2018 Student Symposium for Research, Scholarship and Creative Achievement
Public Relations Case Study: Target Employee Relations

Assessment:
- Target does not give enough gratitude to its employees on social media.
- Target’s main social media platforms (Facebook, Instagram, and Twitter) have millions of followers, while Target Careers on social media only has around 4,000 people following them.
- Target claims “Black Friday” on a Thursday night at 4 p.m., a family tradition.

Target vs. Walmart
- Walmart’s career face-to-face contact with employees.

Suggestions:
- Implement effective communication via various forms of social media.
- Incorporate personal stories and pictures of Target careers and the company.
- Enhance employee engagement on social media platforms.
Elementary Education/Early Childhood

Interrater Reliability Study Using Student Teaching Evaluations

Introduction

- Slippery Rock University had 141 student teachers in the College of Education during the Spring 2017 semester.
- Student teachers were evaluated by their cooperating teacher as well as a University supervisor (aka known as a "specialist").
- Interrater Reliability was tested for the two evaluations based on whether or not they received training in the assessment framework given by the College of Education.

Results

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<tr>
<th>Method</th>
<th>Percent Agreement</th>
<th>Count</th>
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<tr>
<td>Cohen's Kappa</td>
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<td>Unadjusted</td>
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Materials & Methods

- The two raters used a twenty two component rubric with four areas of proficiency based on the Darwen framework to rate the student teacher from 3-1 in each component.
- Some raters received additional training on reliability based on the rubric.
- Between the raters both same or just one of the training, interrater reliability was tested and computed using the following statistics:

\[
\kappa = \frac{p_o - p_e}{1 - p_e}
\]

where \( p_o \) and \( p_e \) are the observed and expected proportions of ratings.

References


Jordan Goodrick | Dr. James Preston

Slippery Rock University
The Effects Hip Strengthening has on Patients with Patellofemoral Pain

Alec Uttech & Angel Vendetti
Dr. Kim Kerei, Faculty Sponsor

Background

Patellofemoral pain syndrome (PFPS) is a common knee disorder affecting individuals across all ages and activity levels. The primary symptoms of PFPS include pain around the patella, especially during activities that involve repetitive knee flexion and quadriceps contraction.

Summary of Findings

Several studies have explored the effectiveness of hip strengthening exercises in treating PFPS. However, the specific hip muscles targeted and the intensity and duration of the exercises vary. This study aimed to investigate the impact of a targeted hip strengthening program on pain and function in patients with PFPS.

Methodology

Twenty-five patients with PFPS were randomly assigned to an intervention group that performed targeted hip strengthening exercises or a control group that did not receive any specific intervention. Both groups were asked to complete a standardized knee pain questionnaire at baseline and after 12 weeks of intervention.

Results

The intervention group showed a significant decrease in knee pain and an improvement in functional outcomes compared to the control group. The targeted hip strengthening exercises appeared to be effective in reducing pain and improving function in patients with PFPS.

Clinical Bottom Line

The findings of this study suggest that targeted hip strengthening exercises can be an effective modality for treating PFPS. Further research is needed to determine the optimal intensity, duration, and muscle groups to target in future interventions.

Application to Clinical Athletic Training

Clinicians should incorporate hip strengthening exercises into the rehabilitation program for patients with PFPS. These exercises can be integrated into a patient's overall recovery plan to improve function and reduce pain.

References


The Harmful Effects of Playing Surface on Athletes
McKenna Dugan & Allie Lint
Dr. Kim Keeley, Faculty Sponsor

**Background:**
Currently switched to artificial turf as a surface. More than 3500 synthetic turf have been installed for various sports. Participation in sports has been associated with injuries, particularly affecting the lower extremities. Artificial turf may contribute to these injuries due to the surface's characteristics.

**Clinical Bottom Line:**
Although studies have been conducted on artificial turf, the majority of studies show that athletes are at a higher risk for lower extremity injuries. Athletes need to understand the risks and implement injury prevention strategies for natural grass.

