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*Conference Proceedings:
Oral and Poster Presentation Research Abstracts*

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TABLE OF CONTENTS

Apparel, Design & Textiles

Consumers' Knowledge of Clothing Labels in a Developing and Developed Country Context

Charlene van Schalkwyk, Daleen van der Merwe,
Magdalena JC Bosman, Mary Warnock, Susanna M Ellis.5

From Handbags to Diaper Bags: An Exploration of Changes in Shopping Behavior among New Mothers

Victoria Brown and Nancy Hodges. 6

From Shower Curtain to Dress: Designing With Non-Traditional Materials

Kathleen Heiden. 7

Investigating the Influences of Perceived Similarity to Thin-Idealized Model Images in Fashion Ads on Female College Students' Body Dissatisfaction, Body Anxiety, and Self-Esteem

Ui-Jeen Yu and J.W. Anderson.8

Let's Go Shopping: Teaching Sustainability at a Resale Store

Kathleen Heiden.9

Low-Literate Clothing Consumers' Use of Clothing Labels Amidst Personal and Product Related Challenges

Hanlie van Staden, Daleen van der Merwe, Susanna Ellis, Annette van Aardt,
Magdalena JC Bosman. 10

Mastering Milkweed: Design Exploration from Floss to Fashion

Trudy Landgren and Megan Buysse.11

Perspectives on Attire Sustainability for Households - Recycling, Up-Cycling & Eco Couture

Priscilla N. Gitimu and Abel G. Waithaka. 12

Social Networking Sites Viability for Increasing Consumer Demand of Environmentally Sustainable Apparel

Lauren Reiter and Kim Hiller Connell 13

Education & Technology

FACS in the Middle: The Impact of Family and Consumer Sciences on the Career Development and Self-Efficacy of Eighth Grade Middle School Students

Jacqueline M. Holland. 14

Global Connectedness in Schooling through Study Abroad Bettye P. Smith.	15
Global Perspectives on Mobile Learning in Home Economics/Family and Consumer Sciences in Secondary and Tertiary Higher Education Programs Roxie V. Godfrey and Sandra E. Duke.	16
Problem Based Learning: Cotton Causal Project Su Shin and J. Robin Robinson.	17
Thirty Years of Technology Research in FCS Education Amy J. Harden.	18
Family Economics & Resource Management	
Healthy, Wealthy, and Wise: A Conceptualized Model for Student Wellness Gloria Preece.	19
Luxury Perceptions of Accessible, Intermediate, and Inaccessible Prestige Handbags Farrell D. Doss and Tammy Robinson.	20
Family Relations & Human Development	
An Ethnographic-Ecological Examination of Latino Leadership in Families, Schools and Communities in Indiana and Ohio Ruben P. Viramontez Anguiano; Yesenia Orellana; Ryan Garcia; Shaiem Hampton; and Anita Serda.	21
Family conflict resolution: Global perspective Abel G. Waithaka and Priscilla N. Gitimu.	22
Leading Change in Early Childhood Education: Preliminary Results of a Holistic Approach Louise Davis; Julie Sims; Chad Allgood; and Shelley Ezelle.	23
Parent-Adult Child Relationship Carla Freet and Priscilla N. Gitimu.	24
Nutrition, Health & Food Management, Hospitality Management	
Consumers' Pre-Purchase In-Store Satisfaction With Food Labels: A Case Study In South Africa Nadia Van Der Colff; Magdalena Bosman; Daleen van der Merwe; Alet Erasmus; and Susanna Ellis.	25
Development and Process Evaluation of An In-Store Grocery Shopping Lesson For Adolescents and Their Parents Sharon M. Nickols-Richardson; Matthew M. Graziose;	

Sarah A. Nelson; and Marilyn A. Corbin.	26
Food label knowledge: A comparison between a developing and developed country context	
Susara C Havenga; Daleen van der Merwe; Magdalena Bosman; Mary Warnock; and Susanna Ellis.	27
Household food security: Copying strategies of households in Thyolo District of Malawi	
L.L. Maliwichi and C.P Maliwichi-Nyirenda.	28
South African Metropolitan Consumers’ Health-Related Beliefs and Use of Fresh Vegetables	
Magdalena J.C. Bosman; Daleen Van der Merwe; Mary Warnock; Susanna M. Ellis; and Johann C. Jerling.	29
Vitamin D Status of Morbidly Obese Bariatric Surgery Patients at a Community Bariatric Center	
Deanna Pucciarelli; Jenna Walker; and Alan Yen.	30
Interior Design	
Being Green Actually is Easy: Quick Solutions Toward a Healthy and Sustainable Home that Saves Families Money Now!	
Catherine Kendall; Jessica Etheredge; and Dana Moody.	31
Freshman Seminars: An opportunity for Family & Consumer Sciences	
Dana Moody; Jessica Etheredge; Amy Crumpton; Catherine Kendall; and Pooja Vijayakumar.	32
Other	
An Examination of Housing Messages in Children’s Storybooks	
Andrew Ward and Carla Earhart.	33
Housing Challenges of African Americans in U.S. Urban Areas: Evidence From the 2011 American Housing Survey	
Sung-jin Lee; and Mira Ahn.	34
U.S. Boomers’ Desire to Age-in-place and Residential Satisfaction	
Hyun Joo Kwon; Sung-Jin Lee; Mira Ahn; and Suk-Kyung Kim.	35

CONSUMERS' KNOWLEDGE OF CLOTHING LABELS IN A DEVELOPING AND DEVELOPED COUNTRY CONTEXT

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To compare the subjective and objective knowledge of clothing label information obtained from consumers in a developing country (Potchefstroom, North West Province, South Africa) and a developed country (Fayetteville, AR) context; to determine whether or not these groups' knowledge differed and if their demographics were associated with their clothing label knowledge. Clothing labels are considered to be an international source of information to consumers which serve to promote the overall standard of consumers' and families' pre- and post-purchase decisions by providing information on the intrinsic and extrinsic product properties and care instructions. No previous studies have compared the clothing label knowledge of consumers from different geographical settings in terms of a developing and developed country context. A quantitative study and purposive sampling was used to recruit respondents in both contexts. Data were collected using an interviewer-administered questionnaire and analysed with descriptive and inferential statistics.

The objective knowledge regarding "symbols" of respondents in Potchefstroom and Fayetteville was practically and significantly different. A tendency existed for the difference to be in their objective knowledge regarding the written information on clothing labels. No practically significant differences were found for their subjective and objective knowledge of the "do not symbols". Practically significant correlations indicated a negative association between respondents' subjective and objective knowledge concerning some of the written information. Respondents from these two contexts displayed different label reading behaviours. Respondents in the developing country displayed lower objective knowledge of "symbols" while respondents in both contexts similarly displayed low knowledge of the "do not symbols" on clothing labels. These results can be used to develop educational programs especially within the developing country, because these respondents displayed lower objective knowledge regarding more aspects of clothing label information.

FROM HANDBAGS TO DIAPER BAGS: AN EXPLORATION OF CHANGES IN SHOPPING BEHAVIOR AMONG NEW MOTHERS

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Abstract

The purpose of this study was to investigate changes in shopping behavior among new mothers and to explore these changes within the framework of product involvement. Although the transition to motherhood has been studied extensively, few studies explore how shopping behavior, particularly as it pertains to product involvement, changes with motherhood. Examining these concepts as part of the transition sheds light on the importance of consumption during this critical juncture in the lives of many adult female consumers. A qualitative research approach was employed to address the purpose of the study. Upon IRB approval from the researchers' university, in-depth interviews were conducted with fourteen women who had recently become mothers. Interviews were audio-recorded with participant consent and lasted between 30 minutes and two hours. Interviews were transcribed and analyzed for emergent themes across the responses (Spiggle, 1994). Three themes emerged to highlight the ways that participants' shopping behavior reflects their new role as mothers: *Time Scarcity*, *Shopping Together*, and *Shopping for Me versus Shopping for the Baby*. These themes addressed the topic of product involvement in that participants had less time to shop for new and unfamiliar products, had to shop with and keep a baby occupied while making unfamiliar buying decisions, and were faced with the challenge of learning about and making decisions concerning products for the baby versus products for themselves. This study reveals that having a child prompts female consumers to experience the shopping process differently in terms of how they shop and the products they consume. Industry professionals who understand the evolving shopping needs of this major consumer segment are better able to address the challenges inherent to motherhood and to thereby satisfy a wider range of female consumers. Further research is needed to examine the influence of others, such as the new mother's own parents as well as peers, on the shopping process for new mothers.

FROM SHOWER CURTAIN TO DRESS: DESIGNING WITH NON-TRADITIONAL MATERIALS

Kathleen Heiden, Louisiana Tech University

Abstract

The purpose was to encourage students to “think outside the box” and consider alternative materials for apparel to promote sustainability. Each group was given a plastic shower curtain, duct tape, scissors, and a dress form. They had three hours to design and make a garment that covered both the upper and lower torso and could be worn. The result was various styles of dresses. As designers we are not limited by materials, but rather under utilizing our creativity.



