Tactile Communication in Medical Professional-Patient Relationships: Impact of Touch on Evaluation of Nurse and Physician Competence
Beth Alexander
ABSTRACT: The present study draws on previous research on the impact of touch on communication and medical professional-patient nonverbal interactions. This experiment investigates the effect of physicians and nurses touching patients and evaluations of physician and nurse competence. Findings show increased ratings of competence with the use of touch, although effects differ for nurses and physicians. Additionally, the use of touch is significantly related to increased ratings of affiliation/support, social support and social relaxation. Ultimately, perceptions of nurses benefit more from the use of touch than perceptions of physicians.

Gangs as Family Systems: Is the Gang a Higher Functioning Family System than a Gang Member’s Family of Origin?
Taylor Black
ABSTRACT: A well-structured family system is an extremely important aspect of a youth’s development. Unfortunately, many gang members come from disorganized and destructive homes. This study seeks to understand if a gang member considers his gang a higher functioning family system than his family of origin. If so, this study also questions whether or not a person joins a gang in order to be a member of a higher functioning “surrogate family.” Concepts in the gang are analyzed through a family systems perspective to highlight the parallels between gangs and families. A grounded theory approach is applied to a series of in-depth interviews with adult gang members, ex-gang members, law enforcement personnel, youth center/prevention program employees, criminal attorneys and gang specialists to code for salient themes. These themes serve as the foundation for the answers to my research questions.

Television in the Digital Age: Content Delivery Platforms, Parasocial Relationships, Viewing Motivations, and Fandom
Lucas Brooks
ABSTRACT: A digital model of distribution is replacing the traditional model of television broadcasting. This new era in television offers audiences the unprecedented opportunity to watch what they want, when they want, and where they want. The aim of my thesis is to investigate how audiences are utilizing new platforms of distribution such as online streaming and mobile video, and whether more frequent use of certain platforms is associated with differences in how audiences relate to television content, and why they seek it out. A survey was administered to measure levels of parasocial interaction, viewing motivations, and fan-based behavior.

The Effects of Birth Order in the Establishment of Close Platonic Relationships
Amanda Galvin
ABSTRACT: The effects of birth order on the development of personality traits have been debated for nearly 150 years. Although scholars have not agreed upon an explanation for why birth order has an effect on an individual’s personality, most do not deny its impact. The current study undertook an examination of the relationship between birth order and the tendency of affiliation with same ordered individuals. This research moves us a step further in birth order research in so far as it examines interpersonal relationship formation for individuals based on
birth position. Using the Reinforcement Model of Attraction, the study tested whether individuals of similar birth positions have a tendency to affiliate with one another because of personality similarities conferred to each party due to birth.

**The Use of Bounded Rationality in Processing Educational Versus Propaganda Based Marketing Messages**

**Alexandra Gunther**

ABSTRACT: The present study examines how, and to what extent, subjects use bounded rationality in dealing with two types of marketing messages— an educational based message and a propaganda based message. One hundred thirty three undergraduates from a West Coast University participated in a laboratory experiment. Subjects were randomly assigned to one of two conditions and received either an educational or propaganda based marketing message. After ten minutes of examination, subjects were given a dependent variable questionnaire that assessed the four dimensions of bounded rationality: search behavior, cognitive illusions and framing, self-control, and design. Overall, results indicate that subjects will rely on bounded rationality more while processing propaganda based marketing messages.

**Accommodative Advertising: A Look At British and American Converging and Diverging Ads**

**Kimberly Kaslow**

ABSTRACT: Advertisers are increasingly recognizing the prominent power of cultural groups and are responding with targeted and segmented advertising efforts. Targeted communications often draw on various references to the specific culture in an attempt to enhance communication with and gain the approval of the intended audience. Through an experiment involving accommodation theory, this study seeks to develop a theory of intercultural accommodation and advertising. It is hypothesized that the degree of an individual’s strength of ethnic identification correlates with the response to an advertiser’s attempt at cultural accommodation. The perceived communication accommodation attempt in the advertisement is proposed to influence the consumer's evaluation, comprehension, recall of the message, and preference toward the company or product.

**Homeless Identity, Perceptions of the Social Hierarchy, and Health**

**Juliet Kellogg**

ABSTRACT: Past research has shown that there is a “social gradient” with regard to health. Where a person stands in the social hierarchy is strongly related to a person’s mental and physical health (Marmot, Rose, Shipley, and Hamilton, 1978). Williams (2001) found that those who are socially ostracized are more likely to suffer from serious health problems. Homeless people live at the bottom of the social gradient and therefore have numerous health problems. This study investigates whether homeless persons’ perception of their place in the social hierarchy affects their health. This study furthers research on the psychological experience of social status on health by investigating the impact of the following factors on health: A. homeless group identity, B. beliefs about the permeability of the social hierarchy, C. legitimacy of the social hierarchy, and D. identity enhancement strategies the homeless may use in order to manage low status.

**Global Warming: An Analysis of Media Framing According to Geographical Region**
**Kaitlin Secrest**
ABSTRACT: Examining the ways in which the media portrays specific international issues according to their geographical location is important when considering the effects they have on their public audience. When dealing specifically with environmental issues that are international in scope, it is interesting to see how and why various media outlets express different attitudes. This study explores the cognitive frames created by and conveyed within numerous American newspapers in regards to global warming and climate change over a certain period of time. While much research has been conducted on the mass media’s ability to convey accurate and reliable scientific research to the public regarding global warming, this study employs CRA (Centering Resonance Analysis) to evaluate the frames chosen to present global warming within the American media.

**Media Framing of Intellectual Property in China and the United States**
**Janna Stocker**
ABSTRACT: In today’s increasingly globalized community, intellectual property (IP), or the ownership of information, is a major international issue. This project explores differences in perceptions of IP across cultures by examining media framing. Based on Hofstede’s cultural dimensions, China and the United States vary greatly in regards to culture. A Centering Resonance Analysis was employed using Crawdad software to examine framing in newspaper articles from the New York Times, of the US, and from the China Daily, of China. The study found that American articles use an individualistic frame while Chinese articles use a collectivistic frame to discuss intellectual property.