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BUCKING THE TREND: AN EXPLORATION OF THE FIRST GENERATION COLLEGE GRADUATE'S EXPERIENCE

Toby D. Baker

Faculty Mentor: Dr. Sara Bonewits Feldner, Communication Studies

Representing almost half of all postsecondary college students (Choy, 2003), first generation students (FGS), those whose parents do not have a bachelor's degree, enter college less prepared than the students whose parent have a degree (Rodriguez, 2003). Although these students have access to programs to enrich their academic integration, they have less knowledge on how to "play the role" of a college student than their counterparts. This is partly due to intergenerational narratives passed from their parents, which ultimately provides the fabric of the student's attitude toward higher education. This qualitative study uses data from in-depth interviews of eight FGS graduates to explore how their pre-collegial intergenerational narratives form their conceptions of college, and how these narratives compare to their actual on-campus experiences. Responses are analyzed through the lens of socialization assimilation theory, organization communication concept that seeks to explain the entry process of newcomers into an organization. Participants' responses were then arranged into three subsequent phases: anticipatory assimilation (prior to entering an organization), encounter (the earliest experiences after entering the organization), and metamorphosis (acceptance into the culture of the organization). Findings provide a basic understanding of the mindsets of FGS when matriculating to college. The conclusion discusses further theoretical and practical implications.

INTERSECTIONALITY: MEXICAN CULTURE AND SEXUAL MINORITY STATUS

Marisa Curley

Faculty Mentor: Dr. Ed de St. Aubin, Psychology

This paper focuses on intersectionality, a term that describes the multiple categories of social group membership; this research study specifically focuses on how the intersectionality of Lesbian, Gay, Bisexual, and Transgender (LGBT) Mexicans living in Milwaukee influences their identity development. Sexual and ethnic minorities may feel that they cannot express their true identities in their cultures that may have clashing values. The purpose of this study is to understand the unique and diverse experiences characteristic of the LGBT Hispanic identity, while addressing questions such as what does it mean to be both LGBT and Hispanic, and how do the two backgrounds of the LGBT and Hispanic communities shape the identity of these individuals? Background literature exploring the Hispanic culture and LGBT culture was collected from Peter Barbosa, Linda D. Garnets, Douglas C. Kimmel, and Oliva M. Espín. These findings were compared in a qualitative study with five individual interviews conducted with LGBT Mexicans living in Milwaukee, WI at the Sixteenth Street Community Health Center using an interview model based on Dr. Dan P McAdams' The Life Story Interview. Common themes throughout the interviews found that the strong family system that is distinctive of Hispanic

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communities, perceptions of US and Mexican cultures, gender and sexual identity journeys all have an effect on the way that Mexican LGBTs view themselves and others in both of their communities. While having particular values that shape their lives, attempting to synthesize both identities of being LGBT and Hispanic or Latino is essential to this population.

DRUG DEVELOPMENT IN SCHIZOPHRENIA: EFFICACY IN PRECLINICAL AND CLINICAL TRIALS TO SHOW ROLE OF ANTIPSYCHOTIC DRUGS

Eduardo de la Cruz

Faculty Mentor: Dr. M. Behnam Ghasemzadeh, Biomedical Sciences

Schizophrenia is a brain disorder that impairs cognitive, responsive and emotional behaviors in about 1.1% of the world's population. Pharmaceutical companies initially developed treatments in the 1950's (First Generation Antipsychotics) and more recently around 1990's (Second Generation Antipsychotics); however, 74% of patients under long-term treatment discontinue medication due to side effects more intolerable than the symptoms themselves (CATIE Trial, 2007). Hence, the drug development process is extensively challenging in schizophrenia; yet, the overarching question we ask ourselves is: if have we been spending billions of dollars for the last 60 years, without one effective treatment, can we improve efficacy in research trials? Our research focuses on gathering the most accurate and predictive preclinical and clinical tests to show role and efficacy of five mostly prescribed and recent antipsychotic drugs. In drug discovery, it takes 10-15 years in preclinical and clinical studies for a drug to become widely approved, hence the importance to conduct the most predictive methods to test antipsychotic drugs. Our research focuses most importantly in preclinical studies, as experimentally supported by our research team, as well as clinical examinations. Our preclinical studies have proven to show efficacy of antipsychotic use in novel object recognition, social interaction, and other studies. Clinical research allows a variety of designs for the role of APD's in different neuropsychological assessments, such as Cognitive and PANSS tests. The undeniable factor that extensive amounts of expenses, time and research experience incorporates larger biotech and pharmaceutical manufacturers towards drug discovery as today's the cornerstone for research.

