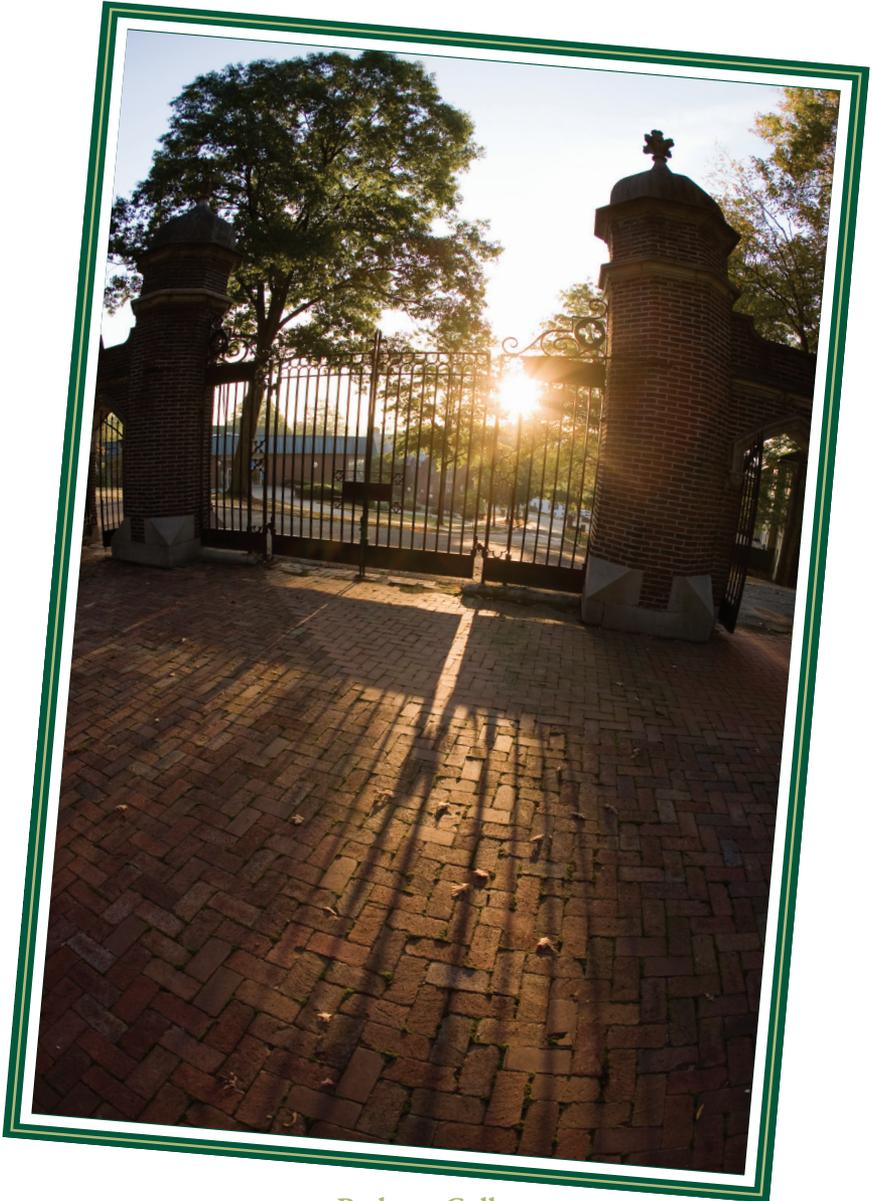


The Senior Project Experience

Class of 2011



Bethany College
Bethany, West Virginia

The senior project in its current form was established during a period of curricular change known as The Bethany Plan in 1971. Before then some students prepared a senior or undergraduate thesis but it was not a campus-wide requirement.

Most projects take the form of academic research while others are experiential in nature - performance, presentation, or placement based.

Senior projects are a unique element of a Bethany College education and are maintained permanently in Archives and Special Collections in the T.W. Phillips Memorial Library at Bethany College.

Jennifer Anderson

Meadville, Pa.

Major: Mathematics

Minor: Education

Effects of Mathematics Homework Feedback on Student Achievement

The purpose of this research study is to analyze the effects of given feedback on mathematics homework on student achievement. This research study is important for several reasons, one being the lack of recent, similar research, and a second based on the fact that not all teachers put feedback on student work. Some leave feedback on student papers whereas others do not. However, this lack of feedback poses a threat, because students often rely on it in order to determine what was wrong and how to correct the mistakes. Feedback is also key in shedding light on areas in need of help. This, in turn, can prompt the student to seek assistance either through tutoring and/or office hours. Still, when students choose to disregard it, feedback becomes worthless. The goal of this study is to ascertain whether feedback has a positive effect on student achievement, as well as to promote more studies on feedback improvement. This analysis will exhibit the effects of feedback on student achievement, whether positive, negative, or neutral. If this study illustrates that comments on students' homework is beneficial and positively affects student achievement, then furthering research should be performed to attain ways to enrich feedback and grading styles to promote student achievement. If this study reveals that comments on students' homework do not affect student achievement, then further research can be preformed to find other factors that could affect student achievement and discover ways to advance student achievement based on those factors.

Carey Bailey

Evans City, Pa.

Major: Equine Management

Study of Running a Facility

Not only did I focus on the managerial aspects of the finances but the animal management as well. When it come to running a barn, knowing your animals as well as your income and outgoing money is critical. I located and delivered a survey that asked about the animals that were currently on the premise (not only equine) and the different feeds, beddings, and other things to keep the horses working. Graphs were created off the horse information while the financial was placed on a spread sheet.

Emily Bigley

McMurray, Pa.

Major: Elementary Education

Student Teaching Placement

I completed my senior project during the fall 2010 semester. I taught at Woodsdale Elementary School in a 3rd grade classroom and at Wellsburg Primary in a kindergarten classroom. I compiled many artifacts - lesson plans, awards and honors, different methods of instruction, and communication techniques from these placements into my professional portfolio after the conclusion of my student teaching experience.

Jared Black

Jefferson Township, N.J.

Major: Computer Science, Mathematics

Social Engineering: The Rising Threat (Work in Progress)

The goal of the project is to understand and promote better network usage habits to, ideally, prevent users from falling prey to more sophisticated techniques in stealing information and identities. All internet users should gain a better understanding from this project, with a focus on various security recommendations for advanced users. The presentation will focus on highlighting the need to further educate and, possibly, assist any individual seeking more help in securing 'surfing habits.'

Jonathan Brander

Connellsville, Pa.

Major: Social Work

I Have Nothing to Offer: A Study of Volunteering as a Mentor

Mentoring programs seek to improve the lives of the growing youth in our country. Though most agree that mentoring programs are a great thing for the community, they still find it hard to get volunteers for these programs. What is it about mentoring programs that keep them from receiving the volunteer rates of other programs outside of mentoring? This study was performed to hopefully aid volunteer programs, specifically mentoring programs, in the recruitment process. This study addresses the how we can see an improvement in volunteer rates. This was done by carefully hand selecting a diverse population sample to participate in a set of surveys. These surveys addressed how people perceive both volunteering and mentoring. It also explores ways people are motivated to volunteer. This study helps to identify the areas needed to see an increase in volunteering, specifically identifying the lack of knowledge people have when it comes to knowing available opportunities.