Students increased their creative confidence and gained an understanding that apparel can be made from any materials the designer chooses. The students' heightened awareness in their creative ability is demonstrated by the following student responses. “I haven't been that creative in a while. We had a few trial and errors but ended up pretty much creating our original idea.” “After the whole process was complete, I felt accomplished by doing something I didn't know I could do.” “I enjoyed being able to use my creative skills to create an outfit out of a shower curtain! I liked the fact that we didn't use a “normal” fabric. I haven't done anything like this before but I thoroughly enjoyed it.” “It gave me an opportunity to try out skills I never even really knew I had. I really enjoyed the project even though it was frustrating at times because it challenged me.” The analysis of the assignment demonstrated that activities can develop creativity in students. Using untraditional materials can serve as inspiration for others to create products from recycled materials promoting sustainability within the apparel industry. Activities that promote creativity are tools that can be implemented in any course and ones that I will continue to use of their effectiveness for developing students' awareness of their creativity.

INVESTIGATING THE INFLUENCES OF PERCEIVED SIMILARITY TO THIN-IDEALIZED MODEL IMAGES IN FASHION ADS ON FEMALE COLLEGE STUDENTS' BODY DISSATISFACTION, BODY ANXIETY, AND SELF-ESTEEM

Ui-Jeen Yu and J.W. Anderson, Illinois State University

Abstract

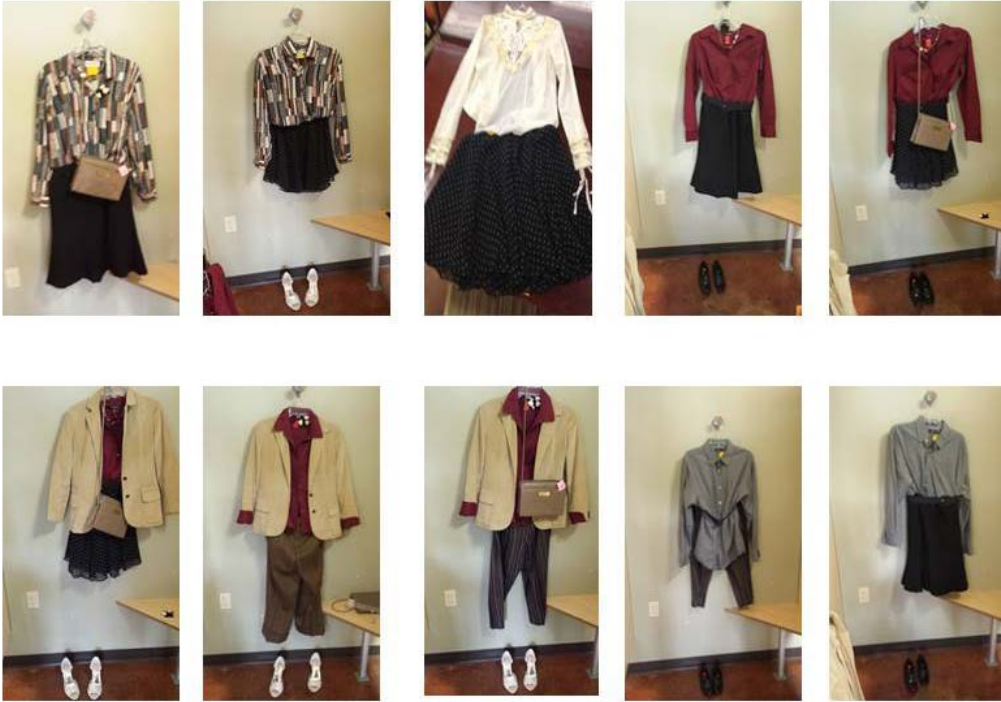
Thin-idealized models tend to be perceived as more favorable and effective in fashion advertisements. However, highly thin models, who consumers perceive less similar to themselves, may inflate consumers' body dissatisfaction and body anxiety or deflate their self-esteem, thereby decreasing ad effectiveness. Previous research has largely focused on negative influence of upward social comparison with thin-idealized models on consumers' body image and self-esteem. The potential influence of perceived similarity to model images has been overlooked in existing studies. Thus, the purpose of this study was to investigate how consumers' perceived similarity to thin-idealized model images in fashion advertisements influences their body dissatisfaction, body-anxiety, and self-esteem. Based on the similarity hypothesis of the social comparison theory, it was hypothesized perceived similarity to model images negatively influenced body dissatisfaction, body anxiety, but positively influenced self-esteem. A web-based survey was conducted using ten thin-idealized model images in fashion advertisements as stimuli. A total of 253 surveys from female college students at a large Midwestern university were collected through the convenient sampling method. According to a one-way between groups multivariate analysis of covariance, there were no differences for body satisfaction, body anxiety, and self-esteem before and after thin model stimuli, while participants, who perceived model images as less similar, showed higher body dissatisfaction and body anxiety, as well as lower self-esteem than those who perceived model images more similar. This study calls attention to perceived similarity to model images as a potential variable on body image and self-esteem. More realistic or non-idealized model images, similar to consumers, in fashion advertisements are suggested to relieve negative self-appraisal and body image.

LET'S GO SHOPPING: TEACHING SUSTAINABILITY AT A RESALE STORE

Kathleen Heiden, Louisiana Tech University

Abstract

The purpose was to develop student's awareness of sustainability and skills for creating a wardrobe on a limited budget. Sustainability and family economics are essential concepts as individuals manage societal change. Repurposing garments that are tossed each year is one method to create new looks with a limited budget. Students "shopped" a local resale store to develop a wardrobe of at least ten complete ensembles with a budget of \$40. Students recorded the price of items, photographed their ensembles, and reflected on experience. Students learned that a fashionable wardrobe can be created on a limited budget. They recognized the keys to developing a wardrobe are (1) having neutral colored items (2) mixing and matching items and (3) using accessories to dress up or down.



Students also learned that resale stores have items that can be recycled or repurposed to create fashionable looks. They learned not everything in your wardrobe has to be new. Students' learning is seen in the following quotes: "I learned that you do not have to spend a lot of money to be fashionable." "This project helped me see that many items can be reused to make completely different outfits." "I enjoyed being challenged to create complete outfits with a very limited amount of clothes within the thrift store." "It allowed me to be very creative while shopping on a budget." "I loved being able to make so many outfits from what was really just a few items." Analysis of the assignment demonstrated the activity was influential in students' understanding of sustainability and wardrobe planning. It was effective by allowing students to explore the topics from a different perspective through actually developing a wardrobe with recycled items. Through personalization students were able to make a connection that cannot come through class discussion.

LOW-LITERATE CLOTHING CONSUMERS' USE OF CLOTHING LABELS AMIDST PERSONAL AND PRODUCT RELATED CHALLENGES

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The purpose of this study was to investigate and gain understanding of low-literate clothing consumers' use of clothing labels amidst personal- and product-related challenges in the marketplace. Low-literate consumers have recently become a focus in consumer research, and no previous research has been found concerning low-literate clothing consumers, and their use of product information on clothing labels. A quantitative study using non-probability, purposive sampling was conducted, and data were collected by means of interviewer-administered questionnaires. Descriptive statistics was done for all sections of the questionnaire, and inferential statistics included correlations among factors and one-way analysis of variance (ANOVA) between subjects. Respondents indicated that they do read and understand clothing labels, although results revealed that they experienced problems when using information on clothing labels. Their numeracy skills and related abstract thinking skills were average. Respondents' preference for symbolic and graphic presentation of size format provided evidence of pictographic thinking. Care label understanding was poor, and clothing products were evaluated concretely. Older respondents were inclined to follow the peripheral route of elaboration when reading clothing label information. ANOVA's indicated statistically significant differences with mostly medium effect sizes between the occupation of respondents and selected factors. Low-literate consumers might be able to use information on clothing labels more sufficiently if it is provided in a format that they can read and understand in order to apply the information. The authors conclude that low-literate consumers' use of such information can improve if provided in a format that they can read and understand. The results of this study can contribute to make retailers and marketers aware of these consumers' needs in the marketplace. In terms of further research, this study contributed as the cognitive predilections of low-literate consumers were considered when compiling the questionnaire for this investigation.