SHOOTING FOR THE STARS: A STUDY OF AFRICAN AMERICAN MEN AND SPORTS

Monique N. Driver

Faculty Mentor: Dr. Richard Jones, Sociology

Little research has been done on the socialization of African American men into sport. While "the dream" of making it to the professional level may seem plausible to many young boys across the country, the reality is, many of these dreams will not be fulfilled. This qualitative study examines the experiences of African American college football and basketball players and their experiences with sport as a means to an end. The sample consisted of ten subjects who voluntarily participated in in-depth interviews. The data collected follows a career model

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framework as it investigates the lives of the athletes from childhood to present day. While the pursuit of this dream entails status, mobility and an education; their route typically ends there. As data was collected and analyzed, common themes emerged throughout the course of the athletes' lives as a child, adolescent and adult. This research seeks to examine the vast fixation of sports in the black community, how athletes use sport as the vehicle to get to the professional level and the consequences of their quests.

NEIGHBORHOOD EDUCATIONAL OPPORTUNITIES ZONES: SCHOOL-COMMUNITY COLLABORATIONS IN URBAN SETTINGS

LaTasha P. Ellis

Faculty Mentor: Dr. Martin Scanlan, Educational Policy and Leadership

This study explores the resources and assets that schools in the Lindsey Heights Neighborhood draw upon to improve educational opportunities for students and families. I first locate these resources and assets, then ascertain the networks and partnerships amongst individual and organizations that draw upon them. Finally, I provide an initial account of how one community school effort is unfolding in this neighborhood. Typically there is a disconnect between the school and the community, especially in urban settings. Problems of urban schools and inter-city communities are interconnected, as must be their solutions (Warren 2005). When schools and communities collaborate, both the quality of communities and schools have potential to improve. I gathered data through interviews with principals, teachers, school partners, parent coordinators, a community centers representative, school counselors, and priests. These interviews provide a glimpse into how schools and organizations are working to improve educational opportunities in this area. I also reviewed school and agency websites and conducted fieldwork through neighborhood walks in the community. My findings indicated 56 resources and assets working with schools in the Lindsey Heights Neighborhood. I found networks of primary staff of schools to be plentiful on the part of the principal, but they not as strong for teachers and school counselors. Lastly, although a community school in theory is a good idea for such an area as Lindsey Heights, Hopkins Lloyd Community School is having a hard time convincing its own community that a community school is worth exploring.

THE BUDGET REPAIR BILL: HOW IT WILL AFFECT WISCONSIN AND MILWAUKEE PUBLIC SCHOOLS

Anthony J. Gaines

Faculty Mentor: Dr. John McAdams, Political Science

The goal of the research was to provide an in-depth analysis of the Budget Repair Bill which has been misconstrued by the media and other resources that portrayed the bill through a bias perspective. This research assesses the direct correlation of Governor Walker's Budget Repair Bill and how it will affect Milwaukee Public Schools in the future. Research was conducted that focused on the views of both Democrat and Republican. Scott Walker, Republican Governor of

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Wisconsin, recently implemented the Budget Repair Bill which has caused uproar of protestors who feel that the governor has lost sight of the people. The researcher used a qualitative methodology of interviewing multiple individuals from think-tanks, Wisconsin Education Association Council, Governor Walker's office, and specialists on the political aspect of the bill. Current research literature that dealt with school finance and the Budget Repair Bill was reviewed in order to further understand the allocation of funding that has been taken from MPS. This is a pilot study. The objectiveness of my research provides the basis for understanding the huge debate surrounding the bill. Preliminary findings and implications for the need for further research are included in this study.