Eileen Campbell

Fairfax, Va.

Major: Communications - Public Relations

Minor: History

How Social Networking Influences Event Attendance: The Facebook RSVP

New ways of reaching a target audience have emerged in the recent years, including Facebook as a platform for event promotion. This research aims to explore the reasons behind how college populations are affected by this new media's improvement of event promotions. The research also examines the processes of the college's population to make decisions to attend events based on uses and gratifications theory. The research also allows for predictions as to the change of behavior of the Facebook users due to being a member of a Facebook page or invited to an event.

Elizabeth Casey
Pittsburgh, PA
Major: Communications
Minor: American Literature

The Audience Effects of Constructed Female Gender in Disney Princess Films

The purpose of this senior project is to examine the portrayal of women in a collection of Walt Disney films. These films will include Snow White and the Seven Dwarves, Cinderella, Sleeping Beauty, The Little Mermaid, The Princess and the Frog, and Tangled. The question to be examined is whether there is a difference between the way villains, especially female villains, are depicted and the way princesses are depicted in these Disney films. If a substantial difference is found then the aim will be to investigate possible reasons for these various representations. Many researchers have examined the various facets of Disney films and that research will provide a rich foundation for this paper. Even though there has been past research on this subject, recent releases like The Princess and the Frog and Tangled offer new subjects to be studied and the contemporary films also provide a better understanding of the development of Disney's princesses across a longer period of time. Cognitive Development Theory, Social Learning Theory and Symbolic Interactionism are the theoretical bases for this paper and they will provide an understanding of how some people interact with the media they consume. These theories will be applied to the movies to determine if gender constructs exist and what behavioral and psychological effects they might have had on some of the viewers. The methodology will be a content analysis of each film, closely scrutinizing the main character and her corresponding villain. The purpose will be to trace the similarities and differences between these characters in each film previously mentioned, also checking for any development or change to the archetypal princess character.

Gabriella Casinelli

Follansbee, W.Va.

Major: Biology

Intern at WVU in the Biochemistry Department

Activation of AKT Signaling Increases the Expression of the Anti-Diabetic Hormone, Fibroblast Growth Factor-21
Abstract: Fibroblast Growth Factor-21 (FGF-21) is a hormone that mediates diet and induces changes in carbohydrate and lipid metabolism. The observation that pharmacological administration of FGF-21 reverses obesity and type II diabetes in experimental animals stimulates interest in the mechanisms controlling the endogenous expression of FGF-21. Previous data from the Hillgartner lab shows that bile acids enhance FGF-21 expression in primary hepatocytes in culture. Bile acids activate Protein Kinase B (AKT), a signaling protein controlling a variety of metabolic functions. The goal was to assess the role of AKT in the bile acid regulation of FGF-21. The treatment of hepatocyte cultures with the AKT inhibitor, AKTi, blocks the ability of chenodeoxycholic acid (CDCA) to increase hepatic FGF-21 mRNA abundance. This finding indicates that AKT is required to mediate the actions of CDCA on FGF-21 expression. The development of drugs that stimulate AKT activity and induce endogenous FGF-21 expression is a promising approach to treating type II diabetes and obesity in humans.

Justin Castello

Parker, Pa.

Major: Business Administration

Is it Economically Feasible to Create a Canoe Rental Business in Northern Butler County

The purpose of this senior project is to see if it is economically and financially feasible to successfully create a canoe rental business in the northern Butler county area. The project contains the business plan that I believe will be prominent to allow the business to prosper. With this I have developed the different marketing ideas, cost analysis, and an adequate budget to show where the business will go. Although this business is starting from scratch the upfront cost will be higher than the desired amount, but it is all needed to make sure the business gets off the ground. To correctly calculate the financial availability of this project, I have done great research on efficiently allocating my cost basis to minimizing cost. As shown through my interactions I have noticed how the canoe rental business is a business that can prosper. Since most Americans have switched over from their natural roots of exploration to the laid back and never go out lifestyle, this allows a growing interest for this industry that allows the average American to get out of their usual norms and permit them to explore the beautiful landscape Pennsylvania has to offer. With the business I will offer numerous trips that will allow each individual to select their desired length of exploration down the Allegheny or Clarion rivers. The name of the business will be "Allegheny Adventures."

Taylor Chmel
Wheeling, W.Va.
Major: Political Science

Climate Change: Scopes and Policies

This research paper traverses through the ways in which the world has been affected by anthropogenic climate change as well as what is being done about it and what should be done in addition.

Meghan DeLorenzo

Wheeling, W.Va.

Major: Psychology

The Effects of Ovulation on Attractiveness

During the ovulatory phase, research has found that females emit fertility cues that can be detected, such as scent and appearance change, and that affect the rate of attraction and mate preference in males. One hundred and twenty eight male and female Bethany College students rated photographs of two women (one on hormonal birth control and one not on hormonal birth control) in two of the four phases of the menstrual cycle. Participants then rated the photographs of these women on dimensions such as attractiveness, sociability and other personal characteristics. In addition, participants were asked to rate how likely each woman was to be menstruating in the photograph. The results did not support the hypothesis, which stated that male participants would rate the images of the women who are ovulating to be more attractive as opposed to the images of women who are not ovulating. However, there were significant results concerning female participants and their ability to detect when the women in the photographs were menstruating. A limitation to this study could be the use of photographs creating a bias for the participant as opposed to face to face interaction with the participant and the woman. However, this experiment adds new information from a college age perspective concerning ovulation and attraction as well as the female ability to sense menstrual cues in other females based solely on appearance.

Sara Drews
Centreville, Md.
Major: Biology

The Relationship Between Kisspeptin Neuron Activation and Luteinizing Hormone Secretion in Ovariectomized Ewes

Although estradiol inhibits GnRH (and hence LH) release, GnRH neurons lack estrogen receptors. Kisspeptin neurons may link GnRH neurons to estradiol negative feedback since they express estrogen receptors, kisspeptin stimulates LH release, and kisspeptin expression increases following ovariectomy (OVX). Herein we determined if an OVX-induced increase in LH secretion is associated with increased activation of kisspeptin neurons, using *fos* as an index. Three groups of mature ewes ($n=3/\text{group}$) were used; long-term (>3 months) OVX, short term ($\sim 24\text{h}$) OVX, and ovary-intact anestrous ewes. Distinct LH pulses were evident in all long-term and $2/3$ short-term OVX ewes, but not in intact ewes. In the two ewes per group examined, the percentage \pm SD of kisspeptin cells expressing *fos* was greater in long-term (28.8 ± 7.0) and short-term ($27.9\pm 3.5\%$) OVX ewes than in intact ewes ($2.47\pm 1.1\%$). We suggest that increased activation of kisspeptin neurons underlies the increase in pulsatile release of GnRH immediately following OVX.

Cassidy Drilling

San Diego, Calif.

Major: Managerial Economics

Minor: Communications

An Analysis of Electric Utilities Stocks

“An Analysis of Electric Utilities Stocks” is an in-depth study into how the macro-economy affects which industries to invest in, and ultimately, the success of certain stocks. This is accomplished through an analysis of six major indicators used to predict where the economy will be headed in the future, a profile of the Electric Utilities Industry, and an analysis of the stocks of six major companies.