MASTERING MILKWEED: DESIGN EXPLORATION FROM FLOSS TO FASHION

Trudy Landgren, St. Catherine University, and Megan Buysse, St. Catherine University

Abstract

This collaborative creative research was to seek to incorporate sustainable milkweed floss into aesthetic textural applications within apparel design and textile fabrication. Rationale: The prevalence of milkweed floss in Midwest prairie landscapes, and its silk-like feel and luster, makes it a logical and enticing fiber to experiment with. Historically the fiber has been used when other fiber options were not available. A sustainable focus in apparel design applications invited renewed interest in this common fiber use for practical, economical, and creative design inspiration. Limited literature about milkweed as a viable fiber required preliminary reading on how the fiber adapted to fabrication use. Milkweed floss was the common denominator for collaborative exploratory study. Each researcher created a unique fabrication with the goal of enhancing the distinct luster and open spiral character of the matured floss. Milkweed pods were collected, then frozen to keep the pods from drying and opening. Pods were removed from the freezer as needed. Thirty-one pods were used in the creation of the dress; twenty-eight pods used for the felted jacket. Non-existent literature about incorporating floss as a design inspiration entailed constructing eleven samples in order to select the most appropriate process to achieve the desired results. As fabrication work progressed, unique unpredictable fabric designs emerged. The inherent characteristic of milkweed to open and fly away necessitated working with the fiber in a frozen state for one fabrication, and in complete air stillness for the other. Beautiful, creative design applications are possible. Deliberate manipulation of the fibers required much time, negating economic and practical applications. Further research is needed to optimize the fiber manipulation process for viable creative design.

PERSPECTIVES ON ATTIRE SUSTAINABILITY FOR HOUSEHOLDS - RECYCLING, UP-CYCLING & ECO COUTURE

Priscilla N. Gitimu & Abel G. Waithaka, Youngstown State University, Ohio

Abstract

The study was to explore ways in which families and individuals are involved and can be involved in apparel recycling, up-cycling and eco-couture. Households recycling programs should include textiles and apparel products. Textiles recycling efforts reduce the amount of solid waste that is diverted to landfills, while others are given to charity donations, and exported to developing countries. The study was an amalgamation of theoretical and practical perspectives on family attire sustainability through recycling, upcycling and eco couture. Recycled clothing has several benefits, first they are low priced, then they also creates jobs at charity organizations, consignment stores and businesses that repurpose the fabric to make goods for profit. *Practical Perspectives:* 1) Giving used garments to a charity organization, up-cycling, swapping garments, and donating tattered, torn, or worn-out clothing to animal shelters for use as pet bedding, 2) An example of a success eco couture company is *Patagonia*, its philosophy is to make clothing that doesn't wear out, customers return old attire and fleeces, and the company is committed to having 100% of all its clothes made from recycled materials, 3) Council for Textile Recycling is a nonprofit organization devoted to creating awareness about keeping clothing and textiles out of landfills, 4) H&M stores have started a brilliant green marketing effort; in 2012, the company started offering discounts to consumers who turn in their old clothes at H&M stores, and 5) Another example is '*petit h project*' from Hermès Company. This project specializes in reinventing leftover materials to resemble other luxurious items e.g. some loose strips of expensive apparel fabric might find a new life as a watch-strap. It may take some time for recycling, up-cycling, and eco-couture fashion movement to go main stream, but households have a lots of good examples to emulate.

SOCIAL NETWORKING SITES VIABILITY FOR INCREASING CONSUMER DEMAND OF ENVIRONMENTALLY SUSTAINABLE APPAREL

Lauren Reiter and Kim Hiller Connell, Kansas State University

Abstract

With apparel and textile production the second leading cause of industrial harm to the environment, the call to action to influence consumer demand for environmentally sustainable apparel (ESA) is essential for the well-being of both the environment and humankind. ESA for this study is apparel made with environmentally preferable fibers or through environmentally preferable manufacturing processes. With increasing popularity of social media, specifically social networking sites (SNS), in which consumers adapt to their online influent referent groups and gain information from their peers, media sources, and retail brands, we should explore the potential of SNS to serve as an advocacy tool for ESA. The purpose of this research is to review the literature regarding ESA acquisition and develop a model to communicate the potential effects SNS can have in terms of increasing knowledge of and attitudes towards ESA. More specifically, because SNS rapidly communicates to consumers the attitudes and opinions of their online reference groups, this study aims to understand the potential for the social influence of SNS to impact consumer purchase intentions and create consumer demand for ESA. Through a literature investigation, the Theory of Reasoned Action model, initially proposed by Azjan and Fishbein (1980), has been altered to incorporate SNS as a variable influencing purchase intentions of ESA. The results of the review indicate that, based on the literature and Theory of Reasoned Action, SNS are viable tools for influencing consumer purchase intentions of ESA. By providing knowledge in an online, socially influential way to consumers through SNS, it should be possible to guide attitudes and increase ESA demand. Further research should test the model by utilizing survey research methods with a random sample of US consumers.

FACS IN THE MIDDLE: THE IMPACT OF FAMILY AND CONSUMER SCIENCES ON THE CAREER DEVELOPMENT AND SELF-EFFICACY OF EIGHTH GRADE MIDDLE SCHOOL STUDENTS

Jacqueline M. Holland, Morgan State University

Abstract

This mixed-methods study focused on the effect Family and Consumer Sciences has on the self-efficacy of eighth grade middle school students to pursue career goals. Career development is a topic pertinent to young people as they transition from elementary into secondary years of education. To progress effectively toward a career goal, the attribute of self-efficacy is essential. Many factors contribute to a student's growth in self-efficacy, including relationships with family, peers, and teachers. The mixed methods approach included a survey, one-on-one interviews, and focus group interviews to examine forty-one eighth grade middle school students' self-efficacy and career development in the context of participating in FACS classes. The quantitative method of data collection was acquired from a modified survey that measured four themes: self-efficacy, academics (FACS course), career development, and the perception of the FACS teacher. The qualitative method of data collection included teacher and student interviews centered on the aforementioned themes and focus group interviews with students. Effective strategies implemented through FACS contributed to the self-efficacy of students and increases student knowledge of related career pathways. However, it was discovered that FACS had little or no effect on student career development. The research concluded that family and consumer sciences do influence the self-efficacy of students in several ways; however, it has minimum effect on their career pursuits. Conduct a longitudinal study to obtain a more accurate picture of the effect FACS may have on self-efficacy and career development. A longitudinal approach possibly would have allowed the researcher to obtain a more precise picture of the trends.

GLOBAL CONNECTEDNESS IN SCHOOLING THROUGH STUDY ABROAD

Bettye P. Smith, Department of Career and Information Studies, University of Georgia

Abstract

The purpose of this study was to determine the five dimensions of intercultural learning outcomes (Functional Knowledge, World Geography Knowledge, Interpersonal Accommodation Knowledge, Global Interdependence Knowledge, and Cultural Sensitivity Knowledge) for students participating in a short-term study abroad program. Participants in the Interdisciplinary Study Abroad program were sent an e-mail invitation to participate in the study. Students were asked to complete the *Intercultural Learning Outcomes* (ILO) questionnaire before departure on May 15 and after return on June 5th. The ILO developed by Sutton and Rubin (2007) was used to collect data from the 10 participants in the Interdisciplinary Study Abroad Program during Maymester, 2013. The ILO questionnaire had 29 items and 5 subscales on a 5-point Likert type scale with 1 the lowest and 5 the highest. For this study, a mean rating of 1 to 1.4 indicate strongly disagree, 1.5 to 2.4 disagree, 2.5 to 3.4 neither agree nor disagree, 3.5 to 4.4 agree, and 4.5 to 5 strongly agree. The analysis used descriptive statistics and paired-sample *t*-test. Mean scores for the pre-test ranged from a low of 2.5 (.93) on Functional Knowledge to a high of 4.9 (.35) on Knowledge of World Geography. Mean scores on the post-test ranged from a low of 2.8 (.89) on Knowledge of World Geography to a high of 4.8 (.44) on Knowledge of World Geography and Knowledge of Global Interdependence. Functional Knowledge subscale was the only paired-sample *t*-test that showed a significant difference. Participants scored higher on Functional Knowledge on the post-test ($M = 3.4$, $SD = 0.56$) than they did on the pre-test ($M = 4.1$, $SD = 0.66$), $t(7) = -2.76$, $p < .05$, $r = .72$. As the need for a globally sophisticated workforce grows, the demand for study abroad programs has emerged as one of the nine top trends in higher education (Dennis, 2003; Lane, 2003). Therefore, learning outcomes in a study abroad program can promote both teaching and research.

**GLOBAL PERSPECTIVES ON MOBILE LEARNING IN HOME
ECONOMICS/FAMILY AND CONSUMER SCIENCES
IN SECONDARY AND TERTIARY HIGHER EDUCATION PROGRAMS**

Roxie V. Godfrey, Texas Tech University, and Sandra E. Duke, Texas State University

Abstract

Research has shown mobile learning to be a viable and accessible option for educational delivery in developing nations; however, there is currently a deficit in related efforts within Home Economics/Family and Consumer Sciences (HE/FCS) literature. Developing nations have shown a need and interest in FCS related content such as sustainability, micro-finance and entrepreneurship, child nutrition, sanitation and overall health and well-being (GSMA, 2010). This research sought to establish a baseline upon which to build future research and initiatives that incorporate HE/FCS content delivery via mobile technology. The study represents an attempt to quantify factors that influenced the adoption of mobile learning by HE/FCS educators across the globe and their current use of mobile learning. An online survey was distributed to HE/FCS professionals from the International for Home Economics Federation, American Association for Family and Consumer Sciences listserv, and the HomeEcConnect website. Response total was 87 with a completion rate of 63%. The major findings that emerged were: (a) 69% believed mobile learning is an effective way to engage students in the subject content, (b) 38.9% are currently using mobile technology in their classrooms, and (c) 37% indicated use of mobile technology in outreach or extra-curricular programs. Identifying factors that influence educators reception to mobile learning in their teaching environments will help determine how successful mobile learning adoption will be. Mobile learning can be a valuable resource for delivering education content to promote improvement for home and family life. A continuation of this mobile learning research program is to develop HE/FCS mobile learning sustainable curriculum in collaboration with international educators.

