The UW-EC Office of Institutional Studies annually has compiled lists of faculty projects, programs, research, and publications. The first three editions*, 1968, 1969, and 1970, are separately bound and on file in the Office of Institutional Studies and in many departments and offices. Subsequent annual reports are filed in this factbook. This year the Current Projects, Programs and Research report was not continued. The pages of Faculty Publications are numbered 58579.QQ in which each QQ is a page number between 50 and 99.

Each report is an attempt by the Office of Institutional Studies to communicate the extent to which UW-EC faculty participate in research and related activities. Information for the compilation is provided by faculty members through the department chairman to the Office of Institutional Studies. This cooperation is appreciated; continuing success of the project is dependent upon it. Suggestions for improvement and notification of errors are solicited.

*These editions do not contain listings of faculty publications. See the appropriate volume of WSU's Publication Abstracts. The 1970 edition is the last of that series.
Klun, Carol L. and John E. Wooley, "Curriculum Design through Analysis Procedures." Laboratory Medicine, Volume 11, November 1979, pp. 702-706.

In this article, the authors have intended to: 1) indicate that there is a distinction between curriculum and instruction, and that such a distinction is essential to curriculum design, 2) show that the delineation and distinction of goals and objectives is essential to curriculum design, 3) demonstrate that analytic procedures are usable to arrive at goal statements as well as to reduce goals to specific evaluable learning outcomes, 4) suggest that there are numerous sources of curriculum goals and objectives, 5) indicate that there are various starting points for analysis, and 6) indicate that curriculum design does not incorporate that which belongs in the area of academic freedom.


A Computer Information Retrieval Center is being developed to meet the need for rapid synthesis and dissemination of information related to the potential mosquito problems of Wisconsin. Fragmentation of information in addition to the lack of a comprehensive indexing of all research in this area creates serious problems in the effective control of mosquitoes in Wisconsin. Field data acquired in the last two years by the Mosquito Survey Committee is being placed on computer for availability through direct link telephone terminal printers or off line print-outs allowing mosquito control personnel to implement eradication procedures rapidly at the first sign of a nuisance situation or a viral outbreak.


Brief history of Wisconsin mosquito studies from 1912 until 1975.


The short-tailed shrew, Blarina brevicauda Say, and the masked shrew, Sorex cinereus Kerr, harbor a number of helminths, many of which are unique to these hosts. From 1971 to 1978, 53 Blarina brevicauda and 31 Sorex cinereus were collected from five Iowa counties and examined for helminths. Eighteen species of helminths were collected from Blarina brevicauda and 11 species were recovered from Sorex cinereus.
Herbaceous plants were sampled in a Chippewa River bottomland forest at Eau Claire, Wisconsin. Spatial dispersion patterns of the herbs were examined in relation to elevation, soil characteristics and flood recurrence intervals. Frequency and magnitude of spring floods appear to be the major influence on the distribution of herbaceous species in this river bottom site.


Male water snakes, Nerodia sipedon (N=114) were collected on Ozark streams during the active seasons of 1976-78. Individuals were sacrificed by decapitation. Blood was collected within 24 hours of capture, centrifuged and frozen on dry ice. Plasma androgen levels were measured by radioimmunoassay using an antibody specific for testosterone and dihydrotestosterone (DHT). Separation on Sephadex LH-20 columns prior to assay demonstrated that DHT comprised less than 2.0% of the bound androgen. The seasonal testosterone cycle appeared to be bimodal with one peak in the spring during the breeding season and the other in late summer at the time of maximum spermatogenesis.


The effect of various temperatures upon the male reproductive cycle of the common water snake (Nerodia sipedon) was studied. Snakes were divided into five groups and kept at five different temperature regimes and a 14L:24D photoperiod for ten weeks. Intersitial cell nuclear diameters, renal sexual segment tubule diameters and epithelial heights were found to be unrelated to increasing temperatures. Testicular growth was positively correlated to increasing temperatures. Spermatogenesis increased with increasing temperatures.

