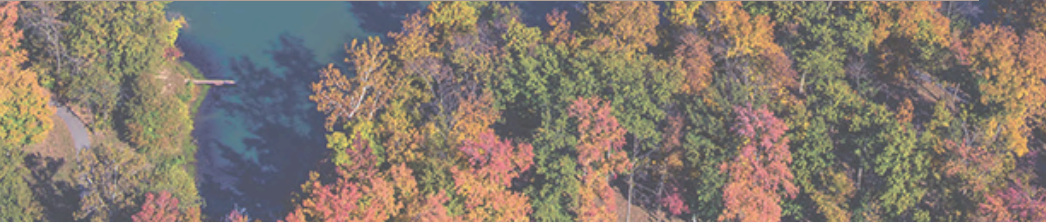


SPRING 2025 EDITION

# THE APPLIED UPDATE

Southern Illinois University Carbondale



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## Who We Are

### APPLIED RESEARCH CONSULTANTS (ARC)

Applied Research Consultants (ARC) is an organization composed of graduate students and faculty members housed within the School of Psychological and Behavioral Sciences at Southern Illinois University Carbondale.

ARC is proud of its rich heritage of providing students with a broad curriculum that prepares students for careers in academia, research, government, and consulting.



# 6th Year and Beyond

## COLLEEN BADER

Colleen Bader is originally from Mesa, Arizona. She has a B.S. in Psychology with a minor in Sociology from University of Evansville in Evansville, Indiana and an M.A. in Applied Psychology from Southern Illinois University. She is interested in studying gender stereotypes and ambivalent sexism specifically those who break gender norms. Colleen's post-graduate plans include teaching at a university as a Social Psychologist with a specialization in statistics.



## VILOSH VEERMANI

Vilosh Veeramani has a M.A. in Psychology from The New School in New York, New York and Southern Illinois University. His thesis focused on understanding how the perception of racial diversity, color-blind racial ideology, and microaggressions affect individual outcomes in the workplace. Currently, he seeks to identify how person-environment fit and sense of belongingness relate to each other in diverse environments.



## MILLICENT WEBER

Millicent Weber is from Manistique, Michigan. She received her B.S. in Psychology with a minor in Management from Northern Michigan University, and she received her M.A. in Applied Psychology from Southern Illinois University Carbondale (SIU). She is currently working on her dissertation, and her research interests include workplace stress, burnout, workplace engagement, counterproductive work behavior, and turnover intentions. She worked as the Graduate Research Assistant for SIU's Morris Library for 4 years and also briefly held a supervisory staff position at Morris Library before she accepted a faculty position at Baylor University as their Data Science Librarian (in Fall 2022). At Baylor, Millicent works within the Data and Digital Scholarship department, providing statistical and data-related support to the campus community, designing data-related instruction and research guides, managing Baylor's section of the Texas Data Repository and Baylor's research data management program, as well as consulting on survey design and internal assessments within the Baylor Libraries.





### **ADAM GREEN**

Adam Green is from Washington State. He received his B.A. in Psychology from Central Washington University and his M.A. in Applied Psychology from Southern Illinois University Carbondale. He is involved in Dr. Tamara Kang's Barriers to Reducing Crime Lab, Dr. Yueh-Ting Lee's research lab, and Dr. Meera Komarraju's research lab. His research interests range from morality and moral psychology to pro-social behaviors such as organizational whistleblowing. He currently plans to enter academia after graduation.



### **BRADAEN HALL**

Braeden Hall is from Arkansas. He received his B.A. in Psychology and in Philosophy and Religious Studies from Hendrix College and his M.S. in Research Psychology from Avila University. He is currently a Graduate Research Assistant for Dr. Kathleen Schmidt's Social Cognition research lab. His research interests include: measures of and interventions for implicit and explicit social bias, efficacy of diversity and inclusion education, multiculturalism, social change, meta-science and reproducibility in psychology, pedagogy, and scientific collaboration. After graduation, Braeden hopes to teach and do research in a tenure track position or work as an independent research consultant.

