Discrimination based upon race, color, religion, sex, national origin, age, disability, or veteran's status is a violation of federal and state law and MSU policy and will not be tolerated.

Discrimination based upon sexual orientation or group affiliation is a violation of MSU policy and will not be tolerated.
Over 60 years ago, a small group of faculty at our university began to meet on a regular basis to discuss social science issues. This "Social Science Roundtable" originally included faculty with expertise in sociology, history, economics, political science and others who had interest in the social sciences. In 1950, the Roundtable recommended and helped establish the Social Science Research Center as the first campus-wide research enterprise. The Center, from its very origin, has emphasized interdisciplinary research and the application of social science knowledge to problems of the state, region and nation. The number of disciplines participating in the Center has grown to include psychology, business, social work, public administration and computing science. In addition, it is now not uncommon to find projects that blend the social sciences with agriculture, engineering, medicine, veterinary medicine, communication and law.

The Social Science Research Center has also become a place for scientists from other institutions to come and conduct research, study and participate in the special environment of the Center. These important collaborations have not only expanded the capacity of the Center to address research questions, but have also invigorated and stimulated the intellectual dialogue in the Center. We have welcomed social scientists from throughout the world to come and study with us. Over the last 10 years, we have had over 250 Italian professors and students come to our Center to study social science research methods, carry out collaborative research projects and pursue advanced degrees. This year marks the tenth anniversary of this strong and enduring collaboration. We also encourage and promote joint research ventures with numerous U.S. universities. Our research proposals and reports routinely include scientists from many influential universities, laboratories and institutions in the U.S.

The Center has had a very productive year. Our research portfolio includes 64 new or continuing grants, contracts and awards for a total research program exceeding $10 million. In addition, the Wolfgang Frese Survey Research Laboratory conducted 29 major survey projects. Our scientists and students published 64 journal articles, book chapters and reports. There were numerous presentations given on the progress of our research and numerous members of the Center who received special recognitions for their accomplishments. This report provides an overview of these important contributions to the social sciences.

My colleagues and I in the Center are most appreciative of the fine support we receive from the leadership of Mississippi State University and are thankful for the opportunities they have provided.

Sincerely,

Arthur G. Cosby
William L. Giles Distinguished Professor and Director
The Social Science Research Center (SSRC) was established at Mississippi State University in 1950 to promote, enhance and facilitate social science research and related scholarly activities. The Center is organized with university-wide responsibilities and reports to the Vice President for Research and Economic Development and the Vice President for Agriculture, Forestry and Veterinary Medicine. The Center offers a superior research environment with an impressive array of research opportunities and options, state-of-the-art facilities, laboratories and support units that enhance and expand both the scope and quality of social science research. The SSRC fosters a rigorous and independent research environment to ensure objective, relevant and unbiased analyses.

The success of the SSRC relies primarily on the expertise, talents and entrepreneurial skills of its scientists. Individual scientists, or self-organized teams of researchers, provide the impetus and direction of funded research projects. They determine their research agendas and benefit from the SSRC facilities as they so choose. Research fellows and research associates, supported by an administrative staff and graduate and undergraduate research assistants, conduct both sponsored and unsponsored research projects. Funding for projects comes from a variety of sources including federal and state agencies, foundations, MSU units and other public and private entities. The SSRC research portfolio usually exceeds $10 million a year.

Research issues facing social scientists are now so profoundly complex that their solutions demand the combined resources of multiple disciplines, multiple professions and multiple institutions. From its origin, the SSRC has had a strong interdisciplinary emphasis. Scientists from a number of disciplines, both on campus and off, come together in the SSRC to work on common research problems. It is the norm to find various combinations of such diverse disciplines as psychologists, business professors, sociologists, social workers, geographers, historians, economists and political scientists joining together to bring to bear their expertise on a given research problem. The range of interdisciplinary involvement goes beyond the social sciences. The Center often becomes a place where a social scientists team with colleagues from agriculture, engineering and other disciplines.

The SSRC also forms partnerships, strategic alliances and collaborative agreements with entities such as state agencies, off-campus national-level research organizations and professional groups. These various interdisciplinary research enterprises provide a steady stream of innovative projects and creative investigations.

