

**33rd Annual
SSRIC Student Research Conference
in the Social Sciences
CSU Sacramento May 8, 2009**

8:15 AM - 9:00 AM Registration

Forest Suite [2nd Floor, University Union]

9:00 AM - 9:45 AM Welcome & Keynote Address

Forest Suite [2nd Floor, University Union]

Introductions by Dr. Ellen C. Berg

Associate Professor, Sociology
California State University, Sacramento

University Welcome from Dr. Joseph Sheley

Provost and Vice President for Academic Affairs
California State University, Sacramento

College of SSIS Welcome from Dr. Otis Scott

Dean, College of Social Sciences and Interdisciplinary Studies
California State University, Sacramento

SSRIC Welcome from Dr. Katherine Naff

2008/9 Social Science Research & Instructional Council, Chair
Associate Professor, Public Administration
San Francisco State University

Keynote Address from Dr. Elizabeth L. Ambos

Assistant Vice Chancellor for Research Initiatives & Partnerships
California State University

10:00 - 11:00 AM Session I

Coastal Room, 3rd Floor

Panel 1A: Are you Talking about Me? Investigating the Lives and Culture of Three Diverse Groups

Kristine Harris, Moderator

“When Being a Neutral Researcher Just Won’t Work: Thoughts about using a Transparent and Reflexive Qualitative Methodology”

Angela Rich-Prince, Sociology

California State University, Sacramento

“Bay Area Rastafarianism”

Safiya Bird-Whitten, Cultural Anthropology

San Jose State University

“Influential Factors on Immigration Incidence to the U.S. in Palo Seco, Queretaro Mexico: A Case Study”

Angelica Plascencia Camacho, Anthropology

California State University, Monterey Bay

Orchard Suite I, 2nd Floor

Panel 1B: A Deeper Look at Politics

Diana Barela, Moderator

“A Look into the Effect of Religion on Politics”

Brian Lovatt, Public Administration

California State University, Chico

“Republican and Democratic Positions on the Defense of Marriage Act: Effects and Constraints of Promoting the Platform”

Thomas Bundy, Political Science

California State University, San Bernardino

“From XX To LGBTIQ: A Rationale for the Expansion of Title IX Protection to ‘Other’ Students”

Salvador Tolentino, Political Science

California State University, Chico

10:00 - 11:00 AM Session I *(Continued)*

Orchard Suite II, 2nd Floor

Panel 1C: Social Science Potpourri

Dr. Todd Migliaccio, Moderator

“Civic Engagement on College Campuses”

Monica Willian, Political Science

California State University, Chico

“What Do Americans Think About Marriage?: Findings from the General Social Survey”

Danielle Castaneda, Sociology

California State University, Sacramento

“Poll: Majority Think Buying a House in Sacramento Region in 2009 Is a Good Investment”

Melissa Maxwell, Sociology and Dr. Amy Q. Liu

California State University, Sacramento

Orchard Suite III, 2nd Floor

Panel 1D: American Family Life: Findings from the General Social Survey

Dr. Jennifer Murphy, Moderator

“The Importance of Mothers’ Education on their Child’s Educational Attainment”

Tiffany Bailey, Sociology

California State University, Sacramento

“The Happiness Behind ‘I Do’”

Ashley Barbosa, Sociology

California State University, Sacramento

“The Effect of Parents’ Income on Children’s Education”

Garen Merkerson, Sociology

California State University, Sacramento

“Job Interference with Family Life”

Toni Brown, Sociology

California State University, Sacramento

11:15 AM - 12:15 PM Session II

Coastal Room, 3rd Floor

Panel 2A: Social Movements: Global and Local Engagement

Angela Rich-Prince, Moderator

“Beyond the Movement: An Institutional Ethnographic Study of Fair Trade Participation in Sacramento”

Kristine Harris, Sociology
California State University, Sacramento

“Patronage of the Camarillo Farmers Market: Patterns and Social Significance”

Sara Griffin, Sociology
California State University, Channel Islands

“Wasted Heroism: Ghadar Propaganda and the Human Cost of Rebellion”

Saira Siddiqui, History
California State University, East Bay

Orchard Suite I, 2nd Floor

Panel 2B: Government: Finding the Balance

Michael Wright, Moderator

“Who will Save the Family Farm? An Analysis of the Small Farm's Role in the 21st Century”

Sarah Hubbart, Agricultural Communication
California State University, Chico

“Fisheries Management for California Dungeness Crab: Adaption to Change”

Vivian Helliwell, Economics
Humboldt State University

“Kicking Sacred Cows: An Examination of NGOs”

Michael Jabbra, National Security Studies
California State University, San Bernardino

11:15 AM - 12:15 PM Session II *(Continued)*

Orchard Suite II, 2nd Floor

Panel 2C: GSS Potpourri I: Findings from the General Social Survey

Michael Small, Moderator

“Marriage and Alcohol Use”

Ariana Cuevas, Sociology

California State University, Sacramento

“Evolutionary Beliefs and Educational Attainment”

Andrew Crisp, Sociology

California State University, Sacramento

“Who Supports the Legalization of Marijuana?”

Erin Puckett, Sociology

California State University, Sacramento

“Balancing Work and Family Life”

Kira Aponte, Sociology

California State University, Sacramento

Orchard Suite III, 2nd Floor

Panel 2D: GSS Potpourri II: Findings from the General Social Survey

Dr. Jennifer Murphy, Moderator

“Dissimilarities in Attitudes toward Divorce”

Brittany Coleman, Sociology

California State University, Sacramento

“Occupational Prestige and Health”

Asad Ali, Sociology

California State University, Sacramento

“Level of Education and Confidence in Government”

Courtney Oates, Sociology

California State University, Sacramento

“Gender Differences in the Amount of Time Spent on the Internet”

Lisedt Magana, Sociology

California State University, Sacramento

12:20 - 1:30 PM Lunch with Keynote Address
Foothill Suite [3rd Floor, University Union]

Keynote Address

Mr. Stuart Drown
Executive Director, The Little Hoover Commission

Stuart Drown joined the Commission staff on May 1, 2006 to serve as executive director. For the four years prior to joining the Commission he was the city editor at The Sacramento Bee, supervising the paper's largest newsgathering staff with nine deputy and assistant city editors and 40 reporters. Mr. Drown holds a master's in public policy from the Richard and Rhonda Goldman School of Public Policy, U.C. Berkeley and a bachelor of arts in economics from U.C. Berkeley.

1:45 - 2:45 PM Session III

Coastal Room, 3rd Floor

Panel 3A: Selling Products, Jobs, or Ourselves: What Matters in Advertising?
Dr. Kathryn Hadley, Moderator

“What Matters to Job Applicants: An Empirical Look at Salary Versus Flexibility”
Cynthia Bui, Finance
California State University, Long Beach

“The Effects of Materialism, Brand Image, and Ad Appeal on Ad-Based Persuasion”
Ronald Bernard, Marketing and Finance
California State University, Long Beach

“The Impact of Applicant Attire on Interviewer Perceptions”
Cassandra Barger, Management/HRM
California State University, Long Beach

1:45 - 2:45 PM Session III *(Continued)*

Orchard Suite I, 2nd Floor

Panel 3B: Examining Policy Impact

Michael Wright, Moderator

“Three-Strikes: Has the Popular Sentencing Policy Increased the Homicide Rate?”

Eduardo Blount, Public Administration

San Francisco State University

“US-China Relations Viewed through the Lenses of Prospect Theory”

Daniel Liu, Government

California State University, Sacramento

“Capitalization or Lock-In? An Empirical Study of the 2003 Capital Gains Tax Cut”

Christopher Lewis, Business Management

California State University, Long Beach

“Research Funding: Is Scientific Research with Animal Subjects More Likely to Win Government Grants than Research Without Animals?”

William Hamilton, Public Administration

San Francisco State University

Orchard Suite II, 2nd Floor

Panel 3C: The Institute of Public Anthropology: Practicing Relevant Methodologies for the San Joaquin Valley

Kimberly Arnold and Dr. Henry Delcore, Moderators

“Renovations: The Remodeling of a Library and Reshaping of Student Scholarship”

Alecia Barela, California State University, Fresno

“Snapshots of Student Life: Photo Diary; Diary Interview Method”

Kimberly Arnold, California State University, Fresno

“Anthropology and Urban Development”

Felicia Salcedo and Jaime San Andres, California State University, Fresno

“Interdisciplinary Classes and Anthropology”

David Moore, California State University, Fresno

“Opportunity Analysis: Applying Induction in the Business World”

Elfego Franco, California State University, Fresno

Orchard Suite III, 2nd Floor

Panel 3D: The Impact of Race/Ethnicity on Academic Experiences

Michael Small, Moderator

“Disaggregating Ethnic Categories: An Analysis of Asian American Educational Attainment”

Mallory Angeli, Educational Leadership and Policy and Ryan Fuller, Sociology

California State University, Sacramento

“The Gender Gap in Academic Achievement among Latino and African American Youth”

Mariela Gutierrez, Anthropology

California State University, Long Beach

“Understanding how Academic Administrators Interpret and Construct Latino Students”

Amelia Argüello, Anthropology; Jazmin Cabrera, Chicano Latino Studies; Mariela Gutierrez, Anthropology; and Norma Salazar, Chicano Latino Studies

California State University, Long Beach

3:00 - 3:30 PM Closing & Awards Ceremony

Forest Suite [2nd Floor, University Union]

Charles McCall Award for best undergraduate paper

Betty Nesvold Award for best graduate paper

Gloria Rummels Award for best quantitative paper

CSU Social Science Research & Instructional Council

Founded in 1972, the Social Science Research and Instructional Council (SSRIC) is the oldest discipline council in the CSU. The Council's mission is to foster quantitative social science inquiry by students and faculty. Each CSU campus is entitled to appoint a representative to the Council, which meets three times each year. A growing number of campuses have appointed a second co-representative.

The original focus of the Council was to oversee the CSU's membership in the Inter-university Consortium for Political and Social Research (ICPSR), which was and remains the world's premier social science data archive. Today, in addition to the ICPSR, the Council oversees CSU licensing agreements with The Field Institute (which conducts the California Poll), and the Roper Center for Opinion Research.

The Council provides a number of value-added services. These include:

- Workshops for faculty, presented by Council members. Currently, workshops are available on the use of data bases and on SPSS (a statistical software package) at both the introductory and intermediate levels.
- An annual Student Research Conference at which both undergraduate and graduate students present their work in a setting patterned after that of a professional conference. The 32nd annual Student Research Conference was held at CSU, Long Beach on May 2, 2008.
- Assistance to faculty and advanced graduate students wishing to attend the ICPSR Summer Program
- Selection of faculty research proposals to include questions on the CA Poll.
- Participation in the governance of the ICPSR. Over the years, four SSRIC representatives have served on the ICPSR's Council. SSRIC representatives also participate at the ICPSR's biennial Official Representatives (OR's) meeting. Ed Nelson (Fresno) was recently selected for an ICPSR Flanigan Award in recognition of his contributions as an OR. Lori Weber (Chico) was selected as an OR Sabbatical fellowship at the ICPSR headquarters in Ann Arbor Michigan for the summer of 2006.
- The Teaching Resources Depository (TRD). The TRD includes instructional modules and exercises, an SPSS tutorial, a Website for introductory research methods courses in political science, and various other curricular materials.
- A Website (www.ssrlic.org) providing visitors with information on these programs and activities.

For more information, contact the current chair (AY 2008-9), Dr. Katherine Naff, Associate Professor of Public Administration, San Francisco State (kcnaff@sfsu.edu).

Special Thanks

The following people and organizations have helped to make the 2009 SSRIC Student Research Conference possible:

CSU Chancellor's Office
CSU SSRIC Member Campuses
CSUS Office of the President
CSUS Office of the Provost
CSUS College of SSIS Dean's Office
CSUS Department of Sociology
CSUS University Union

SSRIC Student Research Conference Planning Committee

Stafford Cox, Office of Academic Technology, CSULB
Kathryn Hadley, Sociology, CSUS
Ellen Berg, Sociology, CSUS (Committee Chair)

SSRIC Student Research Conference Paper Reviewers

Ed Nelson, Sociology, CSU Fresno
Elizabeth Nelson, Sociology, CSU Fresno
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Jennifer Murphy, Sociology, CSU Sacramento
Lori Weber, Political Science, CSU Chico
Rhonda Dugan, Sociology CSU Bakersfield

Special Thanks

University Enterprises, Inc. for Project/Activity Grant funding
The Institute for Social Research, CSU Sacramento
Dean Dorn of The Pacific Sociological Association

We also thank the ICPSR, CSUS Hornet Bookstore, Fuel Energy Drink, Skate Time, and Minitab Inc. for their generous donations.

A very special thank you to all of the student presenters and their respective campus faculty for their support, participation and dedication...

“The CSU IS The Solution!”