## 5th Year

### ARADHNA MOHAN

Aradhna Mohan received her B.A in Psychology, Sociology, and Economics from Christ University in India, her M.S. in Psychological Counseling from Montfort College in India, and her M.A in Applied Psychology from Southern Illinois University, Carbondale. Her research interests involve exploring women's experiences in leadership positions and gendered interaction patterns in the workplace. She is currently working as a faculty member at Southeast Missouri State university while she finishes up her dissertation.



### JENNIFER A. BRANTLEY

Jennifer A. Brantley is from Monroeville, Alabama. She received her B.A. in Political Science and her M.S. in Psychology in Mobile, from the University of South Alabama. Her research interests involve developing tests and measures of 21st Century Skills and Health Literacy in institutional and organizational settings as well as studying knowledge transfer and applied learning, as well as the philosophy of science underpinning teaching & learning in higher education as well as other academic, government, and private training sectors. Jennifer currently serves as an instructor for Social and Organizational Psychology. She is part of Dr. Yue-Ting Lee and Dr. Eric Jacobs' research labs. Upon completing her dissertation, her career goals include research consulting in the area of reproductive health literacy, and teaching at the university level.



## 4th Year



### RYAN NATION

Ryan C. Nation is a PhD candidate in Applied Psychology at Southern Illinois University in his final semester of classes. His academic training has brought him expertise in survey design, quantitative and qualitative research methods, complex data analysis, and effective report writing. His professional experience has provided him with extensive qualitative experience, conducting work both as a licensed therapist and as a qualitative researcher.

He earned his B.A. at St. Bonaventure University in 2017, his M.S. from the University of Southern Mississippi in 2020, and his M.A. from Southern Illinois University in 2023, while currently pursuing his Ph.D.



### JACQUELYN SPENCE

Jacquelyn Spence received a B.S. in Psychology from Millikin University in 2019. She is working on a M.A. in Applied Psychology in a Ph.D. track program at SIUC. She was, in previous semesters, a research assistant to Dr. Eric Jacobs, and is currently a teaching assistant for Research Methods and Statistics. Her research interests include behavioral economics, cooperation in decision-making, and management of common-pool resources. Upon graduation, she intends to pursue a career in user experience (UX) research.

## 3rd Year

### DOWLA KUZMICKUS

Dollie Kuzmickus received her B.A. in Psychology from the University of Minnesota – Twin Cities and her M.A. in Applied Psychology at Southern Illinois University - Carbondale. She is currently in her third year as a Ph.D. student in the Applied Psychology program and working as the lab manager for Dr. Tamara Kang's Barriers to Reducing Crime lab. Her research interests include criminal rehabilitation, barriers to re-entry, and translation of research to practice. After graduation, she hopes to pursue research in both industry and academic settings



### MATT ATTERBERG

Matt Atterberg received his B.S. in Psychology at Northern Illinois University. Afterwards, he worked as a Data Assistant in a clinical psychology laboratory where he assisted on a longitudinal study. He is currently a third year Ph.D. student in the Applied Psychology program, specializing in Social and Industrial/Organizational Psychology and currently a TA for PSYC 211 Research Methods. His research interests include leadership styles, occupational stress and outcomes, workplace cultures, social cognition, group dynamics, and bias in the hiring process and in the workplace.



## 1st Year

### TAIGE ZHAO

Taige Zhao received her B.S. in Applied Psychology in 2020 and her M.S. in Social Psychology in 2024 from Ludong University in China. She is currently a first year Ph.D. student in the Applied Psychology program at Southern Illinois University and working as a TA for PSYC 102 Introduction to Psychology. Her research interests include pro-social behavior, pro-environmental behavior and unethical pro-organizational behavior.





### **JOSIE FRYAR**

Josie Fryar received her Bachelor's degree in Psychology at Southeast Missouri State University in 2024. She is currently in the Applied Psychology program at SIUC working on her master's degree. Josie is currently a research assistant for a section of PSYC102 Intro to Psychology. Her research interests include forensic psychology, studying individual's attitudes and corrections.

## **Accelerated Masters Program**

### **RILEY ALLEN**

Riley received their B.A. in psychology from SIU in 2024 and is currently working towards their M.S. in applied psychology at SIU in the 4+1 Accelerated Master's Program. They are involved in Dr. Tamara Kang's Barriers to Reducing Crime Lab and work with the Evaluation and Developmental Center in Carbondale. Their research interests include criminal offender reentry and rehabilitation, criminal justice policy analysis, and risk assessment. After graduation, they hope to either pursue a Ph.D. in criminal justice or conduct research within the criminal justice field.