Facilities
The SSRC currently occupies 20,279 square feet in the Mississippi Technology Center, located in the Thad Cochran Research, Technology and Economic Development Park. This figure represents an increase of 2,650 square feet during 2009. The Mississippi Health Policy Research Center changed the location of its office in October 2007 from the Paragon Centre in Ridgeland, MS, to the CAVS E building located in Canton, MS. The MHPRC occupies 1,758 square feet. In addition to the core space at CAVS E, the SSRC has access to state-of-the-art conference and meeting facilities.

Mission
The Social Science Research Center is committed to conducting objective, rigorous and unbiased research on social, economic, political, human resource and social-environmental problems facing the state, nation and world; to providing a support system for the university to plan, develop, secure funding for and conduct social research on problems of interest to the scientific community and to consumers of research findings; to maintaining a mechanism whereby existing social science research capabilities in the university can be matched with funding sources; to contributing to the university's graduate and undergraduate program by involving students in research projects through assistantships and other work arrangements; and to offering a vehicle for unique social research and public service programs that do not fit more traditional academic structures.

The Center also recognizes as part of its mission the importance of combining the expertise and capacities of multiple institutions, disciplines and professions in addressing complex problems. The Center seeks to develop perspectives and approaches that lead to effective cooperative investigations. The SSRC follows the land grant tradition by serving Mississippi and the nation through research, education and public service.

Statement of Goals
Each year, at its annual retreat, the SSRC formulates specific goals for the year and evaluates the activities of the previous year. In addition, the research faculty and the various research entities within the Center also set goals. All of these fit within the broad set of goals outlined below.

Academic Goals:
To contribute to the University's graduate and undergraduate program by involving students in research projects through assistantships and other work arrangements.

Research Goals:
To conduct rigorous, objective and unbiased research on relevant social, economic, political, human resource and social-environmental problems facing the state, nation and world.

To provide a vehicle for unique social research and public service programs that do not fit more traditional academic structures.

Service Goals:
To provide a support system for the University to plan, develop, secure funding for and conduct social research on problems of interest to the scientific community and to consumers of research findings.

To provide a mechanism whereby existing social science research capabilities in the University can be matched with funding sources.
Organizational Structure

The organizational structure of the Social Science Research Center is purposely flat, with several internal research units, normally led by coordinators, reporting to the Director. Project directors operate with a great deal of autonomy and take full responsibility for the conduct of their projects.

Over the years, the SSRC has developed strong working relationships with faculty members and administrators in the College of Arts and Sciences, the Mississippi Agricultural and Forestry Experiment Station, the Division of Agriculture, Forestry and Veterinary Medicine, the College of Business and the College of Education. In addition, it has established strong linkages with outside funding sources, including federal and state agencies, research entities and foundations.

The research faculty members in the SSRC provide the driving force for the Center activities. Together they define the Center goals, develop research agendas, prepare and submit proposals and conduct research. The SSRC maintains a small staff of full-time research faculty to support ongoing research activities. These are normally affiliated with an academic department. Other faculty members hold joint appointments on a continual basis between academic departments and the SSRC. A third category of faculty members works in the Center on a periodic basis, depending upon funding of a particular grant or contract, or is supported via summer appointments while developing research proposals. In order to facilitate the efforts of the research faculty, the SSRC seeks to maintain collegial, cooperative relationships with academic departments and other campus entities.

The Center maintains a core staff of experts to assist in the financial and personnel aspects of preparing, submitting and administering research grants and contracts, as well as individuals who manage specific Center programs, such as the Mississippi Alcohol Safety Education Program (MASEP). Research associates and graduate and undergraduate assistants support research and administrative activities. In addition, the Center employs many individuals on an intermittent basis to serve the needs of the individual projects.

The continued success of the SSRC is clearly dependent upon the personnel who participate in its activities. Attracting bright, capable, energetic and entrepreneurial individuals and then encouraging their continued intellectual and professional growth is a key element in the SSRC organizational philosophy. By keeping bureaucratic requirements to a minimum, the SSRC seeks to create an environment that fosters, facilitates and enables innovative and creative research efforts.