Rebecca Ehrlich

Cleveland Heights, Ohio

Major: Social Work

Coping with Secondary Traumatic Stress

This research project seeks to investigate the symptoms and coping strategies of Secondary Traumatic Stress (STS), which is defined as the behaviors and emotional stress that come from helping (or wanting to help) a traumatized person. Current literature on STS reveals that physical self-care, supervision, and use of humor are important coping skills. Three surveys were given to staff members of a Children’s Advocacy Center in West Virginia to measure the frequency of the symptoms of Secondary Traumatic Stress and how often the coping strategies of physical self-care, supervision, and humor are used. It was found that those who used the coping strategies more often had a lower frequency of the symptoms of Secondary Traumatic Stress.

Haley Fedor

Munhall, Pa.

Majors: English Literature & French

Narrative Identity in Lesbian Fiction

The project studies several contemporary works by lesbian authors or with lesbian characters. The purpose is to see if similarities exist between lesbian literary voices regarding issues of identity, gender, and social acceptance.

Les Salons de Paris et la Vie de Madame de Stael

The project studies the context and style of the 19th century Parisian literary salon. It compares the life and work of Madame Germaine de Stael to that of other prominent female salon hostesses of the time, like Madame de Rambouillet and Madame Lebrun, to determine if she was ahead of her time and a pioneer of women's rights and intellectual stimulation.

Jennifer Fleahman

Wheeling, W.Va.

Major: Communications-Public Relations

Minor: Creative Writing

At Face Value: The Effects of Facial Attractiveness on Facebook Friend Request Acceptance by Users Ages 30-60

This research examines how Facebook users between the ages of 30 and 60 interact with friend requests from unknown users who are attractive or unattractive. By analyzing relevant studies and theories regarding Facebook and user attractiveness, this study hypothesized that Facebook users between the ages of 30 and 60 will be more likely to accept the Facebook friend request of someone they consider attractive versus someone they consider unattractive. A manipulation check was performed to test inter-rater reliability and verify the attractiveness or unattractiveness of 19 photographs. By conducting independent t-tests, eight photos were found to be significantly attractive or unattractive and were used in a final survey that aimed to measure the likelihood of participants accepting a Facebook friend request from the photographs' subjects. Results showed that while 75 percent of the time participants were more likely to accept a friend request from an attractive user, the numbers were not relevant enough to be statistically significant. The hypothesis was not supported, and results indicate that perhaps this demographic is less interested in appearance and attractiveness than younger demographics.

Eric Fudala

Uniontown, Pa.

Major: Business Administration

Investing in the “Big Five” Oil Firms

Investment is a very powerful tool and can be crucial for anyone who is attempting to grow wealth or even simply retire. However, an investment made without much knowledge of the subject could prove to be devastating and end as a major loss. In order to make a successful investment, a person must conduct a detailed study that includes an economic, industry, and stock, bond, or asset analysis. Stocks in the oil industry gain much attention every year due to their highly cyclical nature. Although these stocks tend to go up and down, they can be solid investments when executed correctly. This analysis will show the process that is conducted before making an investment decision, and will determine which stock of the “Big Five” oil firms is the best.

Ashleigh Gardner

Jamaica

Major: Psychology

Minor: Communications

Majority Versus Minority Students' Level of Attachment to College

Through the process of an electronic questionnaire, Bethany College students (majority and minority) were asked to respond to a series of questions rating their level of attachment to the college campus. Based on the received data, student responses were then subdivided based on race and ethnicity differentiating between majority and minority students; whereas majority students refer to all 'White Non - Hispanic' students and minority students are all other students who do not fall into that category. The results of this study are intended to provide some insight into the disconnect between enrollment and retention rates; as the premise of this study suggests that majority students will display higher levels of attachment in comparison to minority students.

Chatham Gongola

Cranberry Twp.
Major: Accounting

Similarities and Differences between United States Generally Accepted Accounting Principles and the International Financial Reporting Standards

This research project is designed to enlighten its readers about the inevitable convergence between the United States Generally Accepted Accounting Principles (GAAP) and the International Financial Reporting Standards (IFRS). This convergence is going to happen because the world is becoming a smaller place, so to speak. Everyone is connected electronically, and there is a need for all businesses and corporations around the world to share common accounting standards in order to conduct professional business practices. This convergence is expected to come within the next couple of years, so it is vital that current accountants become familiar with the new policies and procedures.

John Gyure

Pittsburgh, Pa.
Major: Psychology

Male Insecurity

How do men really see themselves? When they look in the mirror all they really want is to look their best. The battle they live with everyday is: How do we make ourselves look better? What can be done? This experiment was done to test the fact that men want to have a more athletic body frame compared to a bulky body builder or skinny male. Each body frame has a certain look to it but the pictures chosen for this experiment are to the extreme levels of body. There were 34 questions conducted in this test and 46 men took the survey. The three pictures chosen were a body builder, athletic body, and a skinny body frame. The athletic body is the one that people chose the most.

Samantha Hall

Washington, Pa.

Major: Accounting

What are the Similarities and Differences Between GAAP and IFRS and What Should U.S. Companies do to Successfully Face This Near Future Convergence?

The principal objective of this paper is to illustrate the similarities and differences between IFRS and GAAP and, ultimately, their convergence in the near future. There are some areas in which IFRS and GAAP differ. This paper will thoroughly examine those differences and compare the upcoming convergence of them to current company practices. It is expected that the pervasive impact of the new guidance on accounting practices will have an immediate and lasting impact on the mergers and acquisitions environment. Under GAAP, the revised business combinations guidance continues the movement toward greater use of fair value in financial reporting and transparency through expanded disclosures. IFRS represents significant changes but is less of a radical change than the comparable standard in GAAP. The convergence will change how business acquisitions are accounted for under GAAP and will affect the financial statements at the acquisition date and in subsequent periods. The business combinations standards under GAAP and IFRS are close in principles and language, with two major exceptions including full goodwill and the requirements regarding recognition of contingent assets and contingent liabilities. However, significant differences continue to exist in subsequent accounting. Different requirements for impairment testing and accounting for deferred taxes are among the most significant.

Katie Heinlein

Claysville, Pa.

Major: Art & Spanish

Minor: Education

A Fine Arts Performance/Show

Senior Art Show

La influencia de la guerra civil española en el arte y la literatura

A research project that covers art and literature during the Spanish Civil War and how both fields were impacted by the war.

Caroline Hoag

Pittsburgh, Pa.

Major: Communications

Minor: Visual Art

The Power of the Starbucks Siren Logo

This senior project will explore the question of whether changing the Starbucks logo has altered consumers' opinions about the Starbucks brand. Have their feelings changed about the coffee company's new Siren Starbucks logo? Recently, Starbucks redesigned their logo after 40 years to modify the brand identity. The main focus on the new logo is the powerful Siren. The question which will be discussed in this research project is if consumers are more attracted to the Starbucks brand because of their logo modification. This paper will look at other companies, such as The Gap, who have changed their logo and how it changed their brand.

