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## SSRC Annual Report 2013

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**Authors**

Rachel Smith, Laura R. Walton, Maggie Kate Kelly, Sydney Hall, Faith Spann, Ashton Rushing, and Katie Ruth Robertson



# SSRC

SOCIAL SCIENCE RESEARCH CENTER

## ANNUAL REPORT 2013



MISSISSIPPI STATE  
UNIVERSITY<sup>TM</sup>

A RESEARCH ORGANIZATION OF THE OFFICE OF RESEARCH & ECONOMIC DEVELOPMENT  
AND THE DIVISION OF AGRICULTURE, FORESTRY & VETERINARY MEDICINE

# Letter from the Director

This year the Social Science Research Center completes its 63rd year as a university-level research center at Mississippi State. The Center has a long and proud tradition as a location for meaningful social science research for scholars on our campus and beyond. 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. Because it is an interdisciplinary entity, it is not uncommon to find projects that blend the social sciences with agriculture, engineering, medicine and education here.

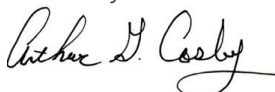
The Social Science Research Center has become a place for scientists from other institutions to come and conduct research, study and participate in the special environment of the Center. Collaboration across disciplines, across institutions and even across nations is an essential feature of the Center's 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 agencies, a wide array of private foundations, and strong backing 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.

Please allow me to share a very personal note. Over forty years ago, in 1969, it was my very good fortune to receive my doctorate in sociology from Mississippi State University. This event has had a profound effect on the course of my life and that of my family. It has led to wonderful faculty positions at Louisiana State University, Texas A&M and, of course, to a long and personally rewarding career at Mississippi State. It really has been a great journey. As you may have heard me say many times, there is no more enjoyable work than being a college professor and no better job on our campus than Director of the Social Science Research Center. Now it is time to try something somewhat different. To that end, I will be retiring from the University at the end of September. Please allow me to convey my appreciation for the chance to work with so many talented and creative colleagues. Because of you, I came to work every morning excited about the possibilities of the day. Serious engagement in learning, research and service is a true privilege. At the Social Science Research Center, such serious and successful work is the norm. It is a truly special place.

I am most appreciative of the fine support and friendship from my many friends and colleagues at Mississippi State University and am truly grateful for the opportunities that this fine institution has provided me.

Sincerely,



Arthur G. Cosby, Ph.D.

William L. Giles Distinguished Professor and Director



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*Discrimination based upon race, color, religion, sex, national origin, age, disability or veteran status is a violation of federal and state law and MSU policy and will not be tolerated. Discrimination based upon sexual orientation or group affiliation is a violation of MSU policy and will not be tolerated.*

# ABOUT THE SSRC

The Social Science Research Center (SSRC) was established at Mississippi State University (MSU) 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

The Social Science Research Center strives to be a center of excellence for social science research that serves the entire university community. This collective ambition is reflected in our institutional goals:

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.



# ORGANIZATIONAL STRUCTURE

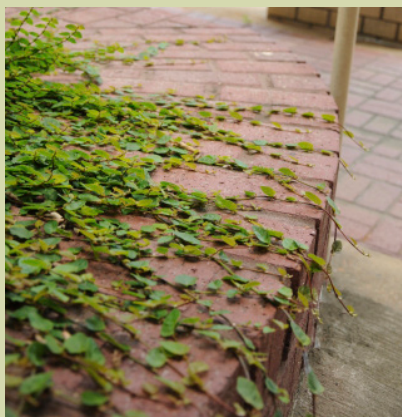
The organizational structure of the Social Science Research Center (SSRC) is purposely flat, with several internal research units, normally led by coordinators, reporting to the Director. Project directors operate with a great deal of autonomy and take full responsibility for the conduct of their projects.

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's activities. Together, they define the Center's 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.







“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.”



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# MISSISSIPPI TOBACCO DATA

Since 2008, Mississippi Tobacco Data (MTD) has been a consistent leader in tobacco research in the state of Mississippi. In collaboration with the Office of Tobacco Control of the Mississippi Department of Health, MTD's purpose is to provide objective data and studies to inform our state-wide tobacco prevention and cessation program. It seeks to create a presence of tobacco awareness not only in Mississippi, but also throughout the country and in the political realm. Dr. Robert McMillen, Coordinator of the Tobacco Control Unit, explained that the organization expanded responsibilities and staff when it became a permanent unit within the Social Science Research Center in 2008.

One project MTD has focused on this year is the Air Quality Study, which measured the differences of air quality in Mississippi restaurants that allowed smoking in contrast to those that do not allow smoking. The study used an apparatus called a "side pack" in each type of restaurant and found that restaurants that allowed smoking reached levels designated as a hazardous environment by the Environmental Protection Agency's standards. This data complemented the study demonstrating no loss of sales tax revenue from restaurants after numerous Mississippi communities implemented ordinances that made all workplaces and restaurants smoke-free.

"We looked at revenue in communities before and after they passed smoke free laws, and used other communities as statistical controls," McMillen said. "We actually saw a modest increase in revenue, so there was no measurable effect to revenue after the smoke-free laws."

Scientists at MTD also investigate national issues. Dr. McMillen recently presented data to the FDA

about the lack of regulation for electronic cigarettes nationally. Currently, there is no law prohibiting the sale of electronic cigarettes to minors and MTD addressed the increasing popularity of this product. Another recent study led to an academic publication with scientists from the American Academy of Pediatrics' Julius B. Richmond Center for Excellence and the American Legacy Foundation, a not-for-profit organization that conducts research on tobacco use and policy, on the consumer perceptions about the sale of cigarettes in pharmacies.



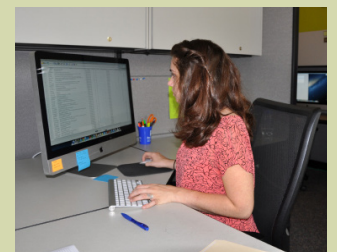
Top: Dr. Robert McMillen & Malcolm Huell; Middle: Nell Valentine, Rachael Carroll, Emily McClelland, Miranda Means Bottom: Miranda Dempewolf & Kelsey Loden

The Youth Tobacco Survey (YTS) is a project that MTD has handled since the organization's formation, although it has been conducted in Mississippi since 1998. The paper and pencil survey is conducted for the Mississippi Department of Health and the CDC. It is given to a random selection of students in Mississippi and examines into their ideas and perceptions about tobacco.

"We provide this data to schools and the Department of Health so that they can see what's being said by youth in their areas, and they can advocate and act accordingly," said Nell Valentine, Principle Investigator for the YTS.

In addition to research conducted at a state-level, MTD continues to influence the conversation of tobacco issues nationally. It has monitored a growth in the number of communities going smoke free in Mississippi and has tracked an increase of interest community to community. Mississippi Tobacco Data plans to further research into the lack of regulation on electronic cigarettes, as well as provide the Department of Health with information on the state's current tobacco situation.

by Rachel Smith





L to R: Lindsey Peterson, Kristina Hood, Kate McClellan, Rebecca Schewe, Nathan Rosenberg, Yasmiyn Irizarry, Colleen McKee, Rahel Mathews, and Nell Valentine

### *Dr. Kristina Hood*

Dr. Kristina Hood earned her master's degree in criminal justice, sociology and psychology and her doctorate in social psychology from Virginia Commonwealth University. Dr. Hood's active research program focuses on preventive health behaviors and promoting positive health outcomes among people of color and underserved populations. More specifically, she studies attitude change and persuasion, psychosocial determinants of health behavior, health disparities, HIV prevention and sexual health promotion. Her work has been funded by the National Institute of Mental Health and published in the *Journal of the National Medical Association* and the *Journal of Child and Family Studies*.

