

Social Science Research Center



annual report

2011

MISSISSIPPI STATE
UNIVERSITY

letter from the director



Over 60 years ago, a small group of faculty at our university began to meet on a regular basis to discuss social science issues. This “Social Science Round Table” originally included faculty with expertise in sociology, history, economics, political science and others who had interest in the social sciences. In 1950, the Roundtable recommended and helped establish the Social Science Research Center as the first campus-wide research enterprise. The Center, from its very origin, has emphasized interdisciplinary research and the application of social science knowledge to problems of the state, region and nation. The number of disciplines participating in the Center has grown to include psychology, business, social work, public administration and computing science. In addition, it is now not uncommon to find projects that blend the social sciences with agriculture, engineering, medicine, veterinary medicine, communication and law.

The Social Science Research Center has also become a place for scientists from other institutions to come and conduct research, study and participate in the special environment of the Center. These important collaborations have not only expanded the capacity of the Center to address research questions, but have also invigorated and stimulated the intellectual dialogue in the Center. We have and continue to welcome social scientists from throughout the world to come and study with us.

The Center has had a very productive year. Our research portfolio includes many new, as well as continuing grants, contracts and awards. In addition, the Wolfgang Frese Survey Research Laboratory conducted a growing number of major social science survey projects. Our scientists’ and students’ research contributions routinely appear in leading scientific publications. There were numerous presentations given on the progress of our research and numerous members of the Center who received special recognitions for their accomplishments. This report provides an overview of these important contributions to the social sciences.

My colleagues in the Center and I are most appreciative of the fine support we receive from the leadership of Mississippi State University and are thankful for the opportunities they have provided.

Sincerely,

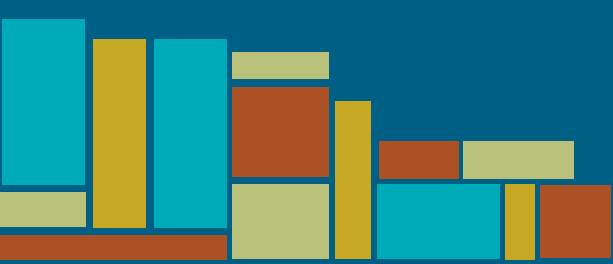
Arthur G. Cosby

William L. Giles Distinguished Professor and Director

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about the SSRC

The Social Science Research Center (SSRC) was established at Mississippi State University in 1950 to promote, enhance and facilitate social science research and related scholarly activities. The Center is organized with university-wide responsibilities and reports to the Vice President for Research and Economic Development and the Vice President for Agriculture, Forestry and Veterinary Medicine. The Center offers a superior research environment with an impressive array of research opportunities and options, state-of-the-art facilities, laboratories and support units that enhance and expand both the scope and quality of social science research. The SSRC fosters a rigorous and independent research environment to ensure objective, relevant and unbiased analyses.

The success of the SSRC relies primarily on the expertise, talents and entrepreneurial skills of its scientists. Individual scientists, or self-organized teams of researchers, provide the impetus and direction of funded research projects. They determine their research agendas and benefit from the SSRC facilities as they so choose. Research fellows and research associates, supported by an administrative staff and graduate and undergraduate research assistants, conduct both sponsored and unsponsored research projects. Funding for projects comes from a variety of sources including federal and state agencies, foundations, MSU units and other public and private entities. The SSRC research portfolio usually exceeds \$10 million a year.



Research issues facing the social scientists are now so profoundly complex that their solutions demand the combined resources of multiple disciplines, multiple professions and multiple institutions. From its origin, the SSRC has had a strong interdisciplinary emphasis. Scientists from a number of disciplines, both on campus and off, come together in the SSRC to work on common research problems. It is the norm to find various combinations of such diverse disciplines as psychologists, business professors, sociologists, social workers, geographers, historians, economists and political scientists joining together to bring to bear their expertise on a given research problem.

The range of interdisciplinary involvement goes beyond the social sciences. The Center often becomes a place where social scientists team with colleagues from agriculture, engineering and other disciplines. The SSRC also forms partnerships, strategic alliances and collaborative agreements with entities such as state agencies, off-campus national-level research organizations and professional groups. These various interdisciplinary research enterprises provide a steady stream of innovative projects and creative investigations.

SSRC FACILITIES

The SSRC currently occupies 20,279 square feet in the Mississippi Technology Center, located in the Thad Cochran Research, Technology and Economic Development Park. The Mississippi Health Policy Research Center changed the location of its office in October 2007 from the Paragon Centre in Ridgeland to the CAVS E building located in Canton. The MHPRC occupies 1,758 square feet. In addition to the core space at CAVS E, the SSRC has access to state-of-the-art conference and meeting facilities.

MISSION

The Social Science Research Center is committed to conducting objective, rigorous and unbiased research on social, economic, political, human resource and social-environmental problems facing the state, nation and world; to providing a support system for the university to plan, develop, secure funding for and conduct social research on problems of interest to the scientific community and to consumers of research findings; to maintaining a mechanism whereby existing social science research capabilities in the university can be matched with funding sources; to contributing to the university's graduate and undergraduate program by involving students in research projects through assistantships and other work arrangements; and to offering a vehicle for unique social research and public service programs that do not fit more traditional academic structures.

The Center also recognizes as part of its mission the importance of combining the expertise and capacities of multiple institutions, disciplines and professions in addressing complex problems. The Center seeks to develop perspectives and approaches that lead to effective cooperative investigations. The SSRC follows the land grant tradition by serving Mississippi and the nation through research, education and public service.

Statement of Goals

At its annual retreat, the SSRC formulates specific goals for the year and evaluates the activities of the previous year. In addition, the research faculty and the various research entities within the Center also set goals. All of these fit within the broad set of goals outlined below.

Academic Goals:

To contribute to the University's graduate and undergraduate program by involving students in research projects through assistantships and other work arrangements.

Research Goals:

To conduct rigorous, objective and unbiased research on relevant social, economic, political, human resource and social-environmental problems facing the state, nation and world.


To provide a vehicle for unique social research and public service programs that do not fit more traditional academic structures.

Service Goals:

To provide a support system for the university to plan, develop, secure funding for and conduct social research on problems of interest to the scientific community and to consumers of research findings.

To provide a mechanism whereby existing social science research capabilities in the University can be matched with funding sources.





organizational structure

The organizational structure of the Social Science Research Center is purposely flat, with several internal research units, normally led by coordinators, reporting to the Director. Project directors operate with a great deal of autonomy and take full responsibility for the conduct of their projects.

Over the years, the SSRC has developed strong working relationships with faculty members and administrators in the College of Arts and Sciences, the Mississippi Agricultural and Forestry Experiment Station, the Division of Agriculture, Forestry and Veterinary Medicine, the College of Business and the College of Education. In addition, it has established strong linkages with outside funding sources, including federal and state agencies, research entities and foundations.

The research faculty members in the SSRC give the driving force for the Center activities. Together they define the Center goals, develop research agendas, prepare and submit proposals and conduct research. The SSRC maintains a small staff of full-time research faculty to support ongoing research activities. These individuals are normally affiliated with an academic department. Other faculty members hold joint appointments on a continual basis between academic departments and the SSRC. A third category of faculty members works in the Center on a periodic basis, depending upon funding of a particular grant or contract, or is supported via summer appointments while developing research proposals. In order to facilitate the efforts of the research faculty, the SSRC seeks to maintain collegial, cooperative relationships with academic departments and other campus entities.

