Bradley University takes great pride in its vibrant faculty members who are highly engaged in research, scholarship and creative activity. Devoted to increasing knowledge in their respective fields through inquiry, collaboration, experimentation and discovery, Bradley faculty represent a wide array of academic disciplines.

In this edition of Bradley Works, we spotlight eight members of our exceptional faculty whose teaching and research uphold the high academic standards and global awareness that are the hallmarks of the Bradley Experience.

From aligning immigration patterns with Newton’s gravity model, to ergonomics engineering in dentistry, to neuromarketing research on types of food, and more, I am confident that you will be impressed with their endeavors.

- Sir Isaac Newton’s gravitational model provides the basis for Dr. Joshua Lewer’s research into international trade and immigration. By using the gravity model to explain aspects of global commerce, Lewer, the McEord professor of executive management development, has reached novel conclusions on what makes certain countries more attractive to immigrants — and which aspects of life in their homelands might compel them to leave.

- Dr. Regina Pope-Ford’s doctoral dissertation on ergonomics in dentistry inspired the engineering assistant professor’s current research on musculoskeletal disorders among dentists. Using a motion-tracking system and electromyography, she studied muscle use and strain as dentists completed common procedures. Pope-Ford hopes her efforts will ultimately lead to modifications in both dental equipment and the work habits of those in the profession.

- Neuromarketing research conducted by Dr. Kara Wolfe and Dr. David Olds with assistance from Bradley’s Center for Collaborative Brain Research provides food for thought on the way our brains are hardwired to respond to familiar and unfamiliar fare. Wolfe, the C.C. Wheeler endowed professor in the Department of Family and Consumer Sciences and director of Bradley’s Hospitality Leadership program, and Olds, assistant professor of family and consumer sciences, believe the study holds potential for aiding health educators and restaurant marketing executives in promoting healthy food options.

- Dr. Dan Getz and Dr. Jason Zaborowski are conducting research on ascetic practices in East Asia and the Middle East, respectively. Getz, associate professor and chair of the philosophy and religious studies department, embarked on site visits to China last summer to further his research on Buddhist monasticism, while Zaborowski, associate professor of religious studies, visited Egypt to continue his research on Christian monasticism. They are developing joint plans to offer Bradley students unique opportunities to study monasticism comparatively.

- Dr. Olatunji Dare is a journalism professor whose research, enhanced by his experiences as an international news correspondent, examines the function the media plays in developing countries’ democratization efforts.

- Focusing on radio communication in wildland firefighting, Dr. Elena Gabor, assistant professor of organizational communication, is working to improve training in radio communication practices and message design.

This research highlights the versatility and variety of Bradley’s talented and dedicated faculty. Committed to making a lasting, positive impact on the global community, they are key influencers of the next generation of researchers, academics, entrepreneurs and leaders.

Warm regards,
Our Mission

Bradley is a private, independent university in Peoria, Illinois, offering 5,700 students the choice of more than 100 academic programs. Bradley links academic excellence, experiential learning and leadership development with an entrepreneurial spirit for a world-class education. Our size provides students extensive resources not available at most private colleges and the personal attention not commonly found at large universities.
Bradley Ranked Among Best in Midwest

In Best Colleges 2015, U.S. News & World Report recognized Bradley as the top Illinois university of its type and number four overall among Midwest universities providing a full range of undergraduate and master’s programs. The Caterpillar College of Engineering and Technology was ranked nationally as one of the 35 best undergraduate engineering schools. The annual survey also recognized Bradley as a top ten “great school at a great price” in the Midwest. Visit bradley.edu/about/recognition for more national rankings.

Two Awarded Fulbrights

Bradley professor Dr. Nancy Sherman (right) and history secondary education major Derek Cantú ’14 (below) received Fulbright awards for the 2014–15 academic year. Sherman, a professor in the Department of Leadership in Education, Human Services and Counseling, and clinical coordinator for the Human Development Counseling program, received a Fulbright Scholar grant to Immanuel Kant Baltic Federal University in Kaliningrad, Russian Europe.
Federation. Her work includes teaching career and substance abuse counseling, as well as consulting with faculty at the school’s Institute of Social and Humanitarian Technologies and Communication. This is her third Fulbright Lecturing/Research Award.

Sherman also was named the 2014 Outstanding Faculty Adviser by Chi Sigma Iota, an international counseling honor society.

Cantú is in Slovakia through the Fulbright English Teaching Assistant Program. He plans to use the experience to launch a career in public policy.

Music Professor to Lead National Association

Director Recognized for Work with Small Businesses

Caterpillar Professor of Music Dr. Kyle Dzapo (above) was elected vice president/president-elect of the National Flute Association. She is serving a two-year term as vice president and then will become president of the 5,000-member organization. She also directs Bradley’s Honors Program.

Illinois Poet Laureate Featured on NPR

Illinois Poet Laureate and Caterpillar Professor of English Dr. Kevin Stein (below) appeared on NPR’s news quiz Whad’Ya Know? with Michael Feldman last March. The show aired live from Five Points Washington Performing Arts Center in Washington, Illinois.

James Foley directs operations for the nonprofit Turner Center for Entrepreneurship, which offers business counseling, technical assistance, training and educational activities to those planning to start a business.

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Librarian Author Ranked 14th in World

Xiaotian Chen, electronic services librarian and associate professor (left), was named one of the top 20 librarian authors in the world in the December 2014 issue of the journal *Scientometrics*. Chen, who came to Bradley’s Cullom-Davis Library in 2002, was ranked 14th in the world for his contributions to the literature of library and information science between 2007 and 2012. His most recent article, “Open Access in 2013: Reaching the 50% Milestone,” appeared in *Serials Review* in May 2014. Chen received a master’s degree in library and information science from the University of Oklahoma.

Beta Alpha Psi Brings Home Gold

Bradley University’s Zeta Lambda Chapter of Beta Alpha Psi (BAP), the national honorary organization for financial information students and professionals (below), received a Gold Chapter award for the fifth time in six years. Only 15 chapters out of approximately 300 worldwide receive the annual honor, the highest for a chapter, for going well above BAP requirements. The chapter received a $2,500 award.