### **CARSON HALPIN**

Carson Halpin received her B.A. in Psychology from Southern Illinois University in the Spring of 2024. She also spent her undergraduate years in the pre-medicine program. She is currently in the Accelerated Master's Program in Applied Psychology. Her research interests include disparities in the healthcare system and making healthcare more accessible. After completing the master's program, her goal is to obtain a job in the healthcare field.



## Applied Program Faculty

### **DR. YUEH-TING LEE (APPLIED PROGRAM DIRECTOR)**

Dr. Yueh-Ting Lee has been a tenured Full Professor of Psychology since 2015. As a faculty member, Dr. Lee has been actively involved in both the Applied Psychology and the Brain and Cognitive Sciences programs. His research interest includes accuracy and inaccuracy of categories/stereotypes and totemic mind, evolutionary psychology, group dynamics (leadership and organizational behavior), peace psychology, psychology of work, industrial and organizational behavior, intergroup and interpersonal perception and relations (e.g., inter-ethnic and intercultural conflict, prejudice, stigma, social identity and social justice), human beliefs (e.g., spirituality, religion and other beliefs), Shamanism/Daoism, altruism, personality and individual differences, and human health (e.g., stress, physical activities, and nutrition), intercultural identities, stereotyping and categorical thinking, spirituality/religion (particularly Daoism), and health psychology (e.g. stress, physical activity and nutrition related to health). Dr. Lee has authored and co-authored over 110 refereed journal articles and peer-reviewed book chapters and produced eleven scholarly books.



### **DR. ERIC A. JACOBS**

Dr. Eric A. Jacobs is an Associate Professor in the School of Psychological and Behavioral Sciences. He received his Ph.D. in Experimental Psychology from the University of Florida in 1997. He completed a post-doctoral fellowship at the University of Vermont and is now an Associate professor in the Applied Psychology and Brain and Cognitive Sciences programs. His research interests include human operant behavior, quantitative analyses of choice and decision-making (e.g., delay discounting, self-control, and impulsivity), applied behavior analysis, behavioral economics, behavioral ecology, and behavioral pharmacology.



### **DR. DUSTIN NADLER (ARC DIRECTOR)**

Dr. Dustin Nadler is the Director of Applied Research Consultants (ARC) at Southern Illinois University Carbondale (SIUC). Originally from the St. Louis metropolitan area, he received his Ph.D. from the Applied Psychology program at SIUC. Since graduating, he has worked at several universities in the greater St. Louis area and as a research consultant, a role which he currently holds. Additionally, Dr. Nadler is an Assistant Professor of Psychology and Fellow of the Center for Access and Achievement at Maryville University in St. Louis. In his role at the Center for Access and Achievement, he is heavily involved in grant and program evaluation work. His program evaluation and grant work focus on evaluating STEM and coding educational programming for K – 12 students in various settings and professional development training for teachers within the same arena.







#### **DR. RANDALL DAVIS**

Dr. Davis joined the faculty at SIU following two years of teaching at Miami University in Oxford, Ohio. His research explores the environmental and psychological mechanisms that contribute to individual and organizational performance in the public sector. Dr. Davis has conducted research on several topics related to public management including organizational goal and role ambiguity, bureaucratic red tape, and public service motivation.



#### **DR. USHA LAKSHMANAN**

Dr. Usha Lakshmanan earned her Ph.D. in Linguistics from the University of Michigan at Ann Arbor in 1989. She joined the faculty at SIU Carbondale in 1990 and is currently a Professor in the School of Psychological and Behavioral Sciences (SPBS), with a cross-appointment in Linguistics. Within SPBS, her primary affiliation is the Program in Brain and Cognitive Sciences and her secondary affiliation is Applied Psychology. Her teaching and research expertise encompass the areas of psycholinguistics, first and second language acquisition, bilingualism, multilingualism, language and cognition, and the language of youth media. In her research, which focuses on the relationship between psycholinguistic theory and language acquisition, she has addressed several aspects of grammatical development and language processing from a cross-linguistic perspective. Her current research examines the comprehension and production of recursive structures in monolingual and bilingual children and adults, bilingual children's narratives, language development and maintenance in multilingual contexts, and second language acquisition by adult migrant workers.