PROBLEM BASED LEARNING: COTTON CAUSAL PROJECT

Su Shin, Texas Tech University and J. Robin Robinson, Texas Tech University

Abstract

To examine how students felt about the design project and learning process. Problem based learning allows students to take responsibility in the learning process; to help plan the learning activity, interact with teacher and other students, research subject, and assess the learning outcome (English & Kitsantas, 2013). Second semester students were given the challenge of designing a design based on pre-existing patterns. The patterns must be altered to meet criteria for entering a cotton design competition. The competition required causal garments made of 100% cotton fabric. Students selected patterns, altered patterns, and set completion process/time for competition entry. The student created a time-plan to stay on task. The student altered the design, created a muslin sample, and fitted the garment. Once approved by instructor the final design was constructed in fashion fabric. A problem based project was given using a design competition as a guideline. After completion the students filled out a survey about the experience. The survey consisted of 12 Likert scale questions, student responses were analyzed. A total of 26 students participated; pattern manipulations mean was 3.769 with comfort at 3.346, students liking/learning from the project was 3.69. Student learning basic construction at 3.65, with fit at 3.38. Time-plan was helpful at 2.84, staying on schedule at 2.96. Students feeling rushed at 2.19 and overwhelmed at 1.81. Students felt this project should be assigned in future classes by 3.615 and became familiar with cotton fabric materials at 3.314. Students learned most in pattern manipulations with a high comfort level. The project helped in learning cotton materials, basic construction, fit, and sewing sequencing. The time-plan was helpful during planning and staying on schedule. Students did express being rushed/overwhelmed, but felt the project should be given in future classes. The project was successful in getting students involved in learning needed skills and taking responsibility in planning. Further analysis should be done on getting students to access the outcomes and learning expectations.

THIRTY YEARS OF TECHNOLOGY RESEARCH IN FCS EDUCATION

Amy J. Harden, Ball State University

Abstract

The purpose of this study was to investigate the visibility and impact of technology through the education of students in FCS. The includes not only technological methods to deliver content, but the effect on students' development to make informed decisions in relationships, as well as finding appropriate resources for developing quality of life for themselves, their families and communities. This study was completed in an effort to provide a perspective of technological research relating to FCS education. Articles published in the JFCSE were analyzed. Through this type of analysis, it is possible to gauge the visibility and impact of technology within FCS education by examining research published. This study provides a comprehensive view into technological issues surrounding and impacting FCS education and FCS as a whole. The table of contents of JFCSE (from volume 1 in 1983 to the current publication in 2012) was examined to identify titles relevant to technology. Titles were selected if they exhibited any relevance to technology. To ensure consistency, two professionals (one familiar with FCS, and one not) independently compiled a list of relevant titles to be considered for inclusion. The area in FCS that was targeted in each article was identified using the same format/list that the Family and Consumer Science Research Journal use to categorize their listing of completed theses and dissertations. Results revealed that 27 technology articles were published from 1983-2012 in JFCSE. Not surprising, the largest number of articles in JFCSE focused on two areas: education/training/practice (44%) and new technology adoption (44%). However, the majority of articles were classified as literature review with less than 25% classified as empirical studies. The results of this research show that technology has had an impact on FCS education though its adoption and use in the education and training of students. However, only a minority of articles provided empirical investigations.

ELIZABETH KISS HEALTHY, WEALTHY, AND WISE: A CONCEPTUALIZED MODEL FOR STUDENT WELLNESS

Gloria Preece, Kansas State University

Abstract

This study was to explore a new pedagogical approach for teaching personal financial management through the examination of potential synergies between health, financial literacy, and academic education. Can a collegiate financial literacy program be more effective at improving students' financial well-being if the personal finance management course is integrated as part of a larger, holistic student wellness program? The "Healthy, Wealthy, and Wise" HWWmodel is a conceptualized program envisioned as a holistic, three-legged stool approach to student wellness. The Financial Literacy and Education Commission in their The 2012 Research Priorities and Research Questions Report listed as their ninth priority the need to "identify and evaluate potential synergies between educational programs targeting financial capability and those targeting physical and mental health." A qualitative exploration and review of current research focused on identifying, evaluating, and measuring for statistically significant correlations between the following:(a) finances and health, (b) health and academics, (c) finances and academics. It is clear from the prior research that health, financial well-being, and academic success are interdependent. Based on the results of prior research it is logical to assume that synergies will be created, and that the sum will be greater than its parts. Understanding the dynamics between health, finances, and academic education provides us the opportunity to enhance the overall effectiveness of financial education. The long-term benefits provided by a formal education, good-health and a sound financial foundation cannot be understated. This research can provide the evidence needed to support the importance of moving past a traditional silo mentality and engage in a more synergetic, holistic approach related to student wellness.

LUXURY PERCEPTIONS OF ACCESSIBLE, INTERMEDIATE, AND INACCESSIBLE PRESTIGE HANDBAGS

Farrell D. Doss, Radford University, and Tammy Robinson, Radford University

Abstract

The purpose of this study is to determine if consumers perceive different levels of luxury for accessible, intermediate, and inaccessible luxury products for a single product category, specifically handbags. Since COACH[®] introduced masstige branding in handbags, traditional prestige handbag manufacturers have struggled to stem market share loss from these new “affordable” luxury products. A new stream of research has begun to question if consumers perceive different levels of luxury for prestige products. This study follows work by DeBarnier, Falcy, and Valette-Florence (2012) to see if luxury handbag customers do perceive different levels of luxury. Vigneron and Johnson’s (2004) Brand Luxury Index (BLI) scale was used to measure luxury perceptions for five prestige handbag brands. The population included female consumers aged 18 and over that owned the luxury handbags used in this study. A marketing research firm was utilized for sample selection. The total number of responses was 369. Data were analyzed using repeated measure ANOVAs, and matched pair t-tests. Vigneron and Johnson’s (2004) Brand Luxury Index (BLI) scale was used to measure luxury perceptions for five prestige handbag brands. The population included female consumers aged 18 and over that owned the luxury handbags used in this study. A marketing research firm was utilized for sample selection. The total number of responses was 369. Data were analyzed using repeated measure ANOVAs, and matched pair t-tests. Prestige handbag owners do perceive differences in accessible, intermediate, and inaccessible luxury products and are aware of the trade-offs for choices made within a product category. Findings can be used by educators, manufacturers, and retailers to help them understand the effects of brand luxury perceptions related to luxury products. Further research should investigate other factors that may impact consumers’ luxury perceptions.

AN ETHNOGRAPHIC-ECOLOGICAL EXAMINATION OF LATINO LEADERSHIP IN FAMILIES, SCHOOLS AND COMMUNITIES IN INDIANA AND OHIO

Ruben P. Viramontez Anguiano and Yesenia Orellana, Goshen College,
Ryan Garcia, Ohio State University,
Shaiem Hampton and Anita Serda, Bowling Green State University

Abstract

The purpose of the ethnographic-ecological study was to explore the interconnected relationship between Latino families, schools and communities in Northern Indiana and Ohio. Specifically, this study focused on how Latino leadership influenced the educational success of Latino children and youth. As the Latino population continues grow in our nation's public school it is critical to understand the ecological factors including familial, educational, social, cultural, political and others that impact educational success. The sample consisted of Latino families who resided in North Central Indiana and Northwest Ohio. There were 30 women and 20 men Latino leaders. The average age was 35 for the respondents. The leader's educational levels ranged from elementary school to graduate studies. The overarching methodology used was ethnographic methods. Through the use of grounded theory the goal was to explore the intersection between Latino leaders, the Latino families, the schools and the community over numerous hours in the field. The authors served as active participants (Spradely, 1979). As a result of the ethnography and its continuous nature the interaction between the authors and the families and relevant others a theme analysis and member check were conducted of all the data that was collected from the overarching ethnography including its components the interviews, observations and the multiple interactions. The majority of the respondents reported that providing support to the next generation of Latinos in educational settings was critical. Another key theme was that Latina leaders were more involved with the Latino families and their children's education. Developing a relationship with non-Latino leaders and communities was also very important. Conducting a longitudinal study and compare the similarities and differences between the two states. Explore how family professionals and school personnel can develop strong relationships with Latino families.

