Salisbury University’s Research Day & Innovation Showcase Version 2.0

By Josh Davis

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The Amazonian Dilemma
www.salisbury.edu/rd2014/Caviglia-Harris

Understanding Misunderstandings: Cross-Cultural Communication in the Early Atlantic World
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To Tweet or To Post? That Is the Question. Examining Differences in News Content Across Social Media Platforms
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The Chesapeake Bay Bald Eagle: An Amazing Success Story in Wildlife Conservation
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Promoting Economic Fairness Vis-à-vis Shared Entrepreneurship around the World
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Improving Prediction and Visualization of Coastal Inundation on the Eastern Shore of Maryland
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Jill Caviglia-Harris, Ph.D.
Professor of Economics
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Céline Carayon, Ph.D.
Assistant Professor of History
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Teena Gorrow, Ed.D.
Professor of Teacher Education
The Chesapeake Bay Bald Eagle: An Amazing Success Story in Wildlife Conservation
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Craig A. Koppie
U.S. Fish and Wildlife Service Chesapeake Bay Field Office

Debra Webster, Ed.D.
Associate Professor of Nursing
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Nine Salisbury University professors, covering all four schools, presented “TED talk”-styled lectures during the second annual Research Day and Innovation Showcase at the school on October 3, 2014. Topics of discussion ranged from mental health to international deforestation.

**Reinventing the Amazon**

Caviglia-Harris delved into “The Amazonian Dilemma,” namely how to balance development and conservation. “The Amazon contains 50-80 percent of the world’s land species, the largest river system on earth and an enormous stock of carbon,” Caviglia-Harris said. Looking at that breadth of biological influence, she asked if Brazil can maintain that “globally important” resource while the nation develops.

In 1970, Caviglia-Harris said, Brazil had the highest income inequality in the world, with more than half the population living below the poverty line. Four decades later, after the government hatched a plan to give land away in the Amazon region, the country boasts “some of the lowest income inequality in its history” with just 21 percent of the population living below the poverty line, on par with the United States.

With development, however, came rapid deforestation, and while some benefited from government policy, poverty rates in the Amazon region continue to be drastically higher than in the rest of the country. “What policy makers struggle with now is should policy to reduce deforestation include measures that simultaneously address poverty,” Caviglia-Harris said.

Researching sustainable agriculture, planning and deforestation, and deforestation and development, Caviglia-Harris looked for an ideal way to balance two very different problems. “Our answer is no, there actually isn’t (a win-win solution),” she said. “Instead, what we think should happen is instead of identifying places for development and preservation we should separate those two things by identifying specific areas for development or preservation.”

Caviglia-Harris called for an increase in protected land from 44 percent to 70 percent, with targeted areas for protection and development. Sustainable development, she said, is a facade. “It’s a window dressing that makes developers and environmentalists feel good. Sometimes it’s better to do something than nothing, but many times it’s not.”

**The Issue of Communication**

Carayon presented “Understanding Misunderstandings: Cross-Cultural Communication in the Early Atlantic World.” “They say if you look closely you can find the roots of any scholar’s interest in their personal history and their personal experiences,” she said. “I’m afraid, in my case, you don’t have to look very far,” joked French-born Carayon, who studies cross-cultural communication in early colonial America. Carayon said she studied people who “moved to a strange land far, far away from home and struggled to make themselves understood,” as well as people who “realized they belonged to a group with whom they didn’t really originally identify with, because outsiders labeled them,” using Christopher Columbus’ misnomer of “Indians” as a prime example.

Although her own experience moving to the United States, she admitted, was not nearly as unsettling as early colonists, she “quickly discovered that linguistic fluency does not protect you from lost-in-translation moments.”

For the past decade, first with her dissertation and then with an in-progress manuscript, she has “been looking at how people from the Atlantic world … use not only their words, but also their bodies to connect and communicate,” Carayon explained. “Understanding misunderstandings can help us avoid important misinterpretations of the past.” By looking at misunderstandings, Carayon suggested, we can learn about power relations, language learning and processes, and develop new and better historical interpretations.

**The Mysteries of Social Media**

Cox, who teaches social media journalism and is a freelance writer for The Daily Times, attempted to unravel the mysteries of social media in “To Tweet or To Post … That Is the Question. Examining Differences in News Content Across Social Media Platforms.” “It’s not just all about getting the news out there, now we have to worry about maintaining an audience,” Cox said. “Social media is to blame for that. So what we’re starting to see is a real shift in news definitions, news organizations departing some from their tried and true news stories informing the public, and starting to kind of get out there and think about social media and their news decisions.”

