

The Honors School Annual Research Conference 2008

Third Annual Honors School Research Conference

**Bey Hall, H.R. Young Auditorium
Saturday, April 19, 9:30 a.m.—4:00 p.m.**

It is with great pleasure that The Honors School presents its
Third Annual Research Conference

Student presenters include research in the fields of:

Education
Business Finance
English

Chemistry
Business Management
History
Political Science

Psychology
Business Marketing
Foreign Language

Order of Events

9:30 a.m. Welcoming Remarks—Dr. Richard Veit,
Associate Professor: History and Anthropology

SESSION ONE 9:50—12:50

Normajeane Garriton (HS)
Ashley Melici (HS)
Sara Davidson (BM)
Michael Edwards (BK)
Michael Maggiore (BF)
Alexandra Ricco (BK & BM)
Michael Capon (BK)
Ian Craig (BM)
Aimee Babbin (CE)

SESSION TWO 1:20—4:00

Richard Price (EN)
Sara Van Ness (EN)
Monica Fodor (FS)
Alexandra Bartlom (PY)
Laura Buckley (PY)
Kimberly Green (PY)
Bethany Mattson (PY)
Chelsie Winston (PY)

BREAK 12:50—1:20

Additional students completing Thesis but unable to attend include:

Kathleen Field (CE), Dan Neal (CJ)

***Please see last page of program for Thesis titles, Chief Advisors and Second Readers.*

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PRESENTERS

Normajeon Garriton

A Study of Medical Ethics During the Holocaust

Abstract: This thesis will explore, and understand from a historical perspective, how a society creates killers from a distinguished profession such as medicine. The importance of this project is evident in shedding light on medical experiments conducted on human patients in the Nazi concentration camps of World War II. The project will transition from a description of the Nazi mindset regarding the evolution of the Aryan race, focus on particular doctors and experiments, and from there it will attempt to analyze the doctor mentality; seeking to answer the fundamental question of how a person sworn to protect and save mankind can knowingly commit horrible acts against life. In addition to looking at experiments that used freezing, radiation and high altitudes, there is also a focus on the Lebensborn project; another medical experiment, which looked to creating super humans by impregnating German women by S.S. soldiers. The Nazis are not the first to experiment on humans, but an attempt to understand their behavior and the reasoning behind it may be the key to avoiding a repetition of the past.

Chief Advisor: Professor Susan Douglass

Second Reader: Dr. Richard Veit

Ashley Melici

Primetime Protests: The Changing Image of Women and African Americans in Situation Comedies

Abstract: As part of their fight for equal rights, feminist groups and civil rights groups attempted to change the portrayal of their respective groups on television. Both groups realized how influential television was on the American people and attempted to change public opinion through television. There are various reasons why the changes to the Primetime schedule took place; however, the changes that took place were not as outstanding as the social and political changes that occurred for the groups. This paper examines various shows including The Mary Tyler Moore Show and analyses why and what, if at all, changes occurred.

Chief Advisor: Dr. Katie Parkin

Second Reader: Dr. Christopher DeRosa

Sara Davidson

"The Living Room": Strategies and Tactics for Opening and Running a Café

Abstract: While coffee has always been a piece of American culture, the coffee shop as America knows it today did not exist before Howard Schultz, CEO of Starbucks, brought espresso to the United States. Since the birth of Starbucks as it exists today coffee shops have sprung up across the country including the large expansion of Starbucks worldwide. This article elaborates a new strategy in combining two growing American fads, first, as mentioned above, is America's love affair with gourmet coffee, and the second with organic food. By melding these two formerly separate cultural enthusiasms it is proposed that there exists a large clientele served by the synergistic effects created by this union.