FAMILY CONFLICT RESOLUTION: GLOBAL PERSPECTIVE

Abel G. Waithaka and Priscilla N. Gitimu, Youngstown State University

Abstract

Conflict management is strongly associated with both quality and satisfaction of interpersonal relationships. Family is an institution where members develop and practice necessary skills for conflict handling. Home taught conflict handling styles influence the way its members interact with others outside the family. Those who have learned constructive conflict handling styles at home may use the same styles during conflict with members of the wide community. The current study will explore perspective of conflict resolution in the family within a global perspective. It will investigate how different people of the world resolve conflict to strengthen the bond between family members. The study was a combination of theoretical and practical perspectives on family conflict resolution with the home and wider community. Family conflict resolution is a skill members can acquire and pass down to later generations. Different regions may have different perceptives toward family conflict resolution that may influence how regional conflict resolution is formulated and established. Practical Perspectives on conflict resolution will be *forcing*: One group dominates the other with no intention of preserving the relationship, *avoidance*: Parties do not confront one another on issues revolving the conflict with the assumption it will disappear, *accommodation*: Parties share the difference that exist and consider interests and needs of each other, *compromise*: Parties abandons their initial desires to seek a common ground that is agreeable to all parties, and *collaboration*: Parties work together to establish a resolution that is agreed by all those involved. Family conflict resolution can be transmitted across generations. Parental interpersonal conflicts act as a guide to how children will interpret the conflict within the family system. Social learning theory supports the concept that behavior in the family can be modeled and carried by children through their adult relationships.

LEADING CHANGE IN EARLY CHILDHOOD EDUCATION: PRELIMINARY RESULTS OF A HOLISTIC APPROACH

Louise Davis, Julie Sims, Chad Allgood, and Shelley Ezelle, Mississippi State University

Abstract

The purpose of this research study was to determine the impact of a holistic approach on early childhood education compared to basic technical assistance. Child care centers enrolled in technical assistance programs in the Mississippi Child Care Resource and Referral Network (MSCCR&R Network) have received low average pre-assessment scores as measured by the Infant/Toddler Environment Rating Scale-Revised (ITERS-R) and Early Childhood Environment Rating Scale-Revised (ECERS-R), 2.13 and 2.34, respectively. According to the rating of the scales, these center classrooms begin below the minimum level of quality. While the results from previous basic technical assistance efforts to improve the quality of care provided to children showed statistically significant increases, the program has faced opposition and challenges. The MSCCR&R Network implemented the new holistic model in a similar manner to the Allies for Quality Care technical assistance pilot project to address challenges identified in the pilot project and previous efforts. The holistic approach offered intensive business, classroom and nutrition technical assistance to cover all aspects of the center. Pre- and post-assessments were conducted using the Program Administration Scale (PAS), ITERS-R, ECERS-R, School Age Care Environment Rating Scale (SACERS) and Environment and Policy Assessment and Observation (EPAO). There were three groups of centers based on the level of classroom technical assistance: control group, technical assistance only, technical assistance and materials. All groups received business technical assistance. The similarities and differences among the groups will be discussed. Additionally, correlations between the PAS and ERS post-assessment scores and multivariate analysis of classroom level data will be presented. The key differences observed demonstrate areas for shaping the way technical assistance is delivered. This provides implications for approaching and involving directors in the improvements to enhance the quality of care provided to children.

PARENT-ADULT CHILD RELATIONSHIP

Carla Freet and Priscilla N. Gitimu, Youngstown State University

Abstract

The relationship between parents and their adult child is an essential family relationship that requires continuous illumination even when the children become adults. The purpose of this study was to explore parents' relationship with their adult child and how this relationship is impacted by parental divorce and attitudes towards divorce of the adult child. The two scales used were the Parent-Child Relationship Survey and the Attitude Towards Divorce Scale. The study was a quantitative survey and SPSS software was used to analyze the data. Descriptive statistics, ANOVAs were conducted. The study comprised of 144 students; 62 men (44 %) and 81(56 %) women. ANOVA revealed that the overall total for father-child relationship from intact families, was significantly higher (N= 71, mean=20.42) than overall total for father-child relationship from divorced/other families (N=72, mean=14.66). Subsequently, the overall total for the mother-child relationship from intact families, was significantly higher (N= 71, mean = 22.89) than the overall total for the mother-child relationship from divorced/other families (N= 72, mean= 20.37). The overall total for father-child relationship for those low in divorce attitude, was significantly higher (N= 57, mean=19.32) than overall total for father-child relationship for those high in divorce attitude/are more for divorce (N=85, mean=16.66). However, the overall total for the mother-child relationship did not significantly differ between those high towards divorce and those low towards divorce. The study indicates that parent-adult child relationship is more positive for intact families than from divorced families. Divorce attitudes impact the relationship with the father than the mother. This could be because when divorce happens, most of the time the children are left with the mother. This study makes an important contribution in understanding the impact of divorce on parent-adult child relationship.

CONSUMERS' PRE-PURCHASE IN-STORE SATISFACTION WITH FOOD LABELS: A CASE STUDY IN SOUTH AFRICA

Nadia Van Der Colff, Consumer Sciences, Magdalena Bosman, African Unit for Transdisciplinary Health Research, Daleen van der Merwe, Consumer Sciences' Alet Erasmus' Consumer Sciences, University of Pretoria, and Susanna Ellis, Statistical Consultation Services, North-West University.

This study explored and described consumers' retrospective satisfaction with food labels through the disconfirmation paradigm based on a typical store encounter. Increasing literacy rates, as well as health and environmental consciousness, have resulted in South African consumers becoming more rational in their decision-making. Some consumers explicitly search for information and carefully evaluate alternatives during food shopping. Products with satisfactory labelling might even be preferred. Thus, it is crucial that food labels be optimally designed to provide consumers with all the information they need in order to make healthy food choices. However, consumers' expectations, performance judgment, and subsequent levels of satisfaction with food labels, have not been explored in South Africa. A quantitative research approach utilized self-administered questionnaires distributed in office buildings within the Gauteng Province. A total of 279 usable questionnaires were retrieved. Gap analysis (expectations vs. performance) was performed to identify the shortcomings on food labels. Results showed that consumers were dissatisfied with how information was portrayed on food labels. Their expectations for legibility, believability, understand ability and adequacy of the labels had been higher than their perceived performance. Consumers were thus dissatisfied with the primary information of ingredient lists, expiry dates and nutrition information, but satisfied with secondary information, such as country of origin. When amendments to food labels are considered attention should be given to primary information to increase consumer satisfaction with food labels, which might enable them to make more informed food product decisions. Manufacturers should alter food labels in South Africa by improving the design (e.g. to make it more legible) as well as the contents related to primary information, such as ingredient lists. Consumer friendly labels might result in healthier food product decisions and consumers to favour these products; therefore, sales could be increased. If food labels are designed according to consumers' needs, a mutually beneficial relationship could thus be achieved.

DEVELOPMENT AND PROCESS EVALUATION OF AN IN-STORE GROCERY- SHOPPING LESSON FOR ADOLESCENTS AND THEIR PARENTS

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Matthew M. Graziose, Teachers College, Columbia University;
Sarah A. Nelson, H. J. Heinz Company;
Marilyn A. Corbin, Pennsylvania State University

To explore the feasibility of developing and implementing a grocery-shopping lesson within stores for adolescents and their parents. Grocery stores provide an environment in which to alter purchasing behaviors of consumers toward healthy food choices. Few programs have been designed for grocery shopping by adolescents. One, 2.5-hr lesson was developed, reviewed by eight content experts and pilot tested on three occasions with a total of 15 adolescents (mean age=11.6y) and nine female parents (mean age=42.3y). Process evaluation was conducted to determine feasibility of implementation at each store location. Following the lesson, formative and outcome evaluations were gathered using focus groups and surveys. Fidelity to the lesson was measured by timing the lesson and its components. Content reviewers rated the lesson as somewhat relevant to grocery shopping (mean \pm SD=3.89 \pm 0.56; 1=not very relevant to 5=very relevant), with some to high ability to achieve objectives (mean \pm SD=4.38 \pm 0.78; 1=no/low ability to 5=high ability). All 24 participants “liked” the lesson, thought it was “age-appropriate” and would recommend participation to others. A process evaluator rated participants as “very engaged” throughout the lesson. High confidence ratings were reported for lesson tasks following the lesson. The average lesson length was 124 minutes. An in-store grocery-shopping lesson, designed for adolescents and their parents, was successfully developed and implemented. Family and consumer sciences professionals may use current findings to inform future interventions within grocery stores, targeted for adolescents and their parents.

This study was conducted with fund of United States Department of Agriculture, National Institute of Food and Agriculture, Award No. 2012-68001-19652.

