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SSRC Annual Report 2012

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SOCIAL SCIENCE RESEARCH CENTER ANNUAL REPORT 2012

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LETTER FROM THE DIRECTOR

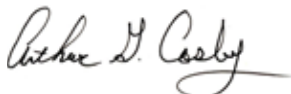
Social science research has a long and proud tradition at Mississippi State University. The Social Science Research Center is the oldest university-level research center on campus and has had an organized program of research since 1950. Its origins can be traced to the Social Science Round Table that began meeting shortly after World War II. This body's goal was to promote research in sociology, history, economics, political science and other related disciplines that participated in the forum. Its signal contribution was to advocate for the creation of a research organization to facilitate social science research on campus. From their vision and efforts grew the Social Science Research Center, which was formally recognized in 1950 as the first campus-wide research enterprise. The Center, from its origin, has emphasized interdisciplinary research and the application of social science knowledge to the most critical problems facing the state, region and nation. The number of disciplines participating in the Center has grown to include psychology, business, social work, public administration, anthropology, communication, public relations, law, public health and computer science. As an interdisciplinary entity, it is not uncommon to find projects that blend the social sciences with agriculture, engineering, medicine and education.

The Social Science Research Center has become a place for scientists from other institutions to come and conduct research, study and participate in the special environment of the Center. Collaboration across disciplines, across institutions and even across nations is an essential feature of the Center's strategy of development. This strategy markedly expands the capacity of the Center's scientists to address the most difficult research questions. These collaborations invigorate and stimulate the intellectual dialogue in the Center and play a major role in shaping our organizational culture.

The Center has had a highly successful year that is reported only in part in this annual report. The level of productivity is reflected in numerous publications, reports and presentations. Our work is sponsored by numerous federal and state agencies, a wide array of private foundations and strong support from state agencies in Mississippi. We are humbled and appreciative of their fine support and strive to earn the trust they have in us by making such substantial investments. Our laboratory program remains very active, including the establishment of a new facility, the Innovative Data Laboratory. This is our first effort into the arena of "big data" with a specific focus on such social media forums as Twitter, and the massive Ngram data from the Google Books Project. Our students, both graduate and undergraduate, are among the most talented and successful on campus and play a key role in our research endeavors. Our support staff is recognized campus-wide for its talent and ability to facilitate the conduct of faculty and student research.

My colleagues and I are most appreciative of the fine support we receive from the leadership of Mississippi State University and are thankful for the opportunities that this fine institution has provided us.

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 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.



MISSION STATEMENT

The SSRC conducts research to explore social, economic, political, human resource and social-environmental problems facing the state, nation and world. Scientists strive to present findings to a variety of constituents in a meaningful way to improve the health, safety and well-being of all people.

SSRC FACILITIES

The SSRC currently occupies 22,051 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.



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:

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

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.

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.



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.





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 & 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 are 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.

Avila-Tang, E., Elf, J., Cummings, M., Fong, G., Hovell, M., Klein, J., McMillen, R., Winickoff, J., & Samet, J. (2012). Assessing secondhand smoke exposure using reported measures. *Tobacco Control*. DOI: 10.1136/tobaccocontrol-2011-050296.

Brauner-Otto, S. R. (2012). Schools, their spatial distribution and characteristics, and fertility limitation. *Rural Sociology*, 77(3), 321-354.

Brauner-Otto, S. R., Yarger, J. E., & Abma, J. (2012). Does it matter how you ask? Question wording and males' reporting of contraceptive use at last sex. *Social Science Research*, 41(5), 1028-1036.

Chen, X., & Chi, G. (Forthcoming). Beauty, money, and talent distribution: A local-level panel data analysis. *Population Research and Policy Review*.

Chi, G. (Forthcoming). The impacts of transport accessibility on population change across rural, suburban, and urban areas: A case study of Wisconsin at subcounty levels. *Urban Studies*.

Chi, G., & Marcouiller, D. W. (Forthcoming). Recreational homes and migration to remote amenity-rich areas. *Journal of Regional Analysis and Policy*.

Chi, G., McClure, T. E., & Brown, D. B. (In press). Gasoline prices and traffic crashes in Alabama, 1999–2009. *Traffic Injury Prevention*.

Chi, G., & Ventura, S. J. (2011). An integrated framework of population change: influential factors, spatial dynamics, and temporal variation. *Growth and Change*, 42(4), 549–570.

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., & Zheng, Y. (Forthcoming). Estimating transport footprint along highways at local levels: A combination of network analysis and kriging methods. *International Journal of Sustainable Transportation*.

Cossmann, J. S. (2011). Burnout and engagement among physiotherapists. *International Journal of Therapy and Rehabilitation*, 18(2), 90. Invited commentary.

Cossmann, J. S., & Rader, N. E. (2011). Fear of crime and personal vulnerability: Examining self-rated health. *Sociological Spectrum*, 31(2), 141-162.

Eskridge, R. D., French, E., & McThomas, M. (2012). The International City/County Management Association code of ethics: An analysis of violations. *Public Integrity*, 14(2), 127-149.

Felmlee, D. H., Sweet, E., & Sinclair, H. C. (2012). Can women and men be friends? Cross-gender and same-gender friendship and life-stage. *Sex Roles*. DOI 10.1007/s11199-011-0109-z

Gallardo, R., Beaulieu, B., & Rosas Gutierrez, M. (2012, April). Getting older county by county. *Daily Yonder*.

Gallardo, R., Beaulieu, B., & Rosas Gutierrez, M. (2012, April). Less diverse = older. *Daily Yonder*.

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*. Online publication. DOI: 10.1016/j.pedhc.2011.05.008

Irizarry, Y. (2012). Is measuring interracial contact enough? Racial concentration, racial balance and perceptions of prejudice among black Americans. *Social Science Quarterly*. DOI: 10.1111/j.1540-6237.2012.00870.x

The 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*. Committee on Oral Health Access to Services.

James, W., Cossmann, R. E., & Feierabend, N. (Forthcoming). Integrating spatial and time sensitive data to monitor social patterns: A dynamic methodology for studying social issue. *Journal of Maps Special Issue: Innovative Mapping and Spatial Demography*.

Leach, R. A., Cossman, R. E., & Yates, J. M. (2011). Familiarity with and advocacy of healthy people 2010 goals by Mississippi chiropractic association members. *Journal of Manipulative Physiology Therapy, 34*(6), 394-406.

Liew, H. P. (2011). Trajectories of alcohol consumption among elderly widowed population: A semi-parametric group-based modeling approach. *Advances in Life Course Research, 16*(3), 124-131.

Loflin, A. C. (2011). Mississippi State University: What's in a name? *Mississippi State Alumnus Magazine*.

Lyndon, A. E., Sinclair, H. C., MacArthur, J. R., Fay, B. A., Ratajack, E., & Collier, K. E. (2012). An introduction to issues of gender in stalking research. *Sex Roles*. DOI 10.1007/s11199-011-0106-2.

McCluskey, D. L. (2012). A review of evidence-based practices with juvenile offenders. Mississippi State University, Social Science Research Center. Submitted to the Mississippi Department of Public Safety Planning.

McKinney, C., & Morse, M. (2012). Assessment of disruptive behavior disorders: Tools and recommendations. *Professional Psychology: Research and Practice*. Advance online publication. DOI: 10.1037/a0027324.

McMillen, D., Abernathy, T., Edwards, J. F., & Valentine, N. (2011). A brief intervention to improve graduation rate, retention rate and academic performance of freshmen (A 12-year study). *Annual National Symposium on Student Retention Proceedings*, 519-524.

McMillen, R., Maduka, J., & Winickoff, J. P. (2012). Use of emerging tobacco products in the United States. *Journal of Environmental and Public Health*. DOI:10.1155/2012/989474.

McThomas, M., & Buchanan, R. J. (2012). President Obama and gay rights: The 2008 and 2012 presidential elections. *PS: Political Science & Politics, 45*(3), 442-448.

Misra, K., & Chi, G. (2011). Measuring public school competition from private schools: A gravity-based index. *Journal of Geographic Information System, 3*(4), 306-311.

Neaves, T. T. (2012). Taking the leap for ASPA: National leadership and SkyJump Las VegasTM. *PA Times, 35*(2), 18.

Neaves, T. T., Cosby, A. G., Mann, S. C., & Shappley, J. R. (2012). Executive report for enhancing the Coastal IQ Survey: Measuring knowledge and attitudes of Gulf Coast residents. Mississippi State University, MS: Social Science Research Center.

Neaves, T. T., & Shappley, J. R. (2011). SECM: Joining now more important than ever. *PA Times, 34*(3), 28.