Bradley Again Named Top School for Professional Sales Education

For the eighth consecutive year, Bradley’s professional sales program was included on the Sales Education Foundation’s list of “Top Universities for Professional Sales Education.” The program offers hands-on opportunities, as well as realistic experiences through sales role-playing. The current placement rate for the University’s professional selling graduates is 100 percent. Recent graduates have joined companies including ConAgra Foods, Coca-Cola, PepsiCo, McAfee, Oracle and the HON Company.

EMBA Students Make University’s First Study Abroad Trip to Vietnam

Fourteen Executive MBA students (above) experienced business and life in Asia last spring as part of the Global Environment and Issues module. Including stops in China and the University’s first study abroad excursion to Vietnam, the two-week class featured opportunities for cross-cultural interactions through meetings with business officials and visits to manufacturing and healthcare facilities. As part of a long-term project, the group presented a business plan for a Beijing-based subsidiary of Chestnut Health Systems, headquartered in Bloomington, Illinois.
Former U.S. Transportation Secretary Lauded

Peoria, Illinois, paid tribute to former U.S. Secretary of Transportation Ray LaHood ’71 HON ’11 (right) by renaming the section of Interstate 74 passing through the city in his honor.

The Peoria Historical Society and Bradley’s Institute for Principled Leadership in Public Service also presented LaHood with the Henri de Tonti Award for outstanding principled community leadership.

A native Peorian, LaHood served in the U.S. House of Representatives from 1995 to 2009 and was President Barack Obama’s transportation secretary from 2009 through 2013.

Komen Foundation Founder Honored

Nancy Brinker, HON ’10, former U.S. ambassador to Hungary and founder of the Komen Foundation and Race for the Cure (left), received the Distinguished Entrepreneur Award on campus last November. As the Turner School Distinguished Entrepreneur Speaker, she shared her story about starting and developing one of the most important social entrepreneurship ventures in the country in memory of her sister, Susan G. Komen.

Economics Professor Recognized

Dr. Jannett Highfill, professor of economics (below), was named the International Atlantic Economic Society’s member of the month for August. She serves on the society’s board and provided a tribute sonnet reflection on conference memories for a special issue of the society’s November 2013 journal.
Note Worthy

Game Changer: Charley Steiner School of Sports Communication

As a longtime figure at ESPN and broadcaster for two iconic Major League Baseball franchises — the New York Yankees and Los Angeles Dodgers — Charley Steiner ’71 HON ’10 has left an indelible mark on sportscasting. His mark on the University will be as enduring.

Bradley announced in January the Charley Steiner School of Sports Communication is the first named sports communication school in the country. A formal dedication is scheduled for March 31. In addition, the four-time Emmy Award winner will spend time on campus every fall and invite other broadcasters, writers and media professionals to join him in teaching at the Steiner School. His gift to Bradley will expand offerings for internships, create symposiums and lectureships and enhance options for expedition courses and trips to major sports and media markets in the U.S. and abroad.

“My career began at a time when the words ‘sports’ and ‘journalism’ rarely shared the same book, much less the same sentence,” the 11-season Dodgers broadcaster said, adding the industry now is worth hundreds of billions of dollars a year. “Bradley can become a driving force in ways we can’t even begin to project. Being a part of that process, from the place where it all began for me, brings an overwhelming sense of pride and joy.”

Bradley President Joanne Glasser said Steiner is a wonderful friend to the University. “We are so proud of our distinguished alumnus and the success he has achieved. Charley’s gift is transformational for our sports communication program.”

Launched in the fall of 2009, the program now has 120 majors. They prepare for management positions in professional, collegiate and amateur sports, as well as jobs in sports media and as sports information and communication specialists. The program familiarizes students with diverse aspects of sports communication, including sports journalism, promotion and publicity, production and performance, and sports media relations. Its students have interned for NBC at the Olympics in London and in Sochi, Russia, and at Super Bowl XLVI, as well as for professional and amateur teams, marketing groups and media outlets.

Hilltop Connection
A 2003 Bradley Centurion, Steiner was inducted into the school’s Athletics Hall of Fame in 1995. He endowed the Charles H. Steiner Scholarship for Bradley broadcasting majors in 2000. One of only 17 sportscasters in the National Radio Hall of Fame, he is among several famous broadcasters and announcers with connections to Bradley, such as Ralph Lawler ’61, Brad Johansen ’84, the late Jack Brickhouse ’37 HON ’90, and Chick Hearn. Steiner was the opening speaker at the Summit on Communications and Sports presented by Bradley in 2012.

“Charley’s generous gift, famous name and renowned achievements make the Steiner School of Sports Communication the first major league sports communication academic program in the country,” said Dr. Jeff Huberman, dean of the Slane College of Communications and Fine Arts. “These additions help Bradley attract the best students from throughout the country and the world to study with the very best faculty and connect with industry professionals.”

The announcement honoring the New York native also drew praise from sports figures. “Charley has chronicled two of our storied franchises and all of baseball with passion, enthusiasm and humor — qualities that will serve Bradley students well in all their pursuits,” noted former baseball commissioner Bud Selig.

Starting at radio stations on campus and in Peoria while a student, Steiner worked in Iowa, Connecticut, Cleveland and New York City before moving to ESPN. He has won several broadcasting awards and a Clarion Award for excellence for his coverage of the Mike Tyson trial.

Dr. Paul Gullifor, Henry Means Pindell endowed chair of the Department of Communication, noted, “With Charley’s support, we are opening the door to many more opportunities for our students. His name lends stature and prominence to our program. Great faculty who want to teach in sports communication will be attracted to the Steiner School.”

For more information, visit bradley.edu/SteinerSchool.
Grants and External Funding

During the fiscal year 2014, Bradley faculty and staff were awarded more than $2 million in grants and contracts from government agencies, nonprofit organizations, private foundations, corporate partners and other sources.

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| Grand Total     |                                           | **$2,112,144** | |
Bringing Gravity to Global Economics

Dr. Joshua Lewer knows the earth is round, yet he also thinks it’s flat. “I tell my students the world is flat and fast,” he said. “Flat because it’s easy to ship goods anywhere. There are few physical barriers. People and financial assets can move anywhere. And fast because the goods move fast.”

BY MARY BROLLEY
Photography by Duane Zehr
LEWER IS MORE than a bit curious about how the world’s goods — and the people who create and consume them — move from place to place. Studying these issues has become his life’s work.

“International economics is the study of how the world uses its scarce resources to maximize global welfare. It involves wealth and poverty, labor and the environment — the big issues of our age.”

