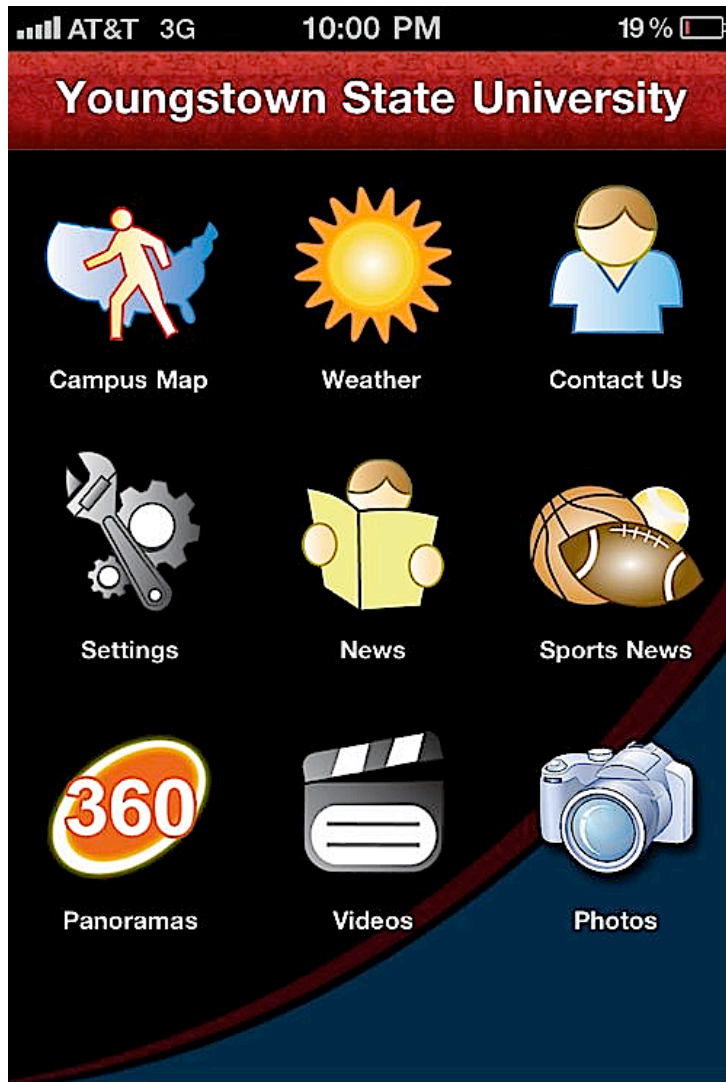


December 2010



YSU's new iPhone app features a new virtual campus map and tour, photographs, videos, campus news and much more. See details in this week's YSU News Briefs.

## YSU: There's an app for that – and a map

Students, families, alumni and others can learn about YSU, view videos and photographs and read about university news and activities through a new free “app” now available for the iPhone, iPad and iPod Touch.

The app also features a new virtual walking tour that allows visitors to experience YSU's 140-acre campus through photos, videos and 360-degree panoramic views of buildings and other campus areas.

The app can be downloaded for free on iTunes by searching “iTour YSU.” The tour can also be accessed from the YSU homepage at <http://www.yсу.edu/campus360.html> and via Facebook.

Mark Van Tilburg, executive director of the YSU Office of Marketing and Communications, said work is underway to make the “app” available for other mobile devices and smart phones, including the Droid.

“The new iPhone app and virtual tour are just two of the rapidly evolving ‘new media’ and social media tools we are deploying in association with our website and our overall Internet presence,” he said.

“We have worked hard and will continue to use the resources at our disposal to carefully craft a very user-friendly, rich media experience that thoughtfully and accurately portrays YSU in exciting, visually appealing and interactive environments. We are competing within a rapidly evolving, extremely rich medium, so we have to be constantly building out new content that is relevant and entertaining in order to successfully attract the right visitors to YSU.”

The app and the virtual tour were developed in partnership with YourCampus360, a leading virtual campus tour provider. The tour includes stops at more than 20 buildings and features 360-degree panoramic views of the Ward Beecher Planetarium, the Andrews Student Recreation and Wellness Center, Stambaugh Stadium and many other campus locations.