### *Dr. Yasmiyn Irizarry*

Dr. Yasmiyn Irizarry obtained her doctorate in sociology from Indiana University and is currently an Assistant Professor in the Department of Sociology at Mississippi State University (MSU). Dr. Irizarry spearheads the National Center for Education Statistics Secure Data Laboratory at the Social Science Research Center (SSRC). Her research interests lie in the areas of sociology of education, race and ethnic relations and immigration. Her work has been funded by the Ford Foundation and the American Educational Research Association and published in *Social Science Quarterly* and the *Archives of Sexual Behavior*. In addition, she has received awards from the North Central Sociological Association and the Association of Black Sociologists, as well as honorable mentions from the National Science Foundation.

### *Dr. Kate McClellan*

Dr. Kate McClellan received a doctorate in anthropology from the University of Michigan in 2010 and currently serves as an Adjunct Professor in the Department of Anthropology and Middle Eastern Cultures at MSU. Her dissertation focused on the visual culture of marketplaces in Damascus, Syria. During her postgraduate work at the Division of Environment, Culture and Conservation at Chicago's Field Museum, she conducted ethnographic fieldwork on climate change, environmental conservation and African American farming communities in the greater Chicago region. Dr. McClellan has been the recipient of the Rackham Humanities Research Fellowship as well as a Fulbright Islamic Civilization Grant.

### *Ms. Colleen McKee*

Ms. Colleen McKee began her association with SSRC as graduate student in 2008. Upon completion of her master's degree in sociology, Ms. McKee became a research associate in 2009 and currently holds the position of Project Coordinator. She is an integral member of the Family & Children Research Unit, working on several grants and contracts pertaining to children's health and well-being. The Robert Wood Johnson, Kellogg and Annie E. Casey Foundations have funded these grants and contracts. Ms. McKee currently serves as Research Coordinator for Mississippi KIDS COUNT and Principle Investigator for the Project Fit America Evaluation, which is sponsored by the Blue Cross & Blue Shield of Mississippi Foundation.



## *Ms. Rahel Mathews*

Ms. Rahel Mathews, an epidemiologist and public health advocate, received her master's degree in public health from Tulane University's Department of International Health and Development and her bachelor's degree from the University of Michigan. She has researched a wide range of topics, including child health and child labor practices in India, HIV among women and children in Africa, diabetes among Asian immigrants to the United States and preterm births among minority teenage mothers. Most recently, Ms. Mathews has become an advocate for improving children's oral health and preventing the rise of HIV in Mississippi. She currently provides evaluation services for two programs at the Mississippi Department of Health: the Office of STD/HIV and the Office of Oral Health.

## *Dr. Lindsey Peterson*

Dr. Lindsey Peterson is currently an Assistant Professor in the Department of Sociology at MSU. She received her doctorate degree from Ohio State University. Her research interests include political sociology, stratification, foreign aid, health and gender. Her work has been published in the *Journal of Conflict Resolution*, *Social Forces* and the *International Journal of Sociology*. Dr. Peterson has received research fellowships and grants from the Robert G. Kennedy Center for Philanthropy, Ohio State University's Mershon Center for International Security and a Human Rights Research Grant from the Department of Sociology.

## *Mr. Nathan Rosenberg*

Mr. Nathan Rosenberg received his bachelor's degree from Pitzer College in 2005 and his Juris Doctorate from Harvard Law School in 2012. He currently serves as the Mississippi Delta Fellow, a joint position with Harvard Law School and the SSRC. Mr. Rosenberg co-founded the Harvard Food Law Society and served as its first president. As a student attorney, he worked on a variety of issues relating to food systems, including school food procurement, food safety regulations and the relationship between property law and land loss among farmers in rural communities. His work currently focuses on public health and economic development in the Mississippi Delta with an emphasis on food and agriculture.

## *Dr. Rebecca Schewe*

Dr. Rebecca Schewe is an Assistant Professor in the Department of Sociology who specializes in rural and agricultural sociology. Dr. Schewe has extensive research experience studying rural communities and agricultural production, including research on rural community sustainability, environmental regulations, the international organic industry, how farmers make environmental and production decisions and climate change knowledge and mitigation strategies. Dr. Schewe has been the recipient of a Robert Caldwell Distinguished Graduate Fellowship and a NSF Doctoral Dissertation Improvement Grant. She is currently a Co-Project Director on a \$3 million USDA NIFA grant focused on reducing antibiotic use and improving milk quality on dairy farms.

## *Ms. Nell Valentine*

Ms. Nell Valentine is a graduate of Mississippi State University and holds a master's degree in clinical psychology. Since 2002, she has coordinated the Mississippi Youth Tobacco Survey, which provides the state with data needed to design, implement and evaluate comprehensive tobacco control programs. Nell is also Project Coordinator for the Mississippi Tobacco Data Unit and works with the Pathfinders program to examine freshman retention at MSU. Ms. Valentine's research has been published in numerous fact sheets and policy papers, as well as the *Journal of the Mississippi Medical Association*, informing program and policy decisions about health risk behaviors, chronic disease and tobacco legislation in Mississippi.



# *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

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  
Winokur Family Foundation

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  
Health Care Foundation of North Mississippi  
Healthy Mississippi  
Mississippi Alcohol Safety Education Program  
Mississippi Area Health Education Center  
Mississippi Association of Grant Makers  
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

# T H E e B a b y P R O J E C T

Low-income, minority teen mothers will soon have culturally relevant resources thanks to Dr. Kathleen Ragsdale's eBaby project. The innovative project translates Just in Time Parenting (JITP) content into materials designed specifically for the target population.

Ragsdale connected with JITP—whose goal is to provide high-quality information to families—after recognizing the high number of pregnancies among minority, low-income teens. Ragsdale saw an opportunity for impact by shaping previously created JITP content into media commonly used by teens.

In order to design such media for the population, Ragsdale collaborated with Laura Walton, Ph.D., APR, who serves as the project's Co-Principle Investigator and the coordinator of the Social Science Research Center's (SSRC) Media Collaboration Laboratory (MCL). Walton and the MCL team use the latest technology to create various forms of communication outreaches for the project.

"We want to make sure the information is, first of all, accurate and second, delivered in a relevant way so they're engaged and interested in it. That's where the MCL comes in. Our role is to develop the communication components of the eBaby project," said Walton.

The project outputs include a series of eight videos regarding infant care practices and nutrition for both babies and mothers. A variety of topics are

covered in the videos including prenatal nutrition, breastfeeding myths and when to feed babies solid foods. The videos will be distributed on eBaby4U.com, as well as on multiple social media platforms, including Facebook and YouTube.

In addition to media outreach, the eBaby project also disseminates JITP content to cooperative extension specialists and community-based service providers that serve the target population.