Research Fellows
The SSRC seeks to expand its research fellows program in both its traditional disciplinary arenas of sociology, psychology, political science, geography and social work, as well as in new areas that include anthropology, architecture, communication, economics, epidemiology, health education, health policy and other social science-related disciplines. The Center offers this honorary title to individuals who have made significant impacts on its research programs. Research Fellows may work in the Center or in outside collaborative entities.

New Social Science Faculty Workshops
During 2008, Drs. Lynne Cossman and Arthur Cosby instituted a mentoring workshop for new social scientists joining the MSU community. In 2009, interest was expressed by the new faculty to continue meeting and faculty from other departments/disciplines also expressed interest in attending. The workshops were expanded and continued to meet during the spring of 2010 in the SSRC to discuss issues around research careers, extramural funding, grant writing and associated issues. MSU researchers and research administrators often attend as guest presenters.
The Mississippi Delta is known for its agriculture, unique history and claim as the birthplace of the Blues. Despite its rich cultural history, the Delta also suffers from some of the worst social, economic and health problems in the nation.

The potential of the Mississippi Delta is so complex that its growth requires the interdisciplinary contribution of various professions, disciplines and institutions. The Delta Directions Consortium is a group of individuals that exists to provide a united front to implement innovative approaches and capitalize on human potential. The focus of the Consortium is on public health, but viewed in the broadest possible sense, noting that it would be impossible to improve public health outcomes without improving education, infrastructure and economic opportunity.

In 2008, Harvard Law School graduate Emily Brod was hired as the first “Delta Fellow,” a position funded by the SSRC and Harvard Law School through a Winokur Family Foundation grant. Under her direction, the Consortium developed several publications, established a website (www.deltadirections.org) and held the first Delta Directions Consortium Conference. The Conference provided an opportunity for new and old Consortium members to meet each other, brainstorm ideas and set priorities for the work of the Consortium. Alexis Churnak, Postdoctoral Research Fellow at the SSRC, now leads the Consortium.

In the last year, Delta Directions has conducted research in areas such as agriculture and farming, health, economic and small business development. Projects and initiatives include Stay Healthy, Coahoma County; The GrowDelta Initiative and the Clarksdale High School garden.

The Delta Oral Health Project is an ongoing initiative that is conducting research to improve the oral health of children who attend licensed childcare centers in Coahoma County. The project’s goal is to educate young children and their parents about healthy oral practices, provide them with dental services as well as oral health risk assessments and disease prevention.

In addition to the Oral Health initiative, Delta Directions is also working on a health and wellness project called Stay Healthy, Coahoma County! The goal of the project is to encourage physical activity and healthy living to individuals living in the Delta region.

At the project’s completion, Delta Directions hopes to create a resource guide including places to purchase local produce, find healthy restaurants and take part in physical activity.

Within Mississippi, the SSRC has partnerships with and/or funding from the following:

- American Academy of Pediatrics
- Annie E. Casey Foundation
- Appalachian Regional Commission
- Centers for Disease Control and Prevention
- Dreyfus Health Foundation
- Federal Emergency Management Agency
- Flight Attendant Medical Research Institute
- Harvard University
- Health Resources and Services Administration
- National Aeronautics and Space Administration
- National Institute of Drug Abuse
- National Institutes of Health
- National Oceanic and Atmospheric Administration
- National Science Foundation
- National Institutes of Health
- National Science Foundation
- Oak Ridge National Laboratory
- Office of Rural Health Policy
- Robert Wood Johnson Foundation
- U.S. Department of Agriculture
- U.S. Department of Health and Human Services
- U.S. Department of Homeland Security
- U.S. Department of Justice
- U.S. Department of Transportation

- Blue Cross / Blue Shield of Mississippi
- Center for Mississippi Health Policy
- Delta Health Alliance
- Department of Transportation / Public Safety
- Foundation for Mid South
- Gilmore Foundation, Mississippi Agricultural and Forestry Experiment Station
- Healthcare Foundation of North Mississippi
- Healthy Mississippi
- Mississippi Area Health Education Center
- Mississippi Case Management Consortium
- Mississippi Center for Justice
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Human Services
- Mississippi Department of Medicaid
- Mississippi Department of Mental Health
- Mississippi Division of Rehabilitation Services
- Mississippi Division of Public Safety Planning
Special Collaborative Relationships

