

EAST STROUDSBURG UNIVERSITY
of PENNSYLVANIA

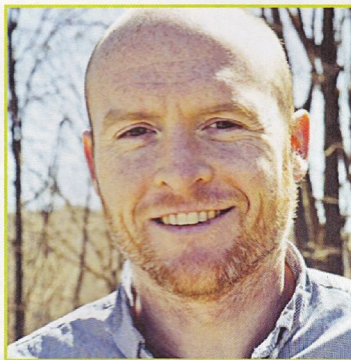
President's Inaugural Student Research and Scholarly Activity Symposium

Thursday, April 4th, 2013

10 a.m. – 12 noon & 1 – 4 p.m.
Warren E. ('55) & Sandra Hoeffner
Science and Technology Center

Student Presentations

7 p.m. • Abeloff Center for the Performing Arts



Guest Speaker
Kevin Quealy

**Storytelling with Data:
Information Graphics
at the New York Times**

*Print and interactive graphics designer for the
New York Times and an adjunct professor in NYU's
Science, Health and Environmental Reporting Program*

GREAT
EXPECTATIONS

GREAT FACULTY HELPING
GREAT STUDENTS
WITH GREAT RESEARCH

A Member of the Pennsylvania State
System of Higher Education



Welcome.

Thank you for joining us at ESU's Inaugural Student Research and Scholarly Activity Symposium. The primary goal of this campus-wide event is to engage our undergraduate and graduate students in showcasing just a few of the many ways that our faculty have been mentoring, leading, and collaborating with them as they explore the fascinating world of academic research and scholarship.

Although today's Symposium was developed as a contribution to the week-long activities celebrating the inauguration of Dr. Marcia G. Welsh, ESU's 13th President, it has generated so much enthusiasm in such a short time that it is clear this will become an annual event. The Symposium has drawn nearly 60 presentations created by more than 120 undergraduate and graduate students with the support of faculty and staff from over 22 departments. In the days leading up to the Symposium, other faculty, staff, administrators, and students provided the student presenter not only professional development sessions on creating great posters and delivering effective oral presentations for events of this type, but also advice and encouragement on many levels. These generous offers of assistance coupled with the excitement of students making their first academic presentations have proven invigorating to all involved.

This Symposium is in large part an outgrowth of the convergence of the University's strategic planning efforts, participation in PASSHE's National Science Foundation (NSF) funded Council for Undergraduate Research (CUR) project, and conversations occurring all over the campus. We have the new Warren E. '55 and Sandra Hoeffner Science and Technology Center that can serve as a focal point for such activities. We have colleagues across campus in all fields and at all levels who are not only deeply committed to enriching the academic life of ESU, but also actively pursuing collaborative efforts with each other and with our students. This symposium is proof of that commitment.

We say, BRAVO! Let us support and applaud these efforts – not only today at this Symposium, but also tomorrow as our great faculty continue to help ESU's great students cultivate great research and scholarship for our global community.

—Patricia M. Kennedy, J.D., Ph.D.

Associate Professor - Communication Studies Department

Chair, Symposium Planning Committee – ESU's Inaugural Celebration Student Research and Scholarly Activity: **Great faculty helping great student with great research**

On behalf of the Symposium Planning Committee

Poster Session One (10:00a.m.-12:00p.m.)

Tables in Science and Technology Center Reception Area

Space #	Name	Topic	Sponsor
1	Marinda LaBarre	Rhetorical Theories of Kenneth Burke	Dr. Cem Zeytinoglu
2	Joseph LaTassa	Contemporary Rhetorical Figures: The Theories of Kenneth Burke	Dr. Cem Zeytinoglu
3	Katie Dembesky	Stage Managers: Why the Show DOES Go On!	Dr. Margaret Ball Mr. Yoshinori Tanokura
4	Ellyse Burnett	Stage Managers: Why the Show DOES Go On!	Dr. Margaret Ball Mr. Yoshinori Tanokura
5	Kelsey Pulzone	Stage Managers: Why the Show DOES Go On!	Dr. Margaret Ball Mr. Yoshinori Tanokura
6	Phillip Domschke	Dynamic Model to Simulate Feasibility of a Solar Power Plant	Dr. Olivia Carducci
7	Jonathan Weber	Income Tax Across the States	Dr. Sheila Handy