## Affiliated Faculty

### DR. STEVE KARAU

Dr. Steve Karau is the Gregory A. Lee Professor of Management at SIU. He received his Ph.D. in Social Psychology from Purdue University. Before coming to SIU, Karau previously taught at the University of Toledo, Clemson University, and Virginia Commonwealth University. He conducts research on a range of organizational behavior issues, with a special focus on motivation within groups, team performance, ethical issues in management, gender differences in leadership, and personality. He has published more than 45 articles in a variety of top management and psychological journals, including the Journal of Business Research, the Journal of Business Ethics, Psychological Review, Psychological Bulletin, and the Journal of Personality and Social Psychology, and his articles are frequently cited by other scholars. Dr. Karau also serves on the editorial boards for a number of journals including Group and Organization Management, Group Dynamics, and the Journal of Social Psychology.



### DR. RACHEL WHALEY

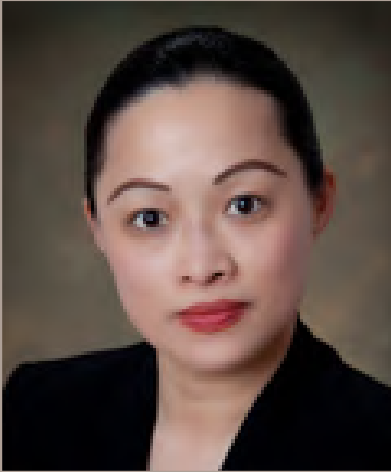
Dr. Whaley's research and teaching interests are in the sociology of gender and criminology and the intersection of the two subfields. Past research has examined the macro-level correlates of rape and female homicide victimization using data on US cities and micro-level correlates of adolescent substance use. Of particular focus is the role of gender as a social structure on both macro-level and micro-level phenomenon. Dr. Whaley is trained in quantitative research methods and statistical analyses. Current works in progress relate to men's coping with obesity and how it relates to ideas about masculinity, subjective feelings about gender identity and belief in cultural gender stereotypes, criminal victimization and fear among people opting for life on the road, college students' views about social inequalities, and explaining trends in traditional gendered expectations. Dr. Whaley also has experience working in applied research centers and is working on developing related courses.



### DR. JULIE PARTRIDGE

Dr. Julie Partridge is an Associate Professor of Kinesiology and Faculty Athletics Representative (FAR) for the department. Her primary focus of training and study is in the sub disciplinary area of sport and exercise psychology. She also serves as Director of the Social Psychology of Sport Laboratory. Dr. Partridge's research interests include the impact of social influence (i.e., peers, parents, coaches, siblings) on psychosocial outcomes in sport and physical activity, as well as the effects of shame and embarrassment on physical activity performance. She also works as a sport psychology/performance enhancement consultant with athletes from a variety of sports/competitive levels.





**DR. MIN Z CARTER**

Dr. Min Z. Carter is a Full Professor of Management at the College of Business and Analytics. She received her Ph.D. in Management from Auburn University. Prior to joining SIU, she completed a two-year post-doctoral program at Auburn University and served on faculty at Troy University. She also received her MBA from Troy University and B.S. in Mechanical Engineering from Zhejiang University. Her research interests include leadership and motivation, organizational justice, social exchange, and contextual and multilevel issues. Her research has been published in premier journals such as Journal of Applied Psychology, Journal of Management, Journal of Management Studies, and Journal of Organizational Behavior, among others. Notably, eight of her research articles appeared in the Financial Times Top 50 Journals. She serves as an Associate Editor for Journal of Leadership and Organizational Studies, and on the Editorial Boards of Journal of Applied Psychology, Journal of Management, and Personnel Psychology.



**DR. MEERA KOMARRAJU**

Dr. Meera Komarraju is a professor emeritus at Southern Illinois University Carbondale and an affiliated faculty member for the Applied Program. She currently serves as provost and vice president for academic affairs at California State University, Northridge. She has research expertise in Industrial/Organizational Psychology, Individual and Cross-Cultural differences in Academic Motivation, and Leadership and Diversity in the Workplace.