RACE AND IDENTITY: THE CASE OF THE IGBO PEOPLE IN THE AMERICAS

Cicely Bianca Hunter

Faculty Mentor: Dr. Chima Korieh, History

This paper explores the way the Igbo people of the Bight of Biafra hinterland, West Africa, viewed race and constructed their identity in the eighteenth and nineteenth century Americas and the Caribbean, following their enslavement. The Europeans had an influence on the African people, so it is important to discuss how they viewed the Igbo and how the Igbo viewed themselves through identity and race. The Igbo people were brought to the United States and other parts of British Americas in large numbers through the Trans-Atlantic slave trade. Specifically, this paper explores the issue of race and identity formation through a critical study of the lives of two Igbo ex-slaves—Olaudah Equiano, the author of *The Interesting Narrative of the Life of Olaudah Equiano and Archibald John Monteath*, whose life as a slave and mission helper with the Monrovia mission in Jamaica has been told in a recent biography titled: *Archibald Monteath: Igbo, Jamaican, Moravian*. Equiano and Monteath were both born free, but they were captured and forced into enslavement through the Trans-Atlantic slave trade. Their lives will account for the experiences of other Igbo people and how they thought about race and identity. Through a critical study of the lives of two Igbo ex-slaves—Olaudah Equiano and Archibald John Monteath, this paper reveals how enslaved Africans not only contributed to the discourse on race in the United States and other parts of British Americas, but also were important in making their own identity.

THE IMPACT OF THE DEATH OF OSCAR ROMERO ON THE U.S.

Casimir E. Korducki

Faculty Mentor: Dr. Michael Donoghue, History

The intersection between politics and religion ranks among one of the more sensitive subjects in modern society, and few intersections are as contentious as the topic of Christian liberation theology. This paper analyzes the connection and distinction of political and religious messages

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in the words of Salvadoran Archbishop Oscar Romero. Scholars must take into account the influence of the political and historical climates of any liberation movement in order to understand the impact of key figures. It is only from this perspective that one can truly understand how Romero was primarily a spiritual and not a political leader. Arguments of radicalization, infiltration of Marxist principles into Christianity, and the validity of liberation theologians' perspectives dominate discourse. The climate in which Romero rose to prominence sheds light on the nuances of his view the role he played in the development of a Salvadoran conscience. Romero understood that involving himself too deeply in the political arena would compromise his legitimacy as a voice of condemnation. As historians we can better understand the attitudes, conceptions, and preoccupations involved in demanding the reform of structuralized injustice. By understanding the nature of the message and the role it played in the historical setting we are less susceptible to claims which pigeon-hole the Archbishop into a political category. It is my hope not to condemn his detractors, nor endorse those who award him grandiose titles, but instead clarify the misconceptions which would lead to those errors in interpretation of his legacy and message.

TWO-WAY DUAL LANGUAGE EDUCATION HOLDS PROMISE FOR NARROWING THE ACHIEVEMENT GAP BETWEEN BILINGUAL SPANISH SPEAKING CHILDREN AND CHILDREN THAT SPEAK STANDARD AMERICAN ENGLISH (SAE)