YourCampus360, based in New York, equips colleges and universities with campus tours on three key platforms: Facebook, mobile devices and on websites. Aubree Smith, marketing director for YourCampus360, said: “The tour serves as a valuable preview of YSU’s impressive campus, as well as the real student experience.

We are excited about this partnership with YSU and look forward to bringing even more college-bound students one step closer to becoming Penguins.”



## New WYSU antenna improves signal

A four-man crew, suspended more than 300 feet in the air, assembled and installed a new, 1,600-pound antenna for WYSU 88.5 FM last month.

The new antenna, placed on the south tower at the WKBN complex along South Avenue in Boardman, replaces an antenna that was installed in 1990.

“It has taken a beating, and it was just time for an upgrade,” said Gary Sexton, WYSU director. “Also, technology has advanced in 20 years. This new antenna should improve the quality of the signal and also should significantly increase our coverage area.”

The installation took longer than anticipated due to unforeseen complications, Sexton said. The station was off the air from Monday, Nov. 1 until Tuesday, Nov. 9, and intermittently for several additional days while the installation was completed.

“With an investment such as this, time is required to have a long-lasting and trouble-free installation that will perform consistently well for many years under the stress of widely varying Ohio weather conditions,” said Ron Krauss, WYSU broadcast engineering.

“We expect this new antenna to last a very long time.”



Workers install WYSU's new antenna more than 300 feet up on the south tower at the WKBN complex along South Avenue in Boardman.

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## Prof's research adds to study of behavioral finance

In business, timing is everything.

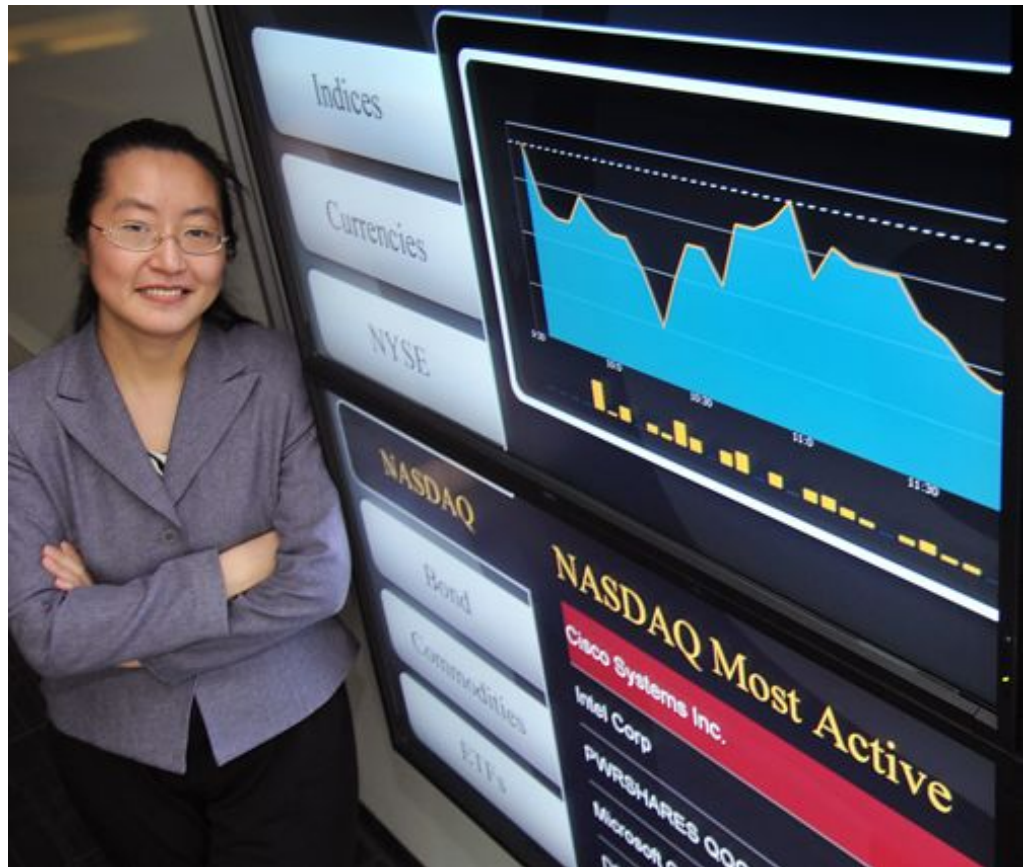
But one YSU professor is finding that emotion has a role of its own when it comes to investors and the stock exchange.