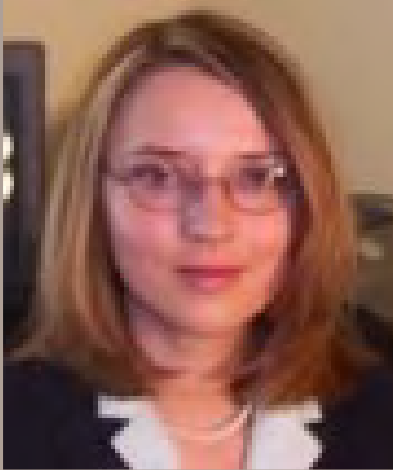


**DR. JENNIFER KORAN**

Jennifer Koran, PhD, is Professor of Quantitative Methods at Southern Illinois University Carbondale. Her research interests include factor analysis, structural equation modeling, and applied psychometrics. She has been analyzing data and helping people understand technical aspects of measurement, data, and statistics in the social and behavioral sciences for more than 20 years. Professor Koran teaches PSYC 525 Psychological Measurement and QUAN 580 seminars in structural equation modeling, factor analysis, and multilevel modeling.

**DR. RHONDA K. KOWALCHUK**

Dr. Rhonda K. Kowalchuk is an Associate Professor of Quantitative Methods at SIU. Dr. Kowalchuk has served as the Director of Applied Research Consultants in the Department of Psychology from June 2014 to May 2016. She received her Ph.D. in Psychology from the University of Manitoba, Canada in 2000. She joined SIU in 2004 and prior to that she worked at the University of Wisconsin-Milwaukee. Dr. Kowalchuk has published 36 peer reviewed articles and has over 30 presentations at professional conferences. Her research interests are in the areas of Applied Statistics, Experimental Design, Monte Carlo Methods, Survey Research, and Program Evaluation. The goal of her methodological research is to provide recommendations to improve the quality of data analyses. Other research related activities involve working as a statistical consultant and evaluator. She has served as a program evaluator on three National Science Foundation (NSF) funded grants and is currently a Co-PI on an NSF funded project. Dr. Kowalchuk teaches courses in Quantitative Research Methods, Inferential Statistics, Multiple Regression, Experimental Design, Survey Methods, and Evaluation Methods.



**DR. RAYMUND NARAG**

Dr. Narag joined the SIU faculty in Fall of 2012 after receiving his Ph.D. in Criminal Justice from Michigan State University. He is currently the Judge William Cook Professor Fellow for Minority Scholars and the faculty advisor for the Alpha Phi Sigma Honor Society. Dr. Narag came to the United States as a Fulbright Scholar from the Philippines. His research focus includes criminal victimization, youth violence, correctional administration, and qualitative research particularly in cross cultural settings. He studies correctional and judicial policies and practices in the Southeast Asia, with special focus on the Philippines, and how these translate to prolonged pre-trial detention, jail overcrowding and violent extremism. Dr. Narag regularly visits the Philippines to conduct training and mentoring among correctional and court actors.





# ACCELERATED MASTER'S DEGREE PROGRAM

The Applied Psychology Program at Southern Illinois University (SIU) Carbondale is thrilled to announce a combined bachelor and master's program designed for Psychology majors seeking employment as the next step!

The accelerated master's degree allows some undergraduate courses to count towards a non-thesis master's degree.

This program will provide practical experience in consulting through a required practicum with Applied Research Consultants (ARC), as well as an educational background in research methods, statistics, and program evaluation.