DEPARTMENT OF BUSINESS ADMINISTRATION
DR. HARVEY GUNDESON, ACTING CHAIRMAN


A 3-part article in a trade journal serving the plumbing-heating-cooling-piping industry. Article deals with systems contracting - the concept, its origins, its structure, its benefits, and how to implement it. The concept involves a new purchasing technique of value to industrial plants. The technique is "sold" to such plants by wholesaler-distributors.


This article reviews the degree to which claimed reductions in costs of acquisition and possession, attributed to systems contracting, in fact are realized. A study of 73 users of the technique is explained in the article. Cost savings and a variety of other advantages are found, indeed to be extensive.


A study indicating area of scholarship influences the attitude of faculty toward collective bargaining.


An examination of the ambiguities in the role of department chairperson and their impact on university governance and collective bargaining.


A short form of Rokeach's Dogmatism scale was administered to 445 managers in an agri-product industry. The managers represented four levels of education. Controlling for the possible effects of age, organizational level, function, years in present position, years with present company, years as a manager, years of full-time work experience, staff role, span of control, order of birth, and family size, a significant inverse relationship was found between educational attainment and dogmatism. The results point to the desirability of considering the relationship between education and personality structure (dogmatism) in future research.

When scales are used to measure attitudes or personality traits, a response set, or a consistent pattern of responses can develop. This paper examines the effect of blocking, versus the random distribution of items, in an instrument response set. It was expected that reliability coefficients of blocked scales would be higher than those of scales that were randomly distributed. The results did not support the assumption that blocked scales would yield artificially higher reliabilities.


The paper questions the concept of an institutionalized corporate conscience, suggests that business responsibility can only be personal and recommends an ethical framework for the marketing executive in corporate life.

King, Frederick W. & George C. Schatz, "Dispersion relations and sum rules for the normal reflectance of conductors and insulators." Journal of Chemical Physics, Volume 71, 1979, pp. 4726.

For abstract, consult Mr. King or look in Chemical Abstracts.

King, Frederick W. & George C. Schatz, "Theory of Raman scattering by molecules adsorbed at electrode surfaces. Model calculations for resonance Raman scattering by an adsorbed distonic." Chemical Physics, Volume 38, 1979, pp. 245.

For abstract, consult Mr. King or look in Chemical Abstracts.


For abstract, consult Mr. King or look in Chemical Abstracts.


Abstract is very technical and can be seen with original article.


This paper discusses a course offered by the Department of Chemistry and designed primarily for students majoring in the Art Department. It is a nonmathematical course that requires no previous chemistry background. After a basic introduction to chemistry, the lectures focus on the media and method of artists. These topics include ceramics, glass, paints and pigments, fibers and dyes, plastics and metals. A significant emphasis is placed on safety hazards encountered in the art studio. The course includes a laboratory with experiments such as glass bonding and blowing, dye synthesis, yarn dyeing, pigment synthesis and paint preparation.

DEPARTMENT OF CHEMISTRY
DR. JOEL KLINK, CHAIRMAN

DEPARTMENT OF COMMUNICATIVE DISORDERS
DR. VICKI LARSON, CHAIRMAN


Mean fundamental frequencies of male and female subjects obtained with FLORIDA I and a tape striation counting procedure were compared. It is concluded that the fundamental frequencies obtained with these two methods do not differ significantly clinically and that the tape striation counting procedure is a viable, simple, and inexpensive alternative to more costly and complicated procedures and instrumentation.

The design and capabilities of a package of Fortran subroutines for performing interval arithmetic calculations are discussed. Apart from a relatively small number of primitives and constants, the package is directly transferrable to most large scale computers, and has been successfully implemented on IBM, CDC, DEC, and Honeywell equipment in addition to the UNIVAC 1100.

This package has been designed to be compatible with the AUGMENT precompiler; it includes interval analogs of appropriate standard Fortran operations and functions, as well as operations and functions peculiar to interval arithmetic. The result is that the user who has access to AUGMENT may write programs using interval arithmetic just as though Fortran recognized INTERVAL as a standard data type.


We discuss the design of a software package for performing operations on a nonstandard arithmetic data type. We begin with the determination of the properties of the abstract mathematical system to be approximated, and progress through the theoretical properties of the approximation, the interfacing of the package with existing languages and language processors, and finally consider the internal structure of such a package. The principles are illustrated by applying them to the design of an interval arithmetic package to be used with FORTRAN. The paper is intended to be tutorial.