The research issues facing social scientists are now so profoundly complex that their solutions demand the combined resources of multiple disciplines, multiple professions and multiple institutions. To meet this challenge, the SSRC forms partnerships, strategic alliances and collaborative agreements with off-campus and out-of-state research organizations. These various interdisciplinary research enterprises provide a steady stream of innovative projects and creative investigations and facilitate and enhance the ability of researchers in the SSRC in their research endeavors. Currently, the Center holds the following agreements:

Alliance with Tec de Monterrey, Mexico

Plans are underway to visit Tec de Monterrey this March to coordinate the analysis of a joint research project between SSRC and Tec de Monterrey dealing with the climate of immigration in the U.S. Also, meetings are planned during the visit to discuss research and educational opportunities at MSU for Mexican students.

Alliance with the University of Zagreb, Croatia

In May 2008, a delegation from the SSRC visited the University of Zagreb, Croatia, to further discussions regarding possible collaborative ventures and exchanges of student and faculty between the two institutions. During the fall semester, the SSRC/MSU and the University of Zagreb, Croatia, have executed an Agreement of Cooperation for the collaborative exchange program for students and faculty.

Annie E. Casey Foundation

In January 2006, the Annie E. Casey Foundation selected the SSRC (under the leadership of Dr. Linda Southward and Dr. Ron Cossman) as the Mississippi site for KIDS COUNT. In the family and children area, this is a very high profile project.

Julius B. Richmond Center of Excellence, American Academy of Pediatrics

Under the leadership of Dr. Robert McMillen, the SSRC has an ongoing relationship with the Richmond Center in the area of tobacco control for children. The Center provides a portion of Dr. McMillen’s salary and funds our annual Social Climate Survey of Tobacco Control in the United States. Dr. McMillen sits on their scientific advisory board.

Mississippi Employment Security Commission

This agreement was signed in 2003 to support more site-specific policy making in regards to improving economic and workforce development in Mississippi.

North Mississippi Medical Center (NMMC)

The alliance was created in 2000 with the goal of promoting health and health-related research for rural populations. Our partnership with North MS Medical Center continues with a number of important research thrusts. Primary among these are a periodic region-wide health assessment carried out by Dr. Robert McMillen and a long-term project evaluating and assessing HealthWorks’ interactive facility for children by Dr. Linda Southward.

Collaborative Agreement with the University of Catania, Italy

To promote the identification of research problems, the pursuit of collaborative research endeavors, the exchange of research faculty and students and the analysis and reporting of research findings.

In 2010, we celebrate the 10th anniversary of the exchange program with the University of Catania, Italy. During the last 10 years, there have been more than 250 students and faculty from the University of Catania who have visited the SSRC to study social science research methods and to conduct joint research projects. The Rector of the University of Catania planned an event in recognition of this strong exchange program during May 2010. A similar celebration is being planned at MSU for the 2010 fall semester.

Dott. Carlo Cappello and Dott.ssa Francesca Caruso from the University of Catania, Italy, led a delegation of 30 Italian students to visit the Social Science Research Center and the College of Architecture, Art and Design from October 27 - November 11, 2009. The students participated in a series of seminars at both the Center and the College, as well as a number of cultural events in Mississippi.

Over the last ten years, Mississippi State University has developed a strong collaborative program of education and research with the University of Catania, Italy. This program involves joint efforts involving undergraduate education, graduate education and research. In the fall of 2005, the University of Catania, with support from MSU, submitted a proposal to the European Union for collaborative doctoral programs in the human sciences. This proposal ultimately received an award from the Italian Ministry of Education and Research in the amount of 236,000 Euros to support Italian graduate students conducting part of their doctoral studies at MSU and for MSU students studying at the University of Catania. Professor Francesco Coniglione from the University of Catania serves as the Principal Investigator of the project, and Giles Professor Arthur G. Cosby serves as the MSU Coordinator. Professor Domenico Parisi also serves as a primary collaborator in this international program.