The Center maintains a core staff of experts to assist in the financial and personnel aspects of preparing, submitting and administering research grants and contracts, as well as individuals who manage specific center programs, such as the Mississippi Alcohol Safety Education Program (MASEP). Research associates and graduate and undergraduate assistants support research and administrative activities. In addition, the Center employs many individuals on an intermittent basis to serve the needs of the individual projects.

The continued success of the SSRC is clearly dependent upon the personnel who participate in its activities. Attracting bright, capable, energetic and entrepreneurial individuals and then encouraging their continued intellectual and professional growth is a key element in the SSRC organizational philosophy. By keeping bureaucratic requirements to a minimum, the SSRC seeks to create an environment that fosters, facilitates and enables innovative and creative research efforts.

Research Fellows

The SSRC seeks to expand its research fellows programs in both its traditional disciplinary arenas of sociology, psychology, political science, geography and social work, as well as in new areas that include anthropology, architecture, communication, economics, epidemiology, health education, health policy and other social science related disciplines. The Center offers this honorary title to individuals who have made significant impacts on its research programs. Research Fellows may work in the Center or in outside collaborative entities.



PUBLICATIONS

Books, Book Chapters, Articles & Reports

Baird-Thomas, C. (2011). Healthy Homes Mississippi: Updated State Early Childhood Home Visiting Plan. Submitted to the Mississippi Department of Human Services, Division of Early Childhood Care and Development.

Baird-Thomas, C. (2011). Medicaid Family Planning Waiver Evaluation: Year II. Submitted to E Q Health Solutions.

Brauner-Otto, S. R., & Axinn, W. G. (2010). Family structure, timing of first sex, and contraceptive use. *Social Science Research*, 39(6), 875-893.

Buchanan, R., Radin, D., Chakravorty, B., & Tyry, T. (2010). Perceptions of informal caregivers: Health and support services provided to people with multiple sclerosis. *Disability and Rehabilitation*, 32, 500-510.

Buchanan, R., Radin, D., & Huang, G. (2010). Burden among male caregivers assisting people with multiple sclerosis. *Gender Medicine*, 7(6), 637-646.

Chi, G. (2010). Land Developability: Developing an index of land use and development for population research. *Journal of Maps*, 609-617.

Chi, G., & Marcouiller, D. W. (2011). Isolating the effect of natural amenities on population change at the local level. *Regional Studies*, 45(4), 491-505.

Chi, G., & Parisi, D. (2010). Highway expansion effects on urban racial redistribution in the post-civil rights period. *Public Works Management and Policy*, 16(1), 40-58.

Chi, G., & Ventura, S. J. (2011). Population change and its driving factors in rural, suburban, and urban areas of Wisconsin, USA, 1970-2000. *International Journal of Population Research*, 2011, DOI:10.1155/2011/856534.

Chi, G., Cosby, A. G., Quddus, M. A., Gilbert, P. A., & Levinson, D. (2010). Gasoline prices and traffic safety in Mississippi. *Journal of Safety Research*, 41(6), 493-500.

Chi, G., & Voss, P. R. (2011). Small-Area Population Forecasting: Borrowing Strength across Space and Time. *Population, Space and Place* 17(5), 505-520.

Chi, G., Zhou, X., & Voss, P. R. (2011). Small-Area population forecasting in an urban setting: A spatial regression approach. *Journal of Population Research*, 28(2/3), 185-201.

Chi, G., Zhou, X., McClure, T. E., Gilbert, P. A., Cosby, A. G., Zhang, L., Robertson, A. A., & Levinson, D. (2010). Gasoline prices and their relationship to drunk-driving crashes. *Accident Analysis and Prevention*, 43(1), 194-203.

Cosby, A. G., & Neaves, T. T. (2011). Retaining talent in Mississippi. In B. H. Smith, P. Hoyt-Hudson, & J. Fitzpatrick (Eds.), *Problem Solving for Better Health: A Global Perspective*, 215-220.

Cosby, A. G., Jones, W. A., Jones, L. B., & Shivaji, S. (Eds.). (2010). *What if we were equal: A Mississippi health assessment*. A report from the Mississippi Institute for the Improvement of Geographic Minority Health at the University of Mississippi Medical Center and the Social Science Research Center at Mississippi State University.

Cossmann, J. S., & Street D. (2010). Policy, autonomy and physician satisfaction. *Journal of Health Care for the Poor and Underserved*, 21(3), 898-912.

Cossmann, J. S., Harney, K., Mason, P., Bennett, A., & Zheng, L. (2011). *Monitoring Mississippi 2011: Assessing our health workforce*. Northeast Mississippi Area Health Education Center and the Mississippi Center for Health Workforce, 2010. Social Science Research Center, Mississippi State University. Available from: <http://nemsahc.msstate.edu/book.php>.

PUBLICATIONS

Books, Book Chapters, Articles & Reports

Cossmann, R. E., Cossmann, J. S., James, W. L., Blanchard, T., Thomas R. K., Pol, L. G., & Cosby, A. G. (2010). Correlating pharmaceutical data with a national health survey as a proxy for estimating rural population health. *Population Health Metrics*, 8, 25.

Cossmann, R. E., Cossmann, J. S., Mason, P., & Harney, K. (2011). Project talent: Nursing – A survey of nursing student's affinity for rural areas in Mississippi. (Report). Available from the Dreyfus Health Foundation and the Kellogg Foundation.

Hanna, H., Mathews, R., Southward, L. H., Cross, G. W., Kotch, J., Blanchard, T., & Cosby, A. G. (2011). Use of paid child care health consultants in early care and education settings: Results of a national study comparing provision of health screening services among head start and non-head start centers. *Journal of Pediatric Health Care*. Advance online publication. DOI: 10.1016/j.pedhc.2011.05.008

Howell, F. M., Porter, J. R., Mason, P. B., & Blanchard, T. C. (2010). Spatial contours of potential biomass crop production: An examination of variations by U.S. region. *Journal of Rural Social Sciences*, 25(2), 1-32.

Institute of Medicine (IOM) and National Research Council (NRC). (2011). *Improving access to oral health care for vulnerable and underserved populations*. Washington, D.C.: The National Academies Press. ** Linda H. Southward served on the 15-member nationally selected IOM committee.

Konkle-Parker, D. J., & Robertson, A. A. (2011). HIV discharge planning: from correctional setting to community care in Mississippi. *HIV Clinician*, 23(1), 1-5.

Liew, H. (2010). Migrant non-migrant differences in the choice of prenatal care and location of delivery in Indonesia. *Population Research and Policy Review*, 29(5), 609-637.

Cossmann, J. S., James W. L., Cosby, A. G., & Cossmann, R. E. (2010). The nonmetropolitan mortality penalty—Is it cause-specific? *American Journal of Public Health*, 100(8), 1417-1419.

Liew, H. P., & Xu, X. (forthcoming). The gender gap in mathematics and science achievement: Do policies matter? In A. Koh & Y. Balasinagamchow (Eds.) *Troublesome Women in Asia: The Politics of Gender and Sexuality in Singapore and Malaysia*.

McKee, C., Dunaway, M., Foster, P., Southward, L. H., Buffington, A., Baggett, D., Fay, B., & Thompson, T. (2011). Fact Sheet. Mississippi District-level Education Statistics. Prepared for all 82 counties in Mississippi.

McMillen, R. (2010). Fact Sheet. Mississippi Tobacco Data. Smokefree Communities. Support for smokefree air. Prepared for the following cities in Mississippi: Batesville, Cleveland, Clinton, Columbia, Starkville, Natchez and Pascagoula.