"We organized and presented two Training-the-Trainer workshops that recruited extension specialists and Mississippi Department of Health workers throughout the state," said Ragsdale.

The United States Department of Agriculture's National Institute of Food and Agriculture (NIFA) funds the eBaby project. NIFA supports research, education and extension programs within the Land-Grant University System and partner organizations.

"The eBaby project plans to seek funding to further develop an integrated and responsive social media plan," Ragsdale said. "This will help disseminate eBaby across multiple platforms popular among youth, especially as the social media environment is rapidly evolving and changing."

*by Sydney Hall*



*Dr. Kathleen Ragsdale reviewing an eBaby fact sheets.*



*MCL staff discusses website design.*



*eBaby productions will be featured on YouTube.*

# GRANTS &

## NEW

Cossmann, R. E. (2012, August). "Building Health-Related Grant Writing Capacity," Mississippi Department of Health.

Cross, G. W. (2012, September). "Partnership to Promote Healthy Lifestyles for Children and Communities," National Institute of Health.

Henderson, B. (2012, September). "School Health Council Evaluation," Healthcare Foundation of North Mississippi, Blue Cross Blue Shield Foundation of Mississippi.

Henderson, B. (2012, October). "DUI Enforcement Year 20" Public Safety Planning/Office of Highway Safety, U. S. Department of Transportation.

Henderson, B. (2012, October). "DUI Enforcement Year 20" Public Safety Planning/Office of Highway Safety, U. S. Department of Transportation.

McMillen, R. (2012, July). "Surveillance and Evaluation Services for the Mississippi Comprehensive Tobacco Control Program," Mississippi Department of Health.

McMillen, R. (2012, July). "Richmond Center of Excellence Data Sets Year 2," American Academy of Pediatrics, Flight Attendant Medical Research Center.

McMillen, R. (2012, October). "2012 Community Health Assessment," North Mississippi Medical Center.

McMillen, R. (2012, October). "Air Quality Assessment," American Lung Association of the Plains, American Nonsmokers' Rights.

McMillen, R. (2012, November). "Project Change," My Brother's Keeper, Center for Disease Control and Prevention.

Myers, L., & Cross, G. W. (2012, October). "Mississippi Electronic Citation Implementation," Mississippi Office of Highway Safety, NHTSA.

Myers, L., & Cross, G. W. (2012, October). "DUI Implementation," Department of Public Safety.

Parrish, D. (2012, October). "Seat Belt/Motorcycle Helmet and Child Restraint Surveys, Year 20," MS Governor's Office of Highway Safety, NHTSA.

Ragsdale, K. (2012, July). "Health Works Evaluation Year 6," Health Care Foundation of North Mississippi.

Ragsdale, K. (2012, July). "Lanier Community Health House Project: Evaluation," Women's Fund of Mississippi.

Ragsdale, K., & Walton, L. R., (2012, September). "Enhancing Early Infant Feeding (EIF) Practices among Low-Income First-Time Teen/Young Mothers through New/Social Media (eBaby Project)," USDA National Institute of Food and Agriculture.

Schewe, R. (2012, November). "An Integrated Milk Quality Extension and Education Program to Reduce Mastitis and Antimicrobial Use," Michigan State University, USDA.

SSRC  
LABORATORIES:

\$873,516

MASEP:

\$1,930,159

CORE FUNDING & INTERNAL PROJECTS:

\$743,549

TOTAL FUNDING:



# C O N T R A C T S

Southward, L. (2012, December). "Mississippi Children & Families Kellogg Data Project," W. K. Kellogg Foundation.

Neaves, T. T., Cosby, A. G., & Chi, G. (2012, October). "Public Safety Data Laborator (Year 5)," Mississippi Office of Highway Safety, NHTSA.

Valentine, N., & McMillen, R. (2012, July). "2012-2013 Mississippi Youth Tobacco Survey," Mississippi State Department of Health.

## CURRENT

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

Cosby, A. G., & Chi, G. (2011, October). "Public Safety Laboratory Year 4," Mississippi Office of Highway Safety, NHTSA.

Cossmann, R., & Cossmann, J. (2011, September). "Northeast Mississippi Area Health Education Center Year 5," University Medical Center, Health Resource Services Administration.

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

Cross, G. W. (2011, July). "Health Works Evaluation Year 5," Health Care Foundation of North Mississippi.

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

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

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

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

Mathews, R. (2011, January). "Evaluation for HIV/STD Planning Part II," Mississippi Department of Health.

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

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

McMillen, R. (2011, July). "Richmond Center of Excellence Data Sets," American Academy of Pediatrics, 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, CDC.

LOFTIN FELLOWSHIP & FOUNDATION SUPPORT:

\$225,638

NEW EXTRAMURAL PROJECTS:

\$3,933,338

ONGOING EXTRAMURAL PROJECTS:

\$4,144,907

\$11,851,107

# GRANTS & CONTRACTS

Myers, L. (2011, March). "Regional Emergency Planning and Coastal Populations: Creating Emergency Response Networks in High Risk, Vulnerable Places," Southeast Region Research Institute/Oak Ridge National Lab.

Myers, L. (2011, April). "Emergency Capacity Building: Creating and Tapping Local Response Networks in High Risk, Vulnerable Locations," Alcorn State University, Southeast Region Research Institute.

Myers, L. (2011, October). "Mississippi Electronic Citation Implementation," Mississippi Office of Highway Safety, NHTSA.

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

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

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

Robertson, A. (2011, January), "HIV Risk Reduction Among Drug Court Offenders," National Institutes of Health.

Robertson, A., Dunaway, G., Haynes, S., (2011, February). "Mississippi Juvenile Justice Research Consortium," MS Department of Public Safety, U.S. Department of Justice.

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

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

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

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





The Social Science Research Center (SSRC) was recently awarded a \$2 million grant to begin a study on Juvenile Justice Translational Research on Interventions for Adolescents in the Legal System, known as JJ Trials.

The cooperative agreement is funded through The National Institute of Drug Abuse (NIDA) and the implementation of evidence-based programs addressing drug abuse in the juvenile youth courts.

An evidence-based practice (EBP) is a prevention or treatment program that has been scientifically tested and evaluated and proved to treat the issues it specifically targets.

The five-year study will focus on translational research and begin with a national survey to determine what treatment and prevention programs are currently available and being used by juvenile youth courts. The remaining years will be used to test a variety of strategies to determine which EBPs are more effective for teens in the youth courts.

The SSRC's Associate Director and Research Professor Angela Robertson, Ph.D., is the principal investigator and hopes this study will contribute to implementation science.

