Verson, a division of Allied Products Corporation, located at 1355 East 93rd Street in Chicago, hired a consulting firm to complete a productivity audit on the manufacturing floor. Then they decided to conduct a management profit/cost review for the salaried employees. Rich Metzger, President of Verson, heard about Professor Constance Cook's projects and invited her to form a team to conduct a management audit during Winter term. A team of six graduate students went to the factory on three occasions and interviewed personnel from the Production Planning and Control Department, and then organized the data to reflect essential activities in rank order. Following their interview sessions, the team made an analysis for each employee and, finally, made recommendations for improving work flow. Their final project was printed in bound form and presented to President Metzger, the employees from the Production Planning and Control Department, and representatives of the Human Resources Department. Each participant received a copy of the research project. The presentation included, in addition to the copies of the project, a storyboard with photographs and computer-generated overheads.

The project was enthusiastically received and because of the quality of the outcome, a new project begins on May 12, 1997. This new project will review quality procedures. Several members of the original team will participate in this project.
INSTABILITY IN LIBERIA AND PROPOSED REMEDIES

Joseph Kweedy Solo

MA in Political and Justice Studies, College of Arts and Sciences

ABSTRACT

A Civil War has been going on in the West Africa Republic of Liberia since 1989. The purpose of the paper is to discuss two factors that may have caused or contributed to the instability in Liberia. Political instability here means the breakdown of governmental and civil authority. These factors are: 1) the way Liberia was founded and 2) the lack of economic and political development.

The first factors deals with the fact that Liberia was founded as a nation-state by free American blacks who were repatriated to Africa in the 1800’s. The contention is that the repatriated slaves should not have been expected to live in harmony with native Africans who already inhabited the land without any serious effort being made to integrate the two groups.

The second factor is that even though Liberia is a country comprised of two social groups with two different social and cultural orientations, the potential for instability could have been minimized if the leadership were farsighted enough to promote political and economic development.

The argument is that if the Liberian leadership was prudent enough, it could have used the country’s enormous resources to provide opportunities to all Liberians native and free slaves, to live a productive life. This effort could have minimized the potential for social and political instability. But history shows that that was not the case and after 150 years of political independence, Liberia is classified as one of the least developed countries in the world with over 70% of its population unable to read and write. Also, 80% of its population is living in chronic poverty with its infant mortality rate starting at 127 to 1000 births.

To solve Liberia’s problem, I proposed the creation of a legitimate government through democratic means. I also proposed that Liberia must follow the examples of Asia in the devising and implementation of economic policies. In most Asian countries, the state is the mobilizer for economic development and there is urgency for action as far as economic development. I also proposed that Liberia must follow the example of Asia, particularly Taiwan, in the equitably distribution of wealth.
POSTER PRESENTATIONS
PHYSICIAN-PATIENT COMMUNICATION

Laura Smith

Communication and Training, College of Arts and Sciences

ABSTRACT

When a person goes to see a physician, it is usually because they or someone in their family is not feeling well. The purpose of the visit is for the patient to feel better and to feel as though they received the care they were entitled to. Visits to physician offices can either go well or leave the patient feeling as though the visit was a waste of time. The physician-patient communication that occurs during a medical encounter plays a vital role in the outcome of the visit.

Since the physician-patient communication that occurs during medical encounters is significant to the outcome of the visit, it is important to know if the medical field is concerned about the issue of physician-patient communication. If there is such concern in the medical field, what research has occurred regarding this issue? What issues have been identified as areas of concern and what recommendations for improvement in physician-patient communication have come about as a result of the research?

This research paper explored the existing research in the area of physician-patient communication. Twenty case studies were reviewed and summarized. The summaries addressed the background, method, results, and conclusions of the studies.

It was found that research in the area of physician-patient communication primarily focused on patient participation, nonverbal communication, and relational communication.

The survey conducted of the research literature also provided evidence that this particular area was in need of additional research. Research in the areas of physician-patient communication was sparse compared to the vast amount of information in other areas of interest in the medical field.

If more research is conducted in the area of physician-patient communication, and the findings are incorporated into medical school students' training, it is quite possible that there would be a direct correlation with additional training resulting in improvement in physician-patient communication. As a result, it is also quite possible that patient care outcomes would improve.
A SURVEY OF THE LITERATURE: PERSUASION TECHNIQUES AND TOOLS REGARDING BREAST CANCER SCREENING.