News organizations, Cox said, are starting to recognize Twitter and Facebook as means to drive traffic to news websites. Not that it’s an exact science. “People have traditionally told us what they want in news is public affairs topics like education and health and the environment and government – stuff that matters.” Advanced metrics, Cox said, have shown actual popular topics trend closer to “Shamu stories, salacious stuff, gossip, weird crime, that kind of thing.”

Cox explored the balancing act of using social media in journalism, looking at the specific differences between Twitter, which skews younger, and the wide, ubiquitous net of Facebook. Pulling from six major news sources over a two-year period, Cox found most used Twitter on a four-to-one ratio, while CNN preferred Facebook for its enhanced visual capabilities.
“A university affords many opportunities for intellectual growth and expansion of ideas,” said Dr. Diane Allen, SU’s provost and senior vice president of academic affairs, citing Research Day as an excellent example. “I continue to be impressed with the breadth of expertise at Salisbury University.”

Engaging Eagles

A former administrator and teacher with three decades of experience in the Maryland Public School system, Gorrow examined bald eagle recovery initiatives with “The Chesapeake Bay Bald Eagle: An Amazing Success Story in Wildlife Conservation,” collaborating with Craig A. Koppie, a spokesperson for the U.S. Fish and Wildlife Service Chesapeake Bay Office.

Gorrow said that she has felt a deep appreciation for wildlife and the environment since childhood. “I’m absolutely fascinated by the American bald eagle and concerned about the threats to survival it continues to face,” she said. “For the past several years, my scholarly effort has included observing, researching and photographing America’s national icon.” Gorrow hopes to help others understand the eagles’ way of life, promote species and habitat protection, and foster environmental stewardship.

Collaborating with Koppie, Gorrow went “Inside a Bald Eagle’s Nest” with a photography book of that name published by Schiffer Publishing in December. The co-authors were nationally recognized by the Nature Generation with the 2014 Green Earth Book Award.

“Our book presents a photographic journey into the nesting season of American bald eagles living in the Chesapeake Bay region,” Gorrow said. “We focused on one mated nesting pair living outside of D.C.” During their presentation, Gorrow and Koppie highlighted the sequence of the eagles’ activities from nest preparation to the fledging of the young.

Koppie began his study of eagles in 1977, when the birds were considered at risk for extinction due to urban sprawl, illegal hunting and environmental contaminants. “What I saw in the Chesapeake Bay was basically no white heads or white tails,” he said. “I never saw an eagle.

“They were very close to being annihilated in our area and across the country,” Koppie added. “The public isn’t even aware of how quickly in some ways this bird went from a nothing population to nearly 1,600 in the Chesapeake Bay.”

Improved habitats and less human interaction and interference helped gradually regrow the population from just 70 birds in the Chesapeake Bay region to more than 70,000 nationwide.

Still, just one in 10 eagles survive until adulthood. The answer, according to both experts, is grass-roots and scholarly outreach.

Economic Fairness

Shipper, professor of management in the Perdue School of Business, presented “Promoting Economic Fairness Vis-à-vis Shared Entrepreneurship around the World.”

“If you look internationally, nationally and locally, you’ll find significant economic inequality,” Shipper said. Shipper and his colleagues coined the term “shared entrepreneurship” after studying employee-owned companies globally. He has examined the “intercorrelation” between educational inequalities, economic inequalities, economic constraints and violence in multiple countries. Examining financial inequality, he found that 35 percent of the world’s population lives on less than $2 a day, while the seven wealthiest people in the world each have more combined wealth than the 400 million poorest. Moreover, from 1975 to 2014 the gap between the bottom 30 percent of American household income levels and the top 5 percent has more than doubled. That’s the bad news. “The good news,” he said, “is that wherever we have found a concentration of employee-owned companies in the United States, in Spain, in Italy and other locations you find incredible economic success, educational opportunities and low levels of violence.”

“Our work has drawn attention from over 140 of the 173 countries in the world,” he said. “Approximately 700 universities within the United States alone have used the teaching material produced by us.” He continued, “Seventy percent of them are the top undergraduate business schools, and 30 percent of them are the top graduate business schools. We’re trying to get people to learn about what is often called ‘Next Generation Workforce Strategies.’ I think we’re being fairly successful at doing that.”

In searching for potential solutions, Shipper does not advocate for “redistribution of income,” but rather he advocates for quality educational and earnings opportunities. Furthermore, he argues for the sharing of ideas. Economic fairness through shared entrepreneurship, Shipper suggested, can occur through domestic growth, international expansion and international incubation. “Such an approach provides people the freedom to meaningfully participate in a robust economy,” he said. “You need all three ingredients – education, earning opportunities and collaboration – to make it successful.”