He remembers how his research started: “The questions that intrigued me were, ‘What makes countries grow? Why are there so many people living in impoverished developing countries?’ So, I focused on international trade; specifically, does it matter what a country exports and imports?”

To begin, he used a formula derived from mechanical physics — the Newtonian gravitational model. “It’s a workhorse theory,” he said of Sir Isaac Newton’s law stating that the gravitational force between two planets is a function of their relative
masses and the distance between them. Often adapted for research in the social sciences, the gravitational model is so useful to Lewer that it has become the heart of his research when studying a variety of factors in international trade and immigration.

“There was a hole in the literature trying to explain trade between any two countries,” he said. “We know that about two-thirds of it is a function of the countries’ relative sizes and the distance between them (as in the gravitational model). By adapting the model, we hoped to ‘test around the margins’ to explain the remaining one-third.”

For example, he has studied whether international trade is affected by a shared religion or language or by a stock of earlier immigrants from the same country. Lewer’s specialty is macroeconomics, the part of economic theory that deals with the big picture of an economy’s health — aggregates such as national income, total employment and total consumption. A recent analysis, co-authored with Bradley professor of economics Dr. Bob Weinstein, explored the effectiveness of macroeconomic policies implemented during two recent U.S. recessions.

‘The Key Is Assimilation’

After using the gravity model to explain aspects of global trade, Lewer applied it to immigration. His research has yielded some novel conclusions, including the reasons certain countries are more attractive to immigrants.

“The ‘Western offshoot’ countries — Australia, New Zealand, Canada and the United States — are seen as newer, less entrenched, more welcoming,” he observed. “Immigrants like to move to where they’ll fit in. The key is assimilation: the ability to resume their daily routines.”

Another attraction for immigrants is the presence of others from their countries of origin, he added. “We call that a ‘path-dependent’ variable. Others have already emigrated and made a place for them.”

Some aspects of life in the source country make it more likely that a resident will leave. These so-called “push” factors include a large population, poor economic prospects and high unemployment. However, Lewer studies the other side of the coin, too: “pull” factors such as a common language, historical ties and/or a large population (thus, a strong need for additional workers) in the destination country.

At its best, Lewer believes globalization fosters peace. “It’s the universal economic doctrine: Isolation causes conflicts; openness brings people together.” Yet, he explained that the process of globalization is fragile, citing periods in U.S. history when war or other issues prompted the imposition of tariffs to protect jobs or industries.

Lewer also noted that globalization increases risks — interdependence, the potential for job loss, the spread of disease, and negative environmental impacts.

‘A Numbers Guy’

Lewer, the McCord professor of executive management development, has taught economics at Bradley since 2007. Also a research fellow for the Institute for the Study of Labor in Bonn, Germany, he earned his Ph.D. in
Bradley Works
2015   

economics from the University of Nebraska-Lincoln. In addition to having published several dozen refereed journal articles, he is the author or co-author of two textbooks: *Principles of Macroeconomics* and *International Trade and Economic Growth* (with Hendrik Van den Berg).

At Bradley, few of Lewer’s students are economics majors. He calls his classes “service based” — designed to give business majors a grounding in the discipline.

“I want students to understand the economic forces occurring all around them and be able to apply economic methodology to improve the environment in which they work and live.”

Lewer has heard his chosen field called difficult, complex — and boring. “I tell my students, ‘This isn’t your parents’ economics class. This isn’t the one in *Ferris Bueller’s Day Off*, where everyone is sleeping.’ I try to keep classes interactive, with content revolving around current macroeconomic issues,” he noted.

He is proud of his calling. “Many of my family members are in the medical field. My dad’s a dentist. Once, he asked me why I was interested in studying economics,” Lewer explained, then paused. “Now, I’m a numbers guy. I like trends and numbers, and it just kind of fit into what I was. But, it’s more than that.”

He added, “I told my dad what [economist and former longtime chairman of the Federal Reserve] Alan Greenspan told his father: We economists hope we can do some good for the human condition. We study how people use their scarce resources to help each other. It’s a noble study, a noble field.”

**Talks with Lewer ‘An Essential Introduction’**

Although economist Brian Biggs ’08 (above) never took a class from Dr. Joshua Lewer, they interacted often. “He joined the Bradley faculty during my senior year, when I was taking my upper-division electives,” Biggs said. “We spent a lot of time debating the merits of measuring societal progress via gross domestic product growth and discussing practical aspects of empirical economic research.”

In the spring of 2008, the senior economics major was awarded the Davies-Jackson scholarship to St. John’s College at Cambridge University in England. The scholarship for postgraduate work is awarded annually to an outstanding senior at a liberal arts college in the United States who is the first in his or her family to graduate from college. After earning a master’s degree at St. John’s, he went to work at Bloomberg LP and Europe Economics in London before taking on his most recent role as a research analyst at Grosvenor Group.

His frequent discussions with Lewer helped inform his research techniques — and thus his career, Biggs said. “Dr. Lewer showed me in a practical way how to conduct empirical research. Talking to him about the good, the bad and the ugly of working with real-world data and statistical software was an essential introduction to the ideas and methods I use every day.”

The gravity model of trade and immigration taught by Lewer, Biggs commented, provides a “template” students can use to begin to understand empirical economics. “It’s extremely intuitive,” he said. “Not only does it draw comparisons with a familiar idea from physics, but it’s also common sense.”

 Talks with Lewer ‘An Essential Introduction’

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In the spring of 2008, the senior economics major was awarded the Davies-Jackson scholarship to St. John’s College at Cambridge University in England. The scholarship for postgraduate work is awarded annually to an outstanding senior at a liberal arts college in the United States who is the first in his or her family to graduate from college. After earning a master’s degree at St. John’s, he went to work at Bloomberg LP and Europe Economics in London before taking on his most recent role as a research analyst at Grosvenor Group.

His frequent discussions with Lewer helped inform his research techniques — and thus his career, Biggs said. “Dr. Lewer showed me in a practical way how to conduct empirical research. Talking to him about the good, the bad and the ugly of working with real-world data and statistical software was an essential introduction to the ideas and methods I use every day.”

The gravity model of trade and immigration taught by Lewer, Biggs commented, provides a “template” students can use to begin to understand empirical economics. “It’s extremely intuitive,” he said. “Not only does it draw comparisons with a familiar idea from physics, but it’s also common sense.”
Pope-Ford became aware of this issue because her sister is a dentist. Discussions between the siblings — including that many dental instruments are designed for use by men — prompted the assistant professor of industrial and manufacturing engineering and technology to study ergonomics in dentistry.