"One thing we hope to accomplish is to learn how to get organizations to adopt and sustain the use of evidence-based practices, especially in these times of limited resources," said Robertson. "Not only do we want them to adopt prevention and treatment practices that have been scientifically effective at



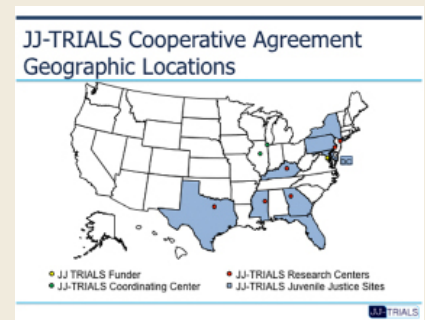
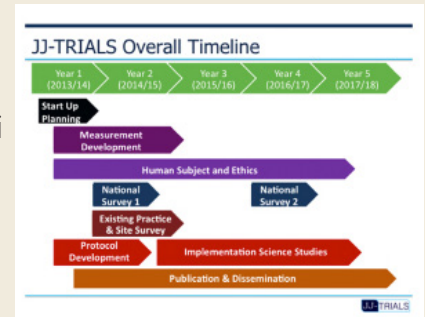
*Dr. Angela Robertson,  
Associate Director & Research Professor*

reducing delinquency and drug abuse, but also are cost effective."

John Bartkowski, Ph.D. of the University of Texas at San Antonio will be taking the lead role in the collecting and analyzing of qualitative data for JJ Trials.

"Qualitative data are especially important in a project like this because open-ended interviews and related approaches let the intended beneficiaries of our efforts tell us, in their own words, how the program is working for them and how we can provide them with services that best meet their needs. Their reflections and experiences will be an excellent complement to the survey information that we will also collect on this project," said Bartkowski.

Connie Baird-Thomas, Ph.D., director of Mississippi Health Policy Research Center and will be serving as the Co-Investigator for JJ Trials. She will be looking at the existing assessments used to screen and assess teens in the juvenile youth courts for substance abuse problems and HIV risks.



"We want to have evidence-based programs implemented in the juvenile justice system so that we can assist kids and refer them to programs to help them if they do have substance abuse problems or treatment programs if they have HIV or HIV risks," explains Baird-Thomas

MSU's SSRC is one of six research centers working on JJ Trials. The other centers are Emory University, Temple University, Columbia University, The University of Kentucky and Texas Christian University.

"Personally, I hope this project will have an impact on kids involved in the Mississippi Juvenile Justice System," said Robertson. "We don't have nearly enough treatment programs here in Mississippi, particularly drug abuse programs for adolescents, so I'm hoping this project will have a direct impact on the kids here in Mississippi."

*by Ashton Rushing*

# PRESENTATIONS

Blaney, A., & Sinclair, H. C. (2013, January). Who are Romeo and Juliet? Identifying individual differences among those who exhibit the Romeo & Juliet effect. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Carroll, R., McLean, D., Sinclair, H. C., & Sparks, C. (2013, January). Policy and prejudice: Establishing a new scale of prejudice towards Mexican immigrants. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Chi, G. (2013, April). The impacts of transport accessibility on population change across rural, suburban, and urban areas: A case study of Wisconsin at subcounty levels. Poster presented at the annual meeting of Population Association of America in New Orleans, La.

Chi, G. (2013, April). The relative impact of highway and airport accessibility on population change. Presented at the annual meeting of University Transportation Centers Conference for the Southeastern Region in Orlando, Fla.

Chi, G., & Boydston, J. (2013, April). Gasoline price changes and residential relocation: Evidence from the American Housing Survey, 1996–2008. Presented at the annual meeting of University Transportation Centers Conference for the Southeastern Region in Orlando, Fla.

Chi, G., & Boydston, J. (2013, January). Rising gasoline prices and residential relocation closer to workplaces. Presented at the annual meeting of the Transportation Research Board in Washington, D. C.

Chi, G., & Marcouiller, D. W. (2013, April). In-migration to remote rural regions: The relative impacts of natural amenities and land developability. Presented at the annual meeting of Population Association of America in New Orleans, La.

Chi, G., Porter, J. R., Cosby, A. G., & Levinson, D. (2013, January). Understanding the impact of gasoline price changes on traffic safety: A time geography approach. Presented at the annual meeting of the Transportation Research Board in Washington, D. C.

Chi, G., Quddus, M. A., Huang, A., & Levinson, D. (2013, January). Urban-rural difference of gasoline price effects on traffic safety. Presented at the annual meeting of the Transportation Research Board.

Carson, H. (2012, October). From perception to practice: Linking needs and opportunities GoPlay initiative in Starkville, Miss. Presented during a Breakout Session at the 6th Annual Southern Obesity Summit in Charlotte, N.C.

Cockrell, W. T., Finnegan, A., Novotny, A., & Sinclair, H. C. (2013, January). The power of one: How a single prejudiced or tolerant person can affect the endorsement of symbolic prejudice. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Colvin, L. (2012, August). Examining trends among youth smoking over the last decade. Presented at the American Lung Association Summit in Jackson, Miss.

Colvin, L. W., & Sinclair, H. C. (2012, July). Is it really about destiny? How implicit theories and social network opinions can influence commitment. Paper submitted as part of symposium titled "The new story of Romeo & Juliet" to the 2012 International Association of Relationships Research conference in Chicago, Ill.

Cosby, A. G. (2013, April). Presented at the University of Alabama about the recently developed Social Media Tracking and Analysis System (SMTAS) in Tuscaloosa, Ala.

Cosby, A. G., & Mohanty, S., (2013, February) Using social media to track and analyze natural disasters: The Hurricane Sandy test. Presented at Harvard Law School, Boston, Mass.

Cosby, A. G., & Mohanty, S., (2013, February) Using social media to track and analyze natural disasters: The Hurricane Sandy test. Presented at Harvard School of Public Health, Boston, Mass.

Cosby, A. G., & Mohanty, S., (2013, February) Using social media to track and analyze natural disasters: The Hurricane Sandy test. Presented at Brandeis University, Boston, Mass.

Cosby A. G., Richardson, J., & Mohanty, S. (2012, November). Social Media Tracking and Analysis Systems (SMTAS). Workshop conducted at the Stennis Space Center in Hancock County, Miss.

Cossman R., Cossman, J., James, W., & Shoultz, G. (2012, July). The Association Between Migration and Mortality at the U.S. County Level – Are Health Rates Stable When Populations Are Not. Paper accepted for presentation at University of St. Andrews conference “Innovative Perspectives on Population Mobility: Mobility, Immobility, and Well-Being” in Scotland.

Cossman, R., Rogers, S., McBride, D., Stubbs, M., Song, X., Sutton, L. (2013, June). When the Doctor Can See You Depends: Differing County-Level Access to Health Care in Mississippi. Presented at the Rural Medical Scholars in Starkville, Miss.

Cross, G. W. (2013, April). Distracted driving: An overview of relevant statistics, research, and proposed deterrents. Invited lecture for Dr. Guangqing Chi’s graduate level course on Transportation and Society at Mississippi State, Miss.

Cross, G. W. (2013, April). Presented information about research conduct at the SSRC at The College of Education’s Faculty and Student Research Forum in Starkville, Miss.

Cross, G. W., Briley, C., Hall, S. K., & Loden, D. (2013, May). Partnerships to Promote Healthy Lifestyles for Children and Communities. Poster presented at the National Institutes of Health’s Annual Conference for NIH Science Education Projects in Omaha, Neb.

DiFranza, J., Wellman, R., & McMillen, R. (2013, March). Black and Hispanic smokers are less likely than whites to be tobacco dependent. Poster accepted to the 2013 Society for Research on Nicotine and Tobacco Annual Meeting in Boston, Mass.