Lisa Illig

Leetonia

Major: Environmental Science

Minor: Botany

Heavy Metal Accumulation in *Egeria densa*

Heavy metals such as lead are highly toxic and are becoming a common pollutant in streams and rivers. Lead is very common because of its former use in many household products such as lead-based paints. Most of the common techniques of removal of heavy metals from water require a large amount of energy and cost. However, many plants have the ability to uptake metals from the soil and aquatic plants have a unique ability to uptake metals from both the sediment and the surrounding water. The aim of this project is to gauge the ability of *Egeria densa* (elodea) to take up lead from its habitat. Elodea is a cheap resource as it grows invasively in many places including North America. With further research it may become an inexpensive source of water remediation. Elodea will be grown for four weeks in a lead solution. Using Ultraviolet–visible spectroscopy a calibration curve will be made and then the amount of lead in each of the elodea plants will be determined based upon the calibration curve. Statistical analysis will be performed upon the data. This experiment will require elodea, as well as certain chemicals and compounds to make up the solutions needed for the wet ashing and the UV-vis analysis. All materials that are not consumed during the experiment will be donated to the Chemistry and Biology Departments for future use.

Leah Karst
Pittsburgh, Pa.
Major: Visual Art

A Fine Arts Performance/Show

There will be an Art show for all Senior Art Majors on display in the Renner Art Gallery. It will commence on March 28, 2011, and will be open for viewing through April 14th. The works on display will be a collaboration of the 7 students' artwork developed during their study at Bethany. A variety of different themes and mediums will be incorporated in the show to demonstrate a broad range of study. A reception will be held on Saturday, April 9th.

Remington Kyes
Zanesville, Ohio
Major: History

Titanic: The Historical Implications

The RMS Titanic's story is of interest even to today's travelers, shipwrights, and historians. In the early twentieth century, travel across the Atlantic Ocean would take about a week's time. The Titanic was constructed so that people could enjoy their time on the waters in luxurious opulence. The Titanic was launched on May 31, 1911, amid much publicity that the ship had been made with the best safety features known at that time. It was said that the ship was unsinkable. Of course, this did not turn out to be true, because the ship sank on its maiden voyage on April 15, 1912 at approximately 2:20 a.m., killing 1,502 people. The paper takes a brief look at the history of the Titanic, from the construction to the sailing to the sinking and aftermath as well as focusing on the historical implications of the sinking.

Josh Lawrence

Mather, Pa.

Major: Sport Management

Winning in the 21st Century

Winning in the 21st Century was a study to determine whether spending money in Major League Baseball determines how many wins a team will have during the regular season.

Cortney Lax

Orrville, Ohio

Major: Social Work

Minor: Spanish

How Children Cope with the Death of a Loved One

I will be doing my senior project on death and how it affects children and how they cope with it. I will be using a program called Bobby's Books that is run at Valley Hospice. Bobby's Books is a program at Valley Hospice where books are read to children and then talked about with the children to show that it is ok to be sad and deal with things that may be going on. I will also be using other sources on the affects death has on children and how to cope with it.

Sarah LeDonne

Elizabeth, Pa.
Major: Visual Art

A Fine Arts Performance/Show

My Senior Project is an art show with my fellow Visual Art peers. This exhibition showcases art that I have made throughout my tenure as a Bethany College Visual Art student. The show is held from March 28 to April 14 in the Renner Art Gallery.

Laura Lindenfesler

South Park, Pa.
Major: Elementary Education
Minor: Special Education

Student Teaching Placement

I completed my Student Teaching Experience in the Fall Semester of 2010. I had the opportunity to teach Special Education at Franklin Primary (Wellsburg, WV) and Third Grade at Jefferson Primary (Follansbee, WV). Both field placements were wonderful and provided great learning experiences. I enjoyed working with my cooperating teachers by making learning come alive for my students. It was a great conclusion to my college education that I will always remember.

Dakota Matz
Zanesville, Ohio
Major: Psychology Pre-PT

Gender Roles & Hunting

Gender roles within our society is a topic that is often avoided, because it creates the opportunity for tension. However, gender roles have a great potential to influence individuals' behaviors and, as such, are an important area of study. The current study highlights how these gender roles carry over to the traditionally masculine domain of hunting. Although this activity is most often associated with men, increasing numbers of women have also taken to hunting white-tailed deer in recent years. Despite female hunters engaging in traditionally masculine behaviors by hunting in the first place, gender roles may still influence the hunting techniques used by male and female hunters. I hypothesize that women will use less aggressive hunting strategies than men to harvest white-tailed deer. The hypothesis was tested using a survey which was taken by a total of 69 people who participated. The participants included 43 men and 26 females. Information gathered from the survey included: gender, age, how many days during the white-tailed deer season, average duration of white-tailed deer hunt, total number of white-tailed deer harvested, average number of white-tailed deer harvested each year, state or states hunted, and the size of the largest white-tailed deer rack in inches. Another question was included that asked participants to rate, one being the least to five being the most, how often they participate from a list of strategies. The strategies included: hunting field edges, hunting open woods, hunting thickets, using calls, using scents, rattling, and pushing white-tailed deer. The hypothesis was in fact supported. Men were more likely to report using aggressive hunting techniques ($M = 15.19$) than women ($M = 12.88$), $t(66) = 2.00$, $p = 0.049$. Additionally, men spent more days hunting ($M = 2.50$) than women ($M = 1.65$), $t(66) = 2.51$, $p = 0.019$. Finally, there were gender

differences in the number of deer harvested. Men averaged 2.98 deer per year, while women averaged 1.46 deer per year, $t(66) = 2.803$, $p = 0.007$. Conducting this study has supported my hypothesis that gender roles within our society will influence women's hunting strategies, with those being less aggressive hunting strategies than men's strategies. The information gained from this study specifically targets white-tailed deer hunters, making them aware of these differences. By making female hunters aware of the gender differences in hunting, the chance for women harvesting more and larger white-tailed deer could increase significantly. A cyclic effect could then result for improved hunting habitat and deer health, as well as, decrease in car collisions with white-tailed deer. In closing, the gender roles need to be broken so that these women can further excel and triumph in the woods.

Autumn Mayle

Mingo Junction, OH

Major: History

Love, Money, and the Pursuit of Marriage: Jane Austen's Analysis of Marriage In Women's Gender Roles During the Regency Era

Jane Austen's novels create a commentary on women's social culture in Regency England. Generally, the Regency Era alludes to the time span of the 1790s to the 1830s. The term Regency refers to the period from 1811 to 1820 in which the Prince of Wales served as regent for his mentally ill father, King George III. In Regency society, women relied entirely on marriage or inheritance for their fortune. By examining the gender roles of women in marriage and the three types of marriage in Austen's novels - money matches, love matches, and "conjugal felicity" matches - Austen demonstrates the passive attempts of women to overcome gender boundaries in Regency society through the pursuit of economically advantageous and emotionally fulfilling marriages. Essentially, this meant that the financial livelihood of women depended on their ability to ensnare a rich suitor. Austen's novels deal with this threat of poverty stemming from the inability to secure a proposal of marriage. In her novels, Austen depicts this tension by creating intelligent heroines who deal with the limitations of their gender roles, especially in the pursuit of marriage. This allows a commentary on women's gender roles in Regency culture. Austen's works examine the different approaches to marriage to study their role in Regency women's cultures. Two types of marriage were common in Regency society: love matches and money matches. In a love match, individuals searched for a companion in life to form an emotional bond. Although love matches have romantic connotations, they strictly called for a companionate relationship and did not condone passionate romances. In money matches, the relationship satisfied only financial or economic concerns and did not involve a bond

with the spouse. In her novels, Austen criticizes both love matches and money matches. She shows this by demonstrating the drawbacks of both love and money matches in her novels. For true “conjugal felicity,” Austen requires a balance between economical and emotional concerns. Through her novels, she shows that a marriage that neglects either of these factors cannot be a satisfying marriage. To prove the necessity of this combination, Austen presents the advantage of the combination of these two relationships by allowing her heroines to procure matches that alleviate their emotional and financial needs. Through this concept of “conjugal felicity,” Austen asserts the necessity of women to procure a marriage that combines both esteem and affluence in order to promote happiness in marriage. By studying her characters morals and opinions on marriages, Austen provides a commentary on gender roles in Regency culture. These characters illustrate the dominant role of marriage in Regency society through their observations and interactions dealing with this subject. In this way, Austen emphasizes the inherent relationship between marriage and gender roles in Regency culture through her creation of the “conjugal felicity” marriage in her novels.