Using a motion-tracking system and electromyography, a diagnostic procedure in which electrodes record electrical activity in muscles, Pope-Ford evaluated 12 dentists as they worked on a patient simulator. Procedures measured included tooth extractions, mirror checks and cavity preparations with a handpiece. Eleven sensors monitored muscles in the dentists’ necks, backs and shoulders, and seven tracked motion.

She also is studying the differences between dentists sitting versus standing during procedures. “I looked at the correlation between standing and muscle activities,” Pope-Ford said.

Her research revealed dentists stand less than 10 to 15 percent of the time with patients. While standing may cause back disorders, sitting may result in neck injuries. She said most of the dentists she studied exceeded recommended levels of muscle contraction for static postures. The key, Pope-Ford said, may be for dentists to “mix it up” and change positions throughout the day.

In addition to posture, Pope-Ford is studying muscle activity during procedures, grip types and lines of vision. Last summer, her research focused on the neck, while last semester, she looked at the impact on the back.

Her research began three years ago with her doctoral dissertation on ergonomics and human factors in dentistry, then she started researching the cognitive

The twisting and bending central to a dentist’s job can result in painful disorders of the neck, shoulders and back. Dr. Regina Pope-Ford’s research on musculoskeletal disorders among dentists aims to alleviate unnecessary discomfort.
aspect. “I would note comments the dentists made about stresses and psychosocial factors in their work.

“At least three or four of the dentists I talked with said they don’t seek medical assistance when they experience discomfort or pain. Some take over-the-counter medicine or see a chiropractor, but they often feel that discomfort comes with the job,” Pope-Ford said.

The dentists evaluated had been practicing between two and 40 years. “I found no correlation between the number of years of practice and the number of pain areas. Even though there is a high prevalence of work-related musculoskeletal disorders, activities and hobbies away from work also have an effect. However, exercise, massages and adequate breaks during the workday can serve as interventions,” Pope-Ford explained. “Mental fatigue affects physical performance, too.”

Pope-Ford would like to expand her study to see if the initial findings hold true. She also intends to broaden her research to other health care providers, such as surgeons. Another area of interest is studying children’s posture while they use cell phones and tablets.

“I am interested in studying the flexion of the neck with the head down,” she said. “Dentists exceed the amount of neck flexion that is recommended, and the same is happening with children. I believe we will start to see more neck and back issues among them.”

Pope-Ford hopes her research will ultimately result in modifications to tools, chairs and other products dentists use. She will present her findings at the Conference for the American Academy of Pediatric Dentists in Seattle in May. She hopes networking with dentists and suppliers will present opportunities to seek volunteers for future studies and to discuss funding.

Her article “Neck and shoulder muscle activation pattern among dentists during common dental procedures” is scheduled for July publication in *Work: A Journal of Prevention, Assessment, and Rehabilitation*. The journal covers the entire scope of the occupation of work, with a major emphasis on preventing workplace injuries.

Pope-Ford commented, “I like doing research that has an impact on people. In industrial engineering, almost everything we do is tied to the individual. I hope to alleviate or prevent injuries, and I enjoy the opportunity to interface with people. Engineering involves a great deal of theoretical research, but I like applied research.”
Brain Food: How Our Minds Determine Our Meals

According to a pilot study, a suspicion about unfamiliar foods is hardwired. The sight of so-called “comfort” foods activates our brains differently than does looking at unfamiliar foods.

BY BOB GRIMSON
“I WANT TO SEE HOW” neuromarketing research can help people make healthy choices,” said Dr. Kara Wolfe, principal investigator on the project. “If a diettian is going to develop ways to help people make healthy choices, what does that marketing look like? If children are food neophobic (meaning they are afraid to try new foods), they might not be getting the right nutrition.”

Wolfe, the C.C. Wheeler endowed professor in the Department of Family and Consumer Sciences and director of the Hospitality Leadership program, along with Dr. David Olds, assistant professor of family and consumer sciences, and researchers from North Dakota State University presented their work at the annual conference of the International Council on Hotel, Restaurant and Institutional Education in San Diego.

The study, aided by Bradley’s Center for Collaborative Brain Research, used functional magnetic resonance imaging (fMRI) equipment and software to examine which areas of the brain activated when participants were shown pictures of familiar foods, unfamiliar foods and unfamiliar foods with explanatory labels. This neuromarketing research could lead to increased understanding of people’s food choices and aid community health educators and restaurant marketing executives in promoting healthy options.

Participants were shown multiple sets of five pictures each of familiar foods, such as hamburgers, ice cream and pancakes, and unfamiliar ethnic foods, such as dragon fruit, gnocchi and bulgogi (Korean barbecue) without labels. They also were shown labeled unfamiliar foods. Sets of scenic photos were shown to participants between sessions of food pictures to “‘cleanse the palate’ and make sure the brain was differentiating between the food and the landscape,” Olds explained. “We wanted to give them a little break between the series of photos, so it wasn’t just 50 [food] photos at once.”

**How the Brain Sees Food**

Researchers found brain activity differs between viewing pictures of foods and pictures of scenery. It also differed when viewing the three types of food photos. “We wanted to demonstrate that the photos of the foods had a determinant effect on the brain,” Olds said.

The areas of the brain activated when foods were observed included the occipital, temporal and frontal lobes. Olds noted the unfamiliar foods, both with and without labeling, elicited responses from more and different areas of the brain.

“The familiar foods get a basal response in the visual cortex of the brain in the occipital lobe — ‘I’ve seen this food before, I know what it is.’ Not a lot of brain activity is needed to interpret the pictures of the familiar food,” Wolfe explained. “With unfamiliar foods, participants are functioning in the occipital lobe, but they’re using the temporal lobe to associate the food with things they know, as well. It’s not straight recall; it’s association. They use the insular cortex areas of the brain to aid in interpreting what they are seeing. The words on a label add
that extra executive function — reading and thinking. It’s not just a picture, it’s a picture and words and a decision. People use additional areas of the brain to make that decision.”

She also noted typical food preference surveys are open to validity concerns because of limited follow-up between participants’ responses and actions. “Food and marketing have been studied for a long time,” Wolfe said. “I believe the neuroscience validates the research.”

fMRI Aids Research
Wolfe previously researched food neophobia and pointed to her international travel with students as sparking her interest in the project: “I love to travel internationally, and I love to try new foods. Some students were adventurous eaters, and others were not. That’s how this research started.”