Display systems in Science and Technology Center Lobby

Space #	Name	Topic	Sponsor
1	David Fox	Ceramic Modeling: Bringing a 2D Concept Car to 3D life	Dr. Joni Oye-Benintende
2	Meaghan Butler	Graduate Student Research Highlights	Dr. Jane Huffman
3	Meaghan Butler	Graduate Student Research Highlights	Dr. Jane Huffman
4	Julia Marrero	Susan G. Komen and the Planned Parenthood Scandal	Dr. Cem Zeytinoglu
5	Students in Invertebrate Zoology (2009-2012)	Small Wonders: Scanning Electron Microscopy	Dr. Tracy Whitford
6	Michael J Harrison	Analyzing Racial Inequality in the Bush	Dr. Cynthia Leenerts
7	Kevin A. Vrablik, MD, FACOEM	The Relationship of Primary Care Physician BMI on Practice Behaviors with Overweight and Obese Patients	Dr. Steven Godin

Poster Session One (10:00a.m.-12:00p.m.) *Continued*

Display systems in Science and Technology Center Lobby

Space #	Name	Topic	Sponsor
8	Amy Clare, Phillip Domschke, Angel Gaffney Thomas Grillo, Alek Liskov, Amough Pradhan, Sara Saeger, Remington Snyder, David Yablonski, Paul London, Carolyn Romano, Wen Wang	Statistical Inferences and Voter Choices for Monroe Country in the Presidential Election 2012	Dr. Eugenia Skirta
9	Sylvén Otieno	Effectiveness of E-learning Among the UpGrading Nursing Students in Kenya	Dr. Beth Sockman
10	Kim Roselli	Hybrid/Blended Learning Course Adoption: What Prohibits Professor Participation?	Dr. Beth Sockman
11	Emily Mross	Formatting Issues: Reader Attitudes and Their Influence on Reading Format Preferences	Dr. Beth Sockman
12	Stacy Keller	Desire2Learn: Faculty and student perception of learning environment tool	Dr. Beth Sockman
13	Roberto Retana Ryan Rohas	Effects of Orientation on Incoming University Students, Their Parents and Significant Others	Patricia Kashner
14	Bogdan Niemoczynski	Satisfying a Musician's Curiosity: Designing and Building a Simple Sound Amplifier	Dr. Mark Stewart
15	Kelly North, Gina Colonna, Mary Mulligan	Tool-Use in Long-Evans Rats: Importance of Experience with Tool	Dr. Joseph Miele
16	Romane Robinson Maya Paz	Multitasking While Driving: Do Different Tasks Have Different Effects?	Dr. Rick Wesp
17	Martyna Kiczek Mallory Pope	Gender and Mental Health Stigmatization: Variations in Self- and Other-Stigma Perceptions	Dr. Sussie Eshun
18	Gloyeske BM, Plumb MP Hauth JM, Waninger K	Head Trauma: A case review of a 24-year-old Male Arena Football Defensive Back with C3-T1 Facet Disease, C4-C5 and C5-C6 Disc Herniation, and C4-C5 and C5-C6 Cervical Stenosis.	St. Luke's Hospital
19	Peng Wan	Constructing Phylogenetic Trees Using Interacting Pathways	Computer Science
20	Christopher Hauer Elizabeth McGovern	Monitoring of Summer Bat Activity and Maternity Colonies in the Delaware Water Gap National Recreation Area	Dr. Howard (Sandy) Whidden

Poster Session Two (1:30p.m.-3:30p.m.)

Display systems in Science and Technology Center Lobby

Space #	Name	Topic	Sponsor
1	Lindsay Godin	Underwater Photography: Influences of the Masters in the Field	Dr. Darlene Farris-LaBar
2	Kelsey Charzewski	KCharz Designs: The Development of a Graphic Designer	Dr. Darlene Farris-LaBar
3	Allatah Mekile	The Effect of Disinfectants on the Removal of Staphylococcus Aureus From Wrestling Mats	Dr. Jane Huffman
4	Mariah McAndrew	A Case Study on the Public Relations Campaign: Unilever's "Dove for Real Beauty Campaign"	Dr. Cem Zeytinoglu
5	Jessica A. Tanski	Friends Never Let Friends Drink Bad Coffee: An Exploratory Study of Coffee and "Third Places"	Dr. Patricia Kennedy
6	Sarah Borys	Welcome Death: A Common Literary Theme	Dr. Cynthia Leenerts
7	Christopher John Cioc	Parlin: Examining the Construction of a Lyrical Narrative Poem	Jan Selving
8	Christopher George	Adding Objectivity to Subjectivity: How to Grade Writing Objectively in a Writing Course	English, Dr. Sandra Eckard, Dr. Nancy VanArsdale, Ms. Adrienne Kotsko
9	Gabrielle Sqartino	Internalizing Social Stigmas: A Discussion of Disability in Hawthorne's "The Scarlet Letter"	Jeffrey Hotz
10	Rebecca Lausch	The Use of the Desert as a Metaphor in Nos Han Dado La Tierra and La Erendira (El Uso Del Desierto Como Metafora en Nos Han Dado La Tierra y La Erendira)	Dr. Esther Daganzo-Cantens
11	Dana Reese	The Road Goes Ever On: Summer Honors Study Abroad Scholarship Research Project	Dr. Peter Prium
12	Sharon Shin Ashley Tucker Anthony Shumlas	University Students, Their Parents Effects of Orientation on Incoming and Significant Others	Patricia Kashner
13	Zehner Evans	Social Ecology: Scientific Philosophy or Philosophical Pseudoscience?	Dr. Ko Mishima
14	Yu Jin	Curriculum Development Policy in Pleasant Valley School District: In Comparison with its Counterpart in China	Dr. Angelo Senese
15	Marlene Cotto, Shaquil Roberts, Deano Graham, Bradley Mark, Breanine Vanderbilt	The Effectiveness of Peer-to-Peer Tutoring	Dr. Jyn-Hann Chang