Kate McCabe

Egg Harbor Township, N.J.

Major: Physical Education

Physical Education and Sports Studies:

This study was conducted in order to show a relationship between the past ten years of Bethany College Physical Education-Sports Studies graduates success rates in the job market, graduate school, and salaries. In order to conduct this study there was a sixteen-question survey that the graduates were asked to complete. The survey was sent via e-mail to seventy-eight Bethany College Physical Education and Sports Studies graduates from the past ten years. There was a 36% success rate for the returned surveys. The survey included questions about their personal lives such as current jobs and beginning and current salaries. Many of the survey responses included comments providing suggestions to help the department modernize some of the courses taught especially with the teacher certification track. Many suggested that the lab analysis courses should be updated and taught as separate classes instead of combining two sports together. Another suggestion was to add a focus on updated fitness such as incorporating Zumba, Yoga, and Pilates to the curriculum. Physical Education as a major at Bethany College has been broken down into four sub-categories: physical education with teacher certification, sports management, sports communication, and physical education without teacher certification. During the research, information was found based on current and beginning average salaries in each of the four sub-categories. This information was then compared to the information provided by the alumni findings. The research ended up proving that Bethany College students will be quite comparable to the rest of the nation after the individuals gain experience in their fields in order to increase their salary averages as a whole.

Manda Myers

Houston, Pa

Major: Communications - Public Relations

Society's Representation about Body Image Portrayed through Current Reality Television Shows.

This senior project will explore the phenomenon of the United States society's representation about body image portrayed through current reality television shows. This topic is suitable for a senior project in Communications because although the television media is stating that they are trying to portray diverse body types, a lot of the new reality television shows are about having a fit and "mediated" body to feel happier. Scholars have studied the growing number of reality television shows in the United States conveying that our culture is biased about mediated body image. With the recent number of shows communicating that a fit body will make people happier, it will tie together society's connotation about what body size is attractive.

Levi Naylor
Uhrichsville, Ohio
Major: Psychology

The Covers of Literature Gender Stereotypes

Gender stereotyping, the connection between a category and either male or femaleness, has been researched in accordance with the study of color identification. Two groups - a clear picture group consisting of 42 individuals and a blurred picture group consisting of 38 individuals - were required to view a power point consisting of 60 adult book covers from Amazon.com. The clear and blurred groups viewed the 60 book covers on three different Likert Scales that consisted of Masculine/Feminine, Active/Passive, and Interesting/Uninteresting. Results showed that books differed significantly in their ratings between book types whether they were blurred or clear, with sports books being the most masculine of the blurred category. No difference was found in regards to gender and book type ratings except for the ratings of interesting/uninteresting values. Other than a possible cohort effect from the participants due to a low range of participants age ranges, this study has shown that color plays the key role in deciding how individuals view books regarding masculine/feminine principles.

Jeremy Nizioł

Brentwood, Pa.

Major: Communications

Minor: Business Administration

Understanding the “Like” Feature on Facebook and its Effects on Marketing Campaigns

With the growing popularity of social networking websites, a great deal of research is being conducted to fully grasp all the tools and applications that can be used on each site. In particular, Facebook is quickly becoming the most frequently accessed social networking site and has a plethora of features that can be utilized by users. In this study, the “like” feature and its use in terms of “liking” businesses or corporations are closely examined. The “like” feature is simply the user’s ability to click “like” on anything from status updates to his or her favorite candy. Over the past few years it has evolved from joining groups, “becoming a fan of” and now to just “liking.” Recently, users have gained the ability to “like” advertisements as well as corporations and businesses that appear on their “News Feeds.” The goal of this study was to uncover if having a user “like” a business would show a correlation to the user actually purchasing goods from the “liked” business. Additionally, if a user saw that friend “liked” a company, would the user then “like” the same company to fit in. The results of this exploratory study indicated the “like” feature is almost never used for businesses and companies, and when it is, the subjects rarely, if ever, actually purchase a good from the “liked” company.

Michael Pegg
Uniontown, Pa.
Major: Accounting

Investment Analysis: “Which is the better fast food investment?”

The purpose of this senior project is to determine which fast food corporations are the better investment, McDonald's or the Wendy's/Arby's Group, which is a holding company for both Wendy's and Arby's. This project contains an introduction to the fast food industry and also a detailed history of each company's rise to popularity. This project also includes the most recent annual financial statements issued for these companies. With this information, I will then use financial ratio analysis and recent trends in stock prices to determine which of these companies is the better choice is for potential investors.

Marissa Perelstine

Upper St. Clair, Pa.

Majors: Communications & Social Work

How Could Selected Television Programming Supplement Therapy For Children?

This paper will examine bibliotherapy in the United States and see if it is practical to use television instead of books. Although bibliotherapy has been used for some time now, therapy using television is a new idea that deserves further study. Youth ages 12-17 could learn about different social problems and coping skills by watching others on television. While there are many directions for this topic, this paper will consider how and in what contexts television could benefit youth with self-esteem problems, those with Asperger's Syndrome, and victims of child abuse. The inspiration for this study is Rhea Joyce Rubin's work on bibliotherapy. Rubin's work gives a good overview on bibliotherapy as a whole and it is also divided into sections for different problems. Television could be successful in treating youth with a variety of therapeutic issues. This will be a qualitative research project done via critical analysis. The primary questions that will try to be answered are: How can previous research on this kind of therapy be adapted to television content and technologies? Who are the youth that can benefit? What specific types of television shows can be used? Where can these programs operate? When during treatment is therapy using television beneficial? Why and how does therapy using television work? What would a therapy session using television look like?

The Different Strategies of Marketing Plans in the United States on Soup Kitchens

For my senior project I looked into the history of soup kitchens. I also examined what food banks across the nation do to inform the public and get donations. What works and what doesn't. I compared and contrasted the Wheeling Soup Kitchen to others across the nation. I did this by reading books, articles, and sending surveys to other soup kitchens across the nation.