The study used nine male participants between the ages of 18 and 45, Wolfe explained, because past research showed males are more likely to seek new and unusual foods. They were screened for their suitability to undergo an fMRI and then had the same brain scans performed while viewing the food images.

Wolfe noted the pioneering nature of the study meant dealing with some knowledge gaps. The original 10 participants dropped to nine when one was found to have inhibited brain function because of insufficient rest the night before his testing. “We’re delighted there were actually significant differences [in brain activation] because it was such a small sample. I think we worked out a lot of bugs and kinks and could do it more easily the second time around,” Wolfe said. “It was a positive learning experience.”

Even with the limited number of participants, the sample size was within recommended guidelines, and the researchers collected 135,000 data points for analysis.

Wolfe and Olds intend to build on the pilot study, believing future projects can compare the brain activity of men and women, as well as investigate details of participants’ food choices and how they are made. Olds noted prior research indicated people chose unfamiliar foods based mainly on verbal information, such as a waiter’s description or viewing the product.

“We might be able to use brain scans to help us understand consumer behavior, such as why people choose or don’t choose a food product,” Wolfe said. “In other words, we can learn why people might or might not eat healthy or unfamiliar foods.”
In the Fall term of 2014, Bradley’s Department of Philosophy and Religious Studies presented a two-part lecture series in comparative monasticism that is just the beginning of a scholarly conversation between two colleagues who have carried out extensive research on ascetic practices in two different parts of the world.

Dr. Dan Getz, associate professor and chair of the philosophy and religious studies department, is an expert on religions in China and Japan and has spent many years studying Buddhist monasticism in East Asia. Dr. Jason Zaborowski, associate professor of religious studies, is an expert on Coptic Christianity and has likewise devoted himself to the study of Christian monasticism in the Middle East. During the summer of 2014, they embarked on site visits to China and Egypt, respectively, to research the living traditions and historic artifacts spanning the long history of asceticism in those regions.

The narratives and accompanying slide shows that Getz and Zaborowski presented provided an update on their work and invited discussion from students, faculty and residents of Peoria who were in attendance. Their research is leading
toward important publications in their respective scholarly fields, but they are also developing joint plans to offer unique opportunities for Bradley students to study monasticism comparatively.

**Egypt and the Middle East**

Tradition traces the origins of Christian monasticism to St. Antony (c. AD 254–356) of Egypt. The story of his life was one of the most widely read books of early Christian holiness, making famous the deserts of Egypt as training grounds for asceticism — “spiritual exercise.” The *Life of Antony* describes his renunciation of the world, giving away his possessions in order to follow Jesus, a path filled with years of combat against demons before a band of monks began to join him. Modern scholars have recognized that Christian asceticism

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**OPPOSITE:** The Venerable Yifa, a Taiwanese nun, established the Woodenfish Foundation, an organization promoting Western scholarship on Chinese Buddhism. She stands at the Tiantai site where Zhiyi is recorded to have preached the Dharma (Buddhist teaching) to his disciples. **RIGHT:** Father Maximous al-Antony, abbot of St. Antony’s Monastery, demonstrates the ancient key to the monastery at Red Sea, Egypt.
originates from multiple sources besides the Life of Antony tradition. Zaborowski traveled to St. Antony’s Monastery in May 2014 with a team of scholars in order to understand Egyptian monasticism in light of new scholarship.

During a sabbatical in 2013–14, Zaborowski joined the Early Monasticism and Classical Paideia project based at Lund University in Sweden (mopai.lu.se). This five-year research program includes more than a dozen scholars (primarily from Sweden) who are examining the ways that Christian monasticism appropriated Greco-Roman traditions of education. Zaborowski was invited to the program specifically to apply his specialized language skills to the decipherment of Arabic manuscripts produced by Christians in Islamic rule (post-seventh century). He spent the year reading Arabic translations of traditional Christian wisdom literature in The Sayings of the Desert Fathers, comparing them to pre-Islamic recensions of the same Sayings in Greek and Syriac languages. By studying the reception of ancient Christian wisdom in Arabic manuscripts, Zaborowski is learning how Christians adapted their received wisdom to differing cultures and circumstances. He is developing his research into a book explaining the Arabic reception of The Sayings of the Desert Fathers.

The scholars brought an array of backgrounds — history, philosophy, archeology — to discuss questions from various academic disciplines as they traveled from St. Antony’s Red Sea Monastery to Luxor in the south, and to one monastery after another down the Nile to Alexandria. During the open forum at Bradley last fall, Zaborowski mentioned how the abbot of the Monastery of St. Macarius presented...
him with a modern Arabic edition of *The Sayings* just published by the monastery. Zaborowski’s presentation emphasized that Egypt has both a rich monastic history and a vibrant living community.

**China**

In August 2014, Getz traveled to China for a workshop on the Tiantai tradition within Chinese Buddhist monasticism. Tiantai monasticism played a significant role in adapting Buddhism to Chinese culture. The first forms of Buddhist monasticism arose in the renunciant community founded by the Buddha Gautama around the fourth century BCE. The Buddhist monastic way of life provided an alternative to mainstream society, offering a community of moral and contemplative cultivation aimed at attaining the same liberating insight achieved by the Buddha. Monasticism came with the arrival of Buddhism in China during the first century CE. Dotting the urban and wilderness landscapes, monastic institutions became havens of spiritual cultivation and scholarly work that eventually adapted Indic Buddhism to Chinese society, granting Buddhism a place alongside Confucianism and Daoism as one of three great philosophical and religious traditions of Chinese culture.

Getz has been studying Tiantai for many years, and the workshop brought him to the Tiantai Mountains in Zhejiang Province where Zhiyi (a sixth-century scholar-monk), taught his vision of Buddhism, and where his followers established his monastic tradition. Zhiyi developed the Tiantai tradition as a grand synthetic vision of Buddhism requiring a balance of doctrinal study and meditative practice. His form of Chinese Buddhist monasticism appeared at the close of a long period of political disunity, and his vision symbolically paralleled a new era of Chinese political unification and cultural vibrancy.