Porter, J. R., Rader, N. E., & Cossman, J. S. (2011). Social disorganization and neighborhood fear: Examining the intersection of individual, community, and county characteristics. *American Journal of Criminal Justice, 37*, 229-245. DOI: 10.1007/s12103-011-9125-3

Rader, N. E., & Cossman, J. S. (2011). Year of crime for others: An examination of college men and women. *Sex Roles, 64*, 568-581.

Ragsdale, K., Porter, J. R., Mathews, R., White, A., Gore-Felton, C., & McGarvey, E. L. (2012). '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, 17*(4), 323-339. DOI: 10.3109/14659891.2011.583312.

Ragsdale, K., Porter, J. R., Zamboanga, B. L., St. Lawrence, J. S., Read-Wahidi, R., & White, A. (2012). High risk drinking among female college drinkers at two reporting intervals: Comparing spring break to the 30 days prior. *Sexuality Research & Social Policy, 9*(1), 31-40. DOI: 10.1007/s13178-011-0071-0.

Robertson, A. A., Dunaway, R. G., & Harrington, J. A. (2011, December). An assessment of disproportionate minority contact in Mississippi's juvenile justice system, part II. Report to the Division of Public Safety Planning, Office of Justice Programs. Social Science Research Center, Mississippi State University.

PUBLICATIONS

Robertston, A. A., Gardner, S., Lay, D., Karges, A., & McCluskey, L. (2011, September). MASEP evaluation: Participant self-report surveys. Social Science Research Center, Mississippi State University.

Robertson, A. A., St. Lawrence, J. S., & McCluskey, D. L. (Forthcoming). HIV/STI risk behavior of drug court participants. *Journal of Offender Rehabilitation*.

Robinson, P., Epperson, W., Huston, C., Willis, R., & Cosby, A. G. (2012). Factors influencing diagnostic sample submission by food animal veterinarians in Mississippi. *Veterinaria Italiana*, 48(1), 31-39.

Sinclair, H. C. (2012). Still connected: Family and friends in America since 1970, a review. *Journal of Social Psychology*, 152, 524-527.

Sinclair, H. C. (2012). Stalking myth-attributes: Examining the role of individual, cultural, and contextual variables on judgments of unwanted pursuit scenarios. *Sex Roles*, 66, 378-391.

Sinclair, H. C., Ladny, R. T., & Lyndon, A. (2011). Adding insult to injury: Effects of self-regulation, rejection sensitivity, and rejection type on obsessive relational intrusion. *Aggressive Behavior*, 37, 503-520.

Sinclair, H. C., & Lyndon, A. (2012). Issues of gender in stalking research. Special Issue for *Sex Roles*, 66, 5-6.

Strawderman, L., Salehi, A., Babski-Reeves, K., Neaves, T. T., & Cosby, A. G. (2012). Effectiveness of reverse 911 warning systems. *Natural Hazards Review*, 13(1), 65-73.

Walton, L. R., Cooley, S. C., & Nicholson, J. H. (2012). A great day for oiled pelicans: BP, Twitter and the Deep Water Horizon crisis response. *Public Relations Journal*, 6(4), 1-29. Available at <http://www.prsa.org/Intelligence/PRJournal/>.

Walton, L. R., Seitz, H. H., & Ragsdale, K. (2012). Strategic use of YouTube during a national public health crisis: The CDC's response to the 2009 H1N1 flu epidemic. *Case Studies in Strategic Communication*, 1, 25-37. Available at <http://cssc.web.unc.edu/files/2012/05/art3.pdf>.

Winickoff, J., McMillen, R., & Klein, J. (2012). The opportunity for tobacco-cessation when a patient is hospitalized – Going beyond the measures. *New England Journal of Medicine*, 366, 1172-4.

Wright, B. L., & Sinclair, H. C. (2012). Pulling the strings: Effects of parent and friends opinions on dating choices. *Personal Relationships*. DOI: 10.1111/j.1475-6811.2011.01390.x.

Dr. Angela Robertson, Mr. Lee McCluskey, and Ms. Sheena Gardner are preparing a report for Ms. Gloria Salters, of the Mississippi Attorney General's Office, on characteristics of juveniles held in detention facilities, including average length of stay and reasons for admission. This information will help to inform the Juvenile Detention Alternatives Initiative, a project of the Annie E. Casey Foundation.

Dr. Angela Robertson, Ms. Sheena Gardner, Ms. Jennifer Harrington, and Mr. Lee McCluskey prepared a report entitled "Court Performance Timeliness Measures for Child Abuse and Neglect" for the Youth Court Program Director, Administrative Office of the Courts, Mr. Dennis Perkins. The report concerns the length of time children spend in state custody in the foster care system.

GINGER W. CROSS, PH.D.

The future of Mississippi's health and safety has always been a priority for Ginger Cross. Since her 2004 arrival at the Social Science Research Center as a Graduate Research Assistant, Ginger has worked on projects that have helped ensure a brighter outlook for the state and its residents. Now an Assistant Research Professor in the Center, she remains involved in projects that boast significant impacts toward the improvement of Mississippi in health and safety-related issues.

The establishment of an electronic citation (eCite) system for Mississippi highway officials has transformed the way law enforcement operates when it comes to issuing tickets. Implementation of this system was a huge step forward for the state of Mississippi and its goal to improve traffic safety in the future, and Ginger was one of the key players in making it happen. Development of eCite began in 2010 and now enables officers to quickly issue and print tickets from their vehicles as well as have those tickets transferred electronically to the appropriate courts.

"To date, all Mississippi Highway Patrol Officers have been trained and are using the system. Over 300,000 tickets have been written," Ginger says.

Ginger's involvement with the development and implementation of the eCite ticketing system has been instrumental in creating a safer highway system for the state of Mississippi. Now that officers can spend less time at each stop, they are able to have more presence on the roadway, resulting in better safety for themselves and Mississippi citizens. Data collected through the system will also provide dynamic information needed to make important management and enforcement decisions that will also affect Mississippi highway safety in the future.

However, Ginger's pursuance of Mississippi health and safety does not end with eCite. She is currently serving as Principal Investigator with Chiquita Briley, Ph.D., on a National Institutes of Health-funded award, "Partnerships to Promote Healthy Lifestyles for Children and Communities." This project attempts to battle unhealthy lifestyles in Mississippi by educating young children, their parents, teachers and the public on obesity-related topics. Ginger stresses the significance of bringing awareness of these topics in Mississippi, and hopes it will lead to a decline in obesity-related issues in the state.

"This is extremely important in a state with the nation's highest rates of childhood and adult obesity, and some of the highest rates of associated health problems like diabetes and hypertension," she states.

When she is not setting out to help Mississippi advance in the areas of health and public safety, Ginger enjoys a variety of hobbies. From traveling to golfing to attending concerts, she is happy as long as she is with family and friends and makes a point to spend as much time with them as possible. Perhaps her motivation for continuing to work toward the future health of Mississippi lies in the children in her life.

"My favorite thing is spending time with my nieces and nephew and my best friends' children...they bring out the kid in me," she says.

When asked about her long-term goals at the SSRC, Ginger expressed her dedication to continuing to enhance the future of Mississippi.

"I want to conduct research that will make a difference and help improve the health and safety of people in Mississippi and beyond," she explains.

by Tracy Frazier



PRESENTATIONS

Betcher, R., Chaney, P., Otey, K., Wood, D., Lacy, P., Lee, M., & Chi, G. (2011, November). A retrospective analysis of post operative pain in patients following Da Vinci robotic hysterectomy and total laparoscopic hysterectomy. Presented at AAGL 40th Global Congress on Minimally Invasive Gynecology, Hollywood, FL.

Bohm, M. Y., & Chi, G. (2012). Public transportation and residential preference of Latino immigrants. Presented at the annual meeting of Applied Demography Conference, San Antonio, TX.

Boydston, J. (2011, October). Variations in the career expectancy of Mississippi physicians. Poster presented at the Southern Demographic Association annual meeting, Tallahassee, FL.

Boydston, J., & Chi, G. (2012). Gasoline price changes and residential relocation: Evidence from the American Housing Survey, 1995-2009. Poster presented at the Fourth Annual Transportation Workshop, Feb. 21-22, Mississippi State University, Starkville, MS.

Boydston, J., & Chi, G. (2012). Residential relocation: The role of gasoline price changes. Presented at the 43rd Annual Meeting of the Alabama-Mississippi Sociological Association, Feb. 16-17, Starkville, MS.

Brauner-Otto, S. (2011, October). The effect of flora quality on fertility behavior. Presented at the Southern Demographic Association annual meeting, Tallahassee, FL.

Brown, W. (2012). Confounds in cue-set-size effects on metamemory and memory: Cue competitor strength. Paper presented at the 58th Annual Southeastern Psychological Association Meeting, Feb. 15-18, New Orleans, LA.