On Coastal Inundation

Wang spoke on “Improving Prediction and Visualization of Coastal Inundation on the Eastern Shore of Maryland.”

Citing a recent article from The Washington Post, Wang said flooding from storm surge would likely threaten infrastructure in the nation’s capital. Another article suggested Maryland, too, was at risk of rising sea levels.

“Each time we read these kinds of articles some questions may come to our mind, questions such as, ‘is this really
happening or is this another political agenda?” she said. Moreover, if those phenomena were occurring could they be predicted before they occur and “is there something we can do about it?”

While climate change is a hot topic, according to Wang, coastal inundation is becoming the “most costly, most deadly and most frequent coastal hazard.” The Eastern Shore, for example, is the third most-vulnerable region in the entire United States, after Louisiana and Southern Florida.

“Observations on the past and present play a very important role in coastal inundation ... to be able to predict the future inundation event and understand its impact we need to rely on mathematical models,” Wang said, using “shallow water” equations to predict future storm surge conditions during hurricanes.

“The scientific study has shown enough convincing evidence that most coastal inundation will occur due to the climate change,” Wang said. “Our mathematical model, our computer program and also modern computer technology allowed us to accurately predict the future coastal inundation and visualize their impact.”

Teaching Mental Health

Webster shed the light on improving psychiatric care training with “Lights, Camera, Action: Standardized Patient Experiences and Psychiatric Mental Health Nursing.”

Using hired actors to portray mental health patients, Webster suggested, students gain real-world experience and understanding of how to deal with difficult patients, from hallucination and delusion to potential hostility. “As students begin the psychiatric clinical rotation they tend to worry, ‘will I say the right thing when I talk to the patient?’” Webster said. “They tend to worry, ‘will I say the right thing when I talk to the patient?’ What if I say something that makes the patient angry, or upsets them or causes them more harm? What if I don’t know what to say at all? What if my patient is angry and aggressive? What will happen?’

Each actor received at least 20 hours of training, with detailed scripts written by faculty, including Webster, each with more than two decades of experience. Following demonstrations, the clinical test group created a virtual theatre to examine the “standardized patient experiences” in order to give peer critiques.

During her five years of specialized research, Webster has “been collecting and analyzing data to determine the effectiveness of this as a learning strategy,” she said. “What we’re finding is that it’s very effective ... We are finding that not only does it decreases students’ anxiety, it increases their confidence level which in turn increases their ability to work with these individuals with mental illness.” The end goal is improved care thanks to the instruction of essential psychiatric nursing skills with decreased student anxiety and increased confidence, allowing practice in a safe and controlled environment.

Teaching Piper

Focusing on a single child through a case study, Wiencek explored “Reading and Writing with Piper: Pathways to Success.”

Wiencek met Piper through a program at SU’s May Literacy Center. “He was honestly the first child ... that we weren’t, what I’d consider, successful with,” she said, adding that she took a sabbatical to work with the 10-year-old, who she later identified as having developmental delays, including autism.

Piper was having difficulty reading basic sight words, reading at a pre-primer level and processing information slowly. Writing, Wiencek said, was something Piper “definitely did not like to do.”

“After all my years in public schools and working in the profession of reading, I wanted to help Piper succeed,” she said.

After doing a basic assessment, Wiencek focused on using writing as a road to reading, and specifically writing every day. “In an era where schools are taking ideas and throwing some out and putting new ones in, the emphasis on writing went right out the door,” Wiencek said. Change came slowly, but steadily. Word recognition in Piper strengthened, his willingness to write improved and his reading capacity blossomed. Using Wiencek’s program over a five-month period, Piper advanced his reading capacity from pre-primer to “late second, early third grade.”

Musical Diversity

A professional tenor and self-described “pretty mean tennis player,” Wright discussed “Confronting the Celebrant of Leonard Bernstein’s Mass.”

“As a concert artist I tend to weave in personal commentary for audiences,” he said. During the American Traditions competition in 2000, Wright “resisted doing that competition because of a prevalent mindset that valued classic music only, something still taught in many vocal programs throughout the country.”

Wright took an approach to “musical diversity” in the competition, highlighting songs that encompassed opera, blues, jazz, gospel and folk songs. “America has been busy,” he said, adding casually that he won the competition.

“The most poignant part of that story is that it took something as extraordinary as a medal around my neck to awaken in me the joy and importance of embracing many styles,” he said. “That has become an indispensable part of my professional life.”

(Read more about Wright’s research on page 11.)

View these presentations online at: www.salisbury.edu/rd2014