

NKU Faculty Research, Scholarship and Creative Activity Highlights

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ALYSSA APPELMAN

Associate Professor, Communication

1/5/2021

[Dr. Appelman publishes article exploring effects of acronyms in news headlines](#)

Through two experiments (N1 = 131, N2 = 520), this study looks at whether the negative effects of acronyms and abbreviations in headlines are based on their presence or their difficulty. In all, it finds support for a difficulty effect; people had lower content and source perceptions when they were shown a headline with unfamiliar acronym(s) compared with ones they knew, and they were more frustrated with those articles. These differences were moderated by need for cognition. In terms of a presence effect, people did perceive some differences in articles with acronyms in their headlines compared to those without, particularly if they were paying close attention, but those differences were much less pronounced. In other words, readers don't seem to be inherently bothered by the presence of acronyms in headlines; they seem to be bothered by the ones they don't understand. These findings suggest that journalists should strive to explain acronyms and abbreviations in headlines, rather than worry about avoiding them altogether. Implications for journalistic practice, reader engagement, and dual-processing theories of persuasion are discussed.

* Appelman, A. (2021). Written in code: Exploring the negative effects of acronyms in news headlines. *Journalism Practice*. Advance online publication.

JITANA BENTON-LEE

Assistant Professor, School of Nursing

[Building a Culture of Health for Rural Minorities](#)

Jitana Benton-Lee has been selected to participate in one of the Robert Wood Johnson Foundation's leadership programs. Culture of Health Leaders fosters cross-sector collaboration and supports people in their continued growth and development as agents of change for equity and health. These programs connect changemakers across the country—from every profession, sector, and field—to learn from and work with one another in creating more just and thriving communities.

Dr. Benton-Lee, an assistant professor in Northern Kentucky University's Doctor of Nursing Practice and Master of Science in Nursing programs, receives the fellowship and \$95,000 in funding to support her project focused on improving health care perceptions and initiatives for rural minorities in Kentucky. Throughout the three-year program, she will develop inclusive healthcare promotion and practices to educate communities on their health risk factors.

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JESSICA CHICCEHITTO HINDMAN

Associate Professor, English

[Hindman Writes Adapted Screenplay for Focus Features](#)

Dr. Jessica Chiccehitto Hindman has recently completed an adapted screenplay of her memoir, *Sounds Like Titanic*. The project was commissioned by Focus Features, the studio behind films such as *Eternal Sunshine of the Spotless Mind*, *Brokeback Mountain*, and *BlackKkKlansman*.

JOE COBB

Professor, Marketing, Sports Business, and Construction Management

[How is the image of an event or sports team influenced by its sponsors? Dr. Cobbs' latest study illustrates how corporate sponsors can build the brand of a sponsored entity.](#)

The purpose of this study is to develop and test a parsimonious model of brand equity reverse transfer, where the reputations of sponsoring brands influence the brand of a sponsored sports enterprise. Building on associative network theory and the Elaboration Likelihood Model, this paper utilizes an experimental design to examine how the brand equity of a sponsorship roster influences perceived prestige and ultimately the brand equity of the National Hockey League (NHL). Domain involvement acts as a moderator. Sequential path analysis supports the model's proposed relationships in that sponsoring brands positively influence the perceived prestige of the sponsored property, which directly affects the brand equity of sponsored property. Involvement in hockey amplifies this reverse transfer effect. While the numerous brands simultaneously engaged in sports sponsorship can be a source of clutter, these associations offer opportunities for sponsored enterprises to proactively manage their own brand equity. Although the predominant sponsorship perspective in the literature has been that of sponsoring brands, the supported model raises the prospect that brand equity transfer is not unidirectional and a reverse effect applies in the wider portfolio context seen in practice.

* Cobbs, J., & Groza, M. D. (2020). Reverse effects of sponsorship: Establishing sport brand equity. *Managing Sport and Leisure*, 1-18. doi.org/10.1080/23750472.2020.1848445

BOSHRA KARIMI

Assistant Professor, Marketing, Sport Business, and Construction Management

11/7/2020

[NKU CMGT Faculty Member Presented at the 106th Kentucky Academy of Science Virtual Annual Meeting](#)

COVID-19 has dramatically affected higher education experience. College students have been impacted in different ways by losing their job, experiencing online learning, and minimizing social activities. This research is based on a survey conducted in

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April and August 2020. More than 140 undergraduate students participated in the survey. This study examines the effect of pandemic on first-year, second-year, and third-year students.