The 2014 Tiantai conference, in which Getz participated, was sponsored by the Woodenfish Foundation, an organization which a Taiwanese nun — the Venerable Yifa — established to promote Western scholarship on Chinese Buddhism. Before the workshop, Getz explored the Tiantai region with the workshop’s presenter, Dr. Dan Stevenson, a recognized expert on Tiantai and chair of the Religious Studies Department at the University of Kansas. The men have shared a long friendship and interest in the Tiantai school. On this trip, they sought to gain a better understanding of the geographical constellation of Tiantai monasteries spread throughout this mountainous area. They visited monasteries with long histories where they communicated with abbots and monks, and they sought famous sites whose monasteries had vanished long ago. Among their most interesting sorties was to a remote high mountain valley that had once harbored two Tiantai monasteries significant in the Song era (960–1279 CE).

Getz’s and Zaborowski’s research has required expertise in languages and historical knowledge to cultivate new scholarship, which has provided a rare opportunity for Bradley students to gain an introductory understanding of these complex topics. Their courses can familiarize students with Buddhist and Christian monasticism on levels not offered at many colleges or universities. The professors will deepen their collaboration in an honors course in comparative monasticism in the future.
When journalism professor Dr. Olatunji Dare talks about freedom of the press and other hallmarks of journalism, he speaks from experience. He has watched a government attempt to squelch public discourse by shutting down a newspaper and has found his colleagues have disappeared with no explanation. He has feared for his life and slipped across borders to safety in the United States. He also knows what it is like to be embraced by the Bradley University community and to make his mark on budding journalists. All the while, he continues to inspire and lead as a columnist for a major Nigerian newspaper.

Stepping into his office, visitors meet a friendly and gracious man. No framed awards or photos of him with prominent leaders reveal that he is a celebrity in his homeland of Nigeria.

There, he is a highly regarded satirist and newspaper columnist whose 70th birthday celebration was attended by leading politicians, scholars and media chiefs. At Bradley, he is a beloved professor whose research focuses on the role of the media in democratization and national development.
Dare’s path to the University was long and arduous. He is a former journalist for The Guardian, a respected newspaper in Nigeria that was shut down during a period of military dictatorship in 1994. Dare and his colleagues were placed under surveillance; some disappeared. Urged to flee for his safety, he did — “through the back door” into the Republic of Benin.

On an earlier visit to Nigeria, Dr. Chris Ogan, one of Dare’s professors at Indiana University where he pursued his doctorate, advised him to take a break from the difficult circumstances to teach in the United States. Dare demurred, saying there was work to do at home. But finding himself without a job and in danger, Dare turned to Ogan for help. He was offered a position at Bradley, where he has remained since 1996.

Dare continues to keep a finger on the pulse of his homeland. He writes weekly columns about politics, national and international events, social trends and other topics for the Nigerian newspaper The Nation.

Dare has written two books, Matters Arising, a collection of his newspaper columns, and Diary of a Debacle, an analysis of the failed transition from military to democratic rule in Nigeria. He has begun work on a third book and also has written numerous book chapters.

His writing, research and teaching meshed as he monitored conditions in Nigeria and other African countries such as Kenya, Cameroon and Ghana. “Beginning in the 1990s, we saw a wave of democratization, especially after the fall of the Berlin Wall and the collapse of the Soviet Union,” Dare said. “In Africa, suddenly everybody discovered democracy and what it could do. The media are thought to be a major force in planting democracy in countries where it has not flourished.”

**Gaining Public Trust**

He noted that in the past, the media had been government controlled. “People didn’t trust the media and viewed them as propaganda organs. If the media didn’t enjoy public confidence, how could they advance democracy?”

As private newspapers and television and radio stations replaced government-owned ones, the media gradually built trust. “People who could not get their views in the media now have these sources. The media are giving a voice to the voiceless.”

He added, “The media themselves must practice what they preach and open up their pages and airtime to a wide range of views.”

He is concerned that today’s reporting is sometimes too strident. “I think it should be done in a constructive, not combative, spirit.”

The media have provided an outlet for scholars and analysts to share their insights and raise public awareness. “Governments wish they could get by with what they have done in the past, but they can’t,” Dare said. “The Internet has changed the game entirely. It’s more difficult to have government control and censorship, which is good.”

An objective media was not the only factor on the road to democracy. Once Nigeria and other African nations were independent, Dare said, “We learned that independence included the right to misgovern ourselves.”

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“The media are thought to be a major force in planting democracy in countries where it has not flourished.”

— Dr. Olatunji Dare, professor of journalism
In one African country after another, military dictatorships rose and ruled until soldiers overthrew the dictators. “Something that should have been a key component in independence struggles wasn’t there. Democracy was not an objective. But, a byproduct of the failure of military rule and the end of the Cold War was that democracy took firm root. It has become almost a newfound religion.”

**Media’s Role in Westernization**

Dare also discussed media and national development, another focus of his research. He said national development was often conceived as modernization or Westernization and noted people in advanced countries don’t understand the roadblocks involved and the structural constraints. For instance, people in many developing countries can’t take out a bank loan. Even if they increase their crop yields, there is a lack of storage.

He shared examples of good intent with disappointing results. In Zambia, farmers were offered a hybrid seed corn as an incentive to multiply yields. They had a bountiful harvest, but the corn didn’t taste as good as the local variety and was hard to grind. However, it made a very good beer, so people set up small breweries in their homes. The result was a nationwide epidemic of alcoholism.

In India, there is a shortage of water, which the hybrid seeds required. Farmers borrowed money to dig wells with the idea that the harvest would pay off the loans. They didn’t reap the harvest they hoped for and found themselves sinking deeper into debt. Being in debt is a stigma in India, and suicide rates among farmers grew.

“We must look at the constraints to national development and how the media comes into it. You have to take into account each country’s reality,” Dare said. “Most of the television programming is imported.

When people watch these shows from a distance, it raises their aspirations, which often cannot be fulfilled. It can have a negative influence because if you strive harder and can’t succeed, it can breed frustration.”

Dare said his research gives his teaching a global perspective. “I have learned not to be too judgmental. Cultures are not good or bad; they are just different.”

He added, “It has taught me to be modest about what the media can achieve. The media are just one factor among many. They generate awareness, provide information and point out errors, but they operate within constraints. People say media sets the agenda. No, they don’t. They work with other social forces and institutions to build an agenda for national discourse.”
On July 25, 2008, in the Dutch Creek Incident in northern California, an 8-foot branch fell on an 18-year-old firefighter, crushing his leg and cutting his femoral artery. The subsequent investigation report transcribed the radio communication sent from the accident site: 

"Man down. Man down. We need help. Medical emergency. Broken leg. Bleeding. Drop point 72. Call 911. We need help."