Since its creation in June 2009, the Media Collaboration Laboratory has become an integral part of the Social Science Research Center. The Media Collaboration Laboratory utilizes various communication media to highlight the world-class interdisciplinary research conducted at the SSRC. Integrating a strategic mix of traditional communication tools (e.g., brochures, posters, websites) and newer media technologies (e.g., social media platforms, video blogging), the MCL provides students with real-world public relations experience in a fast-paced research environment.

“There are always projects for the students to become involved with in the MCL,” says Dr. Laura Richardson Walton, APR, an assistant professor in the Department of Communication. “The portfolio they walk away with when the class is over is dependent upon how much they put into their work here. The possibilities for their portfolio are endless.”

Dr. Walton oversees the students’ work and serves as a liaison between the SSRC scientists and the interns. “The way the MCL works is a lot like a PR firm; we often have several different ‘clients’ we are working for and trying to please at all one time. Many days feel like a juggling act,” she explains. She believes the experience at the MCL gives students an accurate representation of life in the communication field.

Over the last year, over 15 student interns from the Department of Communication have actively participated in developing ideas and assisting research scientists and associates with numerous projects. Students research and develop information blasts for Facebook and Twitter as well as shoot and edit videos for the SSRC’s YouTube channel. Traditional promotional tools such as logos, letterhead, event invitations, brochures, fact sheets and posters are also developed and implemented by the MCL interns. The MCL also helped develop and currently maintains the SSRC website.

The Media Collaboration Laboratory features four 24" iMac computers equipped with Adobe’s CS5 Suite and Apple’s Final Cut Studio 2 software. This powerful combination of hardware and software allows the Media Collaboration Laboratory to create professional presentations for a variety of media. Students may also receive academic credit for their internship experience by enrolling in a directed study under Dr. Walton’s supervision.

submitted by Marla Reno


The Public Safety Data Laboratory (PSDL) at the Social Science Research Center continues to serve as a data repository and analysis laboratory for all types of information regarding public safety, as well as a development laboratory for public safety information management systems.

While the PSDL was created to serve Mississippi’s Governor’s Office of Highway Safety and Mississippi Highway Patrol as a data analysis lab for crash data, daily activity reports and citation data and to assist with the development of analysis tools, our work and reputation has led the PSDL to new ventures. Under the guise of the Public Safety Data Laboratory, the SSRC is tasked with developing, implementing and managing Mississippi’s electronic citation system, a multi-year project that will soon be available to all law enforcement agencies in Mississippi.

The original purpose of the PSDL was to better utilize existing data, ensuring its quality and developing public and secure analytical tools interested stakeholders. The biggest change initiated by the PSDL was the reformation of the Mississippi Highway Patrol’s Daily Activity System, which involved updating the reports, purchasing a new server to store the data and developing a new website for data entry and analysis. Currently, all MHP Officials with supervisory roles have access to the data, which is done in a way that is easily accessible, giving them the information they need and desire accurately and on a timely basis. Reports are generated by specific time, and can be done from a state-wide level all the way down to individual troopers. Troopers will begin entering their data on the Website, eliminating the paper form, at the end of each shift. This will enhance data quality, as well as increase the accountability of the troopers. Increasing the data collected has also allowed the PSDL to create specialized reports for MHP on an ad-hoc basis, as well as others needing specified data.

The PSDL is also responsible for maintaining and operating a public website, which publishes comprehensive crash data, along with other public information regarding traffic and highway safety, for the Governor’s Office of Highway Safety. Crashes can be queried by several factors, including county, time of day, age of driver, etc. The site has also become a centralized portal to other traffic and highway safety initiatives and plans. As data increases, more information will be added to the website, along with some other visual analytical features.