McMillen, R., Hill, A., Valentine, N., & Collins, R. (2010). The Starkville & Hattiesburg heart attack studies: Reductions in heart attack admissions following the implementation of local smoke-free ordinances. Policy Brief. Mississippi Tobacco Data, Social Science Research Center, Mississippi State University, MS.

Neaves, T. T. (2011). Thomas Sowell's intellectuals and society. *Public Integrity*, 13(3), 290-293.

Page, F., & Buffington, A. (2011). Motion Graphics Video for Mississippi KIDS COUNT.

Parrish, D., Jakins, G., & Cosgrove, K. (2010). Mississippi's 2010 safety belt/motorcycle helmet survey. Submitted to the Governor's Office of Highway Safety.

Ragsdale, K., Porter, J. R., Mathews, R., White, A., Gore-Felton, C., & McGarvey, E. L. (in press). 'Liquor before beer, you're in the clear': Binge drinking and other risk behaviors among fraternity/sorority members and their non-Greek peers. *Journal of Substance Use*.

PUBLICATIONS

Books, Book Chapters, Articles & Reports

Robertson, A. A., Gardner, S., Haynes, S., & Gresham, K. (2011). A comprehensive model for effective juvenile justice: Recommendations for improving the Mississippi juvenile justice system. Report to the Division of Public Safety Planning, Office of Juvenile Justice Programs.

Robertson, A. A., Liew, H., & Gardner, S. (2011). An evaluation of the narrowing gender gap in DUI arrests. *Accident Analysis and Prevention*, 43, 1414-1420.

Robertson, A. A., St. Lawrence, J., Morse, D. T., Baird-Thomas, C., Liew, H., & Gresham, K. (2011). The healthy teen girls project: Comparison of health education and STD risk reduction intervention for incarcerated adolescent females. *Health Education & Behavior*, 38(3), 241-250.

Robertson, A. A., Stein, J. A., & Schaefer-Rohleder, L. (2010). Effects of Hurricane Katrina and other adverse life events on adolescent female offenders: A test of general strain theory. *Journal of Research in Crime and Delinquency*, 47(4), 469-495.

Sinclair, H. C. (2010). Stalking myth-attributions: Examining the role of individual, cultural, and contextual variables on judgments of unwanted pursuit scenarios. *Sex Roles*. Online-first DOI 10.1007/s11199-010-9853-8.

Sinclair, H. C., & Hertl, J. T. (2010). Gender-motivated bias crimes: Examining why situational variables are important in the labeling of hate crimes, 1-34. In C. T. Lockhardt, *Psychology of Hate*. Hauppauge, NY: Nova Science Publishers.

Southward, L. H., Baggett, D., Buffington, A., McKee, C., Cossman, R. E., Meeks, C., & Dunaway, M. (2010-2011). Mississippi KIDS COUNT Data Book. Family and Children Research Unit, Social Science Research Center, Mississippi State University, Starkville, MS.

Southward, L. H., Baggett, D., Buffington, A., Cross, G. W., Edwards, J., Gallman, S., Hussein, J., McKee, C., Parrish, D., Dunaway, M., Fay, B., Gullett, H., Meeks, C., & Thompson, T. (2010). Parent, youth and policy maker perspectives on the Mississippi Healthy Students Act of 2007: Year two findings. The Center for Mississippi Health Policy, funded by the Robert Wood Johnson Foundation.

Street, D., & Cossman J. S. (2010). Does familiarity breed respect? Physician attitudes towards NPs in a medically underserved state. *Journal of American Academy of Nurse Practitioners*, 22(8), 431-439.

Walton, L. R., & Williams, K. D. (2011). The WWE responds to the Chris Benoit tragedy: A case study. *International Journal of Sport Communication*, 4(1), 99-114.

Winickoff, J., McMillen, R., Vallone, D., Pearson, J., Tanski, S., Dempsey, J., Heaton, C., Klein, J., & Abrams, A. (2011). Attitudes about banning menthol in cigarettes: Results from a nationally representative survey. *American Journal of Public Health*. DOI: 10.2105/AJPH.2011.300146.

Winickoff, J., Tanski, S., McMillen, R., Ross, K., Lipstein, E., Hipple, B., Friebeley, J., & Klein, J. S. (2011). Acceptability of testing children for tobacco-smoke exposure: A national parent survey. *Pediatrics*, 127, 628-634.

Mississippi KIDS COUNT

Mississippi KIDS COUNT, part of a national network of KIDS COUNT state grantees, is housed within the SSRC's Family and Children Research Unit (FCRU). The Annie E. Casey Foundation (AECF), a private charitable organization dedicated to helping build better futures for disadvantaged children, started the KIDS COUNT state-level work in the early 1990s, and the FCRU became the Mississippi grantee in 2007.

Mississippi KIDS COUNT is one of only eight university-based KIDS COUNT grantees. Since becoming the grantee in 2007, the FCRU has built a solid reputation as a credible, reliable source of information about Mississippi's children and families.

Directed by Dr. Linda H. Southward, Mississippi KIDS COUNT is the leading resource for comprehensive information on Mississippi's children and serves as a catalyst for improving outcomes for children, families and communities in the state. Throughout the year, the KIDS COUNT team collects, analyzes and maintains a comprehensive database of indicators reflecting the health, education, safety and well-being of Mississippi's children. An annual *Data Book* is published examining in-depth one of these four topics. The theme for the 2011 *Data Book* is safety: transportation safety, school safety (primarily on bullying), environmental safety and safety in the household (abuse and neglect).

In addition to the measures tracked in state and national *Data Books*, the KIDS COUNT Data Center provides easy online access to the latest child well-being data from hundreds of indicators by state, county, city and school district. The complete *Data Book* is available for download online.

New to the website this year are Community Fact Sheets designed to assist community leaders, economic developers and school administrators in assessing their hometowns and making comparisons to other communities across the state.

Also new in 2011 is the KIDS COUNT Mobile Site. This application provides instant access to all Data Center indicators from any Smartphone.

"Imagine its usefulness when in need of instant facts and figures on Mississippi's children and children across the country, to have these at your fingertips," explained Dr. Southward.

Each year KIDS COUNT hosts the annual Summit, a special event where the new *Data Book* is released, and Success Story winners are featured and applauded for their work. Past recipients include: Mississippi Public Broadcasting (MPB) for their "Between the Lions" Literacy initiative; the Pascagoula School District for their "Early Beginnings" teen parenting program; the Community Foundation of Northwest Mississippi for their "Get A Life" obesity prevention program; and CATCH Kids, Inc. for their community child health care program.

"These Success Stories are meant to inspire and encourage people around the state," said Anne Buffington, KIDS COUNT staff member.

The second annual Egg Ball, a fundraising event that occurs on the eve of the Mississippi State versus Ole Miss "Egg Bowl" football game, is scheduled for Nov. 25. The event will feature silent and live auctions and a live band. The 2010 Egg Ball raised \$72,000 for KIDS COUNT.

The KIDS COUNT staff - Doris Baggett, Anne Buffington and Colleen McKee - split time between KIDS COUNT activities and other FCRU research projects. Mississippi KIDS COUNT has a stellar advisory board that continues to work on a variety of events, such as the Mississippi KIDS COUNT Summit and the annual Mississippi KIDS COUNT Egg Ball.



by Ashlee Sheffield

PRESENTATIONS

Abernathy, T. (2010, October). Does class attendance really matter? How class attendance impacted Mississippi State University. Presented at the Texas A&M University-Commerce, Commerce, TX.