Erica N. Mallett

Faculty Mentor: Dr. Brenda Gorman, Speech Pathology and Audiology

When looking at the success rate of Spanish speaking English language learners (ELLs) in the United States compared to their white monolingual peers, there is a large achievement gap. As Latino children reach the grade school level the gap gets wider and they become at risk for developing reading disabilities. This is an important topic because when looking at this achievement gap, minority students are continuously being left behind. This results in a less diverse community in higher education. There has been much debate among researchers as to why this gap still exists. The purpose of this research is not to evaluate the possible reasoning for this achievement gap; as that would be impossible considering the cultural, lingual, and environmental differences that can be argued to hold the blame. Nonetheless, decades of research has indicated the benefits of native language instruction. Consequently, the real question is no longer whether or not bilingual instruction is effective, but rather how we can use this information to incorporate an inclusive education model that benefits all children. Early intervention is a key component in helping Hispanic children progress in their language skills. My research provides a review of the current literature surrounding ELLs and an educational system that allows them to develop skills in their native language without interference on their development in English. Based on both the extent literature base and recent advancements in brain and cognitive science research with dual-language learners seems to suggest that two-way dual language models hold promise in narrowing this achievement gap.

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'BIG BOYS DON'T CRY': A QUALITATIVE STUDY OF AFRICAN AMERICAN MEN'S CONSTRUCTION OF THEMSELVES AS VICTIMS OF VIOLENCE WHILE SEEKING PROTECTION ORDERS AGAINST FEMALE RESPONDENTS IN MILWAUKEE, WI

Jazmynn L. McCain

Faculty Mentor: Dr. Sameena Mulla, Anthropology

This study is comprised of observational research; conducted in the Injunction Court of Milwaukee County Courthouse. I focus on men who are alleged victims and women who are alleged perpetrators of domestic violence and how both parties construct themselves in the court of law. The law designates the alleged victim the petitioner while the alleged abuser is the respondent in each case. More specifically, this research is focused on African American men who are petitioners. Along with this data, I analyze how these men construct themselves in terms of dress, speech, and body language, as well as how alleged female perpetrators present themselves under the same categories. MLEARN Domestic Violence/Harassment Injunction Monitoring Forms were used to record general characteristics of each case, including qualities of the petitioner, respondent and all legal personnel. Additional amplified data on the respondent and the petitioner dress, bodily gestures, and speech was collected using a specialized observational sheet. I conclude that the petitioner's construction of themselves as masculine is intimately related to the self-presentation of female respondents, in order to prove their credibility.

NURTURING OUR ROOTS: AN INVESTIGATION OF HOW LINGUISTICALLY DIVERSE STUDENTS ARE EDUCATED IN CATHOLIC ELEMENTARY SCHOOLS

Irma L. Munoz

Faculty Mentor: Dr. Martin Scanlan, Educational Policy and Leadership

Addressing linguistic diversity in schools in the United States is essential because of the growing number of immigrants. The increase in non-Native English speakers has led educators to adapt to teaching linguistically diverse students. Schools must select a bilingual program that best fits their context. Often, bilingual programs discard a student's ability to speak two languages, allegedly so the student will learn English as quickly as possible. Bilingual models that cultivate students' native language, like dual immersion, offer the best support for their educational success. Not only do students gain proficiency in English but in their native language as well. Fluency in two of the most common languages is an asset that should be developed in education. Since the majority of immigrants are Latinos, it is important to understand how these students are educated. Catholic Elementary schools have sought to build a strong academic environment that offers support to its students. Promoting bilingualism does not only strengthen students' potential, it offers support to families. In this study, I am researching Catholic elementary schools in Arizona, New Mexico and Texas in order to find out how linguistically diverse students are educated to contribute to improving their educational opportunities

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TRANSCULTURAL NURSING: A COMPARATIVE ANALYSIS OF MIDDLE EASTERN AND AMERICAN CAM PRACTICES

Majidah Murrar

Faculty Mentor: Dr. Lesley Boaz, Nursing

AIM: The utilization of complementary and alternative medicine (CAM) is exponentially rising. There is no published data available about the use of CAM in Palestine in comparison to the United States. The purpose of this study was to investigate the patterns of use, reasons for use, and differences in CAM utilization among Arabs in the Middle East, particularly in Palestine, and Americans in the United States.

METHODS: A comprehensive literature review was used to carry out the objective of this study. Data was collected for a comparative analysis between the countries' CAM practices. CAM use was compared between adults in the United States using the 2007 National Health Interview Survey. In contrast, CAM utilization was compared in Palestine by examining the 2006 Sawalha questionnaire.

