

NKU Faculty Research, Scholarship and Creative Activity Highlights

VOLUME 3 // NUMBER 4

CRISTIANE BIAZZIN

Associate Professor - Department of Management

1/2/2023

[Dr. Biazzin and colleagues published research about socially responsible initiatives in manufacturing supply chains](#)

Based on survey data collected in 262 manufacturing plants located in 15 countries, the authors compare and contrast different socially responsible initiatives in manufacturing supply chains and their effect on economic performance, socially responsible outcomes and manufacturing costs. The results minimize the potential tension between economic consequences and socially responsible initiatives. It presents an evolving process of socially responsible initiatives for SCM and evidences that when companies excel in their socially responsible endeavors, they can perform better.

* Picasso, F. G., Biazzin, C., Paiva, E. L., & Partyka, R. B. (2023). Socially responsible supply chain initiatives and their outcomes: a taxonomy of manufacturing companies. *Supply Chain Management: An International Journal*. 28(1), 90–106.

STEVE BIEN-AIME

Assistant Professor – School of Media and Communication

12/7/2022

[Bien-Aime coauthors study on coolness and news consumption](#)

This study surveyed college students to gauge whether coolness influences intention to consume news on four social networking platforms: Facebook, Twitter, Instagram, and Snapchat. Results indicate that news consumption on Twitter and on Facebook are generally rated as more useful and easier to use than on Instagram and Snapchat. However, consuming news on Twitter and Snapchat is perceived as the coolest overall, whereas news use on Facebook is rated as the least cool across all three coolness sub-dimensions. Because coolness, with attractiveness and subculture being two appeals that had unique contribution, explains a significant amount of variance in individuals' behavioral intentions to consume news on each of the platforms, this study suggests that, in addition to utilitarian aspects, coolness motivates news consumption on social networking sites and should be incorporated into future studies on technology adoption.

* Wu, M., & Bien-Aimé, S. (2022). Drab to fab: Examining the effects of perceived coolness on news consumption on social media. *Journal of Communication Technology*, 5(3), 1-26. <https://doi.org/10.51548/joctec-2022-011>

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RACHAEL CLARK

Part-time Instructor – Psychological Science

10/1/2022

[Dr. Clark publishes methodological review of mixed methods in positive psychology](#)

A call for diverse research approaches in positive psychology by the International Positive Psychology Association (2015) and the Journal of Positive Psychology (2017) challenged psychology researchers to consider methodology outside traditional quantitative methods. The purpose of this methodological review was to examine the use of mixed methods approaches in empirical studies in positive psychology. The review identified 56 positive psychology articles published between 2010 and 2019 that used a mixed methods approach. To our knowledge, this is the first review of mixed methods methodology in the field of positive psychology. The small number of published articles in that period indicate mixed methods is either not currently a widely used methodology in the field or it is being used without identifying terminology. Those studies using mixed methods often used positive psychology to inform an intervention in the quantitative strand and gathered interviews within the qualitative strand. Opportunities for growth for positive psychology researchers include interpreting data in mixed methods style and strengthening the identification of key features of the approach in the text.

* Clark, R.S., & Plano Clark, V.L. (2022). The use of mixed methods to advance positive psychology: a methodological review. *International Journal of Wellbeing*, 12(3), 35-55. <https://doi.org/10.5502/ijw.v12i3>.

WHITTNEY H. DARNELL, CRYSTAL D. DAUGHERTY, ZACHARY P. HART, and ANDREA LAMBERT SOUTH

Communication Studies

1/14/2023

[NKU Health Communication faculty's recently published article exploring First Responder vaccination beliefs gets press coverage](#)

As frontline providers, first responders are not always thought of as patients with unique health beliefs. During early and continued distribution, many first responders in the United States chose to refuse vaccination. Guided by the health belief model and emerging research related to SARS-COV-2, the aim of this study was to further explore the complex message conditions that contributed to first responders' early vaccination decisions. An online survey was conducted between March 1 and March 31, 2021, among first responders in the state of Kentucky, which has lagged behind most states in the percentage of the population who are fully vaccinated. The first responder sample included Firefighters, Emergency Medical Technicians (EMTs), and paramedics who completed a Qualtrics survey that included measures aimed at assessing health beliefs about SARS-COV-2, beliefs about SARS-COV-2 vaccines, source trustworthiness, and vaccine motivation. Findings suggest significant differences exist among first responders who have chosen to receive SARS-COV-2 vaccines and those who have refused, including source preference, conspiracy beliefs, and perceived risk. Future directions, including the exploration of institutional mistrust as a health belief are discussed.