Chief Advisor: Dr. Joseph Mosca

Second Reader: Dr. Michaeline Skiba

Michael Edwards

Future Trends of Internet Advertising

Abstract: The internet has been a major frontier for businesses and consumers alike. Nearly ten years into its acceptance into mainstream commerce, many businesses still have a minimal understanding of how to reach the online consumer. This thesis provides a basis for understanding all major forms of internet advertising. Based on this comprehension, trend analysis is used to interpret three of the most important market developments in the field of internet advertising. With a thorough examination of these trends, a hypothesis is put forth to determine a major path that internet advertising will take within the next five years.

Chief Advisor: Dr. Susan Gupta

Second Reader: Professor William Reynolds

Michael Maggiore

NYC: A Real Bust

Abstract: The volatility of the current real estate market is a matter of the greatest concern as it directly and indirectly affects all citizens of the United States. This project studies the market effects of reducing a contracting company's tax benefits on financing real estate projects, including both economic and social ramifications. There exists an unforeseen correlation between the revision of tax exemption 421-a to the policies of 486-a and the supply of real estate in NYC. As the real estate market stabilizes, the general value of residential properties will begin to exhibit close correlation to the parameters of the supply and demand model. The speculative investor exacerbated the current downtrend in prices in NYC through the creation of an artificial environment of infinite opportunities. This same investor is now dissuaded from the NYC real estate market due to rising inventories, declining sales, and difficulty in attaining any debt financing with the associated tax burdens of 486-a. This paper demonstrates that as home prices have fallen in NYC, it has become more difficult for developers to obtain debt financing as demonstrated through the calculation of the effective rate of interest charged on construction loans and primary data generated from Madison Estates. The supply of housing projects has decreased dramatically, evident through declines in new constructions, rising inventories, and borough wide foreclosures. The current market in NYC will create affordable housing in a buyer's market that will propel NYC out of the real estate recession as the prices of developments become correlated with the declining financial environment. As developers reduce investments and foreclosures increase, the new market stock of real estate will be available to low-income families.

Chief Advisor: Professor Roy Nersesian

Second Reader: Dr. Mary Kate Azcuy

Alexandra Ricco

How Management is Linked to Coaching

Abstract: My research focuses on how management is linked to coaching and its benefits for companies. The majority of my findings are useful ways to execute coaching as well as the benefits that managers are having with their team employees. Finding the information for my research was a difficult task because this is a newer technique for businesses. Most of the books written do not correlate management with coaching; however, recently, there have been publishers who have produced short books about coaching and team development. I conducted interviews with a management consultant, a certified empowerment coach, and a few employees to further understand the opinions of those working in the business world. I wanted to know how the employees felt about their jobs and what they think would make a difference in their attitude in the workplace. This research is important because too many companies are losing employees due to lack of motivation and poor management. I hope I can educate those who would like one day to own a company or be a manager in a company.

Chief Advisor: Dr. Joseph Mosca

Second Reader: Dr. Susan Goulding



PRESENTERS (cont.)

Michael Capon

Marketing Violent Video Games to Children: Deleterious or Innocuous?

Abstract: After examining the arguments that violent video games have either a negative, or an irrelevant, effect on younger children, the determination has been made that marketing such games by and large have no anti-social effect on most children, and that game developers are well within their rights to try and reach this market with their product.

Chief Advisor: Dr. Joseph Rocereto

Second Reader: Professor Maureen Paparella

Ian Craig

Service Culture: Service Excellence at Disney and JetBlue

Abstract: The quality of customer service within various business organizations may be improved by identifying and implementing "best practices" utilized by Disney Theme Parks and Resorts and JetBlue Airlines. Through the study of Disney Theme Parks and Resorts and JetBlue Airlines, two recognized leaders in customer service, similarities in strategies to ensure service quality and tactics to apply them have been identified. These can serve as models for other companies to increase their quality of customer service and to gain and retain more customers than ever before.