FOOD LABEL KNOWLEDGE: A COMPARISON BETWEEN A DEVELOPING AND DEVELOPED COUNTRY CONTEXT

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To determine and compare the subjective and objective food label knowledge of consumers from Potchefstroom (South Africa) and Fayetteville (AR), a developing and developed country context; whether their knowledge differs and whether consumers' demographics are associated with their food label knowledge. Consumers and families need nutrition information and thorough food label knowledge to make informed dietary decisions that might influence their families' consumption patterns and overall health. Food label knowledge forms part of a multi-disciplinary and increasingly important research area in family and consumer sciences and nutrition. No specific research on food label knowledge has been done in a comparative context between a developing and developed country. A quantitative study using purposive sampling was conducted among respondents in these contexts with interview administered questionnaires. Descriptive and inferential statistics were applied. Most respondents from Potchefstroom and Fayetteville indicated that they read food labels, that they consult these labels for first time purchases, and that food labels influence their purchasing decisions. Although no differences were found on subjective knowledge, practically significant differences were found between respondents from Potchefstroom and Fayetteville with the latter group having more objective knowledge regarding specific information on food labels. Respondents from Fayetteville also had better objective knowledge regarding the location and manipulation of label information than respondents from Potchefstroom, regardless of demographics. Subjective knowledge and objective knowledge of food labels were found not to be associated. Although respondents overall sketched a scenario of health consciousness and label reading behavior, respondents from the developed country had better objective knowledge on food label information than those in the developing country. This research may have significant value in the development of educational programs regarding food labels, especially in a developing country context. It is within this context that the gap with regard to objective food label knowledge was the most prominent.

HOUSEHOLD FOOD SECURITY: COPYING STRATEGIES OF HOUSEHOLDS IN THYOLO DISTRICT OF MALAWI

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Abstract

Food insecurity or lack of access to adequate, affordable, safe and nutritious food is a major determinant of under-nutrition. Households pursue coping strategies as fallback mechanisms to deal with short-term insufficiency of food and to ensure future income generating capacity. The aim of this study was to investigate coping strategies used by households in Thyolo district in Malawi. A total of 76 subsistence smallholder farming households were randomly selected from those willing to participate in the study. A questionnaire with open ended and closed questions was used during face to face interviews to collect information pertaining to socio-economic status, coping strategies, and food availability. The findings showed that most of the households used short term coping strategies. These strategies included borrowing money to buy food, borrowing food from neighbors/friends, purchasing food on credit, relying on help from friends/relatives, limiting portions at meal times, reducing number of meals per day, skipping the whole day without eating, limiting own intake to ensure that children gets enough food, and relying on less preferred/less expensive food. Most of the Households (93%) did not produce enough food crops and had to buy extra food to meet their food requirements. A 24-hour food recall showed that households' food intake was mostly from the staple food (maize porridge) eaten with indigenous vegetables. The Food/Hunger scale showed that most of households were food insecure while the Wealth Quintiles showed that most households had few assets and belonged into the Low Socio-Economic category. These findings reveal that short term coping strategies used by households can place households in a more vulnerable position. There is a need to provide agricultural extension programs that include provision of agricultural inputs in order to increase agricultural production and the resource base of subsistence farming households.

SOUTH AFRICAN METROPOLITAN CONSUMERS' HEALTH-RELATED BELIEFS AND USE OF FRESH VEGETABLES

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Susanna M. Ellis, North-West University, and
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This study aims to determine how consumers' beliefs about the vegetable-health link in an emerging country culminate in their use and preparation practices. The consumption of fresh vegetables as a symbol of health has become a stereotype through awareness campaigns by the media, healthcare professionals and appealing visual presentations. From a socio cognitive perspective, schemata are formed in consumers' memory from a young age, which become stereotypes that result in beliefs about the vegetable-health link. These these beliefs might be positive, consumers' frequency of use and preparation practices might jeopardise their beliefs and should be investigated in a South African (SA) context. A cross-sectional study using fieldworker-administered questionnaires and stratified randomised sampling, recruited 1,997 respondents. The data were weighted to represent the metropolitan SA adult population. Descriptive and inferential statistics were used. For health, the majority of respondents supported the vegetable-health link and most of the food-health beliefs. Potatoes, pumpkin/ butternut, carrots, cabbage, green beans and mixed vegetables were eaten at least once a week, while Brussels sprouts, baby marrows, broccoli, sweetcorn, cauliflower and sweet potatoes eaten rarely or never. Practical significant differences existed between preparation practices of ethnic groups regarding only the rarely eaten vegetables. In accordance with their health-related beliefs, the majority boiled vegetables and added salt. Fat was commonly added to cabbage, potatoes and spinach, while sugar and fat was added to pumpkin/butternut and sweet potatoes, especially by Indians. Despite strong beliefs about the vegetable-health link among respondents and the culmination in relative healthy preparation practices, the results confirm former research that SAs would not comply with the WHO-recommendation regarding the intake of fresh vegetables per day. This needs to be addressed on national level to maintain health. These results are significant, especially for third world countries burdened by diseases, since most former research, with limited-sized non-probability samples, is not generalizable.

VITAMIN D STATUS OF MORBIDLY OBESE BARIATRIC SURGERY PATIENTS AT A COMMUNITY BARIATRIC CENTER

Deanna Pucciarelli, Jenna Walker, and Alan Yen, Ball State University

Abstract

The purpose of this ex-post facto study was to examine the link between serum 25-hydroxyvitamin D, BMI, and percent of excess weight loss after laparoscopic bariatric surgery among morbidly obese men and women at a Midwest bariatric center. Having a normal serum level of 25-hydroxyvitamin D is important for maintaining bone health and preventing osteomalacia in adults. Shown from past research morbid obese patients are often deficient in 25-hydroxyvitamin D. Deficiency in serum 25-hydroxyvitamin D has been documented in 50-80 % of patients after Roux-en-Y gastric bypass, suggesting that 25-hydroxyvitamin D deficiency after bariatric surgery is multi-factorial and, in part, is caused by preoperative 25-hydroxyvitamin D deficiency rather than postoperative mal-absorption alone. Pearson's Correlation test, independent samples t-tests, paired-samples t-test and a linear regression was performed to determine what degree BMI, calcium, 25-hydroxyvitamin D and PTH (six and twelve months post-surgery) are affected before surgery, and six and twelve months post-surgery. Statistical significance was set at $p \leq 0.05$. Pre-surgery 25-hydroxyvitamin D mean value was 20.50 ng/ml indicating on average that patients involved in this study were deficient prior to surgery. The results of this study show that the patient's 25-hydroxyvitamin D level did improve when BMI and total body fat decreased post-surgery with the help of the prescribed vitamin D3 supplementation. Clinicians can use the results to improve patient care pre and post surgery.

BEING GREEN ACTUALLY IS EASY: QUICK SOLUTIONS TOWARD A HEALTHY AND SUSTAINABLE HOME THAT SAVES FAMILIES MONEY NOW!

Catherine Kendall, University of Tennessee at Chattanooga
Jessica Etheredge, University of Tennessee at Chattanooga
Dana Moody, University of Tennessee at Chattanooga

Abstract

This session will explore the key environmental issues within our homes, their implications, and areas where simple sustainable changes can solve health and economic concerns of families. Around the globe, there is an ever-growing awareness of sustainability, the impact that humans have on the environment and our capacity to endure. Challenges such as climate change, diminishing resources, biodiversity, waste, allergies, stress, and water scarcity increasingly affect our lives (Moxon, 2012). The Environmental Protection Agency states “achieving sustainability calls for stewardship, with everyone taking responsibility” (EPA, 2013). Objective analysis of relevant literature was used to establish a theoretical framework on the cause and effects of sustainable issues within the home, how they affect families, and effective strategies that can produce fiscal savings and health benefits. Relevant data was also pulled to arrive at a deeper understanding of these issues. According to Moxon (2012), in *Sustainability in Interior Design*, four key issues surround our understanding of sustainability in the built environment: energy, water, materials, and construction methods. This study explores how these issues were created and how they impact homes and families, with emphasis placed on climate change and wasteful habits of a growing population. Areas that can make a difference, such as HVAC, lighting, plumbing fixtures, furniture, and finishes, are identified in Tucker’s (2010) *Sustainable Building Systems and Construction for Designers*. Simple economical and ecological changes here, not only create substantial savings within the home, but also offer physical benefits to family members (Moxon, 2012). Through the simple strategies above, viewers will learn how families can receive social, psychological, and fiscal benefits that help sustain healthy homes and lives. Don’t you want to be a part of the solution, instead of the problem?