April O'Brien

Columbus, Ohio

Major: Communications

Minor: Spanish

Pública O Privada: A Cross-Cultural Examination of Facebook Users' Privacy Preferences

This study examines the privacy preferences of samples of female Facebook users from Bethany College in Bethany, West Virginia, and the Universidad de Córdoba in Argentina in order to draw conclusions regarding the importance of culture on privacy settings. A content analysis of 221 profiles was performed, and statistical significance was calculated. The results showed that in general, there is no significant difference in the amount nor the type of private information divulged by the subjects. It appears that culture is not a significant factor in terms of privacy preferences on Facebook, although future research should look at different cultures and age groups, as well as both genders.

Matthew Orr

Manalapan, N.J.

Major: Managerial Economics

Dredging, Do the Economic Benefits Outweigh the Negative Externalities

Dredging is acknowledged to be a necessity for certain aspects of the economy to grow. Trade and transportation happen to be two that catch the public's eye the most. With the increased drive to lower costs, many vessels are getting substantially larger and increasing the need for many waterways to be dredged. The issue that stirs up the most noise in the media is the aftermath that dredging leaves on the environment and surrounding areas. With these two issues a debate begins to arise to whether the economic benefits created from dredging outweigh the negative externalities to come from it.

Evan Oslund

Oakmont, Pa.

Major: Theatre-Performance

A Fine Arts Performance/Show

“1”, a senior project conceived, written, performed, and choreographed by Evan Oslund, is a true capstone performance designed to display the development of his talents. He demonstrates all of his Bethanian training as a theatrical artist in the project as he acts, directs, dances, plays music, choreographs, script-writes, as well as designs costumes and lighting. The piece, written in the fall of 2010, was performed before a live audience in the Wailes Theatre in Steinman Hall on the nights of April 15 and 16, 2011, at 8 p.m.

Kaycee Platter

Wellsburg, W.Va.

Major: Social Work

Making the Perfect Youth Care Worker: Ideal and Identifiable Characteristics Your Employees Should Possess

The Senior Project: Making the Perfect Youth Care Worker: Ideal and Identifiable Characteristics Your Employees Should Possess, is about explaining what characteristics are and how they can impact your organization. It also explains the benefits of taking the time to build your team out of workers that possess key characteristics. The paper includes several tools from interview techniques to trainings sessions all with the goal of making your team better equipped to serve your client population.

Ian Rawdon
Staten Island, N.Y.
Major: Biology

Intership

My senior project took place at Richmond Valley Veterinary practice. I did my study over this past winter break (6 week study). I performed a case study on the English Bulldog and the problems related to selective breeding practices exercised by American breeders.

Cynthia Richardson
Moon Twp., Pa
Major: Psychology
Minor: Philosophy

Ritalin's Effect on Rats Behavior Concerning Alcohol

My study involves doing an experimental study into the issues of Ritalin use and Alcoholism in adults. I will use skinner boxes to contain rats in similar conditions and divide them randomly. The rats will be placed in one of two groups, one that will receive Ritalin and the other will receive Saline. Once these rats have matured I will offer them all a taste of ethyl alcohol diluted with water and they will have two graduated cylinders to choose from for the rest of the study. One will have water the other diluted ethyl alcohol. Each rat will be handled identically to avoid any variability. My hypothesis of the study is that I will see a marked increase in Alcohol consumption in the rats that received Ritalin than the rats that receive saline.

Robert A. Rovnanik

Springdale, Pa.

Major: Communications - Electronic Media

Analyzing the ESPN Bias

This senior project will examine the question of a possible ESPN bias toward the NFL. Although the political bias of news networks such as FOXNews and MSNBC has been discussed, no analysis has been discovered of the popular sports network ESPN, and a possible bias towards certain sports leagues. This topic will be heavily connected to both the agenda setting and gatekeeping theories. Although there are several directions for this topic, this paper will primarily focus on the time ESPN spends in covering each particular professional sports league. Based upon the scholarly research done in the paper, there has been little to no past academic research on this topic in the past. Anecdotal evidence suggests it is likely that the bias will lean more towards the National Football League (NFL) than the other sports leagues. A content analysis will be done on the 6pm daily telecast of ESPN's flagship program "SportsCenter". This content analysis will focus on telecasts of the show from February 20, 2011, to March 19, 2011. The analysis will only include the NFL, Major League Baseball (MLB), National Basketball Association (NBA), and the National Hockey League (NHL). The analysis will be based on: • What story the "SportsCenter" telecast, and from what sports league the story is from, • How much time that the show focuses on each particular sports league, and • Where the stories about each particular sports league appear in the show. The primary question that this research will answer is if ESPN, does in fact show a bias to any particular sports league.

Nicole Neda Salopek

Seven Fields, Pa.

Major: Communications - Public Relations

Minor: Creative Writing

To Post or Not to Post: The Implications of Facebook Privacy Settings on User Posts

With social networking becoming something that is being integrated into many people's lives, there has been some heavy research done on the topic more recently. Previous studies show that people who use social networking have an ultimate goal in mind. Sometimes it is just to connect with old friends or to meet new friends. This research paper focuses more on the issues with online privacy and examines how concerned users are with their online privacy. The literature review reflects past studies to help introduce the survey that was used for the current study. The survey that was distributed through SurveyMonkey.com asked a variety of questions concerning online privacy. The paper discusses each of these questions in depth and how the results reflect the hypothesis. The research offers limitations and suggestions for future research, while concluding with final thoughts on the topic of social networking and privacy issues.

Chelsea Marie Shenton

Chester, W.Va.

Major: Political Science

Minor: Religious Studies

Egypt, Democracy, and the Muslim Brotherhood

In light of the recent political turmoil faced by the nation-state of Egypt this project examines the Islamist quasi-political group the Muslim Brotherhood. In the project an in-depth analysis of the democratic qualities the Brotherhood possesses are discussed and the hypothesis is posited that were the Muslim Brotherhood to come to power in free and fair elections they would prove to be democratic leaders of Egypt. The paper also entails an analysis of past U.S. foreign policy vis-a-vis Egypt as well as a recommendation for future foreign policy.

Christopher Brian Smurthwaite

Wellsburg, W.Va.

Major: Chemistry

Analysis of Human Hair for Detection of Zinc and Copper Concentrations Comparable to an Attained Intelligence Quotient

The idea that higher concentrations of zinc and copper in human hair leads to better performance on standardized intelligence quotient examinations was extracted from a series of publications and sites that claimed this as fact. Because there exists no scientific study behind this stated fact, I will be doing a scientific investigation to provide any possible correlation between the two variables. Study will begin with the administration of an exam followed by a short survey to collect external variables, such as diet, use of vitamins, and hobbies. A follow-up will utilize approximately 0.5 grams of the subject's hair in flame atomic absorption spectroscopy. After dissolving the hair into a useable solution, the instrument will be used to compare the concentrations of the hair versus a standardized solution. Success will be represented by a positive correlation between zinc and copper. Twenty-two participants, represented by sequential letters, comprised the study. An average intelligence quotient of 109.5, which corresponds to a percentile of 74.5%, was calculated along with a standard deviation ± 10.294 for human participant portion of the study. While samples were prepared along with necessary chemicals and standard solutions, the analytical portion of the experiment could not be completed due to instrumental malfunctions.

Lindsay Sobotka

Weirton, W.Va.