- Carter, M. Z., Cole, M. S., Bernerth, J. B., Harms, P. D., Wilhau, A., & Palmer, J. C. (2024). Rotten apples in bad barrels: Psychopathy, counterproductive work behavior, and the role of social context. *Journal of Organizational Behavior*, 45, 837-854. <https://doi.org/10.1002/job.2783>
- Chapman, M., & Karau, S. J. (2023). Opportunity in uncertainty: Small business response to COVID-19. *Innovation and Management Review*, 20, 162-178.
- Danaher, William, Kelsy Kretschmer, Jason Eastman, and Rachel B. Whaley. (2023). Collective Identity in the Canadian Women's Movement: The Importance of Music and Song. *Music and Arts in Action*, 8(3): 26-46.
- Davis, R. S., & Pandey, S. K. (2024). 'Feeling Out' the Rules: A Psychological Process Theory of Red Tape. *Public Administration Review*, 84(6), 1038-1051.
- Davis, R. S., & Stazyk, E. C. (2022). Ambiguity, appraisal, and affect: Examining the connections between goal perceptions, emotional labour, and exhaustion. *Public Management Review*, 24(10), 1499-1520.
- Eagly, A. H., & Karau, S. J. (2024). Implications of dominance versus agency in the interpretation of preferences for female and male leaders. *Evolution and Human Behavior*, 45, 311-312.
- Farzana, R., & Karau, S. J. (2023). Microfinancing and entrepreneurial processes among females: A role congruity theory perspective. *American Journal of Management*, 23, 100-115.
- Griffin, B. A., Ross, T., Karau, S. J., & Anaza, N. A. (2023). Work-family balance and thriving at work: The joint influence of supervisor support, family support, and family motivation. *Journal of Managerial Issues*, 35, 251-268.
- Jeong, J., Lee, J. H., & Karau, S. J. (2024). Sleepless nights at work: Examining the mediating role of insomnia in customer mistreatment. *Baltic Journal of Management*, 19, 308-326.
- Kang Balzarini, T., Kuzmickus, D., Nation, R., Swaby, M., & Ingram, K. (2024). Examination of factors that influence rural residents' beliefs regarding the dangerousness of justice-involved persons with a mental illness. *Journal of Crime and Justice*, 1-16.
- Lee, Y-T, Zhou, W, Nation, R, & Chen, W. (2025). Cross-cultural positive psychology: An evolutionary and Daoist inquiry into the meaning of life, death, beliefs, and work. In B. K Ashdown (ed.) *A Research Agenda for Cross-Cultural Psychology*. Cheltenham, United Kingdom: Edward Elgar Publishing (in press).

# APPLIED RESEARCH

## PUBLICATIONS

Lee, Y-T. Chen, W. & Zhao, Y. (2024). Psychological analysis of stereotype accuracy and inaccuracy:

Commonsense wisdom and historical-political biases toward Asians and Asian Americans. *Psychology Research and Practice*, 3(2), 1-8.

Lee, Y-T. (2024) My research on stereotyping, Daoist psychology and evolutionary psychology of human beliefs in USA and in China. In J. Zhang (ed.). 100 Chinese psychologists in the past 100 years. Nanning, Guangxi: Guangxi People Press.

Lee, Y-T. (2023). Shared governance in American higher education and water-like servant leadership in Daoist psychology. In H. Yang & W. Xu (eds.), *The rise of Chinese American leaders in U.S. higher education: Stories and roadmaps* (pp. 129-142). New York, NY: Springer Nature.

Lee, Y-T, Jamnik, M., & Chen, W. (2023), Categorical human mind: A dialectical Daoist Yin-Yang perspective. *Psychology Research and Practice*, 2(2), 1-12. DOI: 10.37155/2972-3086-0202-3.

Lowrey, K. A., Troughton, L., Nation, R., Papp, S., & Williams, L. D. (2023). An Evidence Review of Key Transition Components for Students with Learning Disabilities. *Learning Disabilities: A Multidisciplinary Journal*, 28(1).

Stazyk, E. C., & Davis, R. S. (Eds.). (2022). *Research Handbook on Motivation in Public Administration*. Edward Elgar Publishing.

Vardaman, J., McLarty, B., & Carter, M. Z. (in press). All is well until it isn't: Socioemotional wealth congruence and employee behavior in family firms. *Entrepreneurship Theory and Practice*. <https://doi.org/10.1177/10422587241270638>

Whaley, Rachel B., and Jessica Abbott. (2023) How Safe is life on the road? Criminal Victimization among a Sample of U.S. Nomads and the #Vanlife Community. *Crime & Delinquency*, 69(11): 2124-2163. Published on-line first, April 25, 2022.