DEPARTMENT OF COMPUTER SCIENCE
DR. DAVID NUesse, CHAIRMAN

DEPARTMENT OF ELEMENTARY EDUCATION
DR. BEN THOMPSON, CHAIRMAN


This book is a history of a small railroad, a subsidiary of the Northwestern Lumber Company of Eau Claire and Stanley, Wisconsin. This book records the development of the railroad and of the villages and farms that grew along the tracks. It relates the strength of the lumber industry, the demise of the industry, and the struggles of the late pioneers who came to the stumps and slash country.

DEPARTMENT OF ENGLISH
MR. DOUGLAS A. PEARSON, CHAIRMAN


In an experiment at the University of Wisconsin-Superior, tutoring sessions in the Writing Lab were required for 50 students in the lowest 10% of the freshman class (on the basis of an objective placement test score). Results were positive--of those in this group attending the Lab with some regularity, 55% made C or better in English 101. No one received an F.

Besides mandatory attendance at the Lab for skill-deficient freshmen, three other strategies seem significant in developing a successful Writing Lab: 1) careful selection and training of the tutors, 2) efficient system of communication among student, tutor, and instructor, including weekly attendance sheets, and periodic written descriptions of work done in the Lab, 3) an attendance contract signed by the student, solidifying the commitment to attend regularly.


Spenser's favorable emphasis on ornamentation in worship at the Temple of Isis parallels Luther's upholding of tradition with respect to the "Mass," approximates the via-media theory of Parker, Whitgift, and Hooker, and ignores Calvin's stripping away of every rich use of ceremony, action, and vestments that was reminiscent of the sacrifice of the Eucharist and transubstantiation. The poet's priests are, unlike the papists, unshaved and long haired. Their "rich Mitres" have no counterparts among Elizabethan usage of clerical garments, but are treated in consonance with the via-media theory that all clerical garments are indifferent matters, neither right nor wrong in themselves. Spenser's use of the Isis altar most likely implies the Protestant doctrine of sacrifice of laud and praise offered on the "altar" of one's heart. His liturgical symbolism harmonizes the Temple of Isis episode with Protestant theology, fusing theological aspects effectively with Britomart's development in the moral and political virtues of love, equity, and wisdom and thus re-inforging her relationship to Artegall throughout Book Five of the Faerie Queene.

DEPARTMENT OF ECONOMICS
DR. DONALD ELLICKSON, CHAIRMAN


No abstract available.

No abstract available. This is a piece of fiction/personal essay.


Citations for over 1000 writers ranging from Sappho (sixth century B.C.) to writers publishing in 1977.


An analysis of the lives of Canadian and American prairie women in selected fiction and autobiographies by Grove, Laurence, Ostenso, Maynard (Canadian) and Garland, Mullenberg, Cather, Donovan and Stockwell (American).


No abstract available.

DEPARTMENT OF FOREIGN LANGUAGES
DR. VERNON GINGERICH, CHAIRMAN


This article reports an Articulation session at the 1979 Conference of the Wisconsin Assoc. of Foreign Language Teachers in which four panelists interacted with some 40 teachers. Problems in articulation between junior high school and senior high school foreign language classes were discussed and solutions proposed. This article is a follow-up to one published in 1978 which reported the Articulation session at the 1978 WAPLT Conference.

Hoff, Roma, Organizing a Short-term Study-Travel Program, Sociedad Espanola General de Libreria, Madrid, Spain, 1979, 289 pp., The United States and the Spanish-speaking World, by Enrique Ruiz Fornells & Cynthia Ruiz Fornells.

No abstract available.


DEPARTMENT OF GEOGRAPHY
DR. J. BRADY FOUST, CHAIRMAN


No abstract available.


This collection, which includes readings by recognized authorities on each subject, was designed specifically to meet the needs of undergraduate and graduate students of economics, political science, and development. Conservative, liberal, and radical views of six substantive Third World issues are presented: climate and resources, cultural traditions, colonialism and agricultural, population, tourism, and imperialism.