Major: Chemistry

The Effects and Efficiencies of Hyaluronic Acid

In a market flooded with wrinkle removing supplements such as Botox and Dysport, finding the most effective product for the price can be a challenging problem. Society expects people to defy the aging process by appearing younger than the age. Newer products, hyaluronic acid supplements, are allowing women to do just this. By replenishing the hyaluronic acid that already fills the depressions in the skin, these supplements are highly effective in giving a youth appearance. This study examined three over the counter hyaluronic acid wrinkle supplements in order to determine which product would be the most effective at removing wrinkles from the forehead region. Because high concentrations have no known detrimental effects, it was assumed that the product with the highest concentration of hyaluronic acid would be the most effective at removing wrinkles. The concentration was to be determined with the use of a High Performance Liquid Chromatography to complete a standardized curve with concentrations at 0, 0.25mg/mL, 0.5mg/mL, 0.75mg/mL, 1.0mg/mL, 1.25mg/mL, 1.5mg/mL, 1.75mg/mL, and 2.0mg/mL. In addition, three women used one of the supplements for an eight week period and pictures were taken every week in order to monitor the progress. Subject number 1 showed results of fading wrinkles after 6 weeks of using Puritan's Pride Hyaluronic Acid Wrinkle Cream, subject number 2 used Puritan's Pride Hyaluronic Acid Serum and showed a noticeable amount of wrinkle reduction between the 5 to 7 week period, and subject number 3 showed little to no wrinkle reduction after 8 weeks using Source Naturals Skin Eternal Hyaluronic Acid Cream. Subject number 1 showed the largest reduction of wrinkles followed by subject 2 then subject 3. This concludes that the concentration of the most effective supplement is the highest and the concentration of the

least effective would have the lowest concentration. Because of instrument difficulties, the concentration of each supplement could not be determined. Therefore, the effectiveness of the products could only be determined by the human study. Various errors occurred during this experiment, especially concerning the pictures. The subjects were still wearing makeup, which could have filled in their wrinkles. Plus, the pictures were not always taken by the experimenter; therefore some of them are taken in different angles and in different lighting. This made it difficult to compare the pictures to the initial ones. Overall, the research was concerned a success from a learning standpoint, even though the project could not be completed.

Rachel Sowinski

Freedom, Pa.

Major: Equine Management

The Effect of Exercise on Hoof Growth

It is thought that mechanical loading is one of the stimuli which change the rate of growth of the equine hoof. In addition, this stimulus may change the shape of the equine foot structures. The objective of this study was to evaluate the effects of exercise, or increased mechanical loading on the rate of growth of the equine hoof. The change in growth was studied by taking measurements at the beginning and end of the study with the assistance of a professional equine farrier. The mechanical loading was six hours of exercise a week for six weeks.

Emily Stewart

Greensburg, Pa.

Major: Religious Studies

Minor: Communications

Religious Literacy in America

Based in part on Stephen Prothero's bestseller "Religious Literacy," this project is a discussion of the fast-growing problem of American religious illiteracy and how education can help to solve it. America today is arguably a more pluralistic culture than ever before, and without a solid foundation of religious knowledge, the implications of current events, important figures, and imagery cannot be understood – period. And furthermore, it is clear that ignorance of religions does not bode well for tolerance of religions, either. A survey of students at Bethany College serves to exemplify, even if anecdotally, the trends in modern religious illiteracy and sheds light on literacy trends in specific Christian denominations. This discourse also recognizes fatal flaws in taking for granted both the intelligence of our past and the relationship between education and tolerance. Because religion is so closely entangled with so much of modern culture, this project also necessarily speculates on a total solution for the average American's extensive illiteracy of religion.

Erik Stumpf

Pittsburgh, Pa.

Major: Business Administration

Is it Economically Feasible to Open a Gym in the Fox Chapel Area

The design of this senior project is to see if it is economically feasible to open a gym in Cheswick, Pennsylvania. In this senior project, it will have financial analysis, as well as ratios, and different strategies to use. In order to get all of this information on gym's revenues and expenses I had to interview the local gyms and get data and compare it. After estimating and averaging all the data I am able to first break it down into budgets to get the pro forma financial statements. The statements will be broken down to a monthly basis. From there I'm able to look at it and see if the gym will work, and what I will have to do to keep it running.

Jason Soltis

Port Vue, Pa.

Major: Physical Education

The New Age Classroom

The purpose of this project is to find out if effective technology is in the classroom. Students from Bethany College will be surveyed about the uses and amount of technology in the classroom. From the information gathered the project will explain the most useful types of technology used and if any needs to be improved.

Amanda E. Thomas

Peterstown, W.Va.

Major: English

Minors: French and Religious Studies

The Controversy of Philip Pullman's His Dark Materials

“His Dark Materials,” a trilogy written by Philip Pullman in the genre of children’s fantasy, has become the subject of much controversy among Christian religious groups for Pullman’s direct attacks on Christianity. My paper analyzes this anti-Christian rhetoric by exploring the direct way in which Pullman uses religious language. The conclusion is that in attacking Christianity, Pullman rejects the idea that religion and faith in an unseen deity is good for the well-being of humanity. Instead, what Pullman tries to instill within his readers is the idea of humanism: that creativity, freedom, and knowledge are essential in living to our best potential and with these qualities, humankind can build a great world to exist and live in.

Angela Tipton
Bellaire, Ohio
Major: Psychology
Minor: Religious Studies

The Comparison of Romantic Reality Television on Romantic Expectations

Unrealistic romantic expectations are developed from many influential factors such as romantic-themed reality television. In this study, the participants consisted of 183 male and female Bethany College students ranging in age from 18-23. The participants were given a survey via surveymonkey.com that examined the types of reality television the individuals viewed (romantic versus non-romantic) and measured the individual's romantic expectations based upon their responses. It was hypothesized that viewing romantic-themed reality television, rather than non-romantic reality television would increase the likelihood of developing unrealistic romantic relationship expectations in college students. A Pearson r was used to determine the results of the collected data. Overall, the hypothesis was not supported, $r(88) = -0.420$, $p = 0.000$. That is, overall, the more romantic-themed reality television individuals watched, the fewer unrealistic romantic expectations that individual had. The picture is more complex than this, however. When data from men and women was analyzed separately, strong differences emerged. For women, the overall pattern held, $r(62) = -0.632$, $p = 0.000$, showing that the more reality television with romantic themes that was watched, the fewer unrealistic romantic expectations these women held. On the contrary, there was a positive correlation between amount of romantic-themed reality television and unrealistic romantic expectations among men, $r(26) = 0.588$, $p = 0.002$. This is particularly intriguing given that men and women did not differ significantly in terms of their unrealistic relationship expectations, $t(135) = -1.31$, $p = 0.192$, or in terms of how many hours of romantic reality

television was viewed, $t(86) = 1.10$, $p = 0.273$. Although the overall results did not support the hypothesis, there is evidence that watching romantic-themed reality shows is linked to unrealistic romantic expectations among men. One possible explanation for the current findings has to do with the type of romantic reality television being watched. Perhaps shows that emphasize unrealistic romance (rather than those which show the “ugly” competition for a man) appeal more to male viewers. Or, perhaps male and female viewers interpret the same shows very differently, leading to differential romantic expectations. To the researcher’s knowledge, this is the first study examining the romantic subgenre of reality television and people’s expectations. An additional strength of the study is that, although not predicted, the genders differ in terms of the relationship between expectations and reality television viewing habits. Limitations of the study included using a homogenous population and lacking information about individuals’ developmental factors that also contribute to the relationship expectations that influenced the success of their romantic relationships.