As part of her 2009-10 Research Professorship, Xiaolou Yang, assistant professor of Accounting and Finance, studied the effects of delayed annual earnings announcements on the stock market. Her yearlong research that garnered publication in *The Journal of Applied Research in Finance* found that delayed disclosure of bad news is associated with a significant stock-return decline. On the other hand, stock markets reward the late disclosure that conveys good news.

“The study is an important link to the school of behavioral finance,” said Yang, who specializes in corporate finance and governance. “It

breaks down the ties to traditional finance, which assumes people behave with rigid rationality, and connects more to the reality that emotion plays a role in financial decisions.”

Behavioral finance, an emerging model that challenges traditional finance, blends psychology with economics to explain decision-making processes. Where traditional finance assumes



Xiaolou Yang, assistant professor of Accounting and Finance.

people commit fully to decisions that are based on objective economic models, behavioral finance argues that people also let their self-interests influence decisions. Moreover, it says people act conservatively in carrying out these decisions. Instead of going all in on an investment that seems to offer the highest return, for example, people may only be willing to risk a small amount of money at first or wait until they see how others act before investing.

Yang, who worked with data samples between 1996 and 2005, said her findings support this theory of conservatism in behavioral finance. To conduct her study, she gathered NYSE, AMEX and NASDAQ stock return information; earnings forecasts coupled with actual earnings from nearly 2,000 firms; and the length of each company's reporting lag, which is the number of days between the end of the fiscal year and the actual announcement of annual earnings for a company. Plugging the data into various equations, Yang found stock return averages after good and bad news was announced on time. She then compared these figures with stock return averages associated with delayed announcements.

Stock returns declined more significantly when bad news announcements were delayed rather than delivered in a timely fashion; likewise, companies were rewarded more when good news announcements were late. According to Yang, the results support the behavioral model because reactions to news were more fully revealed after announcement delays, and this shows investors acting more conservatively in committing to a decision.

While past studies have focused more on corporate disclosure strategy and quality, Yang says timing is more important. She added that the results are especially useful to investors and businesses in understanding today's stock market under a behavioral lens. Yang is now focusing her research on how financial analyst forecasts affect stock returns.

Yang earned a Ph.D. in Economics with a concentration in Finance at the University of Texas at Austin.

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## Fall commencement is Dec. 12

Eric D. Fingerhut, chancellor of the Ohio Board of Regents, will receive an honorary degree and speak at YSU's fall commencement at 2 p.m. Sunday, Dec. 12, in Beeghly Center.

Salvador Bolan, who will graduate with a bachelor's degree in Education, will be the student speaker.

About 750 students will receive diplomas at the ceremony.

In March 2008, Fingerhut delivered Ohio's 10-year *Strategic Plan for Higher Education* to the governor and Ohio General Assembly, which outlines strategies to make higher education more accessible, efficient and affordable. He previously was a member of the business faculty at Baldwin-Wallace College and was a member of the Ohio State Senate in 1991-92



Eric Fingerhut



Salvador Bolan

and 1999-2006, representing the eastern half of Cuyahoga County. He received the "Senator of the Year" award from Omeris Ohio's Bioscience Association in 2005, the Outstanding Public Service Award from the Ohio State University John Glenn School of Public Affairs in 2008 and the Public Servant of the Year Award from the Association for Career and Technical Education in 2008.

Bolan, a native of Youngstown, was raised on a small farm in New Waterford, Ohio, and graduated from Crestview High School in 1990. After serving in the Navy from 1992 to 1996, he earned a bachelor's degree in psychology from YSU. He then worked as a substitute teacher for the Youngstown City School District for two years and enrolled in the YSU Beeghly College of Education. He is currently working as an intervention specialist at American Spirit Academy in East Liverpool.

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## Faculty/staff awards, presentations, publications

**Diana Palardy**, assistant professor, Foreign Languages and Literatures, Spanish, published the article “The Disposable Immigrant: The Aesthetics of Waste in Las cartas de Alou” in the *Journal of Spanish Cultural Studies*. She also gave a paper presentation, “Father Knows Best: Paternalism in the Film *V for Vendetta* by James McTeigue,” at the Society for Utopian Studies Conference held in October in Milwaukee, Wis.