Whaley, Rachel B., and Jessica Abbott. (2024) Life on the Road: Fear of Crime among Nomads. *Crime & Delinquency*, 70(9): 2434 - 2468. Published on-line first, Summer 2023.

Whaley, R. (2024, February 27). Feminist theory. In *Oxford Research Encyclopedia of Criminology and Criminal Justice*. Invited submission and peer-reviewed.  
DOI: <https://doi.org/10.1093/acrefore/9780190264079.013.91>

# APPLIED RESEARCH

## PRESENTATIONS

- Griffin, B. A., & Karau, S. J. (2024, October). The dual impact of servant leadership on social loafing: A two-wave study. Paper presented at the annual meeting of the Midwest Academy of Management, Moorehead, MN. *Winner of the John B. Cullen Best Conference Paper Award.*
- Ingram, K., Nation, R., Kuzmickus, D., Swaby, M., & Kang Balzarini, T. (2024, March). *Misperceptions of rural residents regarding justice-involved individuals with mental illness: Are they more likely to be violent, commit crimes, or involved in a school shooting?*. Paper presented at the annual conference of American Psychology-Law Society (Los Angeles, CA).
- Kang, T., Nation, R., & Kuzmickus, D. (2023, March). *Exploration of Barriers to Re-Entry in the Southern Mississippi Delta Region*. Data Blitz presented at the annual conference of American Psychology-Law Society (Philadelphia, PA).
- Kuzmickus, D. & Kang Balzarini, T. (2025, March). *Dissection of the Dual Stigma Faced by Justice-Involved Persons with a Mental Illness*. Paper accepted to the annual conference of American Psychology-Law Society (San Juan, PR).
- Kuzmickus, D., Kang Balzarini, T., Nation, R., Swaby, M., Ingram, K., Cripps, O., Allen, R., & Rees, G. (2024, March). *Evaluating familiarity and emotions in shaping rural residents' attitudes toward criminal justice involved persons with a mental illness*. Paper presented at the annual conference of American Psychology-Law Society (Los Angeles, CA).
- Kuzmickus, D. & Kang, T. (2023, March). *Impact depends on reach: Exploration of rural residents' misperceptions regarding justice-involved individuals with a mental illness*. Poster presented at the International Convention of Psychological Science (Brussels, Belgium).
- Seixas, D. A., & Karau, S. J. (2023, October). Personality and the romance of leadership: The impact of leader identification. Paper presented at the annual meeting of the Midwest Academy of Management, Chicago, IL. *Winner of the John B. Cullen Best Conference Paper Award.*
- Swaby, M., Nation, R., Kuzmickus, D., Ingram, K., Cripps, O., Allen, R., Rees, G., & Kang Balzarini, T. (2024, March). *An examination of factors shaping beliefs toward sentencing reform in the Southern Mississippi Delta Region*. Paper presented at the annual conference of American Psychology-Law Society (Los Angeles, CA).



# APPLIED RESEARCH

## TECHNICAL REPORTS

Berry, S., E., Weber, M., Kline, E., Nelson, M., Green, A., Engelken, C., M., Mohan, A., Arndt, V., Surprise, M., & Davis, R. (2021). Department of Transportation road safety campaign: The effectiveness of public service messages to reduce driving while impaired among Illinois men aged 18 to 35 [Technical report prepared for the Illinois Department of Transportation]. Applied Research Consultants, School of Psychological and Behavioral Sciences, Southern Illinois University Carbondale.

Kline, E., Engelken, C., Sneddon, D., Berry, S. D., Rajayah, T., Pankey, K., & Surprise, M. (2020). Economic impact of COVID-19 on Southern Illinois businesses [Technical report prepared for the Office of Workforce Innovation and Research, Southern Illinois University]. Applied Research Consultants. School of Psychological and Behavioral Sciences, Southern Illinois University Carbondale.

Maedge, K., Akamani, B., & Davis, R. (2021). SIUC Student Climate Survey [Technical report prepared for Extended Campus, SIUC]. Applied Research Consultants, School of Psychological and Behavioral Sciences, Southern Illinois University Carbondale.