Breen, J., & Fowler, L. (2010, November). The impact of state political factors on renewable portfolio standard adoption: An EHA analysis. Presented at the 2010 Mississippi Political Science Association Annual Conference at the Mississippi University for Women, Columbus, MS.

Brown, W. (2011, March). Sizing up the competition: The effects of cue set size and cue competitor strength. Poster presented to the Southeastern Psychological Association Conference, Jacksonville, FL.

Buffington, A. & Minor, M. (2010, September). Low Cost Community-Based Efforts to Prevent Obesity: Spotlighting Mississippi's Successes. Presented at the Southern Obesity Summit, Atlanta, GA.

Buffington, A. (2011, March). The KIDS COUNT Data Book: How a Vital Resource Can Benefit Your Students. Presented at the Program of Research and Evaluation for Public Schools (PREPS) and Mississippi Association of Partners in Education (MAPE) joint conference, Jackson, MS.

Carskadon, J., Pitman, E., Colvin, L., McMillen, R., & Valentine, N. (2011, April). Youth initiation of tobacco use trends in Mississippi from 1999-2010. Presented at the Undergraduate Research Symposium at Mississippi State University, Starkville, MS.

Chi, G. (2011, March-April). Land Developability: Developing an index of land use and development for population research. Presented at the annual meeting of Population Association, Washington, D.C.

Chi, G., & Marcouiller D. W. (2010, August). Rethinking the migration effects of natural amenities. Presented at the Annual meeting of American Sociological Association, Atlanta, GA.

Chi, G., & Marcouiller, D. W. (2011, March-April). Migration effects of natural amenities along the urban-rural continuum. Presented at the annual meeting of Population Association of America, Washington, D.C.

Chi, G., & Voss, P. R. (2010, October). Small-Area population forecasting: Borrowing strength across space and time. Presented at the annual meeting of Southern Demographic Association, Knoxville, TN.

Chi, G., Cosby, A. G., Quddus, M. A., Levinson, D., & Gilbert, P. A. (2010, October). Gasoline prices and traffic safety: A demographic analysis. Presented at the annual meeting of Southern Demographic Association, Knoxville, TN.

Chi, G., Cosby, A. G., Quddus, M., Gilbert, P., & Levinson, D. (2011, January). Gasoline prices and traffic safety in Mississippi. Presented at the Annual Meeting of the Transportation Research Board, Washington, D.C.

Chi, G., Zhou, X., McClure, T., Gilbert, P., Cosby, A. G., Zhang, L., Robertson, A., & Levinson, D. (2011, January). Gasoline prices and their relationship to drunk-driving crashes. Presented at the Annual Meeting of the Transportation Research Board, Washington, D.C.

Cockrell, W. T., Walker, B. H., & Sinclair, H. C. (2011). Social norms vs. social motives: The effects of social influence and motivation to control prejudiced responding on the expression of sexual prejudice. Poster presented at the 2011 Association for Psychological Science conference in Washington, D.C.

Collier, K., MacArthur, J., & Sinclair, H. C. (2011, January). Stalking myth-attributions: The role of individual and contextual variables on judgments of unwanted pursuit scenarios. Presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, TX.

PRESENTATIONS

Colvin, L., Denson, J., & Sinclair, H. C. (2011, January). Is it fate?: How destiny and growth beliefs moderate network influence on romantic relationship commitment. Presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, TX.

Cosby, A. G., & Rosas, M. A. (2010, November). Social climate for Hispanic immigration, webinar for the southern extension and research activity 37 (SERA-37), The New Hispanic South.

Cossmann, J. S. (2011, April). Building collaborations in health care research. Presented at the Mississippi Health Summit, Hattiesburg, MS.

Cossmann, J. S., & Boydston J. (2010, August). Career expectancy of Mississippi physicians: Identifying future physician workforce needs. Presented at the Society for the Study of Social Problems, Atlanta, GA.

Cossmann, J. S., & James, W. L. (2011, April). Inequality and infrastructure: HLM and cardiovascular mortality. Presented at the Southern Sociological Society, Jacksonville, FL.

Cossmann, J. S., & Mason P. (2010, August). Does one medical school's admission policy help a rural state "Grow their own" physicians? Presented at the Rural Sociological Society, Atlanta, GA.

Cossmann, J. S., Alford, T., Ritchie, J., Silberman, S., & Butts, C. C. (2010, October). Challenges and solutions for the health workforce. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Cossmann, R. E., Cosby, A. G., Cossmann, J. S., & James, W. L. (2010, October). Healthy and unhealthy places. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Cossmann, R. E., Mason, P., Cossmann, J. S., & Harney, K. (2011, April). Affinity for small towns: The role it plays in rural recruitment and migration. Poster presented at the annual meeting of the Population Association of America, Washington, D.C.

Dunaway, G., Netadj, M., Brauner-Otto, S., & Cappello, C. G. (2010, October). International collaborations in social sciences. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Edwards, J., Chervenak, E., Campbell-Smith, R., & Van Hynning, T. (2010, October). The diversity of applied survey research. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Fay, B. A., & Sinclair, H.C. (2011, January). The I3 model and stalking: Examining effects of rejection, self-regulation, and narcissism on stalking perpetration. Presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, TX.

Fitzpatrick, J., & Sinclair, H. C. (2011). Dimensions of social competence and personal factors in homesickness among undergraduates. Poster presented at the 2011 Southwestern Psychological Association conference in San Antonio, TX.

Fowler, L., & Breen, J. (2011, January). Policymaking in the American states. Presented at the Southern Political Science Association Meeting, New Orleans, LA.

Friebely, J., McMillen, R., & Winickoff, J. (2011, April). Parent/Smoker identity conflict: Cognitive correlates in a nationally representative random sample. Presented at the Pediatric Academic Societies Meeting, Denver, CO.

Presentations continued on page 13

Special Collabo

The productivity of SSRC scientists remains high and the support from extramural organizations is quite varied. Our research benefits from awards from the following:

- American Academy of Pediatrics
- Annie E. Casey Foundation
- Centers for Disease Control and Prevention
- Dreyfus Health Foundation
- E Q Health Solutions
- Flight Attendant Medical Research Institute
- Harvard Law School
- Harvard School of Public Health
- Health Resources and Services Administration
- Mississippi-Alabama Sea Grant Consortium
- National Center for Intermodal Transportation
- National Institutes of Health
- National Oceanic and Atmospheric Administration
- New York University
- Oak Ridge National Laboratory
- Robert Wood Johnson Foundation
- Tec de Monterrey, Mexico
- Tulane University School of Public Health and Tropical Medicine
- U.S. Department of Agriculture
- U.S. Department of Commerce
- U.S. Department of Health and Human Services
- U.S. Department of Homeland Security
- U.S. Department of Justice
- U.S. Department of Transportation
- University of Arkansas for Medical Sciences
- University of Catania, Italy
- Washington University

rative Partnerships

Within Mississippi, the SSRC has partnerships with and/or funding from the following:

- Blue Cross / Blue Shield of Mississippi
- The Bower Foundation
- Center for Mississippi Health Policy
- Delta Health Alliance
- Delta State University
- Department of Transportation / Public Safety
- Foundation for Mid South
- Health Care Foundation of North Mississippi
- Healthy Mississippi
- Mississippi Alcohol Safety Education Program
- Mississippi Area Health Education Center
- Mississippi Case Management Consortium
- Mississippi Center for Education
- Mississippi Center for Justice
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Human Services
- Mississippi Department of Marine Resources
- Mississippi Department of Medicaid
- Mississippi Department of Mental Health
- Mississippi Department of Rehabilitation Services
- Mississippi Development Authority
- Mississippi Division of Public Safety Planning
- Mississippi Education Innovation
- Mississippi Health Advocacy Program
- Mississippi Health Care Association
- Mississippi Institute for the Improvement of Geographic Minority Health
- Mississippi Institutions of Higher Learning
- Mississippi Non-profits
- Mississippi Office of Highway Safety E Q Health Solutions
- North Mississippi Medical Center
- Office of Research and Economic Development
- Mississippi State Department of Health, Office of Tobacco Control
- Preusser Research Group, Inc.
- Southern Research Group
- University of Mississippi Medical Center

PRESENTATIONS

Gardner, S. (2011, April). Meaning making in multiracial magazine: The deconstruction and reification of multiracial identities. Presented at the Southern Sociological Society Conference, Jacksonville, FL.