Poster Session Two (1:30p.m.-3:30p.m.) Continued

Display systems in Science and Technology Center Lobby

Space #	Name	Topic	Sponsor
16	Joseph Fresco, Kim Roselli, Bradley Mark, Deano Graham	Project ENABLE: Contrasting Cohorts	Dr. Jyn-Hann Chang
17	Abby Jefcoat	"You Ignored My Poke:" The Impact of Rejection Via Social Media Sites	Dr. Renee Boburka
18	Colin E. Passman Julian T. Costa	Lights...Phone...Action! Mobile Video Production as a Classroom Tool	Dr. Richard Otto

Powerpoint Session Three (1:00p.m.-2:00p.m.)

Time	Location	Name	Topic	Sponsor
1:00-1:20pm	Rm 117	John Aruta	Explorations in Obfuscation Resistant Malware Detection Through the Use of Image Processing and Machine Learning Techniques	Dr. N. Paul Schembari
1:20-1:40pm	Rm 117	Nemanja Nikolic	Sino-American Political, Economic, and Military Puzzle: Measuring the Level of Engagement	Dr. Jeffrey Weber
1:00-1:20pm	Rm 136	Carolyn Romano	Mathematics Behind Drug Metabolism	Dr. Olivia Carducci
1:20-1:40pm	Rm 136	Seamus McKelvey	Fracture-Avulsion Extensor Mechanism Disruption Following BPTB Autograft ACL Reconstruction	Athletic Training
1:40-2:00pm	Rm 136	Laura Beimfohr	Watershed Wellness	Dr. Paul Wilson Dr. John Smith

Powerpoint Session Four (2:00p.m.-3:00p.m.)

Time	Location	Name	Topic	Sponsor
2:00-2:20pm	Rm 135	Sam Cappella	BinSploit: An Automated Exploit Generator for Binary Targets	Dr. Mike Jochen
2:20-2:40pm	Rm 135	Amy Clare, Phillip Domschke, Angel Gaffney, Thomas Grillo, Alek Liskov, Paul London, Amough Pradhan, Carolyn Romano, Sara Saeger, Remington Snyder, Wen Wang, David Yablonski	Statistical Inferences and Voter Choices for Monroe Country in the Presidential Election 2012	

Powerpoint Session Five (3:00p.m.-4:00p.m.)

Time	Location	Name	Topic	Sponsor
3:00-3:20pm	Rm 135	Cynthia Bigley	Return on Investment Analysis as Evidence for Public Health Advocacy	Dr. Alberto Cardelle
3:20-3:40pm	Rm 135	Melissa Potter	An Evaluation of an Innovative Health Coaching Program at East Stroudsburg University	Dr. Alberto Cardelle
3:40-4:00pm	Rm 135	Amy Tulay - ESU, Kirsten Blancato- Wellesley, Anna Payne Wellesley, Kerry Klemmer - Wesleyan	Optimizing Exoplanet Transit Observations and Analysis at Wellesley College	Dr. David Buckley
3:00-3:20pm	Rm 144	Chase Mattioli	IKEA Second Screen Marketing Campaign	Dr. Robert Fleischman
3:20-3:40pm	Rm 144	Thomas Fail	College Costs 101: Realizing Your Investment on an ESU degree	Residential Life & Housing Economics
3:40-4:00pm	Rm 144	Jacqline Wolf Tice	Acquaintance Rape on University Campuses	Elaine Rodriguez