Buffington, A. (2011, September). An overview of Mississippi KIDS COUNT: How school districts and KIDS COUNT can work together to highlight success. Presented at the Mississippi School Public Relations Association (MSPRA) Fall Conference, Jackson, MS.

Buffington, A. (2012). Finding the diamonds among us: Maximizing performance among faculty and staff and getting the message out. Presented at the Mississippi School Public Relations Association (MSPRA) Nuts and Bolts Conference, Feb. 24, Jackson, MS.

Chi, G., & Boydston, J. (2012, May). Gasoline price changes and residential relocation: Evidence from the American Housing Survey, 1995-2009. Poster presented at the annual meeting of Population Association of America, San Francisco, CA.

Chi, G., Cosby, A. G., Quddus, M. A., & Levinson, D. (2012). Bright side of paying more at the pump? Fewer car crashes. Poster presented at the Fourth Annual Transportation Workshop, Feb. 21-22, Mississippi State University, Starkville, MS.

Chi, G., & Marcouiller, D. W. (2011, November). Migration effects of natural amenities along the urban-rural continuum. Presented at the 58th North American Meeting of the Regional Science Association International and the Second Conference of Regional Science Americas, Nov. 9-12, 2011, Miami, FL.

Chi, G., & Voss, P. R. (2011, November). Small-area population forecasting: Borrowing strength across space and time. Presented at the 58th North American Meeting of the Regional Science Association International and the Second Conference of Regional Science Americas, Nov. 9-12, 2011, Miami, FL.

Chi, G., & Zheng, Y. (2012). Estimating transport footprint along highways at local levels: A combination of network analysis and kriging methods. Poster presented at the 91st annual meeting of the Transportation Research Board, Jan. 22-26, Washington, D. C.

Chi, G., & Zheng, Y. (2012). A combination of network analysis and kriging methods for estimating highway footprint at local levels. Poster presented at the Fourth Annual Transportation Workshop, Feb. 21-22, Mississippi State University, Starkville, MS.

Cockrell, W. T., Sinclair, H. C., Walker, B. H., & Johnson, J. (2012). Attitude ambivalence, extremity, and valence and susceptibility to social influence. Poster presented at the 13th Society for Personality and Social Psychology Meeting, Jan. 26-28, San Diego, CA.

Collier, K. E., & Sinclair, H. C. (2012). Invested or invasive: Applying the investment model to understanding obsessive relational intrusion. Poster presented at the 13th Society for Personality and Social Psychology Meeting, Jan. 26-28, San Diego, CA.

Cosby, A. G. (2011, September). What if we were equal? Exploring health disparities in the south. Presented at the annual Tennessee Public Health Association meeting, Franklin, TN.

Cosby, A. G. (2011, October). Public opinion on Hispanic immigration to the U. S. Presented at the Second Hispanic Seminar Series, Starkville, MS.

Cosby, A. G., Edwards, J. F., & Richardson, J. (2012). Explorations in emerging data for the social sciences. Presented at the University of Zagreb's Center for Advanced Academic Studies, June 11-15, Dubrovnik, Croatia.

Cosby, A. G. (2012, June). Health disparities in Mississippi. Presented at the Mississippi Health Summit, University of Southern Mississippi, Hattiesburg, MS.

Cossman, J. S. (2012). Individual, ecological, and contextual correlates of morality. Southern Sociological Society, New Orleans, LA.

Cossman, R. E., & Cossman, J. S. (2011, July). Affinity for small towns: The role it plays in rural recruitment and migration. Presented at the Rural Sociological Society annual meeting, Boise, ID.

Cossman, R. E., Cossman, J. S., Mason, P., & Harney, K. (2012). A test of affinity for small towns: the role it plays in rural recruitment and migration. Presented at the Applied Demography Conference at the University of Texas, San Antonio, TX.

Ellithorpe, C., Colvin, L. W., Sinclair, H. C., & Missel, A. (2012). Explaining away interracial relationships: The ultimate attribution error in interracial relationships. Poster presented at the 13th Society for Personality and Social Psychology Meeting, Jan. 26-28, San Diego, CA.

English, T., Peterson, D., Webb, C. A., McCluskey, D. L., Hakenworth, T., Kempker, S., Pittman, Z., Keeley, J. W., Henslee, A. M., & Irons, J. (2012). Trying to eliminate ceiling and floor effects on teacher evaluation surveys. Poster presented at the 24th Southeastern Conference on The Teaching of Psychology, Atlanta, GA.

Fitzpatrick, J., & Sinclair, H. C. (2012, September). The role of family support and interference in homesickness among undergraduate students. Poster accepted for the 2012 Society for the Study of Human Development conference, Providence, RI.

Fowler, L., Cosby, A. G., & Neaves, T. T. (2011, September). Cultural punctuations and the evolution of U. S. energy policy. Paper presented at the Southeastern Conference on Public Administration Annual Conference, New Orleans, LA.

Fratesi, C. A., Williams, R. D., Hunt, B. P., Slinkard, S. B., Ragsdale, K., Briley, C. A., Tidwell, D., & Burney, L. (2012, September). Community mapping and assessment of obesity prevention resources. Poster presented at the 30th Annual Scientific Meeting of the Obesity Society, San Antonio, TX.

Gardner, S. (2012). Beauty standards: The negotiation of social life among African American college women. Presented at the Southern Sociological Society conference, March 21-24, New Orleans, LA.

Haines, L., Morse, M., Kirk, C., DeLao, C., & McKinney, C. (2012). The relationship among parenting, depression, and disruptive behavior. Poster presented at the 58th Annual Southeastern Psychological Association Meeting, Feb. 15-18, New Orleans, LA.

Hart, R., Jones, S., & McMillen, R. (2011, September). The impact of research on local policies: Engaging and informing communities and policy-makers on the benefits of smoke-free air. Poster presented at the 19th Annual Conference of the National Association of Local Boards of Health, Coeur d'Alene, ID.

Haynes, S. H., Dunaway, R. G., Robertson, A. A., & Harrington, J. (2011, September). Disproportionate minority contact in Mississippi. Paper presented at the meeting of the Southern Criminal Justice Association, Nashville, TN.

ANGELA A. ROBERTSON, PH.D.

Angela Robertson joined the SSRC in 1994 as a Research Scientist focusing on juvenile delinquency and behavioral interventions for at-risk youth.

Angela has played a significant role in working toward reforming the juvenile justice system in Mississippi. Her work informed legislation that now requires mental and substance abuse screening of any youth entering detention centers. Angela's research was also instrumental in establishing minimum program standards for the juvenile detention facilities in the state.

"I'm very proud of that... I believe my research has had a very positive impact on identifying the service needs of young people involved in the Mississippi juvenile justice system and getting them the help they need," she says.

Angela became an integral piece to the MASEP puzzle in 2007 and has been there for each step of the program's journey since then. She has worked alongside colleagues to ensure the MASEP program evolves with the public's changing needs. She applauds the program's willingness to adopt evidence-based practices and adjust the program as ever-changing information is presented.

Before she arrived at the SSRC, Angela was the director of an adolescent chemical abuse treatment program in Jackson, Miss. She worked on a collaborative research evaluation with Jackson State University, where she met Janet St. Lawrence, Ph.D. The two developed a friendship and Janet became one of Angela's most influential mentors.

Before Angela received her doctorate degree, she obtained her first National Institute on Drug Abuse grant with Janet's assistance. Janet would also be responsible for a career move that would change Angela's life.

"She's the one that is the reason I'm at the SSRC today," Angela explains. "When I got the grant, Janet said, 'You really need to come to Mississippi State. You need to work at the SSRC.' "

Angela also credits Martin Levin, Ph.D., and Arthur G. Cosby, Ph.D., as mentors that had a significant influence on her professional life.

In her free time, Angela loves to garden. At home, she has a greenhouse that shelters a variety of plant life, from vegetables and herbs to flowers. She even tends to plants at the SSRC.

"Melinda [Hamby] says I have a jungle in my office," Angela says with a chuckle.

After 18 years at the SSRC, Angela still feels lucky to be a part of the SSRC and MASEP.

"I feel very blessed to be here. I really do," she says. "We have the environment and leadership that supports social scientists so that they can be successful researchers and have a positive impact on Mississippi."

by Tracy Frazier



SPECIAL COLLABORATIVE PARTNERSHIPS

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

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 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
- 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

Howell, A., & Sinclair, H. C. (2012). Love on the margins: Whose opinion affects the state and fate of marginalized relationships. Paper presented at the 58th Annual Southeastern Psychological Association Meeting, New Orleans, LA.