* Darnell, W.H, Daugherty, C.D, Hart, Z. P. & Lambert South, A. (2023). Exploring First Responder Beliefs and Decisions to Vaccinate Against SARS-COV-2, *Health Communication*, DOI: 10.1080/10410236.2022.2149065H

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MIKE DICICCO and RYAN ALVERSON

Associate Professor/Associate Professor – Teacher Preparation and Educational Studies

12/22/2022

[Dr. DiCicco and Dr. Alverson publish article on learning environments in middle level education](#)

In 2017, the state of Kentucky distributed the Teaching, Empowerment, Leading, and Learning (TELL) survey to gain an understating of the learning environments in Kentucky schools. Many of the items on the TELL survey addressed key components of the School to Watch criteria and rubric. Researchers were interested in the teaching and learning conditions in Kentucky middle schools that contributed to successful school environments as defined by the Schools to Watch criteria, and to use results from the TELL survey to see what high scoring schools were doing well according to the teachers and principals that completed the survey. Researchers compared the 12 STW schools in Kentucky to other top scoring schools using TELL survey and STW report data. Findings suggest Kentucky STW schools are performing slightly above average compared to all other middle schools in all areas of the TELL survey. However, only two STW schools scored in the top 10 of the survey and the top scoring schools performed much better on the survey. Researchers discuss the implications of these results and suggest areas for future research.

*DiCicco, M., & Alverson, R. (2022). Examining Teaching and Learning Environments among Kentucky Schools to Watch and Non-Schools to Watch Schools Using TELL Survey Data. *Current Issues in Middle Level Education*, 27(1), 3.

HAILLEY FARGO

Assistant Librarian - Education & Outreach Services, Steely Library

2/1/2023

[Hailley Fargo co-edits a book on undergraduate research & academic libraries](#)

This all-new second volume contains lesson plans, activities, and strategies for connecting with students, faculty, and undergraduate research coordinators in support of undergraduate engagement and success. This volume Includes five sections on first-year undergraduate research models, cohort based models, Institutional repositories, course-based undergraduate research collaborations, and building and sustaining programs. This provides universities a set of models that Inspire and enrich undergraduate research while demonstrating the contributions of academic librarians.

* Hensley, M. K., Fargo, H., & Davis-Kahl, S. (co-editors) (2023). *Undergraduate Research & the Academic Librarian: Case Studies & Best Practices, Volume II*. Association of College & Research Libraries.

NKU Faculty Research, Scholarship and Creative Activity Highlights

SHARMANTHIE FERNANDO

Professor - Physics, Geology and Engineering Technology

7/8/2022

[Dr. Sharmanthie Fernando publishes a paper on black hole physics](#)

The authors study neutral massless scalar field perturbations around an extreme dilaton black hole in 2 + 1 dimensions: the wave equations of the massless scalar field is shown to be exactly solvable in terms of Whittaker functions. Thus, the quasinormal modes are computed exactly and shown to be purely imaginary: we show the existence of stable and unstable modes. Interestingly, the quasinormal modes do not depend on the black holes parameters and the fundamental mode is always unstable and depends only on the parameters of the test field. Also, we determine the quasinormal frequencies via the improved asymptotic iteration method which shows a good agreement with the analytical results.