However, the message the dispatch operator passed on to the sheriff's office was, “Sounds like a broken leg.” Because the message was distorted as it passed from one communicator to another, paramedics who arrived at the scene carried only equipment to treat a fracture, not severe bleeding. Although this initial failure of communication was just part of what went wrong that day, by the time the injured firefighter arrived at the hospital, he had lost too much blood and was pronounced dead.

My area of teaching and research, organizational communication, focuses on language use and organizational culture, and the impact of both on organizations, people and work. In my research, I have begun to focus on radio communication within wildland firefighting. Firefighting organizations are called high-reliability organizations (HROs), where even the smallest error may have serious consequences, and where risk is intrinsic to the work environment.

In 2012, through the Slane College of Communications and Fine Arts and the Office of Teaching Excellence and Faculty Development at Bradley, I traveled to Sydney to present a paper on radio misunderstandings at the International Association of Wildland Firefighting. The Dutch Creek Incident described above was one of the radio misunderstandings analyzed in that paper. That led to a journal article and a research grant on which I work with four others: Dr. Anne Black from the Rocky Mountain Research Station in Missoula, Montana; Dave Thomas, former regional fire manager, trainer and consultant in high-reliability practices; Dr. Jennifer Ziegler, associate professor of organizational communication and dean of the graduate school at Valparaiso University; and Dr. Rebekah Fox, assistant professor of communication at Texas State University.

Funded by the interagency Joint Fire Science Program (a research funding arm of the U.S. Forest Service), the grant seeks to benefit members of interagency wildland fire communities and the research community. The goal of our multiple-university research project is to understand how people in different locations make sense of an incident; opportunities and constraints in communicating risk within current radio practices; and how interactions in the field are shaped by available technologies.

This is a productive and busy year for our grant team. In February, we observed an S-520 Advanced Incident Management simulation in Tucson, Arizona, for leaders who seek to become part of Type I Incident Management Teams. We also collected interviews from firefighters from the Coronado National Forest in Tucson. In the summer, we will observe radio communication during an active fire incident. In addition, we will analyze a sample of radio recordings and conduct more interviews with radio users to better understand the context and culture in which the communications occurred.

**Analyzing Radio Communication**

Radio communication is used in wildland firefighting for strategic, operational and
logistical purposes, including coordinating crews, ordering resources, communicating size-ups (initial evaluations of a fire), providing weather updates and reporting status of operations or locations of firefighters. A notable aspect of radio communication in wildland firefighting is that radio is a linear medium, while events in a complex incident such as a large (more than 300 acres) wildland fire are numerous, complex and overlapping, requiring excellent communication skills and tools.

In small fires, events are easier to control; however, in large fires, more messages are transmitted over busier channels with more interference and less time to talk. Communications must be transmitted over greater distances and through a number of communicators, thus increasing the risk of messages — and meanings — becoming corrupted. Also, in large fires, multiple channels must be scanned, increasing the likelihood of information overload and messages going awry. Because large incidents last longer, messages may lose relevance, be overrun by events, be forgotten or become more urgent due to lack of timely action.

Optimally, an HRO’s communication tools and practices should help it expertly adapt to the complexity of its environment. Yet, there are few scientific studies addressing how firefighters communicate risk on wildland fires, even though nearly every incident report lists communication as a factor in the unwanted outcome. We hope that our study will lead to improved training in radio communication and message design.
Art

Brammeier, H. (2014). North Seattle College mural design, Seattle, WA.


Biology


Chemistry and Biochemistry


Civil Engineering and Construction


Communication


A Frightfully Suspenseful Tale


Set in the quintessential Midwestern town of Oshkosh, Wisconsin, Jacobs’ novel tells the story of Jeff and Sharon Nichols, a newlywed couple who relocate to the seemingly mundane area for Jeff’s new job at a local university. Shortly after, a series of brutal murders rocks the community, and Jeff soon realizes the horrifying truth behind them. Jacobs’ friend and famed author Ray Bradbury said of the tale, “You scared me a couple times. Bravo!”
The Science of Intelligent Digital Systems


Presented at the Smart Digital Futures 2014 international conference, this book is an entry in the Frontiers in artificial intelligence and applications series. It covers intelligent decision technologies, intelligent interactive multimedia systems and services, and smart technology-based education and training areas. Selected from a much larger number of papers after a comprehensive peer review, the featured proceedings help further the goal of KES International (UK) to facilitate “the dissemination, transfer, sharing and brokerage of knowledge in a number of leading-edge technologies.”


Computer Science and Information Systems


doi:10.1109/EIT.2014.6871757


doi:10.1109/EIT.2014.6871836


doi:10.1109/WTS.2014.6835029

Economics


Electrical and Computer Engineering


doi:10.1109/ISBI.2014.6868088

English

Complexities of Special Education


While the classification “gifted” is included under the Individuals with Disabilities Education Act, these students generally do not receive the services and support afforded to their counterparts at the other end of the intellectual spectrum. In Volume 26, Gifted education: Current perspectives and issues, the authors provide a comprehensive look at the field, offering educators a foundation for working with individuals who are gifted.

The two volumes of Special education international perspectives address special education around the world. Biopsychosocial, cultural and disability aspects (Vol. 27) focuses on the theme of biopsychosocial approaches to disability as well as diversity and disability before examining five main high-incidence exceptionalities. In Practices across the globe (Vol. 28), discussions on special education in North and Central America, Europe, Africa, the Middle and Far East, South Asia and Australasia cover topics ranging from origins and prevalence rates to legislative trends and teacher preparation.


Murphy, D. (2014). This looking — this fading; Things my wife has caught me doing. Blue Earth Review, 12, 32–34.


Stein, K. (2014). The first recorded philosophical utterance is said to be Thales’ ‘All is water.’ Sou’wester, 42(2), 44–46.


Entrepreneurship, Technology and Law


Family and Consumer Sciences


**Finance and Quantitative Methods**


**Foreign Languages**


**The Graduate School**


**Advocates for Multiculturalism**


This collection of personal narratives shares the significant events that inspired each author’s advocacy for multiculturalism. Highlighting moments when the authors opted to break with tradition in favor of a more inclusive approach, the text points out how teachers can engage with and positively impact the lives of multicultural students.