Hanna, T., Southward, L. H., & Lambert, L. (2010, September). Assessing the Impact of the Mississippi Healthy Student Act: Year Two Findings. Presented at the Southern Obesity Summit, Atlanta, GA.

Henderson, W. (2010, October). Presented a MASEP Overview to the Rotary Club in Pontotoc, MS.

Koufonikos, S., Missel, A., & Sinclair, H. C. (2011, February). Disregarding disapproval: Consequences of reactance for responding to social network opinions. Poster presented at the 2011 Southeastern Psychological Association Conference, Jacksonville, FL.

MacArthur, J. R., Collier, K. E., & Sinclair, H. C. (2011, January). Scripting the scriptless: Media portrayals of the rejecter's side of unrequited love. Presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, TX.

Mason, P. (2011, January). The Mississippi physician workforce economic impact and access to healthcare. Presented at the Health Care Reform: Improving the Quality of Health Care in Mississippi. Hosted by the Central Mississippi Area Health Education Center (AHEC).

Mathews, R. (2010, November). Delta Oral Health Project: Year 1 Results. Presented at the 138th Annual Conference of the American Public Health Association (APHA), Denver, CO.

Mathews, R., Hanna, H., Gallman S., & Mosca, N. (2010, November). Screening for early childhood caries in early child care settings in the Mississippi Delta: Providing access to eliminate barriers. Poster presented at the 138th American Public Health Association meeting, Denver, CO.

Mathews, R., & Walls, T. (2011, May). Delta Oral Health Project - Year 2: Services, Education and Policy Change. Presented to the community advisory board members in Clarksdale, MS.

Mathews, R., & Walls, T. (2011, May). Delta Oral Health Project - Year 2: Services, Education and Policy Change. Presented to the community advisory board members in Indianola, MS.

Mathews, R., & Walls, T. (2011, May). Delta Oral Health Project - Year 2: Services, Education and Policy Change. Presented to the community advisory board members in Lexington, MS.

Mathews, R., & Walls, T. (2011, May). Delta Oral Health Project - Year 2: Services, Education and Policy Change. Presented to the community advisory board members in Greenwood, MS.

McKee, C., & Buffington, A. (2011, April). Putting data to work for you: An overview of MS KIDS COUNT. Presented at the Mississippi Head Start Association (MHSA) Spring Conference, Jackson, MS.

McMillen, R., Klein, J., & Hill, A. (2010, November). Social climate survey of tobacco control: A mixed-mode approach. Presented at the 138th Annual Conference of the American Public Health Association, Denver, CO.

McMillen, R. (2010, November). Heart attack admissions in rural Mississippi counties following smoke-free ordinances. Mississippi Rural Health Association annual meeting in Natchez, MS.

McMillen, R. (2010, October). Guest speaker, Clearing the Air Forum in Cleveland, MS, and Hattiesburg, MS.

McMillen, R. (2011, January). Guest Speaker. Joint Public Health and Welfare Committees of the Legislator.

PRESENTATIONS

McMillen, R. (2011, March). The social climate of tobacco control, 2000-2011. Presented at the University of California, San Francisco (UCSF) Center for Tobacco Control, Prevention, and Education, San Francisco, CA.

McMillen, R., & Klein, J. (2011, February). Social Climate Survey of Tobacco Control: A mixed-mode approach. Paper presented at the European Survey Research Association Meeting, Lausanne, Switzerland.

McMillen, R., Hughes, K., & Davis, D. (2010, October). Health risk behaviors and the social sciences. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

McMillen, R., Wilson, K., Winickoff, J., Gottlieb, M., & Klein, J. (2011, January). Predictors of public support for Smoke-Free outdoor public places. Poster presented at the 2011 Pediatric Academic Societies Meeting, Denver, CO.

Neaves, T. T. (2011, January). The Macondo blowout: Monitoring socio-cultural impacts of the Deep Water Horizon oil release and its implications for emergency management. Presented at the Southern Political Science Association Annual Meeting, New Orleans, LA.

Neaves, T. T., & Emerson, M. C. (2011, March). The Macondo blowout: Social and political impacts of the Deep Water Horizon oil spill and its implications for public administration. Presented at the American Society for Public Administration Annual Meeting, Baltimore, MD.

Neaves, T. T., & Gallardo, R. (2010, October). The social climate for Hispanic immigration in the United States: Measuring public opinion toward planning and implementing effective policy. Presented at the Southeastern Conference on Public Administration, Wilmington, NC. Ms. Neaves also chaired the Diversity in Public Administration Panel.

Perko, L., & Sinclair, H. C. (2011). Rejection sensitivity, self-regulation, and rejection: A demonstration of the I3 model with regards to aggressive obsessive relational intrusion. Poster presented at the 2011 Association for Psychological Science conference in Washington, D.C.

Radin, D. (2010, October). Health care in Croatian elections, 2005-2010. Presented at the 2nd Congress on Preventive Medicine, Zagreb, Croatia.

Ragsdale, K. (2010, October). Risky sex, alcohol and drug use and HIV disparities. Presented at the delegation of faculty and students from the University of Catania, Italy, participating in the 10th anniversary of the collaborative exchange program with the Social Science Research Center, Mississippi State University, Starkville, MS.

Ragsdale, K., Robertson, A., Baird-Thomas, C., & Husain, J. (2010, November). Incorporating rapid HIV testing into substance abuse treatment centers in the Mississippi Delta: Engaging treatment staff through participatory action research. Presented at the Annual Meeting of the American Anthropological Association, New Orleans, LA.

Ragsdale, K., & Kasu, B. (2011, March). Individual, Sociocultural & structural barriers to condom use among female brothel workers: Empowerment programs & policy implications. Presented at the MSU Gender Studies Program to commemorate Women's History Month, Starkville, MS.

Ragsdale, K., Kasu, B., Baker, F. L., Read, R., & Husain, J. (2011, March). Health center staff on the 'frontline' of secondary HIV prevention: Using PAR to normalize rapid HIV testing for clients in substance abuse treatment in the Mississippi Delta. Presented at the Society for Applied Anthropology Conference, Seattle, WA.

PRESENTATIONS

Ragsdale, K., & Rodlach, A. (2011, March). Yours, mine, and ours: Medical anthropology, participatory and community-based methods, and engaged scholarship in applied and multidisciplinary health research. Symposium conducted at the Society for Applied Anthropology Conference, Seattle, WA.

Robertson, A., & Myers, L. (2011, May). Disaster recovery networks: Targeting at-risk populations through emergency management and social service coalitions. Presented at the VHA Comprehensive Emergency Management Programs Evaluation and Research (CEMPER) Conference, Alexandria, VA.