Chief Advisor: Dr. Michaeline Skiba

Second Reader: Dr. Joseph Rocereto

Aimee Babbin

Crusading Against Cancer: The Search for the Cure

Abstract: Every year, millions of people are diagnosed with and suffer from a form of cancer, one of the most feared and deadly diseases. Normal somatic cells, the cells that compose the human body, undergo a regular life span in which they replicate and divide many times before naturally dying. Cancer cells, however, continuously divide and never die; thus allowing the number of abnormal cells to grow exponentially. This uncontrolled growth causes cancer and can manifest itself in any area of the body. Currently, the most common cancer treatments are chemotherapy and radiation, treatments that often damage more than just cancerous cells. Present research into a cancer cure focuses on killing cells on a molecular level to stop their unrestrained growth without affecting normal, healthy somatic cells. This thesis focuses on these molecular methods and their potential as cancer cures.

Chief Advisor: Dr. Massimiliano Lamberto

Second Reader: Dr. Robert Topper

Richard Price

The Compelling Pain: An Examination of Mark Twain's The Mysterious Stranger and Guiding Readers Through its Pitfalls.

Abstract: Mark Twain's *The Mysterious Stranger* manipulates readers into interpreting the text in the way that the character 44, who is Satan, wants the reader to accept: Satan is an angel on earth for the betterment of his fellow characters, the readers, and even more broadly the entire human race. This interpretation is a lie. When reading *The Mysterious Stranger*, one becomes part of the story and is manipulated and, along with the other characters, changed by Satan. While many stories captivate and draw in a reader temporarily, Satan's manipulation so extensive it corrupts the basic morals that the reader formerly stood upon, exchanging good for evil, which are relative. What is good according to God is bad to Satan and vice versa. The reader becomes a follower not of God, but of Satan. Readers can regain control and revert to their former values once they realize they have been conned.

Chief Advisor: Dr. Stan Blair

Second Reader: Dr. Alan Schwerin

Sara Van Ness

The Mask of Heroism: An Analysis of Alan Moore and Dave Gibbons's Watchmen

Abstract: At first glance, one might mistakenly think *Watchmen* is just a really long "comic book." Even the label of "graphic novel" is deceiving, as if one must qualify that it cannot be a novel. *Watchmen* should not be discounted as a novel just because of its graphic form nor should it be excluded from scholarly scrutiny because it is popular. In fact, its popularity would seem to suggest that scholarly attention is appropriate. Given our increasingly visually-stimulated society, so-called "graphic" novels may be the next step in the evolution of what is known as the traditional novel. *Watchmen* responds to and attempts to influence the late Cold War era by questioning what defines a hero, how one becomes a hero, and if one has a choice in taking this path. The reader must interpret ambiguous illustrations and text, make connections among them, and apply these patterns in order to answer the questions imbedded in the multiple levels of text.

Chief Advisor: Dr. Stan Blair

Second Reader: Professor Karen Bright

Monica Fodor

The Value of Bilingualism Displayed through Two-Way Immersion

Abstract: "The Value of Bilingualism Displayed through Two-Way Immersion" presents the debate on English-Only and Bilingual pedagogies for teaching English to English Language Learners (ELLs). A discussion of the diverse needs of ELLs is followed by an explanation of each side of the debate on instructional approaches. Various models of bilingual education are presented with a specific focus on the Two-Way Immersion model. This is a unique model of bilingual education in that it allows both native and non-native speakers of English to acquire bilingualism. By presenting research on the success of Two-Way Immersion programs, the thesis argues that bilingual education is a stronger and more effective approach to teaching ELLs the English language.

Chief Advisor: Dr. Alison Maginn

Second Reader: Dr. Mary Lee Bass

Alexandra Bartlom

Visual Identity Exploration: The Relationship Between The "I" And "Me" In Identity Formation

Abstract: I conducted qualitative research for the purposes of a documentary. Student interviews were video recorded and analyzed. I presented the data provided by these interviews in the documentary, and also transcribed it into a written narrative. In addition to my perspective, the documentary presents the views of expert speakers including those of faculty members and administrators. The process explores the relationships between race, class, and gender and their roles in defining identity and secondly, how these factors play a key role in career choice.