Currently, the biggest project underway is the development and implementation of an electronic citation system for the State of Mississippi. Mississippi State University’s role is serving as the overall project manager, subcontracting with the University of Alabama for development and consultation, as they operate Alabama’s electronic citation system. This project is a major undertaking because it requires that all interest holders be on the same page. From MHP to Department of Public Safety Technical Support to Mississippi’s Justice Courts, everyone must be willing to work together to reach the goal. Electronic Citation will remove all paper and hand delivery from the citation process, outside of the copy the offender receives from the officer. The citation will be transferred from the officer’s computer to the courts and eventually all the way to the central data repository. This will reduce the paper trail, increase data quality and provide real-time data, which has never before been available. In Alabama, switching to eCite, as it is commonly called, has increased the number of citations issued. The project is in the developmental phase, with a pilot program set to begin the end of September 2010. Should all go according to plan, a statewide rollout will begin with the Mississippi Highway Patrol by December 2010. Once MHP has it in place, local agencies will then begin coming online, as well as upgrading the system with any changes that need to be made and new features developed to help better enforcement and data analysis.

submitted by Lee Weiskopf
Presentations


Chi, G., Cosby A. G., Quddus M. A., Levinson D., & Gilbert, P. A. (Forthcoming). "Gasoline Prices and Traffic Safety: A Demographic Analysis." To be presented at the annual meeting of Southern Demographic Association in Knoxville, TN.


Cosman, J. S. (2009). "Space, Place, Disease and Death: U.S. Mortality in the late 20th Century." Presented at the University of Catania in Catania, Italy.


Cosman, J. S. (2009). "Update from the Northeast Mississippi Area Health Education Center and Mississippi Center for Health Workforce." Presented to the Mississippi State Medical Association Manpower Commission in Jackson, MS.


Cossman, J. S. (2009). "Update from the Northeast Mississippi Area Health Education Center and Mississippi Center for Health Workforce." Presented to the Mississippi State Medical Association Manpower Commission in Jackson, MS.


Presentations


Cossman, J. S., & Mason P. B. (2010). “Does One Medical School’s Admission Policy Help a Rural State ‘Grow Their Own’ Physicians?” Presented at the Rural Sociological Society in Atlanta, GA.


Cossman, J. S., & Street, D. (2010). “Physicians in Rural and Underserved Areas.” Presented at the National Area Health Education Center Organization in Las Vegas, NV.


Cossman, R. E. (2009). “Place Matters and Space Matters: The Geography of Health.” Presented at the University of Catania in Catania, Italy.

Cossman, R. E. (2009). “Primary data from a MS KIDS COUNT statewide survey about attitudes toward children in Mississippi.” Presented to the State Epidemiological Outcomes Workgroup-on at the Mississippi State Hospital in Whitfield, MS.


Presentations


McMillen, R. C. (2009). “Research findings at the 2009 Mississippi State University College of Arts and Sciences Research Showcase.” Presented at Mississippi State University in Starkville, MS.


Ragsdale, K., Read, R., Mason, K., & St. Lawrence, J. S. (2010). “Is Spring Break really that risky?: Comparison of high risk drinking and sexual risk behaviors among college women at two reporting intervals.” Presented at the Society for Applied Anthropology conference in Mérida, México. *Session was 1 of 12 selected by the SFAA to be podcasted.

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<th>Author(s)</th>
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<td>Shaffer, S. (2009)</td>
<td>“Using the Mississippi Poll to Assess Race, Sex, and Generational Sources of Quality of Life.”</td>
<td>Presented at the College of Arts and Sciences Research Showcase, Mississippi State University in Starkville, MS.</td>
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Invited Presentations


Recognitions & Accomplishments

Dr. Lynne Cossman was selected as a member of the Management Development Program (MDP) Class of 2010 by the Harvard Institutes for Higher Education. The program was held from June 6-18, 2010.

Ms. Jennifer (Puhr) Holloway was first runner-up for the PRAM (Public Relations Association of Mississippi) Student of the Year 2010 award.

Dr. Hui Liew received her Ph.D. in sociology from MSU December 2009. Dr. Liew is a Postdoctoral Research Fellow at the SSRC working on MASEP Research and Development.

Mr. Tim McClure received the “Outstanding Doctoral Student Award” from the Department of Sociology at MSU’s annual awards banquet.