Lauren Tolbert

Wheeling, W.Va.

Major: Accounting

Is it Feasible to Open a Bakery in Wheeling, WV?

I will be developing budgets for a bakery and finding whether or not it will be feasible to open a bakery in Wheeling, WV. I will be doing all of the financial statements needed to be able to reach a decision.

Ally Tylka
Mt. Lebanon, Pa.
Major: Elementary Education
Minor: Special Education

Student Teaching Placement

As a senior receiving my Bachelor of Arts degree in Elementary Education, with a minor in Special Education, a Reading Endorsement and an Autism Endorsement, I student taught in both a traditional elementary classroom and a self-contained special education classroom. A fourth grade elementary classroom in the Avella School, in Avella, Pa., was my first student teaching assignment. Mrs. Erika Minch was my cooperating teacher. She was an exceptional mentor who taught me many things, including classroom management skills. As she became confident in my skills, she allowed me to develop and present my own lesson plans to the class. She embraced me as a student teacher and allowed me to collaborate with her to enhance her own teaching material. Throughout the day, I taught English, Reading, Spelling, and Science to over 50 students. It was an outstanding experience that reinforced my decision to become a teacher. In order to further my experience with Special Education, my second student teaching assignment was in the East Garfield Elementary School, in Garfield, Ohio. There were 10 students, grades K - 2, who were in a self-contained classroom. The special needs of the students in this classroom ranged from Downs Syndrome, various spectrums of Autism, Fetal Alcohol Syndrome, and mental retardation. In addition to the classroom teacher, Mrs. Deanna Beall, there was a full-time Reading Specialist and a Teacher's Aid. Working with these students was both challenging and rewarding. I learned many good techniques for teaching a child with special needs. My student teaching experience provided me with many wonderful learning opportunities. I will use many of the techniques that I learned to help me provide my students with an exceptional learning experience. I will post my educational philosophy in my classroom as a constant reminder of my dedication to teaching and to each individual student. My "Educational Philosophy": 1) Provide children with a classroom that combines structure, support, creativity, respect and hands-on learning experiences; 2) Differentiate instructions to support every students' needs; and 3) Provide a secure and loving classroom that will allow ALL students to thrive.

Samantha Vitale

Bellaire, Ohio

Major: Chemistry

Minor: Secondary Education

The Effects of Cholesterol-Altering Terpenes on Total Body Weight

The terpenes found in unfiltered coffee and cocoa, cafestol and linalool, respectively, are known to affect total cholesterol levels. It is also known that individuals with higher body weights tend to have higher total cholesterol levels. When mice were administered a dose of plain coffee for one week their total cholesterol levels increased as did their body weight. When the same mice were given a dose of unsweetened cocoa for one week their total cholesterol levels decreased, along with their body weight. Therefore, it was determined that directly affecting total cholesterol levels will have an affect on total body weight.

Lisa Wabrick

Washington, Pa.

Major: Accounting

An Analysis of the Financial Feasibility of Opening Lisa's Liquid Lounge

This senior project has a main goal of determining whether or not it would be financially feasible to open up a hometown bar in Washington, Pa.. The information and values throughout the project are results of extensive research, prior knowledge and personal information gained from an interview with a local bar owner. The bar will be named Lisa's Liquid Lounge and will strictly serve alcohol offering a variety of beer and liquor. The information collected will be combined together to form a master budget along with the pro forma financial statements. The analysis performed throughout the project will give an accurate outlook as to whether the investment will be a success.

Ryan Whitehead
Wellsburg, W.Va.
Major: Communications

“Do beer TV commercials increase the negative effects of alcohol on college students?”

Beer commercials are all over the television. Various researchers have done research to see if beer commercials can increase the negative effects of alcohol on consumers. This study was conducted in order to find evidence to support the research question “do beer TV commercials increase the negative effects of alcohol on college students?” The other research that was looked at found evidence to support their research question.

Audrey Ann Wickens

Belmont, Ohio

Major: Psychology/Pre-Physical Therapy

Minor: Equine Studies

Realtree or Real Woman: A Study of Perceptions of Women Who Wear Camouflage

Kazdin (2000) defines gender roles as the societal expectations that apply to an individual's gender; some of these expectations make us perceive other peoples' personalities inaccurately. One hundred twenty-six Bethany College students (86 females and 40 males) participated in the study. Participants rated women wearing three colors of camouflage (Realtree, blue, and pink) and regular dress on an attractiveness and masculinity scale that ranged from very unattractive to very attractive and from not at all masculine to very masculine. The data did not completely support the hypothesis that women who wear Realtree and blue camouflage will be perceived as less attractive and more masculine as compared to women who do not wear camouflage or wear pink camouflage. Additional data showed that both women and men perceive women who wear Realtree camouflage as more attractive than women who wear regular dress. Collecting the data on a small college campus limited the study because a representative sample was not used; however, the results still demonstrated that women are judged by what they wear.

Cory Winters
McKeesport, Pa.
Major: Physical Education

Co-Educational vs. Single-Gendered Physical Education Classes

The intent of this project is to study the difference between co-educational and single-gendered physical education classes.

Chelsea Wright-Saus
Wheeling W.Va.
Major: Social Work

Animal-Assisted Therapy at an Assisted-Living Facility

The residents at this assisted-living facility have asked the administrative staff numerous times if it would be possible for the residents to have a small pet living at the facility. When the researcher came to the assisted-living facility studied the executive director and the activity director were both in the process of looking for a dog to live at the facility. The researcher wanted to study animal-assisted therapy and suggested a therapy dog might be a better choice to live at this type of facility. They were both in agreement with the researcher. The researcher developed a survey to determine whether the majority or the residents would enjoy an animal living at the facility and the researcher observed the residents interacting with an therapy dog for several weeks.

Marcie Zampini

North East, Md.

Major: Communications

Learning From Movies: Product Placement From a Social Learning Standpoint

This study focused on identifying and exploring the elements of product placement which may influence the effect of product placement in the audience based on elements of the Social Learning Theory. Audience responses to a small movie clip featuring product placement were collected and analyzed with the intention of breaking down and identifying elements for further study or testing. Results concerning the product placement were inconclusive, due to an unexpected audience response. However, through free-response answers it was concluded that the character in movies has an effect on the attention of the viewer. Supporting characters don't seem to be as well noticed as leading characters, which would generally effect product placement in which characters are interacting with the product. Overall, this is an unscientific study which suggest possible trends in product placement which are suggest for scientific study.

Ryan Hobbs
Wheeling, W.Va.
Major: History
Minor: Secondary Ed

Fire Bombings in World War II

Quinn A. McCall
Venetia
Major: Political Science
Minor: History

Projections of U.S. Natural Gas Demand

Stephen Mott
Lake Oswego, Ore.
Major: Interdisciplinary Social Studies
Minor: Special Education

Student Teaching Placement

Steven Nemec
Rochester, Pa.
Major: Political Science

Drug Cartels

Joe Shive
Lisbon, Ohio
Major: Accounting

Is BP a still a strong investment after the crisis in the Gulf of Mexico



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