* Fernando, S. González, P. A. & Vásquez, Y. (2022). Extreme dilaton black holes in 2 + 1 dimensions: quasinormal modes. The European Physical Journal C volume 82, Article number: 600 (2022)

WILLIAM HERZOG

Assistant Professor – Music

2/1/2023

[Dr. Herzog publishes article in major peer-reviewed journal](#)

While extremely rapid, long, irregularly measured runs appear in a great deal of virtuosic music, many students struggle to execute these correctly – resulting in dramatic banana-peel slips in performance. The solution to these slip-ups is to practice in ways that ensure rhythmic solidity. These include imposing a rhythm and practicing specific, rhythm-reinforcing exercises so that performances will be rhythmic and reliable, even when a performer feels pressure or performance anxiety.

* Herzog, W. (2023). Don't Slip on that Banana Peel: Preparing Unevenly Measured Runs for Clean, Reliable Execution. American String Teacher, 73(1), 25–31

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BOSHRA KARIMI and MAHDI YAZDANPOUR

Assistant Professor - Construction Management; Assistant Professor – Engineering Technology

4/1/2023

[Dr. Boshra Karimi publishes a paper at ASC](#)

The COVID-19 pandemic has had an enormous and long-term impact on education systems across the nation. Consequently, many colleges and universities adopted a variety of different instructional strategies and new policies to mitigate the effects of this transition on academic achievement, student learning, and emotional well-being. This instantaneous change to the new pedagogical models was likely to impact both students and instructors. In this study, a survey was conducted to analyze the effectiveness of adopting innovative teaching approaches in online and hybrid frameworks on students' engagement, achievement, and attainment at XXX university. Two statistical t-test and ANOVA test were performed to compare the results and demonstrate the significant differences between groups of data. In addition, the survey responses were correlated with grades in the subsequent semesters to determine efficacy. The result shows that incorporating active and interactive learning strategies can improve online learning experience of students. The responses indicate that introductory level and lab-based courses may benefit more from aforementioned strategies.

* Karimi, B., Yazdanpour, M., & Mosier, R. (Forthcoming 2023). "Online education efficacy in construction." Proceedings of the ASC Annual International Conference.

JESSICA KRATZER

Associate Professor - School of Media and Communication

1/1/2023

[Dr. Kratzer co-authors book chapter on stigma in a TLC show](#)

In 2019, the cable channel TLC debuted a television show called Hot & Heavy, with the premise of documenting committed, heterosexual relationships where the man has a thin or medium frame, but the woman is obese (i.e., mixed weight couples). Due to the controversy surrounding the nature of the program, it was cancelled after three episodes. The authors proposed that its premise made a lasting mark in terms of weight stigmatization in romantic relationships and in television. The purpose of our chapter was to explore Hot & Heavy. Using expectancy violations theory as a guide, we examined themes present in the show regarding relational and fat issues. A constant comparative thematic analysis was used to analyze the show exposing four emergent themes: Fat Identity, The Value of Thinness, Relational Turmoil, and Expressions of Love and Attraction. Cultural expectations of behavior were both supported and violated throughout the show in many ways. For example, the general premise of the show is an expectation violation: average sized men being attracted to, and in relationships with, fat women. Violations of expectations also occurred in relation to self-confidence, persuasive measures about weight loss from people outside of the relationship, and equating thinness with health. The findings of this show are a reflection of our cultural expectations based on body size.

* Asbury, M. B., & Kratzer, J. M. W. (2023). Televised stigma: Critical analysis of TLC's Hot and Heavy. In Hopper, K. M., & LeBlanc, S. S. (Eds.), The performance of bodies in popular culture: One size does not fit all. (pp. 143-171).

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DOUG KRULL

Professor - Psychological Science

3/1/2023

[Dr. Krull publishes article on coping with the death of a loved one](#)

Previous research suggests that more religious people cope better with the death of a loved one. The current research suggests that this outcome depends on the perceived faithfulness of the deceased. When the deceased is perceived to be faithful, more religious people cope better than do less religious people. However, when the deceased is perceived to be unfaithful, this outcome is reversed.

* Krull, D. S. (2023). Ready to Meet God? Faithfulness and Sadness at the Death of a Loved One. *Omega – Journal of Death and Dying*, 86, 1449-1460.