FRESHMAN SEMINARS: AN OPPORTUNITY FOR FAMILY & CONSUMER SCIENCES

Dana Moody, University of Tennessee at Chattanooga
Jessica Etheredge, University of Tennessee at Chattanooga
Amy Crumpton, Mississippi State University
Catherine Kendal, University of Tennessee at Chattanooga
Pooja Vijayakuma, University of Tennessee at Chattanooga

This study investigates university freshmen seminar courses as tools to promote, recruit, and retain quality Interior Design students. In addition, these courses are investigated as a means to change public perception of the profession of Interior Design. Freshman seminar programs create an environment for intellectual and personal development. First-year students are encouraged to enroll in seminar courses based on their interest and to explore various options before deciding their majors. These programs increase the participant's cumulative grade points, retention, and graduation rates (Strayhorn, 2009; Schnell, Louis & Doetkott. 2003). Recruitment and retention is a concern to most Family and Consumer Science programs. In specific, most freshmen lack an understanding of the profession of Interior Design due to impressions created by HGTV.(Moody, 2012; Waxman & Clemons, 2007).These false perceptions often results in low first year interior design retention rates. Freshman seminar courses were offered at two universities allowing freshman to earn 1 credit-hour while learning about the profession of Interior Design. Teaching focus was given to the elements and principles of design, human factors, health, safety & welfare, and the design process. To collect data students were given pre and post open-ended questionnaires to determine if attitudes changed. Twenty-one percent of the students surveyed saw the seminar class as a means to determine if they wanted to major in Interior Design. Attitudes about the profession sharply changed as participants learned what is involved in the practice of Interior Design. The seminar courses studied proved to be a strong tool in educating freshman about the profession of Interior Design and served as a recruiting tool. Further study should be conducted to measure the long term retention and graduation rates of students who entered the interior design major after the seminar experience.

An Examination of Housing Messages in Children's Storybooks

Andrew Ward and Carla Earhart, Ball State University

Abstract

The 2008 housing crisis left many families devastated. In order to avoid another housing crisis, today's children need a better understanding of housing options so they make more informed housing decisions as adults. Children need exposure not only to ownership of traditional houses, but also awareness of the benefits of renting and apartment living. This poster presentation is a report of a pilot study examining housing messages in children's storybooks. Books for children ages 4-8 were used because children of this age are very impressionable. Purposive sampling was used by selecting over 40 books whose content dealt with housing in some way. Reviewers included 10 college students from interdisciplinary academic backgrounds participating in a semester-long university project related to children's understanding of housing issues. Each reviewer completed an instrument in which they evaluated each book's illustrations and text, using a Likert scale from 1 (negative) to 5 (positive) to assess the housing message. Several open-ended questions were also included in the evaluation instrument. Each book was discussed by the group until consensus was reached regarding recommendation of the book. The books reviewed represented a variety of housing types, but more books focused on traditional houses rather than apartments, townhouses, duplexes, or manufactured housing. Some of the stories portrayed apartments in a positive way, but others were quite negative. Libraries, schools, child care centers, and families should invest in children's books that focus on the positive aspects of a broader range of housing options. In addition, more children's books should be written in this genre. Lastly, additional research is needed to extend the work from this pilot project.

HOUSING CHALLENGES OF AFRICAN AMERICANS IN U.S. URBAN AREAS: EVIDENCE FROM THE 2011 AMERICAN HOUSING SURVEY

Sung-jin Lee, North Carolina Agricultural and Technical State University, and Mira Ahn, Texas State University

Abstract

The purpose of this study was to examine housing affordability of African Americans in U.S. urban areas, focusing on their current demographic and housing characteristics. Based on the newly-released 2011 American Housing Survey (AHS) data analysis, the majority of African Americans (93%) reside in urban areas where living and housing costs are more expensive. Under the current distressed economy, it is assumed low-income African Americans living in urban areas are more likely to have housing challenges, such as experiencing more difficulty in paying their mortgage or rent or finding affordable housing. The 2011 AHS, a secondary national dataset, was employed (U.S. Department of Housing and Urban Development, 2013). The usable sample totaled 17,040 householders. The IBM Statistical Package for the Social Sciences version 21 was used for data analysis. Descriptive statistics were employed to provide the profile of the respondents and binary logistic regression was used to test the null hypothesis. Almost 70% of African American householders in urban areas earned less than the 2011 U.S. median household income of \$50,502 (U.S. Census Bureau, 2013). From the hypothesis test, if the respondents were younger; did not complete high school; did not live in the Northeast; were not married or female; were not U.S. native citizens; had less adequate housing; had larger structure size; lived in single detached housing; or were renters, were less likely to afford their housing. This study highlights present and future housing challenges of low-income African Americans living in urban areas. Their limited resources regarding income, education, and U.S. citizenship status can be constraints when pursuing affording housing (Morris & Winter, 1998). This study provides more inclusive understanding of the financial sustainability and well-being of minority households. Therefore, the study can be beneficial for policy makers, consumer educators, and service providers in their future programs or services.

U.S. BOOMERS' DESIRE TO AGE-IN-PLACE AND RESIDENTIAL SATISFACTION

Hyun Joo Kwon, Purdue University
Sung-Jin Lee, North Carolina A&T State University
Mira Ahn, Texas State University
Suk-Kyung Kim, Michigan State University

Abstract

This study examined relationships among U.S. Boomers' desire to age in place, residential satisfaction, and socio-economic/housing characteristics. More U.S. Boomers (born 1946 to 1964) have reached their 60s. According to the AARP, about 32% of those aged 50 and over report that their home values have dropped down in the past years, and experts predict that many of those will not recover their wealth by the time they reach retirement age (Hessedal, 2011). This implies housing constraints (Morris & Winter, 1975, 1978) affecting housing conditions and housing choices such as aging in place. The authors developed a self-administered questionnaire. Data were collected by an on-line market research survey company in April, 2011. The useable sample was 403. Descriptive statistics illustrated the profile of the respondents, and an exploratory factor analysis identified factors related to residential satisfaction. T-test, ANOVA, and multiple regression were used to analyze the relationships. Housing unit, the neighborhood, location were identified as significant 'residential satisfaction' factors. Those who had better health status, lived in a single-family detached housing, and were homeowners were more likely to be satisfied with their housing unit, neighborhood, location. Almost 66% desired to age in place. Those who were older, retired and not working, lived in a single-family detached housing, were homeowners, lived longer in their current housing, had larger structure, and lived in a small town were more likely to desire to age-in-place. Those who were satisfied with their housing unit and neighborhood were more likely to desire to age-in-place. Housing accessibility or affordability issues for Boomers should be considered further in that as they age, their housing condition and financial power are more like to be deteriorated, which implies housing constraints interfering with their desire to age in place. This study can help consumer educators, service providers, non-profit organizations to better serve the Boomer cohort.

AAFCS ORAL PRESENTATIONS JUNE, 2014

TABLE OF CONTENTS

An Evaluation of a Community-Based Abstinence Education Project Tommy M. Phillips and Joe D. Wilmoth	37
Clothing Care Practices of Young Adults: An Exploratory Study Lauren Reiter, Kim Hiller Connell, and Melody LeHew	38
Double Shifting in Apparel Industry: An Approach to Sustainability in Bangladesh Md. Imranul Islam, M. Ahsan Akhtar Hasin, and Melody L. A. LewHew	39
Evaluating the Effectiveness of a Job Readiness Program for Adolescent Parents Michelle Toews, Ani Yazedjian, and Lacey Morris	40
The Forming of a Profession: Extrinsic Perceptions of Interior Design Dana Moody and Gregory Petty	41
Young Adults' Recollections of Sexuality Education: Messages from Parents, Peers, Schools, and Media Ani Yazedjian and Michelle Toews.....	42

AN EVALUATION OF A COMMUNITY-BASED ABSTINENCE EDUCATION PROJECT

Tommy M. Phillips and Joe D. Wilmoth, Mississippi State University

Abstract

Healthy Choices, Brighter Futures is a community-based abstinence education program administered by the Mississippi Alliance of Boys & Girls Clubs. Using the *Choosing the Best* curriculum, the program's mission is to encourage risk avoidance among teenagers through abstinence-centered programs.

Purpose: The present study examines these questions:

- Do program participants experience a change in attitudes regarding abstinence?
- Do program participants experience an increase in knowledge regarding abstinence?

Methodology: A predominantly African American sample ($n = 1163$; mean age = 12.2 years) from 42 Mississippi Boys and Girls Club sites completed pre-test and/or post-test assessments. By gender, the sample was split evenly between boys and girls. After excluding cases due to missing pre-test or post-test data and self-reported dishonesty, 637 complete sets of data remained for analyzing changes related to program content.

Participants completed questionnaires that contained items intended to assess sexual behaviors and background, opportunities for sexual activity, refusal skills, behavioral intentions, perceptions of peer norms, reasons for not having sex, abstinence attitudes, drug and alcohol use, decision-making skills, self-esteem, family composition, and parent/child communication about sex, along with several demographic items.

Main Findings: Results indicated consistent and meaningful increases in knowledge regarding sex and abstinence among program participants, as well as positive changes in attitudes regarding sex and abstinence.

Conclusions and Implications: This study's results suggest that an abstinence-based curriculum can produce meaningful gains in knowledge about sex, including abstinence, pregnancy, and sexually transmitted diseases. The program participants described here also seemed to have experienced meaningful changes in attitudes about sex that potentially could lead to changes in behavior. We suggest effects can be enhanced by combining curricula such as *Choosing the Best* with ways to improve academic performance, promote parental involvement, and utilize peer influence as inhibitors to risky sexual behavior.