History


Industrial and Manufacturing Engineering and Technology


**International Studies**


**Leadership in Education, Human Services and Counseling**


**Interactive Media**


**Alcohol's History in Latin America**


Said to be a “pioneering collection of essays [that] will help shape a new field of historical research for Latin Americanists,” this text from Drs. Pierce and Toxqui provides insight into the forces behind alcohol’s ability to both bring people together and pull them apart. Highlighting six locations in Latin America — from Mexico to Chile — the authors rely on anthropology, archaeology, art history, ethnohistory, history and literature to demonstrate how alcohol use has affected race, class, gender and state-building.
In Print

Library Science


Management and Leadership


Marketing


Mathematics


**Mechanical Engineering**


**Music**

Henry Liebenow, M. (2013, October 12). Violinist. Recital and violin master classes with the Concordia String Trio at the Omaha Conservatory of Music, Omaha, NE.


Orfe, J. (2013, September 8). *Quasi una fantasia*. Composed for the International Beethoven Festival, Chicago, IL.


Orfe, J. (2014, May–June). *Fire!*. Performed by Northwestern Choir (St. Paul, MN) at Calvary Church, Roseville, MN; Lobkowicz Palace, Prague, Czech Republic; Vine Evangelical Slavic Church, Prague, Czech Republic; International Church at Prague, Prague, Czech Republic; Kostel u Salvatora (Czech Brethren Church of the Savior), Prague, Czech Republic; International School of Budapest, Díosd, Hungary; Bazilika Szent István (Basilica of St. Stephen), Budapest, Hungary; Művelődési Ház (Cultural Palace), PetőfiBánya, Hungary.


**The Self-regulated Brain**


Building on recent advances in neurobiology and neurocounseling, the book’s authors examine the significance of the human brain’s lifelong ability to rewire itself through new tasks and challenges, emphasizing the importance of neurofeedback in the organ’s regulation. Drs. Chapin and Russell-Chapin also provide guidance on alternative interventions when counseling and medication aren’t effective.
In Print

A How-to Guide for Business Research

Touching on topics such as research processes, measurement concepts and data analysis, the ninth edition of Business research methods is said to "provide the most current and comprehensive coverage of business research." In addition to its real-world examples, the text’s extensive cases, end-of-chapter exercises and Survey This! feature make it ideal for undergraduate and first-year MBA students.

Orfe, J. (2014, July 31–August 7). Fast, cheap and out of control. Composed for and performed by Duo Montagnard at University of the Witwatersrand, Johannesburg; Drie Riviere Konservatorium, Vereeniging; North West Musikon, Klerksdorp; North-West University, Potchefstroom, South Africa.

Nursing


Philosophy and Religious Studies

Physics

Political Science


Psychology


Schmitt, D. P. (2014). The evolution of culturally-variable sex differences: Men and women are not always different, but when they are ... it appears not to result from patriarchy or sex role socialization. In T. K. Shackelford & R. D. Hansen (Eds.), *The evolution of sexuality* (pp. 221–256). New York, NY: Springer.


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### Sociology and Social Work


### Teacher Education


### Math Study Support


Designed to help students succeed in math courses of varying levels, Sterling’s three new entries in the *For dummies* series offer plain-English explanations and extensive practice problems to build solid mathematical foundations.

The *Algebra II workbook* begins with a review of Algebra I skills before advancing to quadratic equations, logarithmic functions, graphing and special sequences. *1,001 Pre-calculus practice problems* is a valuable study aid that moves from easy to advanced problems, furnishing detailed explanations and step-by-step solutions. A free companion website helps users track their progress and pinpoint areas for improvement. Highlighted by an explanation of basic concepts and straightforward examples, Sterling’s *Trigonometry* guide also demonstrates the value of the subject through a variety of real-world career examples.
The Link Between Theory, Research Question and Method


In this text for undergraduate sociological social psychology (SSP) courses, Crawford and Novak examine the connection between each of the three SSP research traditions — symbolic interactionism, social structure and personality, and group structure and processes — and their theoretical frameworks and methodologies. Written in a style students will find interesting and easy to understand, the book also provides instructors with access to online exercises and activities that enhance learning.

Interdepartmental Collaborations

Economics; Mathematics


Management and Leadership; Entrepreneurship, Technology and Law


Teacher Education; Family and Consumer Sciences; Leadership in Education, Human Services and Counseling; Nursing; Physical Therapy


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Interdepartmental Collaborations

Economics; Mathematics


Management and Leadership; Entrepreneurship, Technology and Law


Teacher Education; Family and Consumer Sciences; Leadership in Education, Human Services and Counseling; Nursing; Physical Therapy

Campus Sculptor

Perspective by Fisher Stolz, associate professor of art, was selected for a juried exhibition at the Elks National Veterans Memorial in Chicago from May through October 2014.

The marble, bronze and iron sculpture is 2 feet long, 1 foot wide and 2 feet high. The stone came from a block of marble Stolz selected in Carrara, Italy. The iron form was cast at Inferno Art Foundry in Atlanta during a Bradley sculpture trip that exemplifies the off-campus experiential learning that is intrinsic to a Bradley education. The bronze was cast in Bradley’s sculpture studio in Heuser Hall.

Stolz is a former vice president of Chicago Sculpture International and was the director of the exhibition “Sculpture Now: Artwork Along the Lake” in 2012 and 2013. He has taught sculpture at Bradley since 1994.
35th Biennial Bradley International Print and Drawing Exhibition

*Man of West Destiny* is an ink-on-paper 24-inch by 32-inch submission by Zac Zetterberg ’06. The piece is among 142 works by 126 artists featured in the 35th Biennial Bradley International Print and Drawing Exhibition. The second-longest-running juried print and drawing competition in the nation was juried by Beth Grabowsky, professor and assistant art department chair at the University of North Carolina at Chapel Hill.

Artists represented in the 2015 exhibition are from five countries and 37 states. Traditional and nontraditional graphic media, including printmaking, drawing and book arts, are considered for the show, and experimental techniques are encouraged.

The exhibition runs from March 7 to April 17 at Bradley’s Heuser Art Center, the Prairie Center of the Arts, the Contemporary Art Center of Peoria and the Peoria Art Guild. Visit <bradley.edu/go/works-35print> to view the exhibition.