Howell, A., & Sinclair, H. C. (2012). Love on the margins: Whose opinion affects the state and fate of marginalized relationships. Poster presented at the 13th Society for Personality and Social Psychology Meeting, San Diego, CA.

Irizarry, Y. (2011). Teachers' perceptions of students: The influence of race, ethnicity, and immigration status. American Sociological Association Annual Meeting, Las Vegas, NV.

Irizarry, Y. (2011). Is interracial contact enough? Racial concentration and perceived discrimination among black Americans. American Sociological Association Annual Meeting, Las Vegas, NV.

Irizarry, Y. (2012). Intracategorical complexity and the black-white divide: Teachers' perceptions of students in the gray. American Educational Research Association Annual Meeting, Vancouver, British Columbia, Canada.

Irizarry, Y. (2012). Integration is not so black and white: Black experiences with discrimination in integrated contexts. Southern Sociological Association Annual Meeting, New Orleans, LA.

Irizarry, Y. (2012). Teachers' perceptions of students at the starting gate: The role of race, ethnicity and immigration status. Southern Sociological Association Annual Meeting, New Orleans, LA.

Loftin, A. C. (2012, March). Regional emergency planning support for emergency management. Presented to Healthcare Community Amateur Radio Club, Birmingham, AL.

Lyndon, A., Sinclair, H. C., & Martin, S. (2012). Validation of the stalking myths survey – Revised. Poster presented at the 58th Annual Southeastern Psychological Association Meeting, New Orleans, LA.

Mathews, R. (2012). An HIV/AIDS community needs assessment: Survey and focus group results (2009-2012). Paper presented at the State AIDS Conference, Jackson, MS.

Mathews, R. (2012). Prevalence of untreated tooth decay among children under age 5 in the Mississippi Delta, related risk factors and barriers to accessing care. Paper presented at the 43rd Annual Meeting of the Alabama-Mississippi Sociological Association, Starkville, MS.

Mathews, R. (2012). Prevalence of untreated tooth decay among pre-schoolers in the Mississippi Delta Region and related risk factors. Poster presented at the National Oral Health Conference, Milwaukee, WI.

Mathews, R. (2011, October). Statistics and factors related to early childhood caries in preschool children in the Delta. Presented at the Mississippi Oral Health Community Alliance meeting, Clinton, MS.

McCluskey, D. L., Clark, M. E., Howell, A., & English, T. (2012). Substance use and experiential avoidance: Implications for treatment and recovery. Poster presented at The Mississippi School for Addiction Professionals, Hattiesburg, MS.

McCluskey, D. L., Webb, C. A., Peterson, D., English, T., Hakenworth, T., Kempker, S., Pittman, Z., Henslee, A. M., Irons, J., & Keeley, J. W. (2012). Using the teacher behavior checklist to test the halo effect. Poster presented at the 24th Southeastern Conference on The Teaching of Psychology, Atlanta, GA.

McMillen, D., Abernathy, T., Edwards, J. F., & Valentine, N. (2011, November). A brief intervention to improve graduation rate, retention rate, and academic performance of freshmen (A 12 year study). Presented at the Seventh Annual National Symposium on Student Retention, Charleston, SC.

McMillen, R. (2012). Economic impacts of going smoke-free. Presented at the Mississippi Comprehensive Cancer Control Conference.

McMillen, R., Hart, R., & Grubbs, C. (2012). Heart attack admissions in 3 rural Mississippi counties following smoke-free ordinances. Paper accepted to the National Rural Health Association Conference, Denver, CO.

McMillen, R., & Klein, J. (2011, July). Social climate survey of tobacco control: A mixed-mode approach. Paper presented at the European Survey Research Association Meeting, Lausanne, Switzerland.

McMillen, R., Maduka, J., & Winickoff, J. (2011, October and November). Every use of emerging tobacco products by cigarettes smoking status and other characteristics. Paper presented at the 139th Annual Conference of the American Public Health Association, Washington, D. C.

McMillen, R., O'Connor, K., Groner, J., & Klein, J. (2012). Trends in tobacco counseling: Results from the AAP Periodic Survey of Fellows. Poster presented at the 2012 Pediatric Academic Societies Meeting, Boston, MA.

McMillen, R., O'Connor, K., Winickoff, J., & Wilson, K. (2012). Factors associated with counseling parents about tobacco smoke exposure: A national pediatrician survey. Platform presentation presented at the 2012 Pediatric Academic Societies Meeting, Boston, MA.

McMillen, R., & Ragsdale, K. (2012, February). Needs assessment tools: Training workshop. Presented at the Project CHANGE Capacity Building Training Conference, hosted by My Brother's Keeper, Natchez, MS.

McMillen, R., & Yates, J. (2011, April). Considerations on MSU tobacco policy. MSU Student Association Senate, Mississippi State University, Starkville, MS.

McThomas, M. (2011, October). The dual system of privacy rights in the United States. Presented at Harvard University, Cambridge, MA.

McThomas, M. (2012). A case for community-based citizenship. Presented at the Midwest Political Science Association's Annual Conference, Chicago, IL.

Myers, L. B. (2011, October). Justice for all: Creating a bias free court. Presented to Mississippi judges meeting, Philadelphia, MS.

Myers, L. B. (2011, October). SERRI annual review presentation on Regional Emergency Planning Model (REPM) project. Presented to the Department of Homeland Security Panel Review, Washington, D. C.

Myers, L. B. (2011, October). Understanding the public's protective action decisions from weather warnings: Why some people may make the wrong decisions. Presented at the National Weather Association Conference, Hoover, AL.

Myers, L. B., & Loftin, A. C. (2011, November). Emergency planning for coastal populations: Creating emergency response networks in high-risk vulnerable locations. Presented to the Mississippi Civil Defense Emergency Management Association (MCDEMA) Mid-Winter Conference, Hattiesburg, MS.

Myers, L. B., & Loftin, A. C. (2011, November). REPM model process and facilitation assistance training. Presented to the Business Continuity project coordinators at the John S. and James L. Knight Nonprofit Center, Gulfport, MS.

Myers, L. B. (2011, December). Major events of 2011 – initial assessments: A synthesis of initial findings from community surveys after the April 27, 2011 tornado outbreak. Presented at the Weather Ready Nation: A Vital Conversation Workshop, Norman, OK.

Myers, L. B. (2012, February). Severe Weather Survey Analysis 2011-2012. Presented at the National Weather Service workshop at the Rankin County Emergency Management Office, Brandon, MS.

Myers, L. B., Cross, G. W., & Miley, R. (2012, January). Mississippi eCite Project. Presented at the National Highway Traffic Safety Administration (NHTSA) meeting, Fort Worth, TX.

Myers, L. B., Cross, G. W., & Miley, R. (2012, January). Mississippi eCite Project. Presented at the Mississippi Association of Highway Safety Leaders (MAHSL) monthly meeting, Canton, MS.

Myers, L. B. (2012, February). Severe weather survey analysis 2011-2012. Presented at the National Weather Service workshop at the Rankin County Emergency Management Office, Brandon, MS.

Myers, L. B., & Loftin, A. C. (2012, March). Integrated warning tool. Presented at the Atlanta Integrated Warning Team (IWT) committee meeting at the Gwinnett County Office of Emergency Management, Lawrenceville, GA.

Myers, L. B., & Loftin, A. C. (2012, March). Integrated warning teams project of the National Weather Service. Presented at the National Hurricane Conference, Orlando, FL.

PRESENTATIONS

Myers, L. B., & Loftin, A. C. (2012, May).

Facilitated a train derailment tabletop exercise for Stone County. Wiggins, MS.

Myers, L. B. (2012, May). Regional emergency planning support for emergency management. Presented to Shelby County Alabama Amateur Radio Club, Birmingham, AL.

Myers, L. B., & Loftin, A. C. (2012, June). Regional emergency planning: Creating emergency response networks and teams. Presented to the Southwest MSU Extension members, Raymond, MS.

Neaves, T. T., & Cosby, A. G. (2011, September). Reverse 911: An emergency manager tool for the 2007 San Diego county wildfires. Paper presented at the Southeastern Conference on Public Administration, New Orleans, LA.

Neaves, T. T., & Wachhaus, T. A. (2012, September). The social construction of disasters in the United States: Cultural and historical phenomena. Presented at the Southeastern Conference on Public Administration, New Orleans, LA.

Netadj, M., & Shahidan, M. (2011, September). Logistic impact on food price. Presented at the International Conference Quality and Service Sciences at the University of Alicante in Spain.

Parrish, D., & Jennings, T. (2012, June). Rural traffic safety culture. Presented at the American Association of Motor Vehicle Administrators Region II Conference, Charleston, WV.