Content Focus: Family Relations and Human Development

CLOTHING CARE PRACTICES OF YOUNG ADULTS: AN EXPLORATORY STUDY

Lauren Reiter, Kim Hiller Connell, and Melody LeHew, Kansas State University

Abstract

PURPOSE AND RATIONALE: In the US, washing and drying clothes is one of the most energy and water intensive activities occurring within the household. Therefore, laundry practices carry heavy environmental burden and research concurs that the consumer care phase is the most environmentally harmful phase in the garment life cycle. Therefore, in terms of environmental sustainability, modifications to home laundry practices must occur. In identifying a consumer group to encourage adoption of more environmentally sustainable clothing care practices, this study focused on young adults (ages 18 to 25). Unfortunately, there is limited research on their current laundry practices and what modifications need to be encouraged. Therefore, the purpose of this study is to explore the current clothing care practices of young adults.

METHOD: The primary data collection method in the study was focus groups. The researchers conducted six focus groups with a total of 47 young adults, questioning them about their current clothing care practices.

RESULTS/FINDINGS: A majority of participants used Tide detergent, hot water for washing sheets and towels and cold water for everything else; the most common color separation was whites, darks, and colors. Care tags did not impact practices; dry cleaning and ironing were unpopular. All participants washed denim after one or two wears to get back the shape. Participants would hang dry more often if they had more space. Only one person indicated learning how to do laundry in grade school, with most learning from trial and error or from guardians.

CONCLUSION/IMPLICATIONS: Further research is needed to identify strategies for educating consumers regarding environmentally sustainable clothing care practices. More education is needed, specifically in middle through early high school when clothing care is first learned. Curriculum regarding effective laundry care practices and how changes in such methods can reduce harmful impacts on the environment is necessary.

Content Focus: Apparel, Design, and Textiles

DOUBLE SHIFTING IN APPAREL INDUSTRY: AN APPROACH TO SUSTAINABILITY IN BANGLADESH

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Abstract

Purpose: With an intensified focus on sustainability in the past few decades, government, marketers, and individuals have become increasingly aware of the necessity to reduce environmental footprint in apparel industry to cope with the increasing apparel demand. Consequently, Bangladesh, an apparel export based economy and accounts for 79.63% of total export earnings in 2012 – 2013, has been struggling to meet this ever growing demand with reduced environmental impact.

Rationale: To evade delay delivery penalty, longer working time beyond the prescribed hours sometimes practiced to meet the delivery deadline, which may encourage factory managers to disregard principles of social sustainability (e.g., working hours per week). Squeezed price, stipulated compliance and rigid contract from buyers with reduced lead time also worsen the situation. Hence, double shifting (day and night shift) in apparel industry is implemented as an approach of sustainability through process efficiency improvement.

Methodology: A case study method was employed using a particular apparel manufacturer with a fixed product and assembly line layout to study single shift and double shift apparel production.

Findings: After comparative study between single shift (day shift) and double shift (day and night shift) in terms of production, quality, labor absenteeism, hourly production cost, overtime; it is found that 16 pieces higher average hourly production in night shift, no significant quality difference between day and night shift; about 5% less labor absenteeism in night shift, BDT 15,000 (equivalent to US\$ 188) less hourly production cost for double shift and 2% less overtime worked in night shift than that of day shift.

Conclusions and Implication for research and/or practice: Being the 2nd largest apparel exporters in the world, it is high time to implement double shifting in Bangladesh apparel sector in order to secure the place as well as keep the growth rate in apex through utilizing lower production cost without hampering social sustainability.

Content Focus: Apparel, Design, and Textiles

EVALUATING THE EFFECTIVENESS OF A JOB READINESS PROGRAM FOR ADOLESCENT PARENTS

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Abstract

Adolescent pregnancy and parenting often result in poorer psychological functioning, higher levels of relationship instability, decreased rates of school completion, increased risk of unemployment, greater dependence on welfare, etc. (Hoffman & Maynard, 2008). Therefore, the *Strengthening Relationships/Strengthening Families* program was created to teach relationship, job readiness, and financial literacy skills to adolescent parents. This study evaluated the effectiveness of the job readiness component because there is a dearth of research on this topic.

A total of 155 primarily Hispanic (85.2%) adolescent parents (81.3% female) ages 14-19 (mean=16.8) who completed at least three of the five job readiness lessons were included in this study. In addition, nine focus groups with 83 adolescent parents were conducted. We used a pre/post-test to measure knowledge related to finding and keeping a job. To reduce response shift bias, we used a retrospective pre/post-test to measure behaviors related to finding and keeping a job. We also tracked how many participants had a résumé prior to and after the program.

Using paired t-tests we found statistically significant increases in participants' knowledge and behaviors related to finding and keeping a job. Additionally, only 43 had a résumé prior to the program, compared to 116 after completion. Focus groups were analyzed using thematic coding and narratives revealed participants' increased sense of preparation in looking and applying for jobs. Narratives also highlighted the value of the mock interview and résumé preparation activities.

This program is effective in improving adolescent parents' job readiness knowledge and behaviors. Because our study is the first examining this topic, findings can be used to develop effective programs that help adolescent parents overcome the well-documented challenges they face. Providing such relevant programming is critical and necessary as research suggests adolescents pay more attention to programs that address salient issues in their lives (Varcoe et al., 2005).

Content Focus: Family Relations and Human Development

THE FORMING OF A PROFESSION: EXTRINSIC PERCEPTIONS OF INTERIOR DESIGN

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PURPOSE: Glynn, Herbst, O’Keefe, Shapiro, & Lindeman (2004) state “it is not reality that matters but rather the perception of that reality” (p. 211). To this end, what interior designers say about themselves does not matter as much as what others perceive (Marshall-Baker, 2004). The purpose of this study was to build understanding of how interior design is perceived as a profession and how these perceptions impact interior design legislation.

RATIONALE: Others must perceive value in the services provided by an occupation for it to fully become a profession. This value comes when the service is perceived to impact the general good of society (Marshall-Baker, 2004). To this end, interior designers will not achieve professional status until others perceive their work to be of value to society (Anderson, Honey, & Dudek, 2007).

METHODOLOGY: This qualitative study utilized the *Integration of Ideas* method of research to synthesize a variety of sources found through a thorough literature review. From this examination, a picture was formulated of how interior design is perceived by the public and how these perceptions were formed.

FINDINGS: This study revealed that the public does not understand the profession of interior design. Confusion comes from unqualified persons using the same professional title and the media’s representation of the profession. In addition, perceptions within the building industry vary from beliefs that interior designers are trying to practice architecture to interior designers are being anticompetitive.

IMPLICATIONS: Changing perceptions about interior designers from people who create pretty spaces to professionals who psychologically and physiologically improve quality of life continues to be a long, slow, process. An understanding of how interior design is perceived is critical to advance, develop, and protect the profession of interior design. Continued documentation and monitoring of perceptions is essential to progress into a profession (Moody, 2012).

Content Focus: Interior Design

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YOUNG ADULTS' RECOLLECTIONS OF SEXUALITY EDUCATION: MESSAGES FROM PARENTS, PEERS, SCHOOLS, AND MEDIA

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Abstract

This study compared young adults' recollections of the sexuality education they received in school with messages they received from parents, peers, and the media. We explored this topic to identify how family science professionals can promote more effective sexuality education as research finds many youth lack basic sexual health knowledge and do not use contraceptives effectively.

Using a semi-structured interview protocol, we conducted six focus groups exploring 38 first-year students' (19 males) recollections of their sexuality education. Thematic analysis revealed participants received mixed messages across various contexts. Schools were considered particularly ineffective in teaching about sexuality as most programs were abstinence-only and did not provide information about contraceptives. Participants reported more open relationships with mothers than fathers, but also felt they experienced more realistic conversations about sexuality with their same-sex parent. Peers were often a source of support and contraceptive knowledge. However, females' discussions were in-depth and information-rich, while males' discussions were casual and experience-based. Participants felt media glorified casual sex in a highly gendered way and downplayed responsible contraceptive use; although there were gender differences.

These findings indicate a continuing double standard in the messages males and females receive about sexuality. They also highlight how conflicting messages can be difficult for youth to process. The lack of one singularly trusted source for comprehensive sexuality education might partially explain the sexual choices today's youth make.

These findings also provide an opportunity for family science professionals to develop skills-based programs that address sexuality within the broader contexts of healthy relationships, gender, and power. Evidence-based programs could also educate parents on effective ways to discuss sexuality with their children. Finally, family science professionals could utilize the technologies used by today's youth to develop reliable and comprehensive sources of sexual health information. Improving knowledge and skills could translate into more responsible sexual decision-making.

Content Focus: Family Relations and Human Development