RESULTS: 72.8% of those living in Palestine have used at least one type of CAM and 74.6% of Americans have used CAM in the past five years. Herbal therapy and honey were the most commonly utilized types of CAM in the Middle East. Herbal therapy is also common in the United States along with meditation. In both countries, CAM was used mainly to treat respiratory and gastrointestinal disorders.

DISCUSSION AND CONCLUSIONS: Some types of CAM used in Palestine are common in the U.S., whereas other types were unique to this area. Patient outcomes from using this type of treatment vary with each use and have proven to be generally safe with rare cases of contamination, poisoning, and adverse effects.

UNDERSTANDING THE RWANDAN GENOCIDE: COMPARATIVE STUDIES ON THE CAUSES OF ETHNIC CONFLICT AND ITS INTENSIFICATION INTO GENOCIDE

Emmanuel Julius Niyonsaba

Faculty Mentor: Dr. Michael Fleet, Political Science

No vice can match genocide in the moral contempt that it engenders. It is a crime, and yet a disturbingly recurrent phenomenon in today's world, notwithstanding the increased importance attached to it in modern international law. Genocide represents the breakdown of cultural pluralism, and the most extreme and gruesome expression of ethnic conflict. As a backdrop to a more detailed analysis of the Rwanda cases, this study traces the development of ethnic conflict into civil and genocide in Sudan and Nigeria, and then looks briefly at South Africa, whose government and people were able to contain and reduce violence, and thereby maintain civility, among its several opposing groups. Drawing on the work of scholars such as Howard Handelman, Adam Jones, and Scott Strauss, I identify causal factors and formulate inferences and hypotheses that shape my approach to the tragic experience of Rwanda, to which I bring additional testimony of survivors who lived through and escaped it. I conclude that colonial legacies, social class differentials, levels of modernization, regime corruption and

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repression, and the re-enforcing and exacerbating impact of racial and religious divisions all played important roles in the escalation and/or contraction of conflict. I also conclude, however, that even modest levels of international intervention can be an effective deterrent to genocide, but that, unfortunately, most nations value their sovereignty, and their immediate political interests over and above the lives of citizens of other countries.

ARE THERE DIFFERENCES IN THE NEUROLOGICAL ADAPTATIONS TO RESISTANCE TRAINING

Jason D. Raymond

Faculty Mentor: Dr. Alexander Ng, Exercise Science

Many studies have investigated the adaptations to resistance training and have discovered that the first six-to-nine weeks result primarily in improvements within the central nervous system with little change in the size of the muscle. In a recent twelve week study, researchers have found that women have a larger increase in relative strength (force exerted post-training/force exerted pre-training) and men have a greater increase in absolute strength (force exerted post-training – force exerted pre-training). This study gives insights to possible neurological differences in men and women, but because it was twelve weeks long, changes in muscle size may have confounded results. To our knowledge, there are no studies that explore gender differences in the neurological response to a short bout of resistance training. We investigate this by using electrophysiological techniques such as EMG and electrical stimulation to measure indices of coactivation and the Central Activation Ratio. We also measure subjects' Maximal Voluntary Contraction in both dominant and non-dominant leg to monitor strength improvements. These tests are a good indicator of central nervous system change in the absence of muscle growth. The purpose of our ongoing study is to investigate the differences in the neurological adaptations between men and women in response to one-week of resistance training. We hope to give insight to rehabilitation strategies for pathological conditions that have an un-equal distribution of gender. While our study is a work in progress, initial data suggests women do have a larger neurological adaptation to the first week of resistance training.