Dr. Robert McMillen, Assistant Professor of psychology and Research Fellow at the SSRC, was named the College of Arts and Sciences Researcher of the Month for December 2009.

Ms. Tonya Neaves’ paper, “To Evacuate or not to Evacuate? An Analysis of the use of Reverse 911 during the 2007 San Diego County Wildfires” has been nominated for the Petak Award, one of the highest honors of the American Society of Public Administration.

Dr. Kathleen Ragsdale was inducted as Fellow in the Society for Applied Anthropology in 2010. Dr. Ragsdale was also awarded multiple travel awards and a career development awards by the American Psychological Association’s Office on AIDS for her involvement in the Cyber Mentor program and was selected to receive an NIH Health Disparities Loan Repayment Program Award. The MSU Office of Research and Economic Development also recognized Dr. Ragsdale with an Academic Excellence travel award.

Dr. Colleen Sinclair was recognized by the MSU Student Association as the “Most Influential Professor at MSU.”

Dr. Linda Southward has been appointed to the study committee by the National Research Council and the Institute of Medicine. The 15-member study group has been commissioned to conduct a major study of the oral health care system in the United States.

Ms. Lori Sullivan was selected as the Lambda Pi Eta Student of the Year for 2010.

Dr. Laura Richardson Walton, APR, Assistant Professor of Communication and Director of the SSRC Media Collaboration Laboratory, received the College of Arts & Sciences Teaching Award for Social Sciences in April 2010. She also earned the distinction of “Senior Practitioner” from the Southern Public Relations Federation in October 2009.
The Wolfang Frese Survey Research Laboratory

The Survey Research Center has evolved significantly since its creation in 1982 on the third floor of Bowen Hall. Initially recording phone interview responses using paper and pencil, the Survey Research Center was able to initiate an upgrade four years later to eight microcomputers, helping pave the way for advent of computer-assisted interviewing. Two years after the initial upgrade, the research unit launched Computer-Assisted Telephone Interviewing (CATI) systems, allowing the interviewer to concentrate on the responses rather than the paperwork.

The Wolfgang Frese Survey Research Laboratory (named in 2007 to recognize Dr. Frese’s contributions to the SSRC and MSU) is now equipped with the latest research and interviewing software and averages approximately 25 surveys each year. It currently boasts a list of clientele that includes several federal, state and private agencies, business organizations, research scientists, individuals and many MSU departments and organizations.

Following a much-needed renovation in 2007, the SRL has evolved into a state-of-the-art survey laboratory that one interviewer described as “the most comfortable place I’ve ever worked.” The new laboratory that one interviewer described as “the backbone of the operation” as they interact with hundreds of survey respondents each week. All interviews are trained in telephone interviewing and certified the MSU Institutional Review Board for the Protection of Human Subjects (IRB).

Since 1982, the laboratory has collected data for over 400 surveys using local, state, national and international samples. These surveys have covered a broad range of research topics including health care, vocational rehabilitation, children’s well-being, alcohol and tobacco use, land management and political climate. In cooperation with the Political Science Department at Mississippi State University, the SRL also conducts The Mississippi Poll, which is considered the only scientifically-based public issues survey in the state of Mississippi.

submitted by Marchella Thomas

Total Wolfgang Frese Research Laboratory = $567,785

Since Dr. John F. Edwards’ appointment as Coordinator in April 2008, the laboratory has seen a 70% increase in project funding and expanded the range of research topics. The SRL has an impressive list of funding agencies. During the 2009 – 2010 fiscal year, the Wolfgang Frese Survey Research Laboratory collected data from over 35,200 respondents and generated $567,785 in revenue.

Dr. Edwards relies on the assistance of Dr. Frese, who has returned from retirement part-time to help the SRL, a research assistant and four laboratory supervisors. These individuals oversee a staff of more than 50 telephone interviewers, described by Dr. Edwards as the “backbone of the operation” as they interact with hundreds of survey respondents each week. All interviews are trained in telephone interviewing and certified the MSU Institutional Review Board for the Protection of Human Subjects (IRB).