DEPARTMENT OF GEOLOGY
DR. JAMES WILSON, CHAIRMAN

Myers, Paul E., Mamohane Sood, & Louis Berlin, The petrology, geochemistry, and contact relations of the Stettin and Wausau syenite plutons, Central Wisconsin, Institute on Lake Superior Geology, Eau Claire, WI, March 1980, 55 pgs.

Two subvolcanic, syenitic intrusions are exposed just west of Wausau in central Wisconsin. The Stettin pluton is concentrically zoned with a wall zone of nepheline-bearing syenite, an intermediate zone of amphibolite and pyroxene syenites, and a core of pyroxene syenite rimmed by a cylindrical mass of nepheline syenite one mile in diameter. The Wausau pluton is silica saturated and also concentrically zoned. The core of the Wausau pluton is displaced by the Ninemile quartz monzonite, which is younger, but probably comagmatic with the syenite. The age of the Stettin pluton is 150 ± 20 million years.


The Tony Grove and White Pine basins, two large cirques in the Bear River Range of northern Utah, have karst landforms developed in the folded Paleozoic dolomites that form the basin floors. Precipitation averages 30 to 60 inches per year (water equivalent). The drainage is primarily subterranean and its probable resurgence are three springs several miles south of the basins in Logan Canyon. The spring waters are undersaturated with respect to calcite and dolomite except during winter, when reduced flow conditions exist.

This is a quantitative study on the reign of the Roman Emperor Claudius Gothicus I.1. By using all of the inscriptions known which belong to the period of his reign 268-270 A.D. and categorizing them according to subject matter, one can approach his reign from a variety of directions. In this study, which is but part of a larger, the inscriptions were used to demonstrate how he handled his legislative powers when he came into office in the year 268 A.D. It can be demonstrated that he assumed tribunician powers of legislation immediately upon gaining the office of Emperor in 268. This was important at the time inasmuch as there was widespread chaos within the Roman Empire and implementation of the Emperor's powers called for immediate attention.


In the late 1830's and early 1840's, supporters of a Zollverein or commercial union between Canada and the United States challenged Canada's National Policy of protection. Goldwin Smith, a history professor who migrated from England to Canada, Wharton Barker, a Philadelphia banker, and Erastus Wiman, a Canadian-born partner in a New York mercantile agency, extolled the economic benefits of commercial union in numerous letters, speeches, articles, pamphlets, and books. Smith favored annexation of Canada by the United States, while Barker and Wiman supported independence for Canada. The Liberal Party in Canada, along with many Canadian farmers and producers of raw materials, supported a Zollverein. Backed by Canadian manufacturers, the Conservative Party under Sir John A. Macdonald was opposed to commercial union. Macdonald won the 1891 federal election by claiming that commercial union was the first step towards annexation by the United States.


During the 19th century, incidents involving American fishermen in Canadian waters often disrupted Anglo-American relations. In 1878 inhabitants of Newfoundland prevented twenty-two fishing schooners from Massachusetts from sailing herring in Long Harbour of Fortune Bay, Newfoundland. Secretary of State, William H. Evarts, complained to the British government that the citizens of Newfoundland had interfered with rights granted American fishermen in the Treaty of Washington of 1871.


This article discusses the French penetration into northwest Pennsylvania which proved to be the catalyst in setting off the French and Indian War. While these events have been often surveyed from the Anglo-American viewpoint, beginning with George Washington's dramatic journey to Fort Le Boeuf in the winter of 1753-94, this account concentrates upon the French-Canadian perspective.

Schoenfeld, Maxwell P., Fort de la Presqu'île, Erie County (PA) Historical Society, Erie, PA, May 1979, 84 pp.

This historical study is divided into two parts. The first part (a chronological study, which 1.) examines the European roots of Anglo-French conflict in eighteenth century America, 2.) discusses the problems both nations faced in their North American rivalry, 3.) reviews the military and economic resources of French Canada, and the policies of its government, 4.) describes the Marne Expedition of 1753 into the upper Ohio River basin and the British-American response it provoked, and 5.) relates the course of the French and Indian War and its effect on the upper Ohio region. The second part of the study is devoted to recovering as much information as possible concerning Fort de la Presqu'île, which was erected by the Marne Expedition in 1753, and burned to the ground by the French in 1759 when they evacuated the region. Finally, its role in the French strategy in the French and Indian War is assessed.