Robertson, A. A., Sennett, R., McIntyre, G., & Myers, L. (2010, October). Safety, security and the social sciences. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Rosas Gutierrez, M. A. (2010, October). A Hispanic looking at Hispanics. Presented at the First Hispanic Seminar at Mississippi State University, Starkville, MS.

Rosas Gutierrez, M. A., & Matta, M. (2010, October). The 2009 social climate survey for Hispanic immigration in the United States. Presented at the Social Science Research Center, Mississippi State University, Starkville, MS.

Shappley, J. R. (2011, March). The social climate of political change: Matching Obama's presidential mandate on healthcare reform alongside the public demand for change. Poster presented at the American Society for Public Administration Conference, Baltimore, MD.

Shappley, J. R. (2010, October). The social climate of political change: Matching Obama's presidential mandate alongside the public demand for change. Presented at the Southeastern Conference for Public Administration, Wilmington, NC.

Shaw, R., Sinclair, H. C., & Denson, J. (2011). The enemy of my enemy is my friend: Examining the negative and positive effects of enemies. Poster presented at the 2011 Undergraduate Research Symposium at Mississippi State, MS.

Sinclair, H. C., Denson, J. K., Felmlee, D., & Sprecher, S. (2011, January). Searching for the Romeo & Juliet effect: The role of source, trust, and disapproval type. Presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, TX.

Southward, L. H. (2011, June). Assessing the Impact of the Mississippi Healthy Students Act: Year Two Policymakers & Parents' Findings. Presented at the Center for Mississippi Health Policy Stakeholders' Meeting, Jackson, MS.

Southward, L. H., Baggett, D., Greenberg, R. E., Wiseman, P., & Sanford, E. (2010, October). Working with families, children, and communities: An applied social science perspective. Presented at the Social Science Research Center's 60th Anniversary Seminar, Mississippi State University, Starkville, MS.

Sparks, C., Denson, J., & Sinclair, H. C. (2011, October). Is it hate or is it love? Examining the influence of prototypes on lay perceptions of hate crimes. Poster presented at the 2011 Undergraduate Research Symposium at Mississippi State, MS.
* *2nd place for "Best in Show" at Symposium*

Steele, L., & Sinclair, H. C. (2011, October). Reacting with reactance: The influence of reactive responses to social network opinions on romantic decisions. Poster presented at the 2011 Undergraduate Research Symposium at Mississippi State, MS.
* *2nd place for "Best in Show" at Symposium*

Stewart, K., & Neaves, T. T. (2011, January). Public opinion and the presidential election: Results from the 2008 presidential climate study. Presented at the Southern Political Science Association Annual Meeting, New Orleans, LA.

PRESENTATIONS

Talley, K., & Sinclair, H. C. (2011, October). Going along to get along: A new measure of Susceptibility to Normative Social Influence. Poster presented at the 2011 Undergraduate Research Symposium at Mississippi State, MS.

Valentine, N. (2010, May). Secondhand smoke and the Starkville & Hattiesburg heart attack studies. Presented at the Smoke-free Mississippi Coalition, Jackson, MS.

Walker, B. H., Colvin, L. W., & Sinclair, H. C. (2011, January). The role of religious fundamentalism in predicting conformity and attitude change in a political discussion. Presented at the 2011 Society for Personality and Social Psychology Conference San Antonio, TX.

Winickoff, J., McMillen, R., Vallone, D., Pearson, J., Zeller, M., Tanski, S., Best, D., Klein, J., & Abrams, D. (2011, January). Attitudes about banning menthol in cigarettes: Results from a nationally representative survey. Presented at the 2011 Pediatric Academic Societies Meeting, Denver, CO.

SSRCrenovati

Media Collaboration Laboratory



The Media Collaboration Lab (MCL) has been a part of the SSRC since June 2009. Previously located on the first floor in the space now occupied by the Tobacco Control Unit, the MCL moved upstairs into a space almost three times larger in May 2011. The newly renovated MCL offers students access to the latest technology and a more professional and collaborative working environment. In addition to the productivity benefits of the new space, the lab also has more aesthetic appeal, with ice blue walls and sleek iMac desktops.

Not only are the students thrilled with the renovations, but Dr. Laura R. Walton, Assistant Professor and MCL Coordinator, is delighted with the completed Lab. She now has a private office in the same space with her students, allowing them quick access to her, but providing a working environment more conducive to her research productivity.

“I am very pleased with the final outcome. My goal was to create a work environment for students that is comparable to what they will encounter in the PR industry,” Walton stated. “I am confident we have done that.”

The lab provides students with the opportunity to work with the most current versions of Adobe Creative Suite and Final Cut Pro. Walton is grateful the MCL has been allowed to expand.

“The new space elevates the MCL image, and I am appreciative to Dr. Cosby for making the students and our lab a priority within the SSRC,” said Walton.

Mississippi Alcohol Safety Education Program

The Mississippi Alcohol Safety Education Program (MASEP) has been part of the SSRC since 1972. MASEP offers classes in over 50 locations across the state for drivers who have been convicted of driving under the influence (DUI) charge. A four-week course is mandated for all first-time DUI offenders and MASEP is responsible for the production of all of the books, brochures and pamphlets needed for the training.

MASEP recently underwent a significant expansion by knocking out a wall and adding a room for all of its heavy equipment, such as printers, collators and scanners. Not only does the unit now have more available workspace for staff, it also has a more modern appearance. The new carpet, tile and a fresh coat of gray paint with a maroon accent wall, make the MASEP headquarters more welcoming.

“MASEP got a complete face lift, it’s like a breath of fresh air,” says Jennifer Alberson, Project Coordinator for MASEP. The staff are all very pleased with the new work environment.



by Melanie Peoples

Mississippi Tobacco Data



The Tobacco Control Unit seeks to provide objective, timely data to inform programmatic and policy decisions regarding tobacco control. Its projects with the American Academy of Pediatrics strive to change the clinical practice so physicians and pediatricians will see how tobacco use is an issue and how they can play a vital role in improving the situation. Dr. Robert McMillen, Coordinator of the Tobacco Control Unit, has a staff of research associates, as well as graduate and undergraduate students. He also has a team of graphic designers, who are tasked with presenting data in a more reader-friendly format.

The Tobacco Control Unit recently moved into a new location within the Social Science Research Center. Previously located in the “bomb shelter,” the distance between Dr. McMillen and his staff became problematic. The new workspace allows them to be more centrally located and it also helps the staff to communicate better and work more efficiently.

“The line of sight between my staff and students is more direct rather than being buried in cubicles. They can actually talk about things while they are working, so I think they are more efficient that way,” said McMillen. “It is just a much more comfortable work environment for collaboration with my staff and with me.”

Wolfgang Frese Survey Research Laboratory Annex

The Wolfgang Frese Survey Research Laboratory (SRL) has been conducting telephone, online and mail surveys for the Social Science Research Center and other universities since 1982. These surveys cover a broad range of topics including healthcare, vocational rehabilitation, children’s well-being, alcohol and tobacco use, land management and political climate. With all of the different research projects the SRL has recently taken on, it was time for an expansion. With financial assistance from MASEP, 12 new computer terminals were added, giving them a total of 30 survey stations.

“We now have up to 30 interviewers a night and that dramatically increases the number of surveys we can do,” said Kyle Rinehart, Data Entry and Management Assistant.

This expansion is beneficial to everyone, and will allow the SRL to function more efficiently. Assistant Research Professor Dr. John F. Edwards believes the expansion was a necessary move and that further expansion could be a possibility.