Since 1982, the laboratory has collected data for over 400 surveys using local, state, national and international samples. These surveys have covered a broad range of research topics including health care, vocational rehabilitation, children’s well-being, alcohol and tobacco use, land management and political climate. In cooperation with the Political Science Department at Mississippi State University, the SRL also conducts The Mississippi Poll, which is considered the only scientifically-based public issues survey in the state of Mississippi.

submitted by Marchella Thomas

Total Wolfgang Frese Research Laboratory = $567,785
### Grants and Contracts

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| Total Grants & Contracts | $8,064,004 |

**Baird-Thomas, C.** "Family Planning Waiver Program Assessment," E Q Health Solutions.

**Baird-Thomas, C.** "Nurse Project," Dreyfus Heath Foundation.


**Chi, G.** "Assessing Economic and Demographic Impacts of Intermodal Transportation Systems," National Center for Intermodal Transportation.

**Cosby, A. G.** "Delta Postdoctoral Research Fellow," Harvard University.

**Cosby, A. G., & Robertson, A. A.** "Public Safety Data Laboratory, Office of Highway Safety," U.S. Department of Transportation.

**Cosman, J. S. & Carey, B.** "Rural Medical Scholars Program," MS Institute for Improvement of Geographic Minority Health.

**Cross, G. W., & Hanna, H.** "Distracted driving in Mississippi: A statewide survey and summary of related research and policies," Center for Mississippi Health Policy.

**Edwards, J.** "Survey Research Support Project 6," Mississippi Agricultural and Forestry Experiment Station.

**Edwards, J.** "Louisiana Department of Health and Hospitals Survey Flu Pandemic," University of Louisiana Monroe.


**Hanna, H.** "Delta Oral Health Project," Delta Health Alliance.


**Humble, M.** "Lowering Anxiety through Support Group Attendance for Cancer Patients in Rural Northeast Mississippi," Mississippi State Department of Health.

**Matta, M.** "Examining the Relationships Between Addictive Behaviors and Pain Prevalence Among Mississippi Alcohol Safety Education Program Participants," Mississippi Alcohol Safety Education Program and Social Science Research Center.

**McMillen, D. L.** "Pathfinders, Year 12," Office of the Provost, Mississippi State University.

**McMillen, R. C.** "Surveillance and Evaluation Services for the Mississippi Comprehensive Tobacco Control Program, Year 3," Mississippi State Department of Health.


**Neaves, T. T.** "The Resiliency Social Climate Survey," Mississippi Department of Marine Resources and National Oceanic and Atmospheric Administration.


**Robertson, A. A.** "Mississippi Alcohol Safety Education Program Research and Development, Year 3," Mississippi Alcohol Safety Education Program and Social Science Research Center.


**Southward, L. H.** "Kids Count 2010," Blue Cross Blue Shield of Mississippi Corporation.

**Southward, L. H.** "Kids Count 2010," Mississippi Center for Education Innovation.
Ongoing

Baird-Thomas, C. *Nurse Family Partnership Program Feasibility Study,* Mississippi Health Advocacy Program.


Campbell, C. *A Review of Analysis of Shared Services’ Economic Impact on the Local Community During Fiscal Year 2008,* Stennis Space Center, Mississippi Research Consortium, National Aeronautics and Space Administration.

Campbell, C. *A Review of Analysis of Stennis Space Center’s Economic Impact on the Local Community During Fiscal Year 2008,* Stennis Space Center, Mississippi Research Consortium, National Aeronautics and Space Administration.


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An annual report reflects the accomplishments and achievements of an organization during the previous year. This report is no different in that it celebrates the work of the very talented and productive scientists, research assistants and staff at Mississippi State University’s Social Science Research Center. What sets this annual report apart from many others, however, is that it is also a showcase of the talents and skills of Mississippi State University students. From the design to the spotlight features to the research of the information presented to the photography, students have been an integral part of its development and production.

Throughout the pages of the report, you will see the impact of undergraduate and graduate students on the work at the SSRC. In keeping with our stated goal of contributing to the university’s graduate and undergraduate programs by involving students in projects through assistantships and other work arrangements, this report is truly a reflection of the SSRC’s commitment to innovation and excellence.

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