THE WRITING CENTER GONE DIGITAL: OPTIONS, PERCEPTIONS, AND CONVERSION ANALYSIS OF TUTORING PRACTICES IN THE UNIVERSITY OF WISCONSIN-MADISON WRITING CENTER

Emily A. Shackleton

Faculty Mentor: Dr. Rebecca Nowacek, English

This proposal creates the framework to answer the question: Does offering programs online change the student-tutor dynamic of the writing center conference? Methods will include conversation analysis, modeled after the work of Black (1998) and Mortenson (1992), surveys of tutors and students, modeled after the Likert-type scale created by Thomson (2009), and nonverbal communication analysis with a display for temporally static form devised by Thomson (2009). The following aspects of the conference will be considered: a) the power

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dynamic between tutor and student, b) the first five minutes, as defined by Newkirk (1989), c) tone, and d) writer apprehension. All participants at the University of Wisconsin-Madison research site must have experience with online and face-to-face (f2f) tutoring, the tutors must have one semester of independent tutoring experience, and the same tutor will be monitored in multiple settings to minimize confounding variables in different tutoring styles. Microanalysis of data will compare f2f with synchronous and asynchronous online tutoring; meta-analysis will compare all tutoring conferences observed with tutor and student perceptions of them. To put the findings in context, the writing center director will be interviewed. The findings will be compared with the foundational writing center philosophy of North (1984) and Lunsford (1991) and the technology theory outlined by Blythe (1996; 1997). The research proposed will determine ways the tutoring dynamic may shift in online tutoring and whether or not writing centers should consider online tutoring as part of standard practice.

PEPPER IN A SEA OF SALT: DESCRIPTION OF COLLEGE LIFE BY BLACK UNDERGRADUATE EOP STUDENTS AT A PREDOMINATELY WHITE PRIVATE UNIVERSITY

Devonique N. Small

Faculty Mentor: Dr. Marcia Williams, Sociology

African Americans have been integrated into white school systems since the 1950's. Although it has been about six decades, blacks still experience some of the initial feelings and experiences. In this qualitative study, I interviewed ten African American students about their experiences being black at a predominately white university, who willingly participated in profound interviews. The participants are all of a part of the Educational Opportunity Program at Marquette University; more specifically this research seeks to examine looking at the experiences students go through and their interactions with faculty and staff and the ensuing challenges with being "pepper in a sea of salt". As information was collected and analyzed, common themes emerged from the interviews, the experiences from African American participants either digressed from each other's viewpoints or shared parallel viewpoint for themes: isolation, alienation, misrepresentation, compromised academic self-esteem, and discrimination. This is an important topic to explore because Marquette University makes a commitment to diversity, and commUNITY, so I am interested in determining their success in this endeavor by examining the EOP program, a key expression of that commitment

TIME COURSE OF EMOTIONAL RESPONSE TO POSITIVE IMAGES

Steven J. Snowden

Faculty Mentor: Dr. Nakia Gordon, Psychology

While mood induction procedures (MIPS) are commonly used in emotion research, there is a paucity of research regarding how long the induced emotion lasts. A meta-analysis conducted

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by Westermann et al. (1996) revealed that more than 90 percent of studies only reported on results immediately following the induction. Further, researchers have demonstrated that emotional episodes can last for a couple of seconds up to several hours or even longer. Thus, the aim of this study was to explore the duration of affect following a positive picture MIP. Participants completed ratings of 12 emotion and arousal descriptors (e.g., happy, sad, angry, aroused) using a visual analog scale (VAS: 0-100) ranging from “not at all” to “extremely” at various time points after viewing positive self-selected, positive standardized, and neutral standardized photos. It was predicted that the emotional response would diminish across time and that personally relevant photographs would elicit a stronger response. The results from each condition lent support for the first hypothesis that the duration of the emotional response would diminish as time persisted. Further, results indicated that self-selected photos elicited a more robust emotional response in individuals than did the standardized photos. Therefore, if researchers are aiming to have subjects complete a rating or a task while in an induced mood, the rating or task may have to conform to these observed time constraints. This study also suggests that when choosing stimuli for a MIP, it may be best to choose materials the participant deems personally relevant.