Perko, L., & Sinclair, H. C. (2012). Not all rejections are created equal: Examining the threats of rejection types. Poster presented at the 13th Society for Personality and Social Psychology Meeting, San Diego, CA.

Peterson, L. (2012). The intertwined relationships between foreign aid donors and INGOs. Alabama-Mississippi Sociological Association Annual Meeting, Starkville, MS.

Peterson, L. (2012). Foreign aid, INGOs and development: A cross-national and longitudinal examination of the global development system. Southern Sociological Association Annual Meeting, New Orleans, LA.

Peterson, L. (2012). Health and development for all: The role of foreign aid attractiveness and INGOs. American Sociological Association Annual Meeting, Denver, CO.

Power, L., Morse, M., Morton, H., & McKinney, C. (2012). Parental and personal religiosity, parenting and psychopathology in late adolescents. Poster presented at the 58th Annual Southeastern Psychological Association Meeting, New Orleans, LA.

Power, L., Morton, H., Kirk, C., Morse, M., & McKinney, C. (2012). Effects of intrinsic and extrinsic religiosity on late adolescent psychopathology. Poster presented at the 58th Annual Southeastern Psychological Association Meeting, New Orleans, LA.

Ragsdale, K., Kasu, B., Baker, F. L., Read-Wahidi, 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 (SFAA) 2011 Conference, Seattle, WA.

Ragsdale, K., Porter, J. R., Mathews, R., Gore-Felton, C., & McGarvey, E. L. (2011, November). 'Liquor before beer, you're in the clear': College drinking culture & risk behaviors among fraternity/sorority members versus non-Greeks. Presented at the American Anthropological Association (AAA) 2011 Conference, Montréal, QC, Canada.

Ragsdale, K., Robertson, A. A., Baird-Thomas, C., Read-Wahidi, R., Husain, J., Taite, K., & Kasu, B. (2011, October). Engaging 'frontline' substance abuse treatment center staff in integrating rapid HIV testing (RHT) into rural non-medical setting in the Mississippi Delta. Presented at the American Public Health Association (APHA) 2011 Conference, Washington, D. C.

Robertson, A. A. (2011, July). Disproportionate minority contact. Presented to the Mississippi Juvenile Justice Advisory Committee, Jackson, MS.

Robertson, A. A., & Gardner, S. (2012, June). MASEP: 40 years of DUI research and program development. Poster presented at the Lifesavers 30th National Conference on Highway Safety Priorities, Orlando, FL.

Robertson, A. A., & McCluskey, L. (2012, April). MASEP: 40 years of DUI research and program development. Poster presented at the 5th Annual Mississippi School for Addiction Professionals, Hattiesburg, MS.

Robertson, A. A., & Stein, J. A. (2011, November). Risk and protective factors for post traumatic stress disorder and delinquency. Presented to the American Society of Criminology Annual Meeting, Washington, D. C.

Rosas Gutierrez, M. (2012). Mexican immigration and the emergence of Mexican food in the U.S. written culture. Presented at the 11th Annual Conference Cambio de Colores- Latinos in the Heartland, Columbia, MO.

Sinclair, H. C., Blaney, A., Felmlee, D., & Sprecher, S. (2012). Defying or disregarding disapproval?: Reactance and the Romeo and Juliet effect. Poster presented at the 13th Society for Personality and Social Psychology Meeting, San Diego, CA.

Southward, L. H. (2012). Mississippi healthy students act of 2007: Year 3 findings. Presented to Mississippi Stakeholders, Jackson, MS.

Sparks, C., & Sinclair, H. C. (2012). Passion or prejudice: Understanding prototypes of gender-bias crimes. Poster presented at the 13th Society for Personality and Social Psychology Meeting, San Diego, CA.

Tanski, S., McMillen, R., Wilson, K., Klein, J., & Winickoff, J. (2012). Misperceptions about the ease of nicotine addiction and experimentation. Platform presentation presented at the 2012 Pediatric Academic Societies Meeting, Boston, MA.

Terry, L. D., III, & Neaves, T. T. (2012, March). Integrated emergency management: The intergovernmental response to the 2003 and 2007 San Diego wildfires. Presented at the National Council for the American Society of Public Administration (ASPA) annual meeting, Las Vegas, NV.

Terry, L. D., III, & Neaves, T. T. (2012, March). The San Diego County wildfires. Presented at the American Society for Public Administration Annual Meeting, Las Vegas, NV.

Valentine, N., Colvin, L., & Means, M. (2012, March). The Mississippi Youth Tobacco Survey. Presented at Mississippi Kick Butts Day, Jackson, MS.

Walker, B. H., & Sinclair, H. C. (2012). Could cognitive dissonance explain how publicly conforming to social norms leads to attitude change? Poster presented at the 13th Society for Personality and Social Psychology Meeting, San Diego, CA.

Walton, L. R., & Humphrey, M. B. (2012). Public relations internship experiences: A qualitative assessment. Southern States Communication Association annual conference, San Antonio, TX.

Walton, L. R. (2012). Strategies vs. tactics. Panel presentation for "Defining consensus: Creating unity in defining the public relations process." Southern States Communication Association annual conference, San Antonio, TX.

Walton, L. R., Cooley, S. C., & Nicholson, J. H. (2012). A great day for oiled pelicans': BP, Twitter, and the Deep Water Horizon crisis response. Institute for Public Relations 15th International Public Relations Research Conference, Miami, FL.

Wilson, K., McMillen, R., Tanski, S., Klein, J., & Winickoff, J. (2012). Tobacco smoke incursions in multi-unit housing. Platform presentation presented at the 2012 Pediatric Academic Societies Meeting, Boston, MA.

Woodcock, T., Morse, M., King-Profit, A., Connolly, J., Leibold, H., & McKinney, C. (2012). Factors influencing late adolescent disruptive behavior. Poster presented at the 58th Annual Southeastern Psychological Association Meeting, New Orleans, LA.

INNOVATIVE DATA LABORATORY

The Innovative Data Laboratory (IDL) has revolutionized the capabilities of the Social Science Research Center to increase knowledge of human behavior through social media platforms.

Formed in July 2011 as a collaborative effort among Arthur G. Cosby, Ph.D., John F. Edwards, Ph.D., and Josh Richardson, the Lab's main function is to analyze large data sets prior methods and tools could no longer handle. Willie Brown has also been heavily involved with development as a Research Associate I in the IDL.

"The Innovative Data Laboratory was created in anticipation of the needs of future research," Edwards explains.

Specifically, future research is focusing more and more on social media, and the IDL has been developing software that can handle large volumes of data, primarily for Twitter and Google Ngram.

The team members emphasized the programmers' importance in the development and success of the IDL and specifically wanted to give thanks to Sean Galey, Jake Gaylor and Somya Mohanty.

"They're doing a great job...and they need more recognition than what we give them," Richardson says.

Analyzing social media has proven to be faster than traditional surveys in measuring public opinion, and the IDL has already completed several interesting projects. With this new software, the IDL has the capacity to monitor situations such as natural disasters or large events where many people gather in one place.

"With this type of research, we have the resources to study human social behavior at the time an event is occurring," Cosby says. "It is not possible to develop a survey or other method of gauging public opinion to get quick and accurate information."

Sentiment analysis of tweets is another track SSRC researchers have been exploring. Incorporating this method allows artificial intelligence to analyze large amounts of information faster than a person would be able to. Analysts are able to infer the emotional state of the user based on key words, phrases and expressions, Cosby explains.

The IDL has also been using Google Ngram, a spinoff of the Google Book Project, to explore how words and/or phrases were used in books over a certain period of time.

"Dr. Cosby was interested in that because he felt it would allow us to do things like view cultural penetration over time...If you search for the word 'enchilada' and look for it popping up more and more in print, you can draw correlations between that and the growth of the Mexican population in the United States," Richardson says.

The possibilities of studies the IDL can perform are endless, and Cosby used the prevalence of the term 'solar energy' in the late 1970s and 1980s as another example. Ngram indicated that the gas shortage during that period spurred increased discussion of alternative energy sources.

"It's the type of thing where concepts in a particular culture either persist or don't persist," Cosby says. "This [Ngram analysis] is the measure of it."

The capabilities and resources of the Lab are a tremendous benefit to the Social Science Research Center and Mississippi State University, but Cosby, Richardson and Edwards agree that this type of analytical laboratory will also further the research community as a whole.