**Jake Protivnak**, assistant professor, Counseling and Special Education, won the Ohio Counseling Association Past President Award for outstanding leadership provided to OCA.

**Sherry Linkon**, professor, English, and **John Russo**, professor, management, co-directors of the YSU Center for Working-Class Studies, led a discussion with local economic development leaders and area artists about the role of the arts in deindustrialized communities at Dover Arts Development in Dover, England. They also gave a presentation on representations of Youngstown for the Sociology Department at the University of Manchester. Linkon and Russo, along with **James Rhodes**, CWCS visiting scholar, also presented “Learning About Labor: New Working-Class Studies as a Case of Interdisciplinarity” for the Our Daily Work/Our Daily Lives series at Michigan State University.

**Sherry Linkon**, professor, English, organized and led the workshop “Disciplinary Variations on a Theme: Approaches to Scholarship of Teaching and Learning” at the International Society for Scholarship of Teaching and Learning conference in Liverpool, England. She also led a discussion on Interdisciplinarity and Scholarship of Teaching and Learning with participants in the Interdisciplinary Inquiry and Teaching Fellowship program at Michigan State University.

**Zbigniew Piotrowski**, professor, Mathematics and Statistics, has been invited to address the American Mathematical Society at the Special Session on Set-theoretic Topology during the Spring 2011 Southeastern Section Meeting at Georgia Southern University.

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**Michael Gans**

## **Business graduate earns post at Mountbatten Institute in London**

YSU student Michael Gans of North Benton, Ohio, has been accepted into the prestigious Mountbatten Institute in London to study international business.

Gans is among about 750 students who will receive diplomas at YSU's fall commencement at 2 p.m. Sunday, Dec. 12 in Beeghly Center. Eric D. Fingerhut, chancellor of the Ohio Board of Regents, will receive an honorary degree and give the commencement address.

Gans, who will receive a bachelor's degree in business economics, is one of 120 students from the United States and Asia to be admitted into the Mountbatten program this year. Beginning in March, Gans will spend a year working with a London investment banking firm and studying at St. Mary's University College in London to earn a Postgraduate Certificate in

International Business and Finance. He follows several other YSU business students who have completed the program.

"I eventually want a career in international investment banking, so this is perfect," said Gans, who will be living in a suite in a London flat for the duration of the program. "I'm going to spend a year away from literally everyone I know, but I'm excited. I can't wait to see the world."

Gans said he plans to visit the rest of Europe during his 25 days of paid vacation and wants to continue his international experience by transferring to an Australian branch of the firm he will be working for in London for another year after the Mountbatten program.

Gans is a desk attendant for YSU Housing and Residence Life, an officer of the YSU Economics Club and a member of Sigma Alpha Lambda and the Williamson Student Leadership Council. He volunteers for Habitat for Humanity and Senior Independence Senior Center in Youngstown and has been a member of Ruritan National for eight years. When he returns to the United States, Gans intends to eventually pursue an MBA at Dartmouth.

With the goals of fostering cross-cultural understanding and professional development through training and education, the Mountbatten Institute provides more than 500



international university graduates with the opportunity to enroll in its New York or London programs each year. Along with a full-time, paid internship, students also choose an MBA or certificate track to fulfill the program's academic requirement.

After an initial application and filtering process, the Mountbatten Institute president and vice president of admissions asked Gans to come to New York for a second round of evaluations. His two-hour-long interview covered aspects of his academic and professional life and assessed his social interaction skills and personality traits, and it resulted in his acceptance to the program. To determine his internship placement, Gans will conduct two final phone interviews with UBS and Deutsche Bank in London this month.

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## **Grant helps student pursue study in Bahamas**

Molly E. Toth of Struthers, a senior anthropology major, has been awarded a grant to travel to the Bahamas this month to study human remains on San Salvador Island.

The \$800 grant from the Gerace Research Centre will allow Toth to conduct a detailed study of human skeletal remains located on the site of the research center. In addition to performing analysis to make estimations of age, sex and ancestry, she will implement a short-term



**Molly Toth, senior anthropology major, at the Gerace Research Centre in the Bahamas.**

conservation program to ensure proper care and storage for the remains.