* Karimi, B. (2020). COVID-19 Effects on NKU Students. Kentucky Academy of Sciences Annual Conference 2020, Virtual

KEVIN LOTZ

Assistant Professor, Social Work

11/18/2020

[Dr. Kevin Lotz Delivers Presentation at National Social Work Education Conference](#)

As the founder and former executive director, the presentation focused on the facts that over the past 14 years, Trinity Place Shelter, one of the nation's first and only shelters for homeless LGBTQ+ youth/young adults in the nation's largest city, New York City, they trained numerous BSW and MSW field placement students. The presentation focused on educational challenges encountered, lessons learned, future directions and solutions. For example, LGBTQ+ students often sought field placements within the agency because the client population was LGBTQ+. This created opportunities and challenges, considering other vast cultural and demographic differences between students and shelter residents. The presentation helped equip attendees to engage such matters of diversity, equity and inclusion to transform challenges into assets. The presentation also discussed how the vast majority of BSW and MSW students that applied for field placements were European American (White) however 95% of all shelter residents were African American and/or Latinx. Attendees were provided with strategies to navigate matters of intersectionality and cultural sensitivity, which were generalizable to other settings. Lastly, the presentation also highlighted the myriad challenges encountered training social work students pertaining to the organizational context of a small, inner-city, independent, grassroots nonprofit agency, which served homeless LGBTQ+ youth of color yet had modest agency resources.

* Lotz, K. V. Presentation. "We Didn't Start the Fires!" Field Education in a LGBTQIA+ Homeless Shelter. 66th Annual Conference of the Council of Social Work Education (CSWE). Alexandria, VA, November 18, 2020.

MICHAEL MANNHEIMER

Professor, Chase College of Law

11/15/2020

[Prof. Mannheimer Examines Country's Only Federal Execution in a Non-Death-Penalty State Prior to 2020](#)

The little-known case of United States v. Anthony Chebatoris, arising from a botched bank robbery in Michigan in 1937, has great relevance to today's criminal justice system. Until this past July, Anthony Chebatoris was the only person in American history to have been executed by the federal government for a crime in a non-death penalty State. Indeed, until 2002, Chebatoris appears to have been the only person in American history even to have been sentenced to death for such a crime.

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Since 2002, however, ten people have been similarly sentenced to death by the federal government for crimes committed in non-death States. There are obvious federalism concerns that arise when the federal government seeks to punish a person more harshly for a crime than he or she could be punished by the State where the crime occurred. This is particularly so where the federal government imposes the death penalty where it is not authorized by state law. Yet these federalism concerns were overwhelmed in the Chebatoris case by the drastic changes, wrought by the Great Depression and the response thereto, in the relationship among the States, the federal government, and the people. This reconfiguration was manifested not only by the New Deal programs that are commonly known but also by the less familiar “New Deal for Crime,” a bold initiative to inject the federal government into criminal matters on a larger scale than ever before.

* The Unusual Case of Anthony Chebatoris: The “New Deal for Crime” and the Federal Death Penalty, 70 SYRACUSE L. REV. 851 (2020)

MICHAEL MANNHEIMER

Professor, Chase College of Law

12/15/2020

[Prof. Mannheimer Explores When Police Should be Allowed to Use Deceptive Interrogation Tactics](#)

The jurisprudence on the use of police deception during interrogations is singularly unhelpful. Police may deceive in order to induce a suspect to confess, the courts tell us, unless they go too far. Police are permitted, for example, to feign sympathy for the suspect, lie about the existence of incriminating evidence, and falsely downplay the seriousness of the offense under investigation. But when police engage in other forms of deception, such as by offering false promises of leniency or misrepresenting the suspect’s Miranda rights, courts will balk and declare the resulting confession coerced. Yet neither courts nor commentators have successfully articulated why exactly the line is drawn where it is. Part of the reason is semantic. Courts typically treat police deception as if it were a type of coercion. But the problem with most police deception is not that it is potentially coercive but that it is potentially fraudulent. And the key to evaluating noncoercive police deception is materiality, an element of fraud across many different contexts. A confession induced by noncoercive police deception should be suppressed if the deception relates to a fact material to the suspect’s decision to confess. Such a fact is material if, but only if, a reasonable person in the suspect’s position would have attached importance to the fact in deciding whether to exercise or forgo the right to remain silent. This standard explains much of the caselaw in this area.

* Fraudulently Induced Confessions, 96 NOTRE DAME L. REV. 799 (2020).

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DEBRA MEYERS

Professor, History

5/1/2020

[Dr. Meyers publishes book on the implosion of the Catholic Church](#)

“This superb collection of essays provides Catholics with a series of high-powered lenses for examining the monolith of clerical corruption that has thwarted Gospel justice in the 21st century. Moving us deeper into the root causes behind today’s painful headlines, individual contributors not only demonstrate the power of feminist analyses in exposing the long arc of sacralized misogyny and sexism, they unflinchingly expose prelates who cover up crimes and illuminate the power of the #MeToo movement to shift the narrative and expose the lackadaisical reporting by media outlets on the abuse of women religious in recent years. Overall, these contributors remind us that muscular correctives are available and being engaged against a rotting clericalist system. They illuminate critical remedies for holding Catholic clerics accountable, establishing full equality for women, and transforming hierarchical concepts of authority, power, and gender in order to carry out the work of the Gospel for today’s world.” — Deborah Rose-Milavec, Future Church Co-Director

* Debra Meyers and Mary Sue Barnett, eds. *Crisis and Challenge in the Roman Catholic Church: Perspectives on Decline and Reformation* (Lexington Books: academic division of Rowman and Littlefield, 2020).