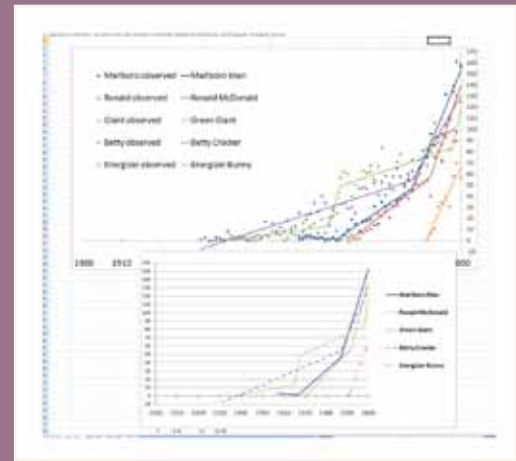
For the future of the Innovative Data Laboratory, Edwards hopes to see the Lab grow and contribute new ways of analyzing data. Richardson's idea for the future followed along the same lines, and he stressed the goal of improved software for social media analysis.

With so many opportunities for growth, the Innovative Data Laboratory will be an extremely beneficial tool for researchers in the foreseeable future.

by Kelli Conrad



L to R: John F. Edwards, Ph.D., Sean Galey, Jake Gaylor, Somya Mohanty & Josh Richardson



Arthur G. Cosby, Ph.D., and Willie Brown meet to discuss Google Ngram data and social media analytics. The above screenshots represent the capabilities of the Innovative Data Laboratory.

"THE INNOVATIVE DATA LABORATORY WAS CREATED IN ANTICIPATION OF THE NEEDS OF FUTURE RESEARCH."

-JOHN F. EDWARDS, PH.D.

GRANTS & CONTRACTS

Baird-Thomas, C. (2012, January). "Affordable Care Act Implementation Project Evaluation," Mississippi Health Advocacy Program.

Cosby, A. G. (2011, July). "SSRC/Mississippi Agricultural and Forestry Experiment Station, Administrative Account," Mississippi Agricultural and Forestry Experiment Station.

Cossmann, R. E. (2011, December). "Mississippi Health Professional Shortage Areas," Mississippi Department of Health.

Cossmann, R. E. (2011, July). "Examining the Spatial Patterns of Complex Social Issues," Mississippi Agricultural and Forestry Experiment Station.

Cossmann, R. E., & Cossmann, J. S. (2011, September). "Northeast Mississippi Area Health Education Center, Yr. 5," University Medical Center and Health Resources Services Administration.

Cossmann, R. E., Mehrzad, N., & Cossmann, J. S. (2011, December). "MSU Modeling Collaborative," Office of Research and Economic Development (ORED).

Cross, G. W. (2011, July). "Family and Children Research Initiative, Yr. 10," Mississippi Agricultural and Forestry Experiment Station.

Cross, G. W. (2011, July). "HealthWorks! Evaluation, Yr. 5," Health Care Foundation of North Mississippi.

Cross, G. W., & Briley, C. (2011, September). "Partnerships to Promote Healthy Lifestyles for Children and Communities," National Institutes of Health.

CORE FUNDING & INTERNAL PROJECTS \$734,800

SSRC LABORATORIES \$830,271

MASEP \$1,902,317

ONGOING EXTRAMURAL PROJECTS \$2,737,861

NEW EXTRAMURAL PROJECTS \$4,311,831

TOTAL GRANTS & CONTRACTS: \$10,517,080

LOFTIN FELLOWSHIP & FOUNDATION SUPPORT: \$260,000

Edwards, J. F. (2011, July). "Survey Research Support, Project 6," Mississippi Agricultural and Forestry Experiment Station and Mississippi State University.

Ellenwood, J., & Ragsdale, K. (2012, November). "Think N Grow! BGC Garden Project: Starkville Boys & Girls Club Educational & Community Garden Project," Healthy Starkville Committee and Blue Cross & Blue Shield Foundation.

Hanna, H., & Neaves, T. T. (2011, October). "School Health Council Evaluation," Healthcare Foundation of North Mississippi.

Henderson, B. (2011, October). "DUI Enforcement, Yr. 19," Public Safety Planning/ Office of Highway Safety and U. S. Department of Transportation.

Mathews, R. (2011, July). "Evaluation for HIV/STI State Services Strategic Plan," Mississippi State Department of Health.

Mathews, R. (2011, July). "Delta Oral Health, Yr. 3," Mississippi State Department of Health.

Mathews, R. (2012, January). "Evaluation for HIV/STI Planning, Part II," Mississippi Department of Health.

McKee, C. (2012, April). "Mississippi Project Fit America Evaluation," Blue Cross & Blue Shield of Mississippi Foundation.

McMillen, D. L. (2011, July). "Pathfinders, Yr. 14," Office of the Provost, Mississippi State University.

McMillen, R. (2011, July). "Tobacco Surveillance, Yr. 5," Mississippi State Department of Health.

McMillen, R. (2011, July). "Richmond Center of Excellence Data Sets," American Academy of Pediatrics and Flight Attendant Medical Research Center.

McMillen, R. (2011, November). "Economic Impact," Center for Mississippi Health Policy.

McMillen, R., & Ragsdale, K. (2012, March). "Needs Assessment," My Brother's Keeper/Project Change and CDC.

Myers, L. B., & Cross, G. W. (Former PI: Weiskopf, L.) (2011, October). "Mississippi Electronic Citation Implementation," Mississippi Office of Highway Safety and NHTSA.

Neaves, T. T., & Chi, G. (Former Scientist: Weiskopf, L.) (2011, October). "Public Safety Laboratory, Yr. 4," Mississippi Office of Highway Safety and NHTSA.

Parrish, D. (2011, October). "Seat Belt/Motorcycle Helmet and Child Restraint Surveys, Yr. 19," Mississippi Governor's Office of Highway Safety.

Parrish, D. (2011, October). "Seatbelt Redesign 2012," Mississippi Governor's Office of Highway Safety.

Penick, C., Bardwell, J., Ragsdale, K., Fouquier, K., & Johnson, K. (2012, June). "Mississippi School Health Equity Project," Advocates for Youth.

Ragsdale, K. (2011, November). "e-Health Research Group Proposal," Office of Research & Economic Development (ORED).

Ragsdale, K. (2012, June). "Evaluation of the Midtown Teen Health Clinic Project," Women's Fund of Mississippi.

Ragsdale, K. (2012, June). "HealthWorks! Evaluation-Year 6," Health Care Foundation of North Mississippi.

Robertson, A. A. (2011, July). "MASEP Research and Development," Social Science Research Center.

Robertson, A. A. (2012, March). Additional funding received to extend current project. "Mississippi Juvenile Justice Research Consortium," Mississippi Division of Public Safety Planning, Office of Justice Programs.

Rosenberg, N. (2012, March). "Farmers Market and Healthy Retail Space Policy Scan," My Brother's Keeper/Project Change and CDC.

Southward, L. H., & McKee, C. M. (August, 2011). Statewide survey of implementation of Mississippi House Bill 999. Center for Mississippi Health Policy.

Southward, L. H. (2011, August). "Child and Community Data Project," Community Science, Inc.

Southward, L. H., & Baird-Thomas, C. (2011, December). "Mississippi Children & Families Kellogg Data Project," W. K. Kellogg Foundation.

Southward, L. H. (2012, January). "Mississippi Kids Count," Annie E. Casey Foundation.

Southward, L. H. (2012, January). "Evaluation of the Impact of the Mississippi Healthy Students Act on Childhood Obesity," Center for Mississippi Health Policy and Robert Johnson Wood Foundation.

Valentine, N. (2011, July). "2011-2012 Mississippi Youth Tobacco Survey," Mississippi State Department of Health.

Walton, L. R. (2011, July). "Media Collaboration Laboratory," Social Science Research Center.

Walton, L. R., & Cooley S. C. (2011, September). "Leadership in the Classroom: An Examination of Exposure to Leadership Theory and Training in Public Relations Course Curriculum," Plank Center for Leadership in Public Relations, University of Alabama.

MASEP 40TH ANNIVERSARY

Since 1972, MASEP (Mississippi Alcohol Safety Education Program) has been working to increase driver safety and decrease the number of people driving under the influence across the state of Mississippi. MASEP is Mississippi's mandated program for anyone convicted of a first-offense DUI. A court order requires those convicted to attend this DUI intervention program.

MASEP celebrated its 40th anniversary this year in Flowood, Miss., during its annual training seminar. The attendees enjoyed a reception and a variety of distinguished speakers including John K. Thomas, Ph.D., one of the original founders of MASEP, as well as a panel of former and current MASEP staff members. The panel spoke about the changes MASEP has undergone over the last four decades. According to Thomas, the program maintains the founders' original vision for improving the safety of those on Mississippi roadways although many advancements have been made through the years.

"We [the founders] were interested in the same thing that you guys are interested in. How do we cause change and improve the safety of people on the road?" says Thomas.

Bill Henderson, Operations Coordinator of MASEP, says the program is continually making positive changes to the class curriculum for offenders.