JOURNALISM DEPARTMENT
MR. ELWOOD KARWAND, CHAIRMAN.


Much of the credit for the success of the Cherokee Phoenix, the first American Indian newspaper, belongs to Elias Boudinott. Boudinott edited the paper for its first four and a half years. As was common in that day, he wrote a personal column that was a mixture of news and editorial comment. His columns provide an amazing chronicle of Boudinott, of early 19th Century frontier journalism, and of the Cherokee struggle to remain free. This article pulls together many of his columns of a journalistic nature.

One source of information about American Indians is the little-studied American Indian press - publications by Indians for Indians. The bibliography is intended as a guide for researchers; not only does it catalogue what has been done, but it also should suggest topics for further exploration.

Hansen, David Ford, "The View From the Teacher's Desk," Wisconsin Photographer, Volume 1, Number 11, September 1979, pp. 7-9.

This article involved experiences and challenges of teaching photography at the University level.

LIBRARY DEPARTMENT
MR. ROBERT PETVET, DIRECTOR


A brief justification for the establishment and support of a university archives.


The guidelines provide a comprehensive statement of the core mission and minimum standards for college and university archives throughout the U.S. The statement covers such areas as administration, acquisition, processing access, security, conservation, service, personnel, facilities, and records management.


This is an author and title index to the book reviews and articles published in volumes 16-20 of the Wisconsin English Journal.


This is a review of an elementary level science multimedia kit.

DEPARTMENT OF LIBRARY SCIENCE & MEDIA EDUCATION
DR. GLENN THOMPSON, CHAIRMAN


Reviews Dyer's study of current thinking of selected lenders in the profession concerning cooperation between school and public libraries in serving children.

DEPARTMENT OF MATH
DR. LAURENCE WALSTROM, CHAIRMAN


A coordinate system is developed which allows relatively simple visualization of the formation of many ice crystal halos.

Maor, Eli, The Pocket Calculator as a Teaching Aid, National Council of Teachers of Mathematics, 1979, pp. 5.

This article is a reprint of an article from the Mathematics Teacher: it describes the educational potentialities that the pocket calculator has opened up before student and teacher.


It is shown how any polynomial with real coefficients can be evaluated on the simplest, four-function calculator if it is written in the "nested-parentheses" form.


It is shown how problems from number theory can be programmed and run on a programmable calculator.

Maor, Eli, "What is there so Mathematical about Music?" The Mathematics Teacher, Volume 72, No. 6, September 1979, pp. 9.

continued
This article summarized the long known, but not-so-well understood relations between mathematics and music. The article has been submitted to the National Council of Mathematics 1980 Essay Contest and won the first award.


It is shown that two famous theorems from classical geometry, which have always been regarded as unrelated, actually can be unified into one single theorem. A novel interpretation of the concept of "a tangent from a point to a circle" makes this unification possible.

DEPARTMENT OF MUSIC
DR. MILTON SCHMIDT, CHAIRMAN


This is an article concerning the author's method of crack prevention in wooden instruments with discussion of the problems of humidity.


Une Petite Suite Pour Cinq was written in Oslo, Norway, for the first chair players of the Norwegian Opera Orchestra as a demonstration piece for their woodwind quintet. The premiere performance was in Lunds, Sweden and has subsequently performed at a youth concert during the Salzburg Festival in Salzburg, Austria. The United States premiere was by the University of Maryland Woodwind Quintet.

The composition is organized into five short movements. Each movement features one or more members of the quintet in a solo setting typical of his instrument.

The mood of the composition is light and joyful. Major emphasis is placed on the use of the instruments rather than prolonged developmental material.


Miscellaneous pieces for church service performance, including Introits, Amens, other meditations; for four-part mixed chorus(SATB).


Music setting of the prayers of St. Francis of Assisi for four-part chorus(SATB).

Cunningham, Michael G., Spring Sonnet, opus 1, (reduction for piano and flute), Seesaw Music Corp., New York City, N. Y., Spring 1980, pp. 10.

Abstract not available.