Ellithorpe, C., Bruce, S. B., & Sinclair, H. C. (2013, January). Chivalry or sexism? Non-egalitarian dating scripts persistent, thanks in part to chivalry norms. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Ellithorpe, C., & Sinclair, H.C. (2012, July). Who’s got the love?: Examining relational interdependent self-construal as a buffer to social network disapproval. Poster submitted to the 2012 International Association of Relationships Research conference in Chicago, Ill.

Emerson, M. E., & Neaves, T. T. (2012, October). Extra-governmental compensation funds in disaster response: Benefits, consequences, and trade-offs. Presented at the Southeastern Conference for Public Administration in Coral Springs, Fla.

Fay, B., & Sinclair, H. C. (2013, January). Reconciliation or revenge? Motivations for post-breakup behavior. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Finnegan, A., Cockrell, W., & Sinclair, H. C. (2013, January). Self-interest rules: Assessing the persuasiveness of gay rights arguments from likely and unlikely sources. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Fratesi, C. A., Williams, R. D., Hunt, B. P., Slinkard, S. B., Briley, C. A., Tidwell, D. K., Burney, L, Ragsdale, K. (2012, November). Community Mapping and Assessment of Obesity Prevention Resources. Presented at the Scientific Meeting of the Obesity Society in San Antonio, Texas.



# PRESENTATIONS

Gardner, S. (2013, April). Still the tragic mulatto? Multiraciality in magazine media. Presented at Southern Sociological Society in Atlanta, Ga.

Hairfield, K., Walker, B. H., & Sinclair, H. C. (2013, January). Maintaining intolerance: The role of right-wing authoritarianism and social dominance orientation in resisting tolerant norms. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Howell, A. L., Perko, L., & Sinclair, H. C. (2013, January). Passionately obsessed: Love styles and the likelihood to stalk a romantic partner after a rejection. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Howell, A., Perko, L., & Sinclair, H. C. (2012, July). What love has to do with it: Love styles and stalking behavior. Paper presented at the 2012 International Association of Relationships Research conference in Chicago, Ill.

Johnson, J., & Sinclair, H. C. (2013, January). Egalitarian optimist or social vigilante: Who confronts prejudice? Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Jones, S., McMillen, R., & Hart, R. (2012, October). Secondhand smoke: Impact on Mississippi's health and economy. Poster presented at the 140th Annual Conference of the American Public Health Association in San Francisco, Calif.

Lyndon, A., Sinclair, H. C., & Ladny, R. T. (2012, July). Adding insult to injury: Effects of self-regulation, rejection sensitivity and rejection type on obsessive relational intrusion. Paper presented at the International Association of Relationships Research conference in Chicago, Ill.

Mathews, R. (2013, May). Participated in a grantee meeting convened by the Dental Foundation in Cambridge, Mass.

Mathews, R. (2013, June). Presented findings from the 2013 HIV Community Prevention Needs Assessment at a Mississippi HIV Prevention Group meeting in Jackson, Miss.

McClellan, K. (2013, March). Birds, Mushrooms, and Fish: Ways of Knowing the Kankakee River Basin. Conference paper presented at the 73rd Annual Meeting of the Society for Applied Anthropology, Denver, Colo.

McClellan, K. (2013, March). Invited Talk: "Visual Marketing: Art and Display in Syria's Marketplaces." Department of Sociology and Anthropology, Swarthmore College, Swarthmore, Pa.

McClellan, K. (2013, March). Invited Talk: "Visual Culture and Artful Selling in Syria's Marketplaces." Center for Arab and Islamic Studies and Department of Art History, Villanova University, Philadelphia, Pa.

McClelland, E. (2012, September). Investigating poly-tobacco use among Mississippi middle and high school students. Presented at Mississippi Public Health Association Conference in Philadelphia, Miss.

McClelland, E., Colvin, L., Valentine, N., & McMillen, R. (2013, March). Trends in poly-tobacco use among Mississippi Secondary Students. Poster accepted to the 2013 Annual Meeting of the Southeastern Psychological Association, Atlanta, Ga.

McCluskey, D. L., Robertson, A. A., & Stovall, M. (2013, April). The use of evidence-based treatments in substance abuse treatment in Mississippi. Poster presented at the 6th Annual Mississippi School for Addiction Professionals in Hattiesburg, Miss.

McKee, C., & Baggett, D. (2012, October). Perception and prevalence of childhood obesity in Mississippi. Poster presented at the 6th Annual Southern Obesity Summit, in Charlotte, N.C.

McMillen, R. (2012, August). Economic effects of smoke-free ordinances in Mississippi communities. Poster presented at the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

McMillen, R. (2012, August). Before and after: A look at Mississippi's only smoke-free casino. Poster accepted to the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

McMillen, R. (2012, August). Secondhand smoke and quitlines. Paper presented at the 2012 Annual Meeting of the North American Quitline Consortium in Kansas City, Mo.

McMillen, R. (2013, January). Testimony at a Senate Public Health and Welfare Committee hearing on smoke-free air in Jackson, Miss.

McMillen, R., Wilson, K., Groner, J., & Winickoff, J. (2012, August). Possible misconceptions in self-reported tobacco smoke exposure. Poster presented at the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

McMillen, R., Valentine, N., Colvin, L., Means, M., & McClelland, E. (2012, October). Presented The Role of Communications and Media in the Fight for Smoke-Free Air to a delegation of faculty and students from the University of Catania at Mississippi State, Miss.

McMillen, R., Valentine, N., McClelland, E., & Smith, H. R. (2013, April). Presented findings at the Mississippi Tobacco Control Conference at MSU's Social Science Research Center's CAVS Extension Center in Starkville, Miss.

McThomas, M. (2012, August). Being heard: Representation and the interests of undocumented migrants in the U. S. Paper presented at the American Political Science Association's annual conference in New Orleans, La.

McThomas, M. (2012, October). Status and Standing: Securing Recognition for Undocumented Individuals. Presented at the Association for Political Theory's annual conference in New Orleans, La.

Morse, M. (2012, November). Can a simple Manipulation of Social Desirability Change Late Adolescents? Presented research at the 46th Annual Convention of the Association for Behavioral and Cognitive Therapies in National Harbor, Md.

Myers, L., Cross, G. W., and Miley, R. (2013, January). Mississippi eCite Project. Presented at the State Traffic Records Committee Meeting. Ridgeland, Miss.

Myers, L., Cross, G. W., & Miley, R. (2013, May). An update on the Mississippi eCitation Project. Presented at the Statewide Seminar for Mississippi Justice Court Clerks, Jackson, Miss.

Neaves, T. T. (2012, October). Performance management applications for rural-based state law enforcement: A case study of the Mississippi Highway Safety Patrol Daily Activity Reporting System. Presented at the University of Central Florida's Center for Public and Non-Profit Management Research Colloquium Speaker, in Orlando, Fla.

Neaves, T. T. (2013, March). Performance Management Applications for Rural-Based State Law Enforcement: A Case Study of the Mississippi Highway Safety Patrol Daily Activity Reporting System. Presented at the American Society for Public Administration Annual Meeting, in New Orleans, LA.

Neaves, T. T., & Sinnott., K. C. (2012, October). Mentoring Essentials: What Every Mentor and Protégé Should Know. Presented at the American Society for Public Administration, in a webinar format.

Patwardhan, P., McMillen, R., & Winickoff, J. (2012, August). Consumer opinions on tobacco sales in pharmacies and grocery stores. Poster presented at the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

Pearson, J., McMillen, R., Tanski, S., Gottlieb, M., & Winickoff, J. (2012, August). Public reaction to FDA regulation of menthol and nicotine. Oral Presentation presented at the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

# PRESENTATIONS

Perko, L., Howell, A., & Sinclair, H. C. (2013, January). Differentiating rejection: A continued analysis of the threats of rejection types. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, LA.

Ragsdale, K. (2013, March). Be a Food Groupie's Impact on Children's Nutritional Knowledge: 2012 Preliminary Results. Joint Health Care Foundation of North Mississippi Board Meeting and HealthWorks! Campaign Steering Committee Meeting, Tupelo, Miss.

Ragsdale, K. (2012, December). Increasing Access to Youth Friendly Health Services. Served as a Panel Discussant at a conference organized by the Women's Fund of Mississippi and the Mississippi State Department of Health in Jackson, Miss.

Ragsdale, K., & Rödlach, A., (2012, November). Cross-cutting Borders between Community and Health: Health Disparities and Community Health across Diverse Vulnerable Populations. Presented on a panel at the 2012 American Anthropological Association Conference in San Francisco, Calif.

Ragsdale, K., Walton, L. R., Williams, R. D., Porter, J. R., Gallman, S., Galey, S., & Humphrey, M. (2012, November). Delta Teen eHealth Focus Group Project: Formative research to enhance teen pregnancy prevention in Mississippi among rural and African American youth through new media/internet technology. Poster presented at the American Public Health Association in San Francisco, Calif.

Ragsdale, K. Walton, L. R., Hall, S. K., Kirkland, C., Smith, C. L. Conrad, K., Frazier, T. E., Pellegrine, S. E. (2013, June). eBaby Project: Using Social Media to Enhance Infant Feeding Behaviors among Teen Mothers in Mississippi. Presented at the 2013 Delta Directions Conference in Clarksdale, Miss.

Robertson, A. A. (2013, February). Assessment of DMC: Analysis of Juvenile Justice Data for Program Planning and Evaluation; Using Data for Juvenile Justice Decision-making. Presented at the 38th Juvenile Justice Symposium and National Disproportionate Minority Contact (DMC) Conference, "Justice for all Youth: Ensuring a Successful Transition to a Productive Adulthood," in Biloxi, Miss.

Robertson, A. A. (2013, April). Attended the Juvenile Detention Alternatives Initiative Inter-site Conferences in Atlanta, Ga.

Robertson, A. A. (2013, July). Drug Use and Drug-impaired Driving by MASEP participants. Presented at the 40th anniversary MASEP celebration and annual training in Flowood, Miss.

Robertson, A. A., Gardner, S., & McCluskey, L. (2012, June). MASEP: 40 years of DUI research and program development. Presented at Lifesavers 2012 Conference, Orlando, Fla.

Robertson, A. A., & McCluskey D. L. (2013, April). Drug impaired driving: Offender reports of drugs used on the day of arrest. Poster presented at the 6th Annual Mississippi School for Addiction Professionals in Hattiesburg, Miss.

Shackleford, S., McMillen, R., & Hart, R. (2013, April). Forging collaborations using administrative data and collaborative partnerships to support local and state smoke-free air initiatives. Paper accepted to the Annual Meeting of the Society for Public Health Education in Orlando, Fla.

Shackelford, S., McMillen, R., & Hart, R. (2012, October). Secondhand smoke: Impact on Mississippi's health and economy. Poster presented at the 140th Annual Conference of the American Public Health Association in San Francisco, Calif.



Sinclair, H. C. (2012, July). The new story of Romeo & Juliet. Served as chair of symposium accepted for the 2012 International Association of Relationships Research conference in Chicago, Ill. (Discussant: Dr. Diane Felmlee.)

Southward, L., & Buffington, A. (2012, October). From the school board room to the superintendent's office: How school officials view themselves as advocates for change. Presented during a Breakout Session at the 6th Annual Southern Obesity Summit, October 14-16 in Charlotte, N.C.

Stubbs, M. (2012, September). An examination of the predictors of recidivism among juveniles. Presented at the Southern Criminal Justice Association in Jacksonville, Fla.

Stubbs, M. (2012, September). Predictors of adolescent online sexual activity. Presented at the Southern Criminal Justice Association in Jacksonville, Fla.

Tanski, S., McMillen, R., Wilson, K., Winickoff, J., & Klein, J. (2013, May). Trends in tobacco counseling: Results from a survey of parents. Poster presented at the Pediatric Academic Societies Meeting, Washington, D.C.

Valentine, N., & Colvin, L. (2012, September). Mississippi Tobacco Free Coalitions Update from Mississippi Tobacco Data. Presented at Mississippi Tobacco Free Coalitions quarterly meeting in Flowood, Miss.

Valentine, N., & McMillen, R. (2012, September). Update from Mississippi Tobacco Data. Presented at the FY13 Statewide Tobacco Control Grantees Meeting for the Mississippi State Department of Health (MSDH) Office of Tobacco Control in Jackson, Miss.

Valentine, N., McMillen, R., & Zhang, L. (2012, August). Linkage between declines in youth smoking and Mississippi tobacco control. Poster presented at the 2012 National Conference on Tobacco OR Health in Kansas City, Mo.

Walker, B. H., Johnson, J., & Sinclair, H. C. (2013, January). Motivating tolerance: Internal and external motivations to resist prejudicial norms. Poster presented at the 2013 Society for Personality and Social Psychology conference in New Orleans, La.

Walker, B. H., & Sinclair, H. C. (2012, July). Asserting independence: Examining how reactance moderates the effects of social network opinions on romantic relationship initiation. Paper presented at the 2012 International Association of Relationships Research conference in Chicago, Ill.

Walton, L. R., Hall, S. K., & Frazier, T. E. (2013, April). Internships that ROCK!: Experiences from Both Sides of the Experience. Invited presentation at the Public Relations Association of Mississippi Annual Conference, Vicksburg, Miss.

Wilson, K., McMillen, R., Tanski, S., Klein, J., Winickoff, J. (2012, October). Home is where the smoke is: Assessing residential exposure to secondhand tobacco smoke. Symposium presented at the Annual Meeting of the International Society of Exposure Science Conference, Seattle, Wa.

Wilson, K., Torok, M., McMillen, R., Tanski, S., Klein, J., & Winickoff, J. (2013, May). From smoke-free homes to smoke-free lives: A national survey of parent attitudes about children's tobacco smoke exposure. Poster presented at the Pediatric Academic Societies Meeting, Washington, D.C.

Wilson, K., Torok, M., McMillen, R., Klein, J., Tanski, S., & Winickoff, J. (2013, May). Beliefs about smoking in multi-unit housing among US adults: 2011-2012. Poster presented at the Pediatric Academic Societies Meeting, Washington, D.C.

Wright, B. L., & Sinclair, H. C. (2012, July). Is it really about disapproval? Comparing the consequences of social network approval and disapproval on relationship initiation. Paper presented as part of symposium titled "The new story of Romeo & Juliet" to the 2012 International Association of Relationships Research conference in Chicago, Ill.

# SURVEYS

Delta Social Climate Survey of Tobacco Control –  
Mississippi State Department of Health

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

Gulf Coast Survey: Pilot Testing for Response Rate  
– University of Albany, State University of New York

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

2013 Human Capital: Enhancing the Academic  
Achievement of Students of Color Survey – Office  
of Diversity & Equity Programs at Mississippi State  
University

Mississippi Delta Irrigation Survey – Delta  
Sustainable Water Resources Task Force

Mississippi Dentist Survey – Mississippi  
Department of Health: Office of Rural Health &  
Primary Care

2013 Mississippi Social Climate Survey of Tobacco  
Control – Mississippi State Department of Health

2013 Mississippi Vocational Rehabilitation Client  
Survey – Mississippi Department of Rehabilitation  
Services

MSU Extension Service Brand Awareness Survey –  
Mississippi State University Extension Service

2013 National Social Climate Survey of Tobacco  
Control – American Academy of Pediatrics

Natural Resource Enterprises Landowner Survey –  
Department of Wildlife, Fisheries and Aquaculture,  
Mississippi State University

Northeast Mississippi Health Assessment Survey –  
My Brother's Keeper, Inc. (MBK)

Quality of Life in the Delta Survey – The Walton  
Family Foundation

Survey of Mastitis Management on Dairy Farms –  
U. S. Department of Agriculture

# Social Media Tracking & Analysis System

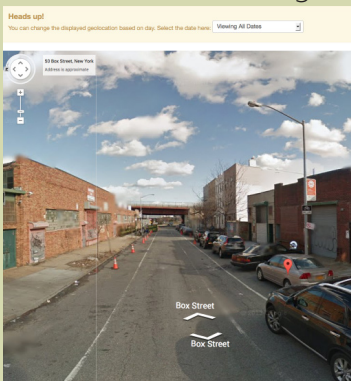
The Social Media Tracking and Analysis System (SMTAS) has helped close the gap between research, science and social media at the Social Science Research Center.

SMTAS is software developed through the collective efforts of Drs. Arthur G. Cosby, John Edwards and Somya Mohanty and Mr. Josh Richardson and Mr. Jake Gaylor that analyzes content in social media, primarily Twitter, to gain insight into situations without the need for direct communication with individuals.

Twitter, a social media phenomenon used by millions, houses 500 millions tweets a day; but to SSRC scientists, it contains millions of bits of information.

Cosby explained that with SMTAS, the SSRC can monitor sleeping patterns, rape blaming cases, how ethnic populations move, city improvement services and structural building damage after storms and many other phenomena.

Until now, social scientists have typically studied human behavior through voluntary surveys. "Social media is a passive survey," explained Mohanty.



Google Street Maps view of area before hurricane

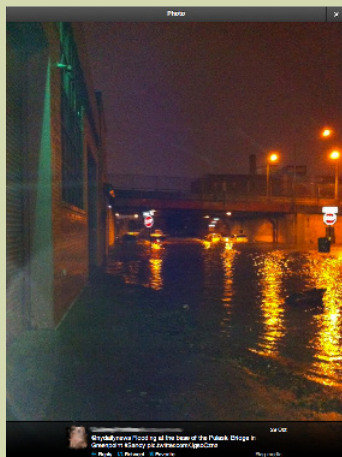


Photo of same street after hurricane damage received via SMTAS

media is a passive survey," explained Mohanty.

"Because of SMTAS, I can access half a billion cases of human behavior a day," Cosby added.

The research possibilities are endless. SMTAS was most recently utilized during two U.S. natural disasters.

As Hurricane Sandy approached the northeastern coastline, SMTAS monitored tweets from certain geographic locations. Researchers were able to study human behavior as the storm was approaching, as well as where power outages occurred and which areas were flooded simply by Twitter users' posts.



L to R: Dr. Arthur Cosby, Josh Richardson, Dr. Somya Mohanty, Jack Gaylor, & Dr. John Edwards

SMTAS collected approximately 400,000 images of storm damage. Geo-located tweets show before and after pictures of damage through the tweeted image and Google Street View.

Social media users became news reporters by addressing the demands of the situation. In the aftermath of the storm, tweets doubled. Most fell into four categories: asking for help, offering help, organizing help and asking for relief organizations' help. All of which would have been more difficult without social media.

Laura Myers, Ph.D. worked with SMTAS surrounding the Moore, Okla., tornadoes. In this particular case, SMTAS tracked tweets specific to building damage. Using tweets, a research team could locate building damage and have a picture of the damage to study. Researchers hope to use these results to aid in improving building structures and architectural programs to better withstand natural disasters.

Social scientists can advise computer scientists on relevant data to pull from the immense amount collected. Mohanty views this idea as a "golden opportunity."

"The best thing about this entire project is the collaboration between computer scientists and social scientists...that is where a lot of things take place," said Mohanty.

Mississippi State University is one of the first academic institutions to study social media in this manner. The SSRC is among the first research facility to initiate the move toward a big data approach, and scientists plan to continue these efforts in understanding social science issues.

by Katie Ruth Robertson



# RECOGNITIONS &

**Ms. Dorris Baggett**, Research Fellow and Childhood Outreach Coordinator, completed a distinguished career with MSU's Social Science Research Center on Feb. 28, 2013. With a master's degree in psychology, she soon began working on a number of research projects spanning the last 25 years. Baggett's contributions to various projects, whether as Project Coordinator or Research Associate, included a wide array of research topics, including literacy, truancy issues, alcohol and drug studies. As a member of the Family & Children Research Unit, Baggett has made numerous contributions to research focusing on childhood obesity, children's oral health care, tobacco, Mississippi KIDS COUNT and others. Baggett has made tremendous contributions that have truly made differences in the quality of lives of children and families across Mississippi.

**Ms. Connie Baird and Ms. Linda Southward** attended the W. K. Kellogg Foundation (WKKF) Evaluators and Data Partners Retreat in Chicago on July 23-25. The Foundation sponsored the retreat in order to foster a deeper understanding of WKKF evaluation, learning and knowledge transfer framework to ensure the collective ability to impact communities with vulnerable children.

**Ms. Candace Barnette** of the Media Collaboration Laboratory competed in the 2013 Southeastern Journalism Conference on Feb. 21-23, 2013. The conference was held at Union University in Jackson, Tenn. She received second place in the Public Relations Crisis Management on-site category with her teammate, Ms. Julia Pendley.

**Mr. Tom Bishop** (20 years), **Mr. Tim Lawless** (20 years), **Ms. Cathy Roberts** (20 years), **Ms. Judi Hamilton** (25 years), **Mr. Steve Bramlett** (30 years) and **Mr. Melvin Ray** (30 years) received service awards by MASEP for their years of service as facilitators and assistants.

**Dr. Guangqing Chi** was promoted to Associate Professor of Sociology.

**Ms. Kelli Conrad** and **Ms. Tracy Frazier** of the Media Collaboration Laboratory were nominated for the 2013 Public Relations Association of Mississippi's Student of the Year award. Ms. Conrad was announced the winner at the 2013 State Conference in Vicksburg, Miss. on April 19, 2013. She received a \$1,000 scholarship with this award.

**Dr. Ronald Cossman** was promoted to Research Professor. He has been associated with the Social Science Research Center since 2001.

**Dr. Ronald Cossman**, Research Professor, was elected President Elect (2014) of the Southern Demographic Association. The scientific and educational organization is over 42 years old, has over 200 members and focuses on demography and population studies primarily in the southern United States. Cossman previously served as a member of the board and co-editor of the association's newsletter. He earned a M.S. in Demography and Population Studies from Florida State University and a Ph. D. in Geography from University of Colorado, Boulder.

**Dr. Ronald Cossman** has been accepted into the NSF-Census Research Network-funded specialist meeting at the University of Colorado at Boulder's Population Center. The topic was "Measuring People in Place: Small Area Estimation and the Geography of Population Surveys." The meeting consisted of 15 experts and focused on the trade-off between attribute and geographic precision as one moves from a large to small geographic scale using the American Community Survey.

**Mr. Andrew Finnegan**, an Undergraduate Research Assistant to Dr. Colleen Sinclair, won first place in the Social Sciences category at the Undergraduate Research Symposium for his presentation, "Self-interest rules: Assessing the persuasiveness of gay rights arguments from likely and unlikely sources."

# ACCOMPLISHMENTS

**Ms. Brittany Mack**, an Undergraduate Research Assistant to Dr. Colleen Sinclair, was a recipient of the OGS Summer Research Program for Underrepresented Minority Students, which includes a summer grant and research stipend.

**Ms. Emily McClelland**, Research Associate I, was granted a travel award to the Mississippi Public Health Association Conference for her top abstract submission on poly-tobacco use among Mississippi middle and high school students.

**Ms. Tonya Neeves** was promoted to Project Director at the Social Science Research Center.

**Ms. Tonya Neaves**, doctoral student, Research Fellow, and Director of the Public Safety Data Laboratory, was featured on Mississippi State University's homepage as part of the Our People series. Neaves, along with Ms. Melissa Emerson, also a doctoral student, were recognized for their active involvement in the American Society of Public Administration.

**Ms. Amanda Pastuszak**, a Graduate Research Assistant working with Dr. Colleen Sinclair and Ms. Rahel Mathews, MPH, has accepted an offer to the combined Clinical and Counseling Psychology doctoral program at the University of South Alabama. Ms. Pastuszak is a second-year clinical psychology master's student at MSU and will begin working with Dr. Jennifer Langhinrichsen-Rohling at USA in the fall of 2013.

**Mr. Andrew Finnegan**, an Undergraduate Research Assistant to Dr. Colleen Sinclair, won first place in the Social Sciences category at the Undergraduate Research Symposium for his presentation, "Self-interest rules: Assessing the persuasiveness of gay rights arguments from likely and unlikely sources."

**Ms. Brittany Mack**, an Undergraduate Research Assistant to Dr. Colleen Sinclair, was a recipient of the OGS Summer Research Program for Underrepresented Minority Students, which includes a summer grant and research stipend.

**Dr. Robert McMillen** was appointed to the Faculty Expert Panel of the American Academy of Pediatrics Julius B. Richmond Center of Excellence. The purpose of this panel is to help expand outreach and education of child health clinicians. To accomplish this, the panel supports brief, effective clinical interventions to reduce and eliminate children's exposure to tobacco and secondhand smoke. It also supports clinician advocates in community pediatric/public health interventions.

**Dr. Mary McThomas** participated in a roundtable, entitled "President Obama and LGBT Issues," at the American Political Science Association's annual conference in New Orleans, La.

**Dr. Kathleen Ragsdale** has been promoted to Associate Research Professor at the Social Science Research Center.

**Dr. Angela Robertson**, Associate Director and Research Professor, was appointed as an Advisory Group Member for the Juvenile Detention and Alternative Task Force. Dr. Robertson is one of two representatives from various Mississippi public universities who has substantial experience with juvenile justice or criminal justice administration.

**Dr. Angela Robertson**, Associate Director and Research Professor, was appointed to serve as a representative on the Steering Committee for the Risk and Mental Health Screening and Assessment of Youth (RAMSAY) Technical Assistance Demonstration Project Grant. The purpose of this committee will be to serve as the overarching decision-makers and champions for this initiative. The Steering Committee may also be influential for legislation that mandates evidence-based decision-making for case management and dispositions in juvenile justice. The committee plans to design a strategic plan or charter that describes the mission and vision of adopting evidence-based practices in the state of Mississippi.

# RECOGNITIONS & ACCOMPLISHMENTS

**Ms. Miranda Robertson** was promoted from Research Associate I to Graphic Designer for Mississippi Tobacco Data (MTD) at the SSRC. Ms. Robertson received her B. F. A. in graphic design from Mississippi State University in 2010. She has been with the SSRC since August 2009 when she She conceptualizes new, fresh designs for posters, logos, publications, surveys, fact sheets, newsletters, signage and other printed and web-based material while maintaining the brand she established for MTD.

**Dr. Laura R. Walton, APR** was promoted to Associate Research Professor of Communication.

**Dr. Laura R. Walton, APR**, Associate Research Professor, researcher and coordinator of the Media Collaboration Laboratory, was recognized as the College of Arts & Sciences Researcher of the Month for November 2012.



# ACKNOWLEDGEMENTS

It is hard to believe the Media Collaboration Laboratory (MCL) will celebrate five years next year. I am so grateful for the support everyone at the SSRC has shown me and all of my students as we have found our role in the Center. We are especially grateful to Dr. Arthur Cosby for his vision of how we could contribute to and enhance the world class research conducted here within the SSRC.

The 2013 Annual Report is again especially noteworthy because it is almost completely produced and written by students. From the compilation of its content to the feature stories researched and written to the photography and design, some of Mississippi State University's brightest and most talented undergraduate students have made significant contributions to this publication.

**Ms. Rachel Smith**, an undergraduate communication assistant in the MCL and senior Communication student, has been the project coordinator and primary editor for this report. She has spent countless hours coordinating content, developing page layouts as well as writing her own feature story. I am very grateful for her willingness to take on such a significant task while juggling her other responsibilities as a student.

**Ms. Maggie Kate Kelly** also made significant contributions to report's design and layout. Although she was unable to see the project through to completion because she began law school at Mississippi College this fall, her original layouts produced this summer provided a great start to the project and I would be remiss to not mention them here.

**Ms. Sydney Hall**, Research Associate, has also provided invaluable advice and editing for this annual report as she has worked closely with Rachel (and myself) to help produce a polished and complete version of the report.

**Ms. Faith Spann, Ms. Ashton Rushing** and **Ms. Katie Ruth Robertson**, all undergraduate communication assistants in the MCL and Communication students also made valuable contributions with their feature stories and photography as well as spending hours editing the final drafts. I have been truly blessed by the talent and work ethic of the students who have come through the doors of the MCL.

Finally, a special thank you to **Ms. Ellen Davis**, an undergraduate student majoring in Political Science, for her assistance in gathering much of the content used in this report. Her thoroughness with the SSRC's monthly Chronicles proved invaluable in compiling the many accomplishments of our scientists, staff and students.

Laura Richardson Walton, Ph.D., APR  
Associate Research Professor, Research Fellow & Coordinator of the MCL