“We really needed to grow and this was a wonderful opportunity and good timing. I look forward to seeing this expansion continue to prosper and hopefully if it warrants, further expansion in the future,” Edwards said.



by Cameron White

GRANTS & CONTRACTS

NEW

Baird-Thomas, C. (2011). "Family Planning Waiver Program Assessment, Year 2," E Q Health Solutions.

Baird-Thomas, C. (2011). "Home visiting program updated state plan," Mississippi Department of Human Services, Health Resources and Services Administration (HRSA), and Maternal and Child Health CFDA.

Myers, L. (2011). "Emergency capacity building: Creating and tapping local response networks in high risk, vulnerable locations," Alcorn State University and Southeast Region Research Institute (SERRI) / Oak Ridge National Lab.

Myers, L. (2011). "Regional emergency planning and coastal populations: Creating emergency response networks in high risk, vulnerable places," Southeast Region Research Institute (SERRI).

Robertson, A. A. (2011). "Mississippi juvenile justice research consortium," Mississippi Department of Public Safety and U.S. Department of Justice.

Robertson, A. A. (2011). "HIV risk reduction among drug court offenders," National Institutes of Health.

Southward, L. H., & Cross, G. W. (2011). "Mississippi KIDS COUNT," Annie E. Casey Foundation.

Southward, L. H. (2011). "Implementation of sex education in Mississippi's public schools: A state-wide baseline survey of House Bill 999," Center for Mississippi Health Policy.

ONGOING

Baird-Thomas, C. (2010). "Home visiting program," Mississippi Department of Human Services.

Cosby, A. G. (2010). "Creating access through Mississippi Delta Health System improvements," Delta Health Alliance and Health Resources and Services Administration.

Cosby, A. G. (2010). "Delta Post Doctoral Research Fellow," Harvard University.

Cosby, A. G. (2010). "Public Safety Data Laboratory, Year 3," Mississippi Office of Highway Safety and National Highway Traffic Safety Administration.

Cossmann, J. S. (2010). "Health profession training telemedicine research," Foundation for the Mid-South.

Cossmann, J. S. (2010). "Rural Medical Scholars Program, Year 2," Mississippi Institute of Geographic Minority Health.

Cossmann, J. S. (2010). "Northeast Mississippi Area Health Education Center, Year Four," University of Mississippi Medical Center and Health Resources and Services Administration.

Cossmann, R. E., Netadj, M., Cossmann, J. S., & McMillen, R. (2010). "MSU modeling collaborative," Office of Research and Economic Development, Mississippi State University.

Cross, G. W. (2010). "HealthWorks! Evaluation, Year Four," Health Care Foundation of North Mississippi.

Cross, G. W. (2010). "SHAPE Evaluation, Year 1," Health Care Foundation of North Mississippi.

Cross, G. W., Carruth, D., Moss, J., & Williams, C. (2010). "Driver behavior and performance working group," Office of Research and Economic Development, Mississippi State University.

Hanna, H. (2010). "Delta Oral Health Project, Year 2 Evaluation," Mississippi State Department of Health and Health Resources and Services Administration.

Henderson, W. (2010). "DUI Enforcement Training Project, Year 18," Public Safety Planning – Office of Highway Safety and the U.S. Department of Transportation National Highway Traffic Safety Administration.

GRANTS & CONTRACTS

McMillen, D. (2010). "Pathfinders, Year 13," Office of the Provost, Mississippi State University.

McMillen, R. (2010). "Data Sets, Year 5," American Academy of Pediatrics Flight Attendant Medical Research Center.

McMillen, R. (2010). "Mississippi Youth Tobacco," Mississippi Department of Health.

McMillen, R. (2010). "Surveillance and evaluation services for the MS comprehensive tobacco control program," Mississippi Department of Health.

McMillen, R. (2010). "Communities Putting Prevention to Work: State Supplemental Funding for Healthy Communities, Tobacco Control and Diabetes," Mississippi Department of Health.

McMillen, R. (2010). "2010 Community Health Assessment," North Mississippi Medical Center.

Parrish, D. (2010). "Seat Belt / Motorcycle Helmet and Child Restraint Surveys, Year 18," Mississippi Office of Highway Safety and Mississippi's Governor's Office of Highway Safety.

Southward, L. H. (2010). "Evaluation of the Impact of the Mississippi Healthy Students Act on Childhood Obesity," Center for Mississippi Health Policy and the Robert Wood Johnson Foundation.

Southward, L. H. (2010). "KIDS COUNT Egg Ball Fundraiser," Bower Foundation.

Walton, L. R. (2010). "Media Collaboration Laboratory," Social Science Research Center, Mississippi State University.

Weiskopf, L. & Cross, G. W. (2010). "Mississippi Electronic Citation Implementation," Mississippi Office of Highway Safety, National Highway Traffic Safety Administration and Department of Transportation.

Ongoing
(Internal)

\$ 725,449

Ongoing
(External)

\$ 3,493,818

New
(External)

\$ 4,378,001

TOTAL GRANTS & CONTRACTS = \$ 8,597,268

SURVEYS

Mississippi Delta Oral Health Survey - Delta Health Alliance

Distracted Driving Survey - The Center for Mississippi Health Policy

The 2010 MASEP Participant Survey - Mississippi Alcohol Safety Education Program

Mississippi 8-County Social Climate of Tobacco Control - Mississippi State Department of Health

The 2010 National Social Climate Survey of Tobacco Control - American Academy of Pediatrics

The 2010 North Mississippi Health Climate Survey - North East Mississippi Medical Center

SHAPE (Strengthening Health And Physical Education Program) Survey - Health Care Foundation of North Mississippi

IHL Survey - Mississippi Institutions of Higher Learning

The 2010 Mississippi Social Climate Survey of Tobacco Control - Mississippi State Department of Health

2011 Mississippi Older Adult Needs Assessment Survey - Mississippi Department of Human Services/ Division of Aging & Adult Services

2011 Mississippi Older Adult Needs Assessment Survey (Waiting List Participants) - Mississippi Department of Human Services / Division of Aging & Adult Services

The 2011 Mississippi Vocational Rehabilitation Client Survey - Mississippi Department of Rehabilitation Services

2011 Delta Rural Poll - Institute for Community - Based Research at Delta State University

2011 Mississippi Tourism Division Website Survey - Mississippi Development Authority: Tourism Division

2011 Evaluation of Arkansas Act 1220 of 2003: Parents and Children - University of Arkansas For Medical Sciences

2011 Mississippi Consumer Confidence Index Survey (Economy Watch) - The Department of Finance and Economics at Mississippi State University

2011 Impact of the MS Healthy Students Act on Childhood Obesity: Parents and Children - Robert Wood Johnson Foundation

2011 University Students in Mississippi Tobacco Survey - Mississippi State Department of Health

Food Environment Survey - Tulane University School of Public Health and Tropical Medicine

Medicaid Family Planning Survey - E Q Health Solutions

Mississippi Manufacturing Association Survey - The National Strategic Planning & Analysis Research Center at Mississippi State University

Chronic Disease and Obesity in Mississippi Survey - Prevention Research Center at Washington University in St. Louis

Merchants & Marine Bank Survey - Merchants & Marine Bank

Broadband Technology Opportunities Program - Office of the Governor of Mississippi and MSU Extension Service

2011 Impact of the MS Healthy Students Act on Childhood Obesity: School Superintendents - Robert Wood Johnson Foundation

Colleen Sinclair

Assistant professor of psychology Dr. Colleen Sinclair began her research career with the Social Science Research Center in 2008.