Veeramani, V., Berry, S., Engelken, C., Kline, E., Nelson, M., Holbrook, A., Rajayah, T., Sneddon, D., Akamani, B., Surprise, M., & Pankey, K. (2020). Public Broadcasting: Audience Analysis [Technical report prepared for WSIU Public Broadcasting]. Applied Research Consultants, School of Psychological and Behavioral Sciences, Southern Illinois University Carbondale.

Veeramani, V., Berry, S. D., Engelken, C., Kline, E., Nelson, M., Holbrook, A., Rajayah, T., Sneddon, D., Akamani, B., Surprise, M., & Pankey, K. (2020). WSIU public broadcasting: Audience analysis [Technical report prepared for WSIU Public Broadcasting]. Applied Research Consultants. School of Psychological and Behavioral Sciences, Southern Illinois University Carbondale.

Nelson, M., Kline, E., Green, A., Zhou, W., Berry, S., Rajayah, T., Whitby, M., Jones, C., Surprise, M., & Pankey, K. (2020). 2020 Faculty & Staff Diversity Survey and Analysis. Technical Report prepared for the Office of the Associate Chancellor for Diversity. Applied Research Consultants. Department of Psychology, Southern Illinois University Carbondale.

Green, A., Z., E., Kline, E., Sneddon, D., Weber, M., Veeramani, V., Surprise, M., & Pankey, K. (2020). 2020 Chancellor Search Survey. Business Report prepared for the SIU Board of Trustees and System President at Southern Illinois University Carbondale. Applied Research Consultants. Department of Psychology, Southern Illinois University Carbondale.

## WHAT ARE YOUR WORK RESPONSIBILITIES?

- The development of research solutions for different organizations to ensure that their marketing campaigns are going as intended. I develop surveys or qualitative interviews in order to provide data for the client. A new marketing campaign may be created based on this data.

## WHAT DO YOU LIKE MOST ABOUT YOUR CURRENT POSITION?

- I like that no one study is exactly the same. Each study is built from scratch and the surveys all measure something different. I also like working with more concrete ideas. I am able to see the results of my research via the marketing campaigns that come out.



## HOW DID YOUR TIME AT SIU AND IN ARC PREPARE YOU FOR YOUR CURRENT POSITION?

- I was able to learn how to interact with clients as well as learn how to be a good team member. There is lots of team work in my current position so ARC helped with that. Additionally, ARC had a large variety of projects so I was able to apply different research solutions.

## WHAT ADVICE WOULD YOU GIVE TO CURRENT AND PROSPECTIVE GRADUATE STUDENTS?

- If possible, try to lean into your cohort as it can help you and everyone else in the long run. Those in your cohort are doing the same things as you and probably understand what you are going through.
- Networking is also important. It is the key to getting the job you want. I had a good reference for my current job which helped land my interview.

## WHAT ADVICE SHOULD THEY IGNORE?

- If a student is going for their PhD, that they have to go into academia. There are plenty of industry-type jobs that you can get with a PhD even if you do not really use it. What you choose to do with your PhD is more of a matter of personal achievement. It is entirely your choice.

## WHAT DID YOU LIKE MOST ABOUT SIU?

- The way that SIU was set up. It was like its own self-sustaining ecosystem that included people of all ages and backgrounds. SIU was set up in a way that was very convenient and everything worked out well. The campus was beautiful and everyone was really helpful.

## WHAT ARE YOUR WORK RESPONSIBILITIES?

- The bulk of my responsibility is project execution based. There are a lot of survey reviews, survey QC after programmed, and communication across different teams.
- Reviewing and delegating reviews of different deliverables.

## WHAT DO YOU LIKE MOST ABOUT YOUR CURRENT POSITION?

- We have all different types of projects and normally projects are just assigned based on availability. There is always something new to kind of pick up on it and pick up on. It is also nice to be the first people to have eyes on that data.



## HOW DID YOUR TIME AT SIU AND IN ARC PREPARE YOU FOR YOUR CURRENT POSITION?

- SIU provided a lot of good opportunities for me in general, just to get exposure to different things. ARC allowed me to see and understand client-based work that I am currently doing in my position now.

## WHAT ADVICE WOULD YOU GIVE TO CURRENT AND PROSPECTIVE GRADUATE STUDENTS?

- Take any opportunity you can to