Cherie J. Ulaskas

Communications Studies, College of Arts and Sciences

The purpose of this paper was to survey the literature to find the current research in communication relating to a women’s health issue, specifically breast cancer. This is a major health issue for women and will continue to be a major issue in the future. Although advancements have been made, a preventative cure has not been found. The best tool is still early detection. The literature and research were surveyed to find the persuasion techniques and tools being studied to increase participation of women in breast cancer screening. The research identified age, education, income levels, attitudes/coping skills, pain, fear, physician influence, time, and cost as barriers to participation. The research shows persuasion techniques can be effective in increasing awareness and participation in breast cancer screening. The research also showed that using multiple strategies and persuasion techniques is the most effective way to increase participation of all women in breast cancer screening. Health education must address and should include multiple channels in developing campaigns on cancer screening. More research still needs to be conducted to find more techniques to increase participation and find a cure for breast cancer. However, if we wish to increase women’s participation, we have to not only test communication strategies, but also health policy issues.
THE EFFECTS OF CIGARETTE ADVERTISING

Dennis Wesner

Communications Studies, College of Arts and Sciences

ABSTRACT

The issue of cigarette advertising has been controversial for many years. Recently, opponents of cigarette advertising, believing that the ads encourage young people to take up smoking, have called for stronger governmental controls. Proponents claim that a product that is lawful to produce, sell, and consume has every right to be advertised.

A survey of recent research into the effects of cigarette advertising produced a variety of results. None of which provided any evidence that cigarette advertising encourages people to take up smoking or encourages smokers to consume more cigarettes.

Statistical studies showed that while advertising could positively affect cigarette sales in the short term it had no statistical significance over the long term. Perceptual studies found that smokers do not identify advertisements as the cause of their taking up smoking and that ads do not influence non-smokers. Studies also found that advertising can be a very effective weapon against smoking.

While anti-smoking activists seek tighter governmental controls on cigarette advertising, these studies show that further bans may not have the desired effect.
PHOTOSENSITIZED OXIDATION OF α-CRYSTALLINS

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ABSTRACT

Oxidation of eye lens protein in the presence of light causes crosslinking and aggregation of protein, which, in turn, are responsible for most type of cataracts. In the literature, crosslinking in proteins is mainly attributed to covalent disulfide bonds formed by the combination of two cysteine moieties. However, other amino acids, particularly, methionine, tryptophan, histidine, tyrosine, and phenylalanine have been to known to get oxidized to a large number of photooxidation products, and are likely to cause non-disulfide linkages. We have been investigating the non-disulfide covalent linkages in protein by model studies. We have synthesized peptide resembling derivatives of the "active" amino acids in which amino and carboxylic acid groups have been derivatized to amide groups. Photooxidation of one such derivative, N-acetyltryptophan ethyl amide, produced its dimer among other photooxidation products. In addition, we are investigating alterations in the bovine eye lens proteins caused by photooxidation.

Photooxygenation of α-crystallins in the presence of rose bengal as sensitizer showed remarkable reduction in tryptophan fluorescence. A comparison of photooxidized proteins with the non-oxidized proteins in a "home-made" electrophoresis equipment indicated formation of dimers, suggesting crosslinking in α-crystallins. Photooxidation results of N-acetyltryptophan ethyl amide and α-crystallins will be presented.
THE INFLUENCE OF MUSIC TELEVISION

Denise Graham Zahn

College of Arts and Sciences, Communications

ABSTRACT

In 1981 MTV (Music Television) opened a new genre for music enjoyment, when it kicked-off a 24-hour pop and rock music video program via cable television. It revitalized a music industry that had been in a slump for some time, and new artists, like Madonna and Boy George, were launched into successful music careers with the aid of sensual music video images.

MTV targets young audiences from ages 12 to 34. By 1996 MTV had reached an audience of a whopping 251 million people in 58 countries (Banks, 1996). What message is it delivering to youth?

Studies have shown that MTV promotes stereotypical thinking. Women and African-Americans are not only underrepresented on MTV but are usually portrayed in an unflattering and derogatory manner. Sex and violence are visually presented through innuendo and image fragmentation. Through 15 studies that were conducted between 1983 and 1993, I will explore those issues, the content of MTV videos and its effects on young audiences.
## STUDENT PARTICIPANTS

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# FACULTY SPONSORS

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