Chief Advisor: Dr. Nancy Mezey

Second Reader: Dr. Janice Stapley

***PRESENTERS (cont.)*****Laura Buckley**
Interracial Dating

Abstract: Research on the topic of interracial dating among college-aged students is lacking as well as research that goes beyond black-white pairings. The research that has been done focuses on either interracial marriages or interracial dating amongst adolescents. The college-aged population should be studied separately since dating tends to become more serious and oriented towards the long term during this period. This study focuses specifically on how contact between outgroups (in this case, how contact between members of different races) results in a greater or lesser likelihood of dating as well as how one's anxiety amongst outgroup members relates to their likelihood of dating. It is predicted that more contact with outgroup members will result in a greater likelihood of dating a person of that particular race and that the lower one's anxiety is amongst outgroup members, the greater the likelihood of dating a person of that particular race.

Chief Advisor: Dr. Natalie Ciarocco
Second Reader: Dr. Gary Lewandowski**Kimberly Green**
Sociocultural Influences on Body Image: Why Do We Cross the Line?

Abstract: This study examines typicality, pressure, & social pressure in relation to disordered behaviors associated with achieving the ideal masculine or feminine body. A sample of 120 (77 females, 43 males) college students completed gender typicality and felt pressure scales and a scale measuring acceptance of social stereotypes. Male and female participants completed separate measures to assess disordered behaviors and feelings about the self related to body image. Typicality was negatively correlated with EDI scores and positively correlated with PSDQ scores. Felt pressure was very weakly correlated with EDI and PSDQ scores. SATAQ scores were positively/strongly correlated with EDI scores and negatively/weakly correlated with PSDQ scores. Significant interactions between typicality and felt pressure resulted for both EDI and PSDQ scores.

Chief Advisor: Dr. Lisa Dinella
Second Reader: Dr. Nancy Mezey**Bethany Mattson**
Positive Outcomes of Romantic Jealousy: The Role of Mate Value

Abstract: The current research is a two part study investigating positive reactions to a romantic partner's jealousy. In the first study, a sample of 38 (9 males, 29 females) undergraduate students completed an open-ended questionnaire regarding how a partner's jealousy could be positive for the self and the relationship. Participants reported a partner's jealousy suggests caring and protectiveness particularly when the partner is physically attractive and has a good overall personality. Study two extends Study 1 with, 74 participants (16 males, 59 females) who responded to a hypothetical relationship that manipulated a romantic partner's mate value (high/low) and type of jealousy (reactive/possessive). Participants' responses pertained to amount of intimacy, satisfaction, commitment, and relational self-esteem they would experience as a result of the scenario presented.

Chief Advisor: Dr. Gary Lewandowski
Second Reader: Dr. Jack Demarest**Chelsie Winston**
Does Absence Make the Heart Grow Fonder?

Abstract: This study looked at the positive and negative effects of living close to one's partner (proximal) and further from one's partner (long distance). The study examined the aspects of satisfaction, inclusion of the other in the self, relationship autonomy, and idealism in proximal and long distance romantic relationships. The participants involved in the study were over the age of 18 and were from a small private university. They were asked to complete a questionnaire which included questions related to their romantic relationship. It was hypothesized that long distance romantic relationships will have a lower level of inclusion of the other in the self, less relationship satisfaction, less conflict, and greater relationship autonomy compared to proximal romantic relationships.

Chief Advisor: Dr. Natalie Ciarocco
Second Reader: Dr. Gary Lewandowski

Additional Students Completing Thesis***Kathleen Field**
New Chelating Phosphines and their Organometallic Complexes for Carbon-Carbon Bond Formation**Chief Advisor: Dr. Carolyn Supplee**
Second Reader: Dr. Robin Kucharczyk***Dan Neal**
How Does Binge Drinking Affect Student Performance?**Chief Advisor: Dr. Peter Liu**
Second Reader: Dr. Marie Mele