DEPARTMENT OF NURSING
DR. SUZANNE VAN ORT, CHAIRMAN


When a pilot study provided evidence that insulin may increase the rate of healing of decubitus ulcers, this study attempted to answer the question: Is topical insulin therapy an effective treatment regimen for decubitus ulcers? The experimental study utilized a two-group, before-after design.


No abstract available.

DEPARTMENT OF OFFICE ADMINISTRATION AND BUSINESS EDUCATION
DR. WILLIAM MITCHELL, CHAIRMAN


The business education teacher at the university level must set the example for all areas of business. Enthusiasm ranks high on the list of qualities that the teacher educator should possess. The business educator must exhibit professionalism at all times. Keeping abreast of current practices, procedures, and trends is vital for the business education teacher at the university level.

Thomas Chalmers, who was instrumental in the Disruption of 1843 within the Scotch Presbyterian Church, was also a prolific writer whose range of interests covered social issues, natural theology and systematic theology. Chalmers has been schooled in the tradition of Scottish Calvinism and was also shaped by the moral theories of the Scottish Enlightenment which influenced the Common Sense School of Baird, Reid and Stewart. Dissatisfied with the austere character of orthodox Calvinism and theologically at odds with the diluted form of religious life characteristic of the Common Sense thinkers, Chalmers set about to reconstruct systematic theology in the Scotland of his day. This essay focuses on the fact that while Chalmers remained within the broad contours of orthodox tradition, he was sufficiently aware of its limitations to attempt what, from his own perspective, appeared to be a radical modification of systematic theology both in terms of form and content.


The chapter explains the general function of courts. It explains why the courts in the United States play a greater political role than courts in other countries. Special emphasis is placed on the role of the United States Supreme Court in the policy-making process, and judicial activism is distinguished from judicial restraint. The powers of the Supreme Court are not discussed in terms of the Supreme Court over congressional and state legislative acts is discussed with reference to its historic origins. Finally, a discussion of judicial review and the theory of democracy is given as well as the practical operation of the national and state courts in our federal system.

Blakemore, Judith E.O., Asenath A. LaRue & Anthony B. Olejnik, "Sex-appropriate toy preference and the ability to conceptualize toys as sex-role related," Developmental Psychology, Volume 15, 1979, in press.

Two studies examined the relationship between identifying as "boys" or "girls," and sex-appropriate toy preferences. In the first study 2-, 4-, and 6-year-olds participated. For girls there were increases in sex-appropriate preferences and correct identification with age. The boys' ability to identify toys as boys or girls also improved with age, however their sex-appropriate toy preferences were consistently strong at all ages. In the second study 3-year-old girls participated. They demonstrated sex-appropriate preferences only when first asked to identify toys as boys or girls.


The major purpose of the study was to assess sex-role preferences of young school children. The hypotheses considered were that (1) contemporary first-grade males are still expected to identify closely with fathers and display "masculine" behaviors while (2) contemporary first-grade females are not necessarily expected to identify with mothers and display "feminine" behaviors. (These hypotheses were inconsistent with some previous research findings.)

In keeping with the purpose of this study, a brief, projected measure of sex-role preferences, designed by the present author, was administered to thirty-five first-grade males and thirty-nine first-grade females. This measure allowed subjects to display same-sex, opposite-sex, or neutral sex-role preference patterns.

Results of the study supported the hypotheses that young males display a significant preference for the masculine sex-role, while young females display a more neutral sex-role preference. Interpretations and implications of the results were discussed in terms of the degree of privilege accorded males in our society, as well as society's general insistence that the masculine sex-role be rather stringently defined.

The paper also reviewed the historical development of sex-roles and suggested that "human" sex-role typing may be the trend of the future.
Lindsay, Michael K., "STEP Students Surveyed," The Stanford Educator, Volume 20, June 1979, pp. 7.

The article represents a summary of a dissertation study of graduates of Stanford University's Secondary Teacher Education Program (STEP). The study surveyed 450 STEP social studies graduates from 1960-1977 regarding their career patterns, assessment of the usefulness of STEP as a teacher program, and assessment of and involvement in the social studies field.