“After my annual report that year, my department head said, ‘Why don’t you go see what’s going on at the SSRC?’ I set up a meeting with Dr. Cosby as soon as possible and the rest is history,” Sinclair said.

Since joining the SSRC, Sinclair has lent her expertise to several research projects ranging from aggressive behavior to social influence. At any given time of the academic year, Sinclair and her research assistants are working on around six different research projects. With 20 undergraduate research assistants and 12 graduate assistants, Sinclair oversees the largest laboratory in the psychology department.

“Our official name is the Advanced Social Psychology Lab, but we refer to ourselves as the ‘Mad Scientist Lab,’ because we’re looked upon as doing all the ‘deceptive’ research,” Sinclair said.

For her “particularly ambitious” students, Sinclair has introduced mini-projects this semester. These projects cover various topics such as examining people’s perceptions of break-up norms and constructing a scale of prejudice toward immigrants. These research projects are developed to be completed by the end of an academic semester.

Sinclair has both American and New Zealander roots. “I was born in New Zealand, so I can always win the ‘I’m from a place further south than you’ bet. Half of my family is from the Texas/Louisiana area and the other half is from New Zealand,” Sinclair said.

Her geographical roots played a significant role in the naming of her 2-year-old daughter, Sabine, named after both the river that divides Texas and Louisiana and the Sabine River in New Zealand.

When Sinclair isn’t engaged in the latest social psychology research, she dabbles in a number of different artistic endeavors

“Part of the problem is I have too many interests, and people often tell me to focus. Just as I have multiple research interests, I have multiple things I like to do,” Sinclair said.

Sinclair has an undergraduate degree in creative writing and some training in photography. She also draws, makes jewelry and occasionally designs Mardi Gras masks.

“I find that with social psychology, there is a lot of overlap between creativity and research. The more I overlap creative writing and academic writing, I find that I get more done. I used to think they were two very different things, but I find that they are both about telling a good story,” Sinclair said.

With her work and research in the field of social psychology proving to be both timely and relevant, Sinclair’s future in academia is bright. She is currently in the promotion and tenure review process for the Department of Psychology.



by Marissa Beth “M.B.” Humphrey

RECOGNITIONS & ACCOMPLISHMENTS

Ms. Matilda Asuzu, Undergraduate Research Assistant, toured the nation's capital during spring break as a part of the MSU Distinguished Scholars program.

Mr. Joseph J. (Dallas) Breen and **Mr. N. Luke Fowler** received the 2010 Mississippi Political Science Association award for Outstanding Graduate Paper at the 2010 Mississippi Political Science Association Conference for their paper, "The Impact of State Political Factors on Renewable Portfolio Standard Adoption: An EHA Analysis." **Mr. Breen** was also elected as a student representative to the Political Science and Public Administration department for 2010-2011.

Ms. Anne Buffington was appointed to the Parents for Public Schools National Board of Directors.

Dr. Guangqing Chi, Assistant Professor in the Department of Sociology and Research Fellow with the SSRC, was named the February 2011 Researcher of the Month by the College of Arts and Sciences at Mississippi State University.

Ms. Elizabeth Fine, an intern with the Media Collaboration Laboratory (MCL), was named the 2011 Public Relations Association of Mississippi Student of the Year. She was one of two MSU students nominated and among eight students from institutions across the state. She was awarded a \$1,000 scholarship.

Mr. Philip Mason, a Graduate Research Assistant for the Northeast Mississippi Area Health Education Center (AHEC) at the SSRC, received the Department of Sociology's Outstanding Doctoral Student Award.

Dr. Mary McThomas and **Ms. Tonya T. Neaves** attended the University of Michigan's Interuniversity Consortium for Political and Social Research Summer Program in Quantitative Methods of Social Research held in June 2010 at the University of North Carolina Chapel Hill.

Ms. Tonya Neaves was elected as a Board Member for the Section on Crisis and Emergency Management of the American Society for Public Administration. She also received the University Centers and Institutes Graduate Student Award via the Offices of Vice Presidents for Research and Economic Development and Vice President for Agriculture, Forestry and Veterinary Medicine for 2011.

Dr. Kathleen Ragsdale was selected as a Fellow in the Society for Applied Anthropology (SFAA) and was also appointed to a three-year term on the MSU Institutional Review Board. In addition, Dr. Ragsdale was competitively selected to attend the National Institute of Drug Abuse (NIDA) Special Populations Research Seminar Series Workshop in Bethesda, MD.

Ms. Jessica R. Shappley, Graduate Research Assistant, was named the Outstanding Graduate Student in the Department of Political Science and Public Administration at Mississippi State University.

Dr. Colleen Sinclair, Assistant Professor in the Department of Psychology and Research Fellow with the SSRC, was selected to receive the Oldham Outstanding Mentorship Award. Dr. Sinclair was also named MSU's College of Arts & Sciences October 2010 Researcher of the Month.

Dr. Linda Southward was appointed to the KIDS COUNT National Steering Committee. She was also invited to serve on the Institute of Medicine Committee.

The Social Science Research Center's 2010 Annual Report was recognized by the Southern Public Relations Federation with an **Award of Excellence** during its annual Lantern Awards. The Lanterns Award program recognizes the best public relations practices in the southeastern region. The Annual Report was designed and produced by the **Media Collaboration Laboratory**.

The national non-profit organization, Americans for Nonsmokers' Rights, recognized Mississippi municipalities and Mississippi Smokefree Air advocates as the **2010 First Place Winner of the Smokefree Indoor Air Challenge**. This award is given to the state whose cities pass the most local smoke-free air policies each year, and it recognizes the leadership role that local governments play in protecting the public from exposure to secondhand smoke.

ACKNOWLEDGEMENTS

An organization's annual report should be a reflection of the accomplishments and efforts of its people during the previous year. This annual report is no different in that regard as it highlights an impressive list of publications, presentations, funding awards and individual accomplishments. What distinguishes this report from others is that it is almost entirely designed and composed by Mississippi State University students. The SSRC's commitment to quality education and providing practical experience for both undergraduate and graduate students is truly embodied in the pages of this report. From the spotlight feature stories to the original photography to the careful editing, the knowledge and expertise of MSU students is truly reflected.

Jordan Lear, a senior Communication major and communication assistant in the MCL, was the lead designer and project coordinator for the 2011 SSRC Annual Report. She spent months developing the concept, designing the individual pages and coordinating the information input. Her dedication to the task is evident in the impressive design.

Each student in the MCL contributed feature stories and/or original photography for this year's annual report. In addition to conducting interviews and gathering information for their contributions, they each spent many hours proofreading and editing the copy that comprises this impressive document. Many thanks to **Jillian Garrigues, Marissa Beth "M.B." Humphrey, Melanie Peoples, Ashlee Sheffield** and **Cameron White**, all senior Communication majors, for their contributions to the 2011 SSRC Annual Report. Without their contributions, both individual and collectively, this document would not have been possible.

Ms. Madeline Hardy (now working with the SSRC's Family and Children's Research Unit and a former MCL communication intern) deserves special recognition for the outstanding photography provided for this report. Her eye for unique angles and characteristics of our facility has given this document a creative flair that many annual reports lack.

A special thank you to **Ms. Ashley Cole Loftin**, Facilitator, for her assistance in gathering the information used in many sections of this report. Her assistance in providing the most accurate and timely information for this report was invaluable.

Laura Richardson Walton, Ph.D., APR
Coordinator and Research Fellow, SSRC
Assistant Professor, Department of Communication