"Originally, the program was just a straight information-lecture program. Over the years, it has evolved into an actual intervention where the people who are in the class actually do some exercises and face up to their problems," Henderson says.

The information gained through extensive research of the participants' DUI recidivism rates finds new areas to improve upon. Angela Robertson, Ph.D. and Coordinator of Research and Development, says that a growing issue in Mississippi and the nation is the abuse of prescription medications. MASEP recognized this shift through the research it conducts and adapted the programming accordingly.

"What we're finding is that our participants are misusing their medications. They're mixing alcohol and drugs...we added information about all different classes of drugs, including legally prescribed medications, how that impairs driving, how that impairs health," says Robertson.

Robertson and Henderson believe MASEP will continue to adapt to the changing needs of Mississippians. They hope to continue reducing the recidivism rate by first-time DUI offenders and in doing so, enhance traffic safety. Robertson also plans to broaden the team's research focus to be more inclusive of all drug abuse types.

"MASEP does a very good job, but there is a group of people who still recidivate even after completing our program. We plan to study the differences in rates of DUI recidivism by type of substance abuser (alcohol-only, illicit drugs, poly-substance users) to see if the program is equally effective across these groups," Robertson says.

by Candace Barnette & Sydney Hall



SURVEYS

The 2012 Mississippi Vocational Rehabilitation Client Survey - Mississippi Department of Rehabilitation Services

Mississippi Health Survey - Mississippi Health Advocacy Program

Mississippi Restaurants and Bars Survey of Tobacco Control - Tobacco Control Unit (SSRC)

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

Career and Technical Education Survey - Research and Curriculum Unit at Mississippi State University

State Legislators Decision Making Processes for Drafting Healthcare-Related Legislation - Prevention Research Center at Washington University in St. Louis

Nutrient Reduction Survey: Major Stakeholders - Mississippi Agricultural and Forestry Experiment Station (MAFES)

Nutrient Reduction Survey: General Public - Mississippi Agricultural and Forestry Experiment Station (MAFES)

2012 University Marketing Survey - Office of the President at Mississippi State University

Northwest Arkansas Quality of Life Survey - The Walton Family Foundation

Employers Survey Concerning Persons with Blindness and Low Vision - Research & Training Center on Blindness & Low Vision at Mississippi State University

2012 Impact of the MS Healthy Students Act on Childhood Obesity: School Superintendent Survey - Robert Wood Johnson Foundation

2012 Impact of the MS Healthy Students Act on Childhood Obesity: Parents and Children Survey - Robert Wood Johnson Foundation

Healthcare Advocates Decision Making Processes for Supporting Healthcare-Related Legislation - Prevention Research Center at Washington University in St. Louis

Healthy Children Survey - National Institutes of Health

2012 Human Capital: Enhancing the Academic Achievement of Men of Color Survey - Office of Diversity & Equity Programs at Mississippi State University

The 2012 Mississippi Social Climate Survey of Tobacco Control - Mississippi Department of Health

Health and Well-Being of Northeast Mississippians - North Mississippi Medical Center

The 2012 National Social Climate Survey of Tobacco Control - American Academy of Pediatrics



SOCIOLOGY DOCTORAL PROGRAM 50TH ANNIVERSARY



"Prior to the mid-1940s, Sociology was a 'step-child,' sometimes appearing in the Government Department, sometimes appearing in the Economics Department, and sometimes, for a while, disappearing completely," said Andrew W. Baird, Ph.D., in a departmental history. It was not until 1947 that the Sociology Department was established at Mississippi State University in the School of Business and Industry.

During 1980s, the departmental specialties in the Ph.D. program included rural sociology, criminology, family and demography. During this time, Arthur G. Cosby, Ph.D., a Mississippi State University doctoral graduate and now a distinguished professor from the Department of Sociology, led the academic unit.

The Social Science Research Center has had the privilege of working with many of the department's students and graduates. During Cosby's tenure as Department Head, the SSRC was located on the third floor of Bowen Hall. The SSRC supported many joint appointments between the Center and the agricultural experiment station (MAFES) of the Department of Sociology. An organizational shift occurred in the late 1980s when the MAFES portion of the Department moved to the SSRC, under the leadership of Cosby.

In 1993, the Department awarded its 100th Ph.D. degree to Alfonso Crump, who currently serves as a faculty member at Jackson State University. The doctoral program has always had a significant enrollment of international students, and the graduates have had very successful careers throughout not only the United States, but also countries throughout the world.

The 50th anniversary celebration of the Doctoral Program will be held February 28 and March 1, 2013, at locations across campus. The events are being planned by a steering committee. David C. May, Ph.D. and Associate Professor of Sociology, is the program chair for the event. The program includes a luncheon for current graduate students, tours of campus that showcase the multiple locations of the Sociology Department throughout the years, seminars, presentations and a banquet honoring all 188 Doctoral Program graduates from the past 50 years.

The Sociology Doctoral Program is unique because of its historical emphasis on rural sociology. It is also the only sociology doctoral program in the state of Mississippi.

Lynne Cossman, Ph.D., was appointed Thomas L. Bailey Professor and Head of the Department of Sociology April 1, 2012, and serves as chair of the steering committee for the anniversary celebration. She is optimistic about the future of the Doctoral Program and is pleased with the number of students enrolled. Cossman hopes to carry on the work of her predecessors.

"The one thing that is unique about the department that stands right now is the young, vibrant faculty," says Cossman. "I'm looking forward to growing and strengthening the graduate programs."

by Alle Smith

RECOGNITIONS &

Ms. Mercedes Alberson, Undergraduate Student Worker, received the Day One Leadership Award on Nov. 17, 2011, for her hard work and dedication at Mississippi State University. The program develops the leadership potential of MSU's entering freshmen so they may lead Mississippi and the nation today and into the future. In addition to Ms. Alberson's course work, she volunteered many hours across multiple service projects for the East Oktibbeha County Elementary School.

Ms. Jamie Boydston won second place in a poster competition at the Fourth Annual Transportation Workshop. The poster, entitled "Gasoline Price Changes and Residential Relocation: Evidence from the American Housing Survey, 1995-2009," resulted from a collaboration with Dr. Guangqing Chi. Presenters represented a number of departments from MSU, such as civil and environmental engineering, industrial and systems engineering, political science, public administration and sociology. A number of other research centers were also represented at the workshop, such as the Center for Advanced Vehicular Systems and the Geosystems Research Institute. A total of 28 posters were presented at the event.

Ms. Anne Buffington, Family and Children Research Unit Technical Writer, has been appointed by the Starkville School District Board of Trustees to serve as a member of the district's stakeholder team for the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI) Quality Assurance Review.

Mr. John Gavin Buffington, Student Researcher for Dr. Arthur G. Cosby, placed first in the Starkville High School 2011-2012 Reflections Contest for his original musical composition, "Sovereign." He also received third place honors for his original score.

Mr. John Gavin Buffington, editor of the "My Morning Jacket" broadcasting program at Starkville High School, received second place honors for sports broadcasting, second place for video editing and third place for overall excellence in broadcast journalism at the Mississippi Scholastic Press Association (MSPA) statewide conference.

Ms. Kimberly Cosgrove, an Undergraduate Research Assistant in the Observational Survey Laboratory and recent MSU graduate (December 2011) in marketing, accepted an Executive Team Leader position at the nation's largest SuperTarget retail store in Hoover, AL.

Ms. Sheena Gardner, Research Associate I, received a Dr. Marion T. Loftin Scholarship to fund her dissertation writing. The title of her dissertation is "Multiracial Identities: Societal Expectations, Social Participation, and Their Consequences for Lived Experience."

Ms. Monét Glover, Graduate Research Assistant with the SSRC's Family & Children Research Unit, was inducted into the Mississippi State University chapter of the Pi Alpha Honor Society on April 19, 2012.

Mr. Stewart Hornor, an Undergraduate Research Assistant who has worked in the Observational Survey Laboratory for over a year, has been accepted to the Cecil Humphrey School of Law at the University of Memphis. Mr. Hornor graduated Cum Laude in political science in the spring of 2012.

Mr. Geoff Jakins, an Undergraduate Research Assistant in the Observational Survey Laboratory and recent MSU graduate (May 2012) in electrical engineering, accepted a job offer from Singing River Electric Company in Ocean Springs, MS.

Ms. Jordan Lear, a Communication Assistant in the MCL and lead designer for the 2011 Annual Report, was recognized as a finalist for the PRAM Student of the Year.

Ms. Rachel Mathews, MPH, Research Associate III, has accepted the nomination to remain as secretary for the Mississippi Oral Health Community Alliance.

