

CSU STANISLAUS  
HONORS CAPSTONE CONFERENCE



*John Rogers Faculty Development Center*

*Friday May 15, 2015*

*11:30-5:00pm*

*University Honors Program*

*California State University Stanislaus*

*One University Circle, Turlock CA 95382*

*(209) 667-3180 <•> [honors.csustan.edu](http://honors.csustan.edu)*

## *Acknowledgements*

Special thanks to the following faculty who generously agreed to serve as **Research Mentors** for our **2014-15 Senior Capstone Research Projects**: *Richard Wallace (Anthropology) and James Tuedio (Philosophy). Thanks to Therese Lunt for her work with our sophomore Service Learning students, and to Ellen Bell (Anthropology) and Tim Held (Library) for guiding the work of our juniors.*

### **Faculty teaching in the Honors Program this year included:**

*Therese Lunt (Theatre Arts), Arnold Webb (English), Ellen Bell (Anthropology), Sari Miller-Antonio (Anthropology), Richard Wallace (Anthropology), Fela Uhuru (Ethnic Studies), Andy Young (Philosophy), Andy Dorsey (English), Katrina Weber (English), Jennifer Biedendorf (Communication Studies), Jenny Cooper (Biological Sciences), Shea Mester (English), Tim Held (Library), Daniel Horoath (Communication Studies), Chris Nagel (Philosophy), Tom Carter (Computer Science), Jennifer Ringberg (Anthropology), Richard Randall (Political Science), Jim Tuedio (Philosophy), and Michael Tumolo (Communication Studies).*

*Seniors in the Honors Program are encouraged to tackle complex problems using methods and knowledge drawn from relevant disciplines.*

*Honors Program faculty and research mentors offer critical feedback and guidance along the way. The main objective is for students to explore, gather and analyze information effectively, and to reflect on the implications of what they have discovered. Group discussions help to promote thoughtful questioning. The goal is to communicate knowledge, judgments, and original perspectives on the basis of careful inquiry, exploration and analysis.*

## FEATURED PRESENTATIONS

- 11:30-11:45 *Refreshments, conference welcome, and introductions*
- 11:45-12:15 *Capstone Research Poster Displays (Honors Juniors)*  
*Service Learning Poster Displays (Honors Sophomores)*
- 12:20-12:40 **Brent Maynor (Computer Info Systems):** *“Cloud Computing: Are Small Businesses Coming Out of the Rain and Into the Cloud?”*
- 12:40–1:00 **JoEllen Reece (Psychology):** *“Mental Health on College Campuses: Why Colleges Should Care About Student Mental Health”*
- 1:00-1:20 **Katie Segura (Psychology):** *“Defining Normal”*
- 1:20-1:40 **Shaun Gephart (Sociology):** *“Traditional Toys and Digital Technology: Toward a Symbolic Interactionism of Children at Play”*
- 1:40-2:00 **Sarah Gordon (Nursing/Licensure):** *“Using Bikram Yoga for Stress Management in College Students”*
- 2:00-2:30 **Keynote Address: Dr. Alisha Pratt, D.O.**  
*Dr. Pratt is an alumna of the first cohort of the University Program. She graduated from CSU Stanislaus with a degree in Biology in 2004 and obtained her medical degree from Touro University. She completed her Family Practice residency at Stanislaus Family Medicine Residency and joined Turlock Family Medical Group in August 2012. Dr. Pratt is a Diplomat of the American Board of Family Practitioners and a member of the Stanislaus County Medical Society. She and her husband Trevor have 2 daughters.*
- 2:30-2:40 *Break for posters and refreshments*
- 2:40–3:00 **Loretta Lane (Biological Sciences):** *“Putting Their Best Hoof Forward: Maintaining Equine Hoof Health with a Barefoot Trim”*
- 3:00-3:20 **Boden Holland (Business Administration/Human Resources):**  
*“Identifying Alternative Approaches to Transportation: Critical Issues for a CSU Stanislaus Transportation Plan”*