Special Sessions

1p.m.- 2p.m. Session in Science and Technology Center Classroom 137

Moderator Dr. James Hunt "Research Mash Up: Scholarly Activities on Campus Explained in Three Minutes or Less." *In addition to poster sessions from 10a.m.-12p.m. and 1:30p.m. to 3:30p.m. in the building's lobby, attendees will be able to hear about a variety of student research activities "in the works."*

1p.m.- 2p.m. in the Niedbala Auditorium of the Science and Technology Center

Moderator Dr. Martin Wilson The ESU Graduate College's Spring 2013 Thesis-of-Note Awards will also be announced: "Bend in the River: Institutionalization of Modern Environmentalism in United States Government Structures and Saving the Delaware from Dam-Nation, 1955-1975" by Benjamin L. Cohen and "Landscape Genetics and Disease Seroprevalence of Coyotes (*Canis Latrans*) of the Eastern United States" by Thomas Rounsville.

From 2p.m.- 3p.m. in the Niedbala Auditorium of the Science and Technology Center

Moderator Dr. Marilyn Wells, Vice Provost and Graduate Dean A panel discussion of a faculty-student research collaboration titled: Options for student research and student-faculty research at ESU: What's available and how does it work? Panelists will include ESU professors Howard (Sandy) Whidden, Ph.D. and Jane Huffman, Ph.D., as well as students who worked on grant-supported research with them.

From 3p.m.- 4p.m. in the Niedbala Auditorium of the Science and Technology Center

Lorena Roman Piccione, Professional photographer and graphic designer, will present some of her recent work intended to challenge assumptions about what is fashionable and how notions of sustainability can be expanded into all areas of student research, scholarship, career potential and life. Piccione points out that "Even those familiar with the phrase 'reduce, reuse, recycle' in sustainable practices, may not have considered reusing trash as fashionable." The program will offer attendees a colorful opportunity to rethink, reinvent and renew possibilities.

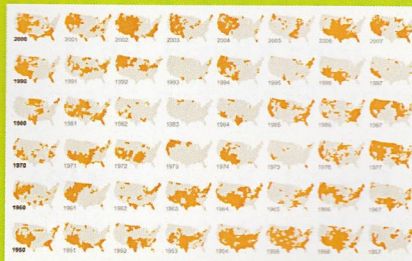
7:00p.m. in the Abeloff Center for the Performing Arts

Kevin Quealy is a member of the New York Times graphics department, a 25-person team of visual journalists that explain, illustrate and contextualize the news for the newspaper and nytimes.com. Before coming to the Times, Kevin was a Peace Corps volunteer in South Africa. He has a B.A. in physics from Gustavus Adolphus College in St. Peter, Minn. and a Master's degree from the Missouri School of Journalism.

Kevin Quealy has helped create some of the Times' best known graphics, including visualizations of the 2010 congressional elections, the interactive "national budget puzzle," "Usain Bolt vs. 116 years of Olympic sprinters," and many others.

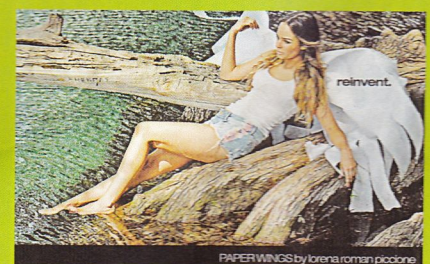
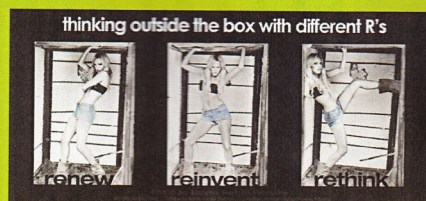
Quealy is a member of the New York Times graphics department, a 25-person multi-generational and multi-disciplinary team of "visual journalists" that includes experienced editors, cartographers, as well as reporters, graphics and data specialists from various fields. The department has won many national and international awards.

Examples of Kevin Quealy's Information Graphics Courtesy of The New York Times



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Thank You for Support and Funding to:

**The New York Times
Office of the Provost
Office of Student Affairs
Office of University Relations
Graduate College**

Special Thanks from the Planning Committee to:

**Dr. Cem Zeytinoglu, Dr. Wenjie Yan, Dr. Margaret Ball
Dr. James Hunt, Dr. Jane Huffman,
Dr. Martin Wilson, Dr. Howard "Sandy" Whidden
Professor Darlene Farris-LaBar
Mr. Luis Vidal
Ms. Christine Patterson, New York Times Education Liaison
Pocono Arts Council
The ESU Student Orientation Leaders
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For more information, assistance or special accommodations, please call 570-422-3061.