URBAN GANG RECRUITMENT AND EARLY PUBERTY: EFFECTS OF EARLY PUBERTY ON 6TH GRADE BOYS AND THEIR LIKELIHOOD OF GANG MEMBERSHIP

Khanh H. Tran

Faculty Mentor: Mr. Robert Rondini, Criminology and Law Studies

Middle school boys residing in an urban setting, who reach puberty prior to their peers, are more likely to be actively recruited by street gangs in the United States. Early puberty in males causes certain characteristics, such as aggression, that gang leaders look closely for during recruitment. Using the works of Edwin Sutherland, Louise Valle, and Roberta Simmons, this paper shows that there is a positive correlation between the variable of early puberty and increased vulnerability to gang participation. In Sutherland's and Valle's works, the focus was on the gang initiation stage and the certain types of middle school boys that were targeted for this recruitment in school. Simmons focused on the results of early puberty in the classroom and how it directly led to emotions and acts of anxiety, anger, and isolation. When one combines and compares these three respective works together, it is evident that a correlation exists among the two variables. As a result, the confirmation of this correlation will provide criminologists, sociologists, and school officials with another tool and perspective to combat gang recruitment in their respective setting or school. In addition, this research provides criminologists who are interested in this field of research with a clear and concise way of looking at these two variables through a different lens.

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THE TURKISH QUESTION: HOW THE AKP'S ISLAMIC ORIENTATION HAS AFFECTED TURKISH POLITICS

Samantha G. Whaley

Faculty Mentors: Dr. Susan Giaimo and Dr. Michael Fleet, Political Science

The Islamic orientation of the Justice and Development Party (AKP) has drastically changed Turkish politics since the party's election in 2002. The third re-election of the AKP in June 2011 further proves the strength of the party, its policies and methods in Turkey. This paper begins with the definition of Islam and secularism as it pertains to Turkey, along with an outline of the major policy changes made by the AKP and its regime leader, Recep Tayyip Erdogan. Additionally, Prime Minister Erdogan will be looked at on a personal level as a devout Muslim along with his background with the former ruling Islamic parties in Turkey, the Welfare and Virtue parties, and the effects of his experiences on his policies implemented in Turkey. The question of "Is the AKP an Islamic party?" will be analyzed and the AKP will be compared to other Islamic movements in Turkey and the Middle East, specifically the Fethullah Gülen movement. In association with the Fethullah Gülen movement, the idea of "Turkish Islam" will be defined, analyzed and discussed along with its effects and applications in politics. Finally, the consequences and benefits of the AKP policy changes for the direction of Turkey politics will be discussed. Major sources that were cited included Graham Fuller's "The New Turkish Republic" and Angel Rabasa's "The rise of political Islam in Turkey". These works provided the foundation for the basic arguments and supplied the roots and answers for various major questions posed in the paper.

THE \$12 BILLION QUESTION: A CASE STUDY REGARDING THE IMPACT OF CELEBRITY ENDORSERS ON BRAND PERFORMANCE

Larry A. Whitley

Faculty Mentor: Dr. Dennis Garrett, Marketing

The use of celebrity athletes as endorsers is ubiquitous. With that said, there is a certain risk that comes with employing these athletes, as several studies have shown that there is a correlation between how a company's brand is perceived based on the celebrity who endorses it (Till, Shimp 1998). For many years, Tiger Woods represented the complete package for companies looking for a celebrity endorser, as he was dominate on the golf course and seemingly flawless in everyday life. This perception changed in the early morning of November 27, 2009. On this day, Tiger Woods was involved in a single car crash, the result of a dispute centered on allegations of marital infidelity. At the time of the incident, Tiger was the most influential athlete in sports and thus serves as the perfect model for what would happen to other athlete endorsers with a tainted public image. After all, he was the highest paid endorser in the world at the time with marketers pouring millions of dollars into him and his "perfect image". By analyzing the marketing decisions made by the companies post-scandal, I am able to offer several managerial recommendations that companies should take away from the Tiger

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Woods case. Under what circumstances is the use of celebrity endorsers a good idea? When should a company drop a celebrity endorser?