JOSE SAAVEDRA TORRES and CHIP HEATH

Assistant Professor – Marketing; Lecturer - Marketing

2/7/2023

[Saavedra and Heath published an article on the use of Artificial Intelligence to teach sales](#)

This article investigates the usage of an AI bot app called RNMKRS PitchPerfector to teach the sales skills necessary to deliver a successful elevator pitch. In particular, we wanted to know if the use of this app could increase student self-efficacy toward this critical selling skill. To analyze if RNMKRS had a real impact on students' elevator pitch self-efficacy, surveys were administered before and after the implementation of the RNMKRS assignment. In addition, class modality (online asynchronous, and in-person) was tested to identify potential differences in self-efficacy growth. We found that the usage of RNMKRS did increase student self-efficacy in the delivery of an elevator pitch. That impact was not influenced by classroom modality suggesting that it would be equally effective for an in-person class as it would be in an online asynchronous course. Finally, we discuss the challenges that we faced implementing RNMKRS with students.

* Saavedra Torres, J., & Heath, C. E. (2023). RNMKRS PitchPerfector: Artificial Intelligence to Booster Students' Self-Efficacy in Delivering Elevator Pitch. *Marketing Education Review*, 1-7. <https://doi.org/10.1080/10528008.2022.2159435>

NKU Faculty Research, Scholarship and Creative Activity Highlights

ELIAH WHITE

Lecturer - Psychological Science

2/1/2022

[Homing tasks and distance matching tasks reveal different types of perceptual variables associated with perceiving self-motion during over-ground locomotion](#)

Self-motion perception refers to the ability to perceive how the body is moving through the environment. Perception of self-motion has been shown to depend upon the locomotor action patterns used to move the body through the environment. Two separate lines of enquiry have led to the establishment of two distinct theories regarding this effect. One theory has proposed that distances travelled during locomotion are perceived via higher order perceptual variables detected by the haptic perceptual system. This theory proposes that two higher order haptic perceptual variables exist, and that the implication of one of these variables depends upon the type of gait pattern that is used. A second theory proposes that self-motion is perceived via a higher order perceptual variable termed multimodally specified energy expenditure (MSEE). This theory proposes that the effect of locomotor actions patterns upon self-motion perception is related to changes in the metabolic cost of locomotion per unit of perceptually specified traversed distance. Here, we test the hypothesis that the development of these distinct theories is the result of different choices in methodology. The theory of gait type has been developed based largely on the results of homing tasks, whereas the effect of MSEE has been developed based on the results of distance matching tasks. Here we test the hypothesis that the seemingly innocuous change in experimental design from using a distance matching task.

* Harrison, S. J., Reynolds, N., Bishoff, B., Stergiou, N., & White, E. (2022). Homing tasks and distance matching tasks reveal different types of perceptual variables associated with perceiving self-motion during over-ground locomotion. *Experimental Brain Research*. 240(4), 1257-1266.

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SEEKING COLLABORATORS

Seeking Research and Creative Project Collaborators

Are you looking for a collaborator on a project? In our next editions, we'll include postings by faculty and staff who are looking for collaborators on specific projects. Use this [link](#) to fill out the form for inclusion.

JULIE LASLEY

Program Director and Associate Professor Radiation Therapy

Looking to connect with another researcher for a collaborator for a research/creative project, no specific project in mind. Hoping collaborator could contribute qualitative skills to a project.

Contact: lasleyj1@nku.edu

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Other Research News

SUK-HEE KIM

Associate Professor - School of Social Work

Dr. Suk-hee Kim in the School of Social Work Received Research Grant Sub-Award (a part of \$1.1 million grant study) for the [Healthy Aging Programming](#)

The three-year study, Dr. Suk-hee Kim in the School of Social Work received a Healthy Aging Programming (Bingocize Project) grant award funded by the Centers for Medicare and Medicaid Services and the Kentucky Office of Inspector General through the University of Kentucky. This grant will be used to implement intervention at certified nursing facilities in Northern Kentucky, involving students from Northern Kentucky University. This grant opportunity has the great potential to improve health and quality of life among long-term care facility residents and opportunity to rebuild collaborative relationships between certified nursing home facilities and university faculty and students in-person programming.

Do you have research, scholarship or creative activity to share?

Use this [link](#) to submit for the next edition.

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