Toth first travelled to the GRC a year ago as part of a YSU archaeology class, at which time she was shown the remains and made a proposal to conduct a more in-depth study. With the grant, Toth returns to the GRC this month to

continue the research under the supervision of Tom Delvaux, an adjunct YSU anthropology faculty member. The grant will be used to offset transportation costs and room-and-board expenses.

The College of the Bahamas' Gerace Research Centre (formerly the Bahamian Field Station), which occupies a former U.S. Naval Base on the island of San Salvador, has been in operation for more 30 years as an educational and research institution. The GRC provides accommodations, laboratory space, and logistical support for both teachers and researchers interested in the tropical environments available on San Salvador. For more information, visit <http://www.geraceresearchcentre.com/>.

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## **Students present research at international respiratory conference**

Two Youngstown State University students are presenting their research at an international respiratory care conference in Las Vegas in December.

Dana Strollo and Lauren Furnkase, both seniors studying respiratory care, will be among professionals, physicians and Ph.D.s in the field from all over the world at the 56<sup>th</sup> American Association for Respiratory Care International Respiratory Congress.

The YSU students are participating in the four-day conference's Open Forum symposium to discuss "Effect of Signal Loss on Respiratory Rate Recording with a Clinical Oxygen Dose Recorder." The presentation details their analysis on patient oxygen needs during pulmonary rehabilitation.

Strollo and Furnkase's study is an extension of faculty research conducted by Teresa Volsko, director of the YSU Respiratory Care and Polysomnography programs and assistant professor of Health Professions; Kate Tessmer, assistant professor of Human



Dana Strollo

Performance and Exercise Science; Rachael Pohle-Krauza, assistant professor of Human Ecology and Michele McCarroll, former assistant professor of Human Performance and Exercise Science.

The faculty members looked at oxygen levels of exercising pulmonary rehabilitation patients from St. Elizabeth Hospital in Youngstown. Using the data collected, Strollo and Furnkase then performed laboratory work to study devices that could be used to capture a patient's respiratory heart rate and blood-oxygen saturation level. This information can be used to determine the required oxygen levels of patients during rehabilitation.



Lauren Furnkase

Volsko, who acts as the students' faculty advisor, called Strollo and Furnkase's findings "highly significant." She continued, "They give respiratory therapists an idea of how to interpret the data obtained from this particular piece of monitoring equipment—the abstract outlines the reasons why clinicians can't just take the raw values this device provides at face value. The abstract also provides

information that is clinically relevant in the pulmonary rehabilitation setting. Therapists can use that information to make changes on how much oxygen they deliver to a patient during the pulmonary rehabilitation session.”

Volsko added that the study has “definite potential for development of a full manuscript.” The students plan to submit their work to the *Journal of Respiratory Care*.

YSU has one of leading respiratory care programs in the country in terms of the number of students presenting individual or faculty-directed research, said Volsko. The program was profiled in *AARC Times* magazine last year.

*December 2010*

## **Penguins named Freshman of the Year, All-MVFC first-team**

Senior wide receiver Dominique Barnes has been named first-team All-Missouri Valley Football Conference on Monday, and redshirt freshman quarterback Kurt Hess was named the MVFC's Freshman of the Year.

Barnes had career highs in receptions with 67 for a career-best 911 yards. He caught a pass in a school record 34 consecutive games in his Penguin career. Barnes caught 168 passes for 2,062 yards and 15 touchdowns during his career.

Hess set a school record with 2,117 yards passing by completing 179-of-304 attempts and had 12 touchdowns. Hess's season featured five consecutive 200-yard passing performances, becoming the first quarterback in

school history to accomplish the feat. He helped lead the Penguins to a school record 412 total offensive yards per contest.



**Senior wide receiver Dominique Barnes, pictured here with a touchdown run against Penn State, was named first-team All-Missouri Valley Football Conference.**

Meanwhile, Penguins placekicker Stephen Blose was named 2010 ESPN Academic All-America second-team as selected by the College Sports Information Directors of America. Blose, who owns a 4.0 GPA in Middle Childhood Education, had one of the best kicking years in school history, making 12-of-14 field goals and 38-of-40 extra-point tries to score 74 points. He ended the season making his final 11 field-goal attempts, the second-longest streak in school history.