Findings, regarding social studies assessment and involvement were not emphasized, although it was noted that respondents have held positions at all levels of teaching and they have taught in numerous curricular fields in addition to social studies. It was also reported that 25.8% of the respondents remain in secondary social studies teaching, 45.8% remain in teaching positions of all kinds, and 65.6% remain in education-related occupations of one kind or another. Based on the evidence of the study, it was concluded that STEP has been a successful experience in preparing and reinforcing career aspirations for most of its social studies graduates.

SECONDARY EDUCATION
DR. CHARLES LARSON, CHAIRMAN


This paper reports on the reliabilities of an observation schedule for coding reading-related behaviors in secondary content classrooms. Results indicated that rater reliability was adequate, but that all behaviors occurred too infrequently, or else too irregularly, to be observed reliably.

SOCILOGY DEPARTMENT
DR. J. KENNETH DAVIDSON, CHAIRMAN

Berg, Philip, Joseph Hisrich, James Kraft, Jack Lindloff, and Marlene Weber, Descriptors for Sociology. Produced and distributed through the Wisconsin Department of Public Instruction.

Descriptors for Sociology was prepared at the request of the Wisconsin Department of Public Instruction by a sub-committee of its Social Studies Curriculum Study Committee. The course descriptors are to serve as guidelines in designing and preparing high school sociology classes.


The purposes of this investigation were (1) to determine whether Southern Medical School Women students differ significantly from other women college students in their level of experience in sexual intercourse before marriage and (2) to evaluate the contention that significant exceptions exist with regard to a uniform liberalization of attitudes toward and experience in premarital sexual intercourse among college women in the U.S. Although extensive data show sizable increases in the incidence of premarital sexual intercourse, a few studies conducted in small or medium-sized cities have failed to show substantially increases during the late 1960's and early 1970's. The data also indicate that being a Southern Medical School woman student does have some effect on the likelihood of her participation in premarital sexual intercourse.

SPEECH DEPARTMENT
DR. CALVIN QUAYLE, CHAIRMAN


This research attempted to examine the cognitive process by which a source of influence selects a message-strategy when trying to get a conflict opponent to comply. It was proposed that knowledge of the source's attitude toward using the available strategies, plus normative considerations as to which strategy another person relevant to the source would want the source to use would predict intentions to use a particular strategy, and that intention to use a particular message-strategy would subsequently predict which strategy was actually used. It was also proposed that on a second influence attempt, if the source did not previously receive compliance from the opponent, then the normative considerations would no longer predict intentions. To test these propositions 33 subjects played a Revealed Creative Alternative game, which was used to model a situation of potential conflict. Results showed that the first two propositions were highly supported. It was also concluded that the data did not allow for a reliable test of the third proposition; thus, it was rejected. A number of other reasons for the possible rejection of the third proposition were also discussed. Additionally, cognitive consistency and evaluation apprehension, as experimental effects, were explored as possible alternative explanations for the results. Finally, possible contributions to the study of the process of conflict and the metamorphic effects of power were presented.

This study attempted to examine how the cognitions of a source of influence change, as a result of whether an opponent-target complies with an influence attempt. A total of 26 subjects, divided into Previous Compliance (n=12) and No Previous Compliance (n=14) groups, completed two attitude questionnaires. Change scores from the items on the questionnaires were entered into an RM ANOVA to see whether the cognitions of the subjects in the Previous Compliance condition changed in different ways from the cognitions of subjects in the No Previous Compliance condition. Results showed that the only cognitions that changed due to the Compliance condition were beliefs-Evaluations. Individual attitudes, and Attitudes-toward-the-strategy did not change differentially between the two groups. Results were discussed in the context of the metamorphic effects of power.


Fishbein and Ajzen's model of the relationship between attitudes and behaviors was applied to examine the process of choosing a message-strategy. Specifically, it was suggested that a source's attitude toward each possible message-strategy, and his/her attitude toward which message-strategy a relevant other person would want him/her to choose would predict which strategy was actually chosen. Three hypotheses were tested: Intentions to use a particular message-strategac will predict the strategy actually chosen; Attitudes toward the strategy, plus Social Norms concerning the use of the strategy will predict intentions; and Attitudes toward the strategy, plus Social Norms concerning the use of the strategy will predict which strategy is actually chosen. The first and third hypotheses were supported; the second hypothesis was not supported. In general, there was only a fair amount of support for the use of the Fishbein and Ajzen model in predicting message-strategy choice. Reasons for the lack of strong support for the model were discussed, and it was suggested that the most probable reason was the small sample size. Statistical power analysis, however, indicated that increasing the sample size would result in stronger support of the Fishbein and Ajzen model in predicting message-strategy choice.