**Summary of Findings:**
Research demonstrated a higher risk of lower extremity injuries when training and playing on artificial turf compared to natural grass. Artificial turf imposes higher risk factors, as seen in studies by O'Kane et al. The researchers found that during training, those who were injured were 3-5 times more likely to play on grass than on turf.

**Application to the Clinical Athletic Training Setting:**
Clinical athletic training focuses on providing athletes with information on the prevention and treatment of injuries. Athletes' well-being is a priority. Understanding the risks associated with artificial turf and natural grass helps in providing appropriate training. Conditioning and strengthening exercises can reduce the risk of injury.

**Questions:**
Research questions:
1. How does artificial turf affect athletes' lower extremity injuries compared to natural grass?
2. What strategies can be implemented to reduce injuries on artificial turf?
Thermodynamic and Structural Impact of α,α-Dialkylated Residue Incorporation into a β-Hairpin Peptide

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Department of Chemistry, Robert Morris University
Department of Chemistry, University of Pittsburgh

Abstract

Thermodynamic impact potentially can be used to the treatment of clinical disorders such as Alzheimer's disease. Alkylating residues, for instance, can be used to change the properties of proteins in the human body. Research has shown that alkylating residues can have a significant effect on the stability of the protein. This project was designed to understand the impact of alkylating residues on the stability and structure of a β-hairpin peptide. The alkylating residue L-arginine was used to study the impact of the modification. The results showed that the alkylated peptide was more stable and had a different secondary structure compared to the unmodified peptide. The modified peptide had a higher melting point, indicating increased stability.

The Model System

The model system is a β-hairpin peptide with a L-arginine residue at position 10. The β-hairpin peptide is known to be a model system for studying protein folding. The L-arginine residue was modified with an alkylating group to study its impact on the stability and structure.

Thermodynamic Impact

The thermodynamic impact of the L-arginine residue was determined by measuring the melting temperature (Tm) of the peptide. The Tm of the modified peptide was found to be higher than that of the unmodified peptide, indicating increased stability.

Graphical Interpretation

The results were compared to a control peptide that was not modified. The modified peptide had a higher Tm, indicating increased stability.

Results Interpreted

The results show that alkylating residues can have a significant impact on the stability of a β-hairpin peptide. This finding could be relevant for the treatment of diseases such as Alzheimer's disease, where protein stabilization is a key target. Future studies could focus on the impact of different alkylating residues and their potential for therapeutic use.

Acknowledgments

This work was supported by the NSF MRI Program, grant 1065669. The authors would like to thank [Institution/Individual] for their support.

References

Public Relations Case Study: Target Employee Relations

Overview:
May 1, 1962, Target opened for the first time in Roseville, Minnesota, as a discount store. In 2013, Target's team members (employees) reached a goal of one million volunteer hours, and now company plans on reaching one million hours every year.

To continue fulfilling the needs and making Target 's primary shopping experience, an "unbelievable" continuous innovation and social experiences are strategically fulfilling our 'Expect Pay Less' brand promise.

Assessment:
- Target does not give enough gratitude to its employees on social media.
- Target's main social media platforms (Facebook, Instagram, and Twitter) have millions of followers, while Target Careers social media only has around 8,000 people following them.
- Target claims 'Black Friday' on a Thursday night at 5 p.m. is a family tradition.

Target vs. Walmart:
- Walmart's career site has better face-to-face communication with employees.
- Suggestions:
  - Implement effective communication skills on all forms of social media.
  - Incorporate personal videos and pictures of employees on Target Careers social media and the career site.

By: Mallory Mast
INTRODUCTION

Cybercrime is a growing concern in today's world, with new and sophisticated threats emerging constantly. The rise of cybercrime has led to increased awareness and a need for better security measures. The consequences of cybercrime can be severe, ranging from financial losses to damage to reputation and the loss of critical data.

ALARMING FACTS

- Cybercrime is no longer just a threat to businesses; it affects individuals as well, with an estimated 10,000 cases reported annually.
- The loss of critical data can lead to significant financial losses and can damage a company's reputation.
- Cyberattacks are becoming more frequent and sophisticated, requiring advanced security measures to protect against them.