KOBENA OSAM

Assistant Professor, Organizational Leadership/MPA

6/24/2020

[Dr. Osam publishes on how to Improve Organizational Efficiency using a Performance Improvement Model](#)

This case study sought to apply the principles of human performance technology (HPT) using Rummler’s (2007) Result Improvement Process (RIP) model at XYZ Inc. XYZ Inc. is a sports product manufacturing company located in the Midwestern United States that specializes in the production of cutting-edge sports technology for athletes and trainers through research and development. Data were collected through interviews and observation of the production process. Emerging themes from analyzing the interview data were combined with observation notes to complete a performance analysis. Results indicated that XYZ Inc.’s issues with product assembly and outdated production manuals were the problems affecting production. Relocating manufacturing operations and updating production manuals were recommended as potential interventions to solve the performance problem.

* Osam, E. K., & Nold, K. (2020). A Case Study on the Application of a Human Performance Technology Model to a Sports Product Manufacturing Company. *Performance Improvement*, 59(5), 17-25.

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JACLYN PERRMANN-GRAHAM

Assistant Professor, Management

12/30/2020

[Exploring the Interaction Effects Between Human Resource Systems and Resource Orchestration on Firm Outcomes](#)

Firms that leverage the interaction of HR systems with resource orchestration are better able to respond to increasing globalization and the inherent complexities and dynamism of operating in these environments. In this paper, we theorize how firms leverage this interaction to influence organizational level outcomes, specifically firm financial performance and organizational learning. In doing so, we both examine how human capital is viewed and answer calls within the literature on how resources are combined to influence firm outcomes. Our work follows Sirmon et al. (2007) framework and spans departmental boundaries making it both relevant and practical to all business disciplines and fields.

* Peat, D. & Perrmann-Graham, J. (2020). Exploring the Interaction Effects Between Human Resource Systems and Resource Orchestration on Firm Outcomes. *Advances in Business Research*. 10(1), 18-35.

KALIF E. VAUGHN

Assistant Professor, Psychological Science

12/16/2020

[Dr. Kalif E. Vaughn publishes manuscript on improving resilience for students with a high fear of failure](#)

Research on praise, in support of a growth mindset, has overwhelmingly focused on children. We explored how praise influences performance in college students. Colleges are often challenged to respond to students' established mindsets in the face of increasingly demanding coursework. Specifically, we examined how fear of failure may alter the effects of ability praise and effort praise. When the task was overly challenging, participants surrendered regardless of the type of praise (Experiment 1). When the task was more manageable, effort praise motivated students with a high fear of failure (Experiment 2). These results collectively have implications for responsive teaching with regards to course design, pedagogical style, and student retention.

* Vaughn, K. E., Srivatsa, N., & Graf, A. S. (accepted). Effort praise improves resilience for college students with high fear of failure. *Journal of College Student Retention: Research, Theory & Practice*.

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ROGER ZARNOWSKI

Professor, Mathematics and Statistics

09/22/2020

[A refinement of the 3x+1 conjecture](#)

The $3x + 1$ conjecture pertains to iteration of the function T defined by $T(x) = x/2$ if x is even and $T(x) = (3x + 1)/2$ if x is odd. The conjecture asserts that the trajectory of every positive integer eventually reaches the cycle $(2, 1)$. The $3x + 1$ problem, to either prove or disprove this conjecture, remains unresolved after decades of attention and continues to be of great interest in the study of dynamical systems on the integers. We show that the essential dynamics of T -trajectories can be more clearly understood by restricting attention to numbers congruent to $2 \pmod{3}$. This approach leads to an equivalent conjecture for an underlying function T_R whose iterates eliminate many extraneous features of T -trajectories. We show that the function T_R that governs the refined conjecture has particularly simple mapping properties in terms of partitions of the set of integers, properties that have no parallel in the classical formulation of the conjecture. We then use those properties to obtain a new characterization of T -trajectories and we show that the dynamics of the $3x + 1$ problem can be reduced to an iteration involving only numbers congruent to 2 or 8 $\pmod{9}$.

* Zarnowski, R. (2020). A refinement of the $3x + 1$ conjecture. *Notes on Number Theory and Discrete Mathematics*, 26 (3), 234-244.

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

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