The present study examined the reliability of Kelley's, and Simpson's (1972) Role-taking Ability scale. The scale was administered to 339 different subjects, with 66 of these completing the scale a second time. Reliability analysis occurred in three steps. First, subject responses were factor analyzed. Next, the internal consistency of the scale was assessed via Coefficient Alpha. Finally, for those who completed the scale twice, a test-retest correlation procedure was run. Results suggested that, in general, the Role-taking Ability scale was reasonably reliable. However, various suggestions were made to make it more reliable yet. First, it was suggested that one of the subscales, Role Projection-Empathy might be dropped from the scale because of low internal consistency and that it does not represent an ability per se, but a condition under which an ability is manifested. Some item deletions and shifts are also suggested. The test-retest correlations were generally low, but this was attributed to the time lag between administrations (ten weeks), and the events which happened during the lag which may have attenuated the correlations. Finally, it was suggested that more items needed to be added to each of the subscales which reflect the character of those subscales. The validity of the scale in relation to the perspective-taking process of Della is also briefly discussed.


- This short essay is part of a tribute to Wallace A. Bacon upon the occasion of his retirement from Northwestern University, where for thirty years he had served as chairman of the Interpretation Department in the School of Speech. Nationally acknowledged as an author, teacher, scholar and innovator, I felt honored to be requested to join with some of his many friends, colleagues, and former students in expressing my appreciation to this "open stage."

Wolfarth, Donald L., "Expressing Appreciation is a Two-way Street," Spectator, Volume 57, October 25, 1979, p. 5.

In the days of uncommonly low monetary appreciation for faculty, both faculty and students could receive more "pay" through demonstrated and expressed mutual appreciation.

This study described quantitatively the nature and extent of national network television special programming which appeared on the air between September 1948 and September 1966 in prime time, i.e., 7:30 to 11:00 p.m. Eastern Time. Special programs were defined as those which pre-empted regular television programs. A schedule of all discoverable prime time special programs broadcast during the period by ABC-TV, CBS-TV, NBC-TV, and the DuMont Television Network, was compiled from network records and published sources. The completed schedule, listing data on 2,671 broadcasts. Each program was classified according to a categorization system that identified the specials first by genre, dramas, talks, and variety, and then by subtype. The data, which appear in an appendix to the study, were transferred to punch cards for computer processing. Analysis of the data revealed the categorical composition and growth patterns of prime time pre-emptive programming over eighteen years, patterns and strategies in the scheduling of the programs including the competitive scheduling of specials against other specials, rating and share points earned by programs in the various categories, sponsorship characteristics, and trends in apparent function, entertainment or information, of special programming.

Harder, Sarah, "Marital Property Reform", Badger Briefs, Volume 36, Number 1, Fall 1979, pp. 6-7.

The complexity of current Wisconsin law is reflected in the complexities of marital property reform legislation. As you consider ramifications of the proposed bill, three questions may provide an important starting point. First, if an ordinary young couple beginning a marriage together were to make no extra legal inquiries or arrangements, would the proposed law ordinarily provide a more equitable outcome than exists presently? Second, are its provisions sufficient to handle equitably most existing marriages? The third question is, how effectively does this legislation anticipate the special circumstances associated with some present and future marriage relationships.


The authors were invited to prepare a laboratory manual to accompany the third edition of a popular college biology textbook, Biology, by Helena Curtis, published by Worth Publishers, Inc. The manual attempts to acquaint the student with recent advances in biology, while maintaining a strong emphasis on the basic facts and principles necessary for a sound foundation in the biological sciences. The manual is organized by major biological topics, rather than by "exercises," permitting the instructor desired flexibility in both sequence and techniques. Summary charts are provided to assist the student. An attempt is made to emphasize use of biological materials and equipment which are readily available to most colleges and universities.