- 3:20-3:40 **Ty Kennedy (Business Administration):** *“The Nefarious Injury: A Comprehensive Analysis into Traumatic Brain Injury in Football and its Impact on the NFL”*
- 3:40-4:00 **Jesmeen Virk (Business Administration/Finance):** *“What’s the Big Deal? – How Numbers Influence Perceptions and College Consumer Buying Decisions”*
- 4:00-4:20 **Briana Blakemore (Business Administration/Finance):** *“eMarketing: Marketing to Generation Y Consumers”*
- 4:20-4:40 **Jake Magneson (Philosophy):** *“Games and Happiness”*
- 4:40-5:00 **Christopher Casey (English):** *“Developing Complex Fictional Characters: Impact Through Connection and Complexity”*

*ABSTRACTS OF SENIOR  
CAPSTONE PRESENTATIONS*

**Cloud Computing: Are Small Businesses  
Coming Out of the Rain and Into the Cloud?**

Brent Maynor

Cloud technology may make it possible for a small business to compete with their larger competitors both locally and around the world. Cloud technology offers services on various platforms that businesses can use to operate more efficiently by utilizing software, hardware, and services at lower costs. With the ease of access to software and virtual hardware through a simple web browser, small businesses can pay a small monthly fee, and negate the large funds needed to maintain or upgrade hardware and software. Small businesses can then also reduce their IT related costs, reducing their overhead substantially. As the Cloud grows with increased services, better technology will become available and small businesses will see corporations applications made available to them, enabling

them to make their businesses more efficient. Small businesses can also increase their security and privacy levels by utilizing cloud services. With the apparent capabilities of Cloud services, what could be holding small businesses back from utilizing cloud services? To answer this question, I will review literature, conduct surveys with local small businesses in the Turlock, Manteca, and Tracy, CA areas, and interview IT professors and IT personnel currently working in the field. This study will identify the percentage of local small businesses using Cloud services and those with plans on expanding into Cloud services in the next five years. It will also examine the reasons small businesses might embrace the change in how business is done by utilizing Cloud services such as cost reduction and disaster recovery. Also discussed are the different concerns keeping small businesses from moving to the cloud such as security concerns and lack of knowledge about Cloud services and its capabilities.

## **Mental Health on College Campuses: Why Colleges Should Care About Student Mental Health**

JoEllen Reece

Colleges have the responsibility to educate their student population on the importance of mental health while also providing and informing students about the effective mental health services available to them. Mental health services on college campuses may offer individual professional psychological counseling, peer-to-peer counseling, programs to educate students and bring awareness to mental health, and a multitude of other services. Well-rounded and effective mental health services can have a lifelong impact on individuals as well as benefits that reach far beyond the college campus. This research draws on past studies, surveys, and statistics to illustrate the vital need of mental health services on college campuses.

## **Defining Normal**

Katie Segura

Within the field of psychology, baselines and standard representations of normal and abnormal psychology are used to form diagnoses and plan treatments for various psychological conditions. Based on the available research in this field, “normal” has traditionally been used as a benchmark in defining the terms “abnormal” or “disordered”. This sparks discussion within the psychological community, so the present study conducted a literature review that examines the legitimacy of those definitions and how the field has attempted to address the confusion surrounding the definition of normality. According to previous

research, the term "normal" can have no set definition because its meaning is unstable over time. Consensus, social legitimacy in classification, trait confirmability, and negativity bias are all discussed as factors in this determination. Further research and a better understanding of how "normal" is defined may help the psychological field avoid the misdiagnosis of abnormal and disordered behaviors in the future. More importantly, this research suggests that the general public, and not just psychologists, should be encouraged to look beyond symptomologies that are traditionally used to apply "normal", "abnormal", and "disordered" labels in order to develop a more critical awareness of less obvious factors that may contribute to misdiagnosis.