Mr. Lee McCluskey successfully proposed his master's thesis: Investigating the Threat Avoidant Model of Pathological Anxiety, proposed May 3, 2012. In addition to research conducted at the SSRC as a Graduate Research Assistant under the supervision of Dr. Angela A. Robertson, Mr. McCluskey is currently completing a 300-hour practicum with Student Counseling Services. As a part of his practicum he is co-facilitating therapeutic groups using dialectical behavior therapy, acceptance and commitment therapy and mindfulness based relapse prevention for substance abuse.

ACCOMPLISHMENTS

Ms. Miranda Means, Head Graphic Designer for the Mississippi Tobacco Control Data Laboratory, was featured in the September/October 2011 issue of *HOW Magazine*. She earned an Outstanding Achievement award for her handmade student self-promotional book created during her final semester at Mississippi State University. She was also featured in the November/December 2011 issue of *Mississippi Magazine*. The online shop for her handmade jewelry and accessory business, The Open Suitcase, was featured as one of the "most unique and successful" Etsy shops in the state of Mississippi. You can visit <http://www.etsy.com/shop/mirkatdesign> to browse The Open Suitcase.

Ms. Melanie Morse, Graduate Research Assistant, received the APA Student Travel Award to present her research at the 120th Annual Convention of the American Psychological Association in Orlando, FL, in August 2012.

Ms. Tonya T. Neaves, Research Fellow and Project Coordinator, was elected as the Student Representative to National Council for the American Society of Public Administration (ASPA). Ms. Neaves was also appointed as the 2012-13 Vice-Chair and 2013-14 Chair for "Strategic Imperative #5: Reorganize for Change" and was asked to serve on the 2013-14 Conference Leadership Team.

Dr. Dasha Radin received the College of Arts and Sciences Faculty Research Award in Social and Behavioral Sciences.

Dr. Kathleen Ragsdale, Research Fellow was appointed to serve on the Institutional Review Board (IRB) Committee, Mississippi State University. She was competitively selected to attend the National Institute of Drug Abuse (NIDA) 2011 Addiction Research Training Institute and the NIDA 2011 Special Populations Research Development Seminar Series. The Institute brought 12 investigators to the Morehouse School of Medicine in July for a five-day intensive training program in research on substance use and HIV prevention among minority U. S. populations.

Dr. Angela Robertson, Associate Director and Research Professor, was recognized at the opening of the 37th Annual Juvenile Justice Symposium, "Alternatives to Detention: Reshaping Minds, Transforming Lives," for her research on Disproportionate Minority Contact in Mississippi's Juvenile Justice System in Biloxi, MS.

Dr. Angela Robertson was promoted to Associate Director of the Social Science Research Center (SSRC). She also completed the 2011-2012 Faculty Leadership Program sponsored by the Office of Research and Economic Development. The program selects candidates from those nominated by their department head or director.

Mr. Nathan Rosenberg, Visiting Research Fellow, was named Chair of the Mississippi Food Policy Council's Farm to School Subcommittee. He was also elected to the board of the Delta Fresh Foods Initiative, a coalition of stakeholders committed to establishing sustainable food systems in the Mississippi Delta.

Dr. Linda Southward, Research Fellow and Coordinator for the Family and Children Research Unit (FCRU), has been appointed to a three-year term to the National KIDS COUNT Steering Committee, representing university-based KIDS COUNT grantees. KIDS COUNT is a program of the Annie B. Casey Foundation. The Steering Committee, which includes representatives from ten state-level grantees, acts as an advisory and coordination group for both the national and state efforts of KIDS COUNT. The committee identifies common policy and technical assistance issues for KIDS COUNT grantees and advises staff on potential connections between foundation work and KIDS COUNT grantee efforts.

Dr. Laura R. Walton, Assistant Professor of Communication and Coordinator for the Media Collaboration Laboratory (MCL), was elected to serve on the 2012 Southern Public Relations Federation Executive Board as a representative for the Public Relations Association of Mississippi.

The 2010 SSRC Annual Report was recognized during the Lanterns Banquet at the Southern Public Relations Federation Annual Conference on Oct. 4, 2011, with an Award of Excellence. The report was designed and produced by the **Media Collaboration Laboratory (MCL)**. Dr. Laura R. Walton accepted the award.

RECOGNITIONS & ACCOMPLISHMENTS

Dr. Laura R. Walton, APR, coauthored a paper, "A great day for oiled pelicans: BP, Twitter and the Deep Water Horizon crisis response," that received a "Top Three Paper Award" at the 15th International Public Relations Research Conference, March 8-10 in Miami, FL. Walton co-authored the analysis with Drs. Skye Cooley and John Nicholson, both assistant professors in the Department of Communication. Dr. Nicholson presented the paper at the IPRRC and accepted the \$1,000 award on behalf of the authors.

Dr. Laura R. Walton and **Ms. Marissa Beth Humphrey** co-authored a paper, "Public relations internship experiences: A qualitative assessment," that received the Top Paper Award for the Public Relations Division of the Southern States Communication Association. Dr. Walton presented the paper and accepted the award at the annual conference in April 2012 in San Antonio, TX.

Blue Cross and Blue Shield of Mississippi Foundation awarded the **City of Starkville** the designation of Mississippi's "Healthiest Hometown" for 2011. The designation came with an award of \$50,000 which was divided equally between grants to area grass roots organizations and graduate student program assistance from MSU's Department of Health Promotion. Several SSRC employees took an active role in writing the competitive grant on behalf of the City.

The **Media Collaboration Laboratory (MCL)** received three Bulldog PRISM Awards from the Public Relations Association of Mississippi (PRAM) Starkville/MSU Chapter on Jan. 18, 2012. The Bulldog PRISM is the highest honor of the Chapter's annual awards program. The SSRC brochure "Inquiry Leads to Impact" and the SSRC *2011 Annual Report* earned this top honor in the Print Division, while the SSRC Logo Redesign project earned this honor in the Miscellaneous category. Dr. Laura R. Walton and Ms. Jordan Lear, lead designer for the *2011 Annual Report*, accepted the awards on behalf of the MCL.

The **Media Collaboration Laboratory (MCL)** received an Award of Excellence for the 2011 Annual Report and an Award of Excellence for the SSRC Logo Development at the Public Relations Association of Mississippi (PRAM) Conference held in Columbus, MS, on April 12-13.

The **Public Safety Data Laboratory (PSDL)** of the SSRC was awarded the first place award for the "2011 Best Traffic Records Web Page Competition" by the Association of Transportation Safety Information Professionals at the 38th Annual International Forum on Traffic Records and Highway Safety Information Systems in Charlotte, NC, on Aug. 2, 2011. Accepting the award on behalf of the PSDL and SSRC was Mr. Lee Weiskopf, Project Coordinator.

ACKNOWLEDGEMENTS

The SSRC was established in 1950 and enjoys a long and storied history of research accomplishments. The impact our research has had on the state, the nation and the world is evident in the success of our organization, which has ultimately been driven by the desire and dedication of our employees. Although an organization's annual report provides a venue to applaud the hard work and dedication of its employees for its success during the previous year, this particular report also celebrates our accomplished past and acknowledges significant historical milestones celebrated this year. The SSRC's history gives much cause for celebration, and the future of the SSRC is bright as we develop cutting-edge technology and conduct research relevant to current issues.

The 2012 SSRC Annual Report is also noteworthy because it embodies the SSRC's commitment to graduate and undergraduate education. From the feature stories to the design and layout to the photography, graduate and undergraduate students have led the development of this publication.

Ms. Sydney Hall, a Graduate Research Assistant studying Food Science, Nutrition and Health Promotion, served as the lead designer and editor for the project. She has spent countless hours developing page layouts, taking updated photographs of the SSRC facilities, collecting and verifying information and, of course, editing content for this report. I am forever grateful for her persistence and commitment to making this document a most impressive presentation.

Each student in the MCL made significant contributions to this report, including conducting interviews, writing feature stories, photography, gathering content and spending countless hours proofreading. Many thanks to **Ms. Candace Barnette**, **Ms. Kelli Conrad**, **Ms. Tracy Frazier**, **Ms. Alle Smith** and **Ms. Faith Spann**, all Communication majors, and for their contributions to the 2012 Annual Report. Their dedication to this task (while also juggling full academic schedules, other SSRC projects and even other internships) speaks volumes for their future success beyond the Mississippi State campus.

A special thank you to **Ms. Ellen Davis**, an Undergraduate Assistant majoring in Political Science, for her assistance in gathering information used in many sections of this report. Her contribution to the report's content was invaluable. **Mr. Alan Burns**, now a Graduate Research Assistant for the Public Safety Data Laboratory, also contributed several photographs for the report; we are grateful for his time and effort.

Laura Richardson Walton, Ph.D., APR
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