CONCLUSION

Cybercrime is a very serious issue dealing with a huge amount of people in the world and the damage it can cause. It is becoming more frequent and sophisticated, making it harder to protect against. The consequences of cybercrime can be severe, leading to financial losses, damage to reputation, and the loss of critical data.

FUTURE IMPACT

- Cybercrime damage costs are expected to reach $10 trillion by 2025.
- The cost of cyber attacks and data breaches is increasing, posing a significant threat to businesses and individuals.

REFERENCES

Examining Child Poverty in the US

Introduction

- While the US is considered one of the wealthiest countries, there are higher levels of child poverty in the US than nearly any other advanced country in the world. Children and young adults, ages 19-24, have disproportionate rates of poverty compared to other age groups. The national average rate of poverty in 2014 was 14.8 percent, while poverty rates among children and young adults were 21 and 19 percent, respectively.

- Research Question: Why are child poverty rates higher in the US in comparison to other advanced industrialized countries?

- Explanation: The US has made policy changes that have perpetuated child poverty. This research examines the differences in child poverty policies in the US and other advanced nations and explains how these differences contribute to the perpetuation of poverty.

Findings

- The rate of child poverty is depicted below. The chart shows that the US has the highest rate of child poverty among advanced industrialized countries.

Recommendations and Conclusions

- Increased attention to the well-being of children and young adults should be a part of policy-making discussions. The US should consider implementing policies that address the root causes of child poverty.

- Collaboration between local, state, and federal governments is essential to effectively address child poverty.

- Early childhood education and family support programs can help reduce child poverty.

- Evidence from cost-benefit analysis shows that investments in early childhood education and support programs can significantly reduce poverty rates.
Building Identity Through Service
Katie G. Smith
Office for Community-Engaged Learning, Western Michigan University

Abstract
In being a member and leader...In being a member of this community...In knowing myself and my community...

Conclusions
...
Slippery Rock University
Symposium for Student Research, Scholarship and Creative Achievement
Department of Communication
Faculty Sponsor: Dr. Brett Barnett

Effect and Reward
Chloe Frey
"Effect and Reward" is a motivational video aimed at Slippery Rock University students. Completed during the Fall 2017 semester by Digital Media Production major Chloe Frey, this motivational video was produced as part of an individual video assignment in the Video Production course (CMRN 164). The video was offered in the Department of Communication. The message promoted in this video is to be positive, motivated, and give 100% of your effort at the beginning of the semester.

In addition to producing "Effect and Reward," Frey also starred in the video. All footage was recorded at Frey's on-campus dorm. All shots were recorded on a tripod and consisted mainly of taped and still images using a high-definition video camera belonging to Dr. Andrew Woods, professor in the Communication, Media, and Information Department. The music soundtrack used in the video was a song titled "To Be the One." The music was composed and performed by Dr. Woods.

A music soundtrack was also incorporated into the video featuring the song "When the Mountains Collide" by Marian James and Taron Turner. Voiceovers, a video clip, and the music soundtrack were also used in the video. The video was approved by Dr. Andrew Woods, professor in the Communication, Media, and Information Department.

Mental Notes
Miranda Morgan
Created by Digital Media Production major Taylor Carson, this video is an animation created by Miranda Morgan. The video uses an animation technique called "mental notes," which involves creating a mental note for each scene in the video. The mental notes are then used to create the video.

Back in 1979 Summer
Taylor Carson
Completed during the Fall 2017 semester by Digital Media Production major Taylor Carson, this music video was produced as part of an individual video assignment in the Video Production course (CMRN 164). The video was offered in the Department of Communication.

The video features the song "Summer of '69" by Bon Jovi and was recorded in a recording studio in Slippery Rock, Pennsylvania. The video was recorded using a Canon EOS 5D Mark IV camera and edited using Adobe Premiere Pro CC 2017. The total running time for the video is 2:30.

The video features shots of a young boy riding a skateboard down a street, a young girl dancing in a field, and a young boy playing with a dog. The video is a nostalgic look back at the summer of 1979.

For additional information, please contact Miranda Morgan at mmorgan5@slipperyrock.edu.