## **Traditional Toys and Digital Technology: Toward a Symbolic Interactionism of Children at Play**

Shaun Gephart

Traditional toys and digital playthings are blending seamlessly within the modern childhood experience. Traditional toys have often bridged the gaps between the adults and childhood experience. In contemporary society, traditional toys have fallen waist side while digital technology has become the popular choice to fulfill those gaps. Although educationalists and parents have argued that over exposure or under exposure with digital technology can be harmful to a child's social, emotional, and physical development, others have emphasized the importance of exposing children early to a mix of educational values through playing with digital technology. Yet, researchers have frequently overlooked the meanings children gather from digital technology through play. This study engages this debate by exploring whether children exposed to digital technology causes them to be less original in their imagination and creativity during play. Symbolic Interactionism Theory was utilized through empirical observations, interactions, and unstructured, open-ended interviews with children ages 3-8 in a natural nursery setting to document child toy use. Toys were coded based on definitions by child psychologists and play theorists and the frequency of times children interacted and mentioned toys. Results suggest no significant signs that children exposed to digital technology were less imaginative or creative. However, children were heavily exposed to traditional toys which were tied to media or digital technology. Furthermore, children in the nursery frequently borrowed images and themes from digital technology and media while playing. The study concludes that children should have balanced well-rounded playtime with traditional toys and digital playthings in combination with in-door and outdoor environments.

## **Using Bikram Yoga for Stress Management in College Students**

Sarah Gordon

College students experience higher-than-normal levels of stress. Chronic exposure to stress may lead to other forms of physical and mental illness. Introducing a regular practice of Bikram yoga, a form of yoga performed in a hot room developed by Bikram Choudhury in the 1970s, could be an effective stress-management technique for college students. Traditional yoga is already a well-established alternative therapy for promoting health and wellness through relaxation during meditation, reduction of the stress hormone Cortisol, and release of beneficial mood-stabilizing neurotransmitters. Preliminary studies show that Bikram yoga can be profoundly beneficial in the same areas as traditional yoga. However, little is known about the effect of stress reduction when implemented into the routine of the college student. This study aims to identify the physiological and psychological benefits experienced by college students during an eight-week Bikram yoga intervention, in which they will attend a 90 minute Bikram session twice a week. The control group will continue their normal daily activities. All subjects will be evaluated prior to the intervention, weekly, and upon completion for their stress-related indicators using the Perceived Stress Questionnaire (PSQ), a College Student Stress Scale (CSSS), a Stress-related Physical Health Symptoms Checklist, and a Behavioral Risk Factor Surveillance System. The test group will have their weight, resting heart rate and blood pressure, blood oxygen saturation (SpO<sup>2</sup>), and Cortisol measured within 10 minutes of each Bikram yoga session.

## **Putting Their Best Hoof Forward: Maintaining Equine Hoof Health with a Barefoot Trim**

Loretta Lane

The old adage “*no hoof, no horse*” rings true. In fact, foot health is among the most important things to consider when caring for a horse. The foot of a horse consists of a complex array of bones, ligaments, and tendons. If any of these components become injured, there will be adverse effects on the horse’s muscular and skeletal systems. In an attempt to protect the foot, many horse owners will have shoes put on their horse’s feet. However, this method of keeping a horse’s feet healthy is not the only option. In fact, shoeing has adverse effects on the hoof of a horse. Putting shoes on a horse, known as having them shod, impedes the parts of the hoof from growing and working to the best of their ability. This study explores the option of keeping horses barefoot, and argues that it is a healthy alternative approach to shoeing. A review of the literature demonstrates that a natural barefoot trim is an

alternative approach to keeping a horse's feet healthy. Horses that have been previously shod need to undergo a transition period of approximately a year before being completely sound with a barefoot trim. This transition process is made easier by implementing a better diet, allowing more turn-out time, and by protecting the horse's temporarily sensitive feet with hoof boots.

## **Identifying Alternative Approaches to Transportation: Critical Issues for a CSU Stanislaus Transportation Plan**

Boden Holland

Parking at California State University Stanislaus is a controversial issue. The debate on this subject has been dominated by a short-term orientation that tries to find immediate solutions to what is ultimately a long term and multifaceted problem. This research frames the issue of transportation in a way that takes into consideration the financial, environmental and social challenges that students who need transportation will face in the future. Original research was conducted using a self-administered survey that utilized a convenience sampling method to gain insight into student commuting patterns and preferences. A total of 120 surveys were administered and analyzed as a way guide potential alternative forms of transportation. Out of those who were surveyed, 74% of the students reported that they already consider the cost of transportation to be a significant expense, and when asked what was preventing them from using alternative forms of transportation, 50% indicated that public transit takes too long. An analysis of regional transportation plans suggests that alternative modes of transportation have been identified that should be given careful consideration by the university and its students. Further research looking into these alternatives needs to be conducted by the university, especially considering the financial and environmental ramifications that building a new parking structure – or doing nothing – could have on the university and surrounding community.

## **The Nefarious Injury: A Comprehensive Analysis into Traumatic Brain Injury in Football and its Impact on the NFL**

Ty R. Kennedy

Today, the football industry in America faces a serious problem: traumatic brain injury. Traumatic brain injuries and football exist in the same realm due to the very rough and physical nature of the sport. Though these connections have remained largely outside the public's attention for half a century, in recent years scientific research has begun connecting the dots from the gridiron to the hospital room, and popular media outlets have brought the stories to public attention.



Recognized players who are now retired are experiencing the after-effects of repeated blows to the head. Conditions like Dementia, early onset of Alzheimer's Disease, and Chronic Traumatic Encephalopathy are overshadowing the lives of our favorite players of yesterday. In an otherwise inelastic market that outdraws any other professional league in the world, the National Football League is faced with a problem. If not dealt with effectively, the inherent dangers of incurring brain injuries from playing the game of football at a professional level (and growing concerns about exposures for players participating in youth football) could negatively impact not only the sport but also the industry of football itself. This study provides background to the topic by explaining the biological mechanisms involved in TBI, giving an overview of the NFL and its brand, and showing how declining youth football rates sparked by parental hesitation to put their children on the field might negatively influence their engagement as future consumers of football, possibly impacting the NFL brand.

## **What's the Big Deal? How Numbers Influence Perceptions and College Consumer Buying Decisions**

Jesmeen Virk

Discounting and pricing is a strategic, psychological game of numbers used by many marketers to hinder the consumer's ability to make logical buying decisions. Discounts successfully provide consumers notions of exclusivity and urgency that are difficult for them to ignore. When used correctly, pricing strategies give businesses a significant amount of power. One of the most important goals of offering discounts is to increase sales, but more importantly to increase business' profits. It is not at all surprising that price reductions may induce a higher demand for the product. However, both economics and marketing research suggest that not only the resulting net price, but also the way a price is presented influence consumers' perceived savings, and hence, their intention to purchase. I have examined the college population, a critical segment to local businesses, through sample data collected from CSU Stanislaus. I have gathered information through the administration of surveys to assess college student susceptibility to poor buying decisions based upon their behaviors towards the discounts that target the college student segment. As anticipated, my results strongly suggest that college students are prone to unconsciously make financially poorer buying decisions when faced with carefully tailored buying options. My study discusses probable causes behind this behavior, and how both players (local businesses and college consumers) can tactfully utilize the information provided in my study to become winners in the larger game of business.

## **eMarketing: Marketing to Generation Y Consumers**

Briana Blakemore

Companies are resorting to eMarketing as a way to reach target segments as more people are using electronic media. Generation Y, a target segment that consists of people born from 1977 to 1994, has evolved very differently than previously generations, which makes it a difficult and unique group to target. If companies are better able to understand what people in this age group prefer, then they will be better able to attract and retain these customers. This study will examine Generation Y's media habits and their eMarketing channel preferences in order to identify which eMarketing channels have the greatest influence on this segment. A survey was conducted on 100 people within the 20 to 37 year old age range in order to collect data on this generation's eMarketing channel preferences. A convenience sampling method was used to administer the survey to students at CSU Stanislaus. The results of the survey suggest that email marketing and social media marketing are some of the most effective ways to reach people in Generation Y. Within social media marketing, the results suggest that companies should invest the most resources in advertisements on Facebook and Instagram. However, the nature of the research design limits the findings. Even though the respondents to the survey are a part of Generation Y, they are college students and represent only a subset of the Generation Y segment of the general population. Nevertheless, this study shows why additional research on this subject would be beneficial to companies and marketers seeking to reach this important market segment.

## **Games and Happiness**

Jake Magneson

Our lives are permeated in games, and games can aid in leading a fulfilling life. This paper argues for the potentiality of games to help develop a fulfilled sense of happiness in an individual's life. This research explores games in light of their relationship to the formation of meaning in a person's life. Much previous philosophical work examining games has focused on the relation of games and choice. This paper and presentation attempt to shift the discussion from choice to the formation of meaning, and this formation's relation to happiness. By looking at Mark Wolf's basic structures of games, Aristotle's Eudaimonia and its role in a person's life, and Drew Hyland's presentation of the way the phenomena of play can help inform the creation of meaning, this research strives to develop a new interpretation of the role of games in the individual's life. The structure of games reveals their importance to human life as a bastion, or unit, of meaning, which

enriches life and supports the development of Aristotle's Eudaimonia, a fulfilled happiness. Ultimately it is found that, through understanding how games inform the creation of meaning in one's life, an individual might be better able to understand how and why games are important to the development of a fulfilling life, and the attainment of Eudaimonia.

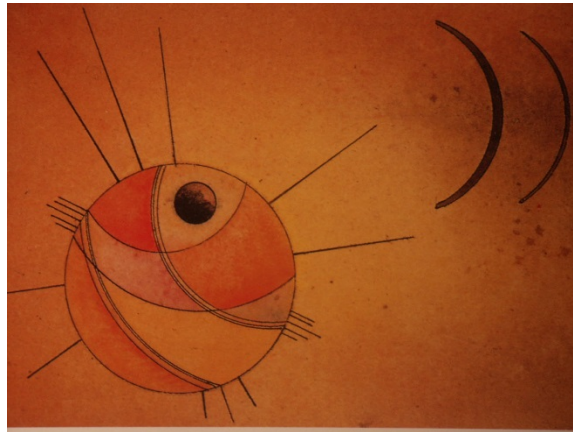
**Developing Complex Fictional Characters:  
Impact through Connection and Complexity**  
Christopher Casey

The challenge in writing fiction with impact is making it seem real to the reader. Impact in this context means the reader changes in some way from the experience of reading. Characters are the power source. In a short story I've written entitled "Borderline," the protagonist (Joey) suffers from Borderline Personality Disorder (BPD). Writing a realistic, complex person with BPD is a much better way to impact awareness of the disorder than creating a mere caricature. Developed and written with complexity, Joey becomes relatable, interesting, complex and unique—like a real person. This is especially important because of the severe lack of representation of BPD in the media and entertainment industries. When people do not have someone they can relate to that has a disorder, the disorder and those who suffer from it are not humanized but are instead seen in an abstract, pathologized way. In developing Joey as a full-fledged character who happens to have BPD, Joey grows from being one dimensional and imagined to a having personality and background. A mixture of writing exercises, research and inspiration by a few people with BPD helped form Joey. For example, when confronted about his problem, Joey says "You think I want to be this way?" a quote drawn from a documentary of individuals with BPD. All the research and writing has made the story one that brings awareness and interest to BPD, and has an impact on the reader. When people are able to understand BPD, Joey can be that someone with whom they can empathize.

# *HONORS PROGRAM*

## *COMMUNITY STATEMENT*

The Honors Program at CSU Stanislaus is a community of scholars bound together by vital principles of academic openness, integrity, and respect. Through focused study and practice involving exploration and discovery across a variety of disciplines, the Honors Program upholds these principles of scholarly engagement and provides students with the necessary foundations for further research and inquiry.



Our interdisciplinary curriculum is integral to this work and is intended to facilitate creative understanding of the irreducible complexities of contemporary life and knowledge. Personal and intellectual honesty and curiosity are essential to this process. So, too, is critical openness to difficult topics and respect for different perspectives, values and disciplines. The Honors Program aims to uphold these virtues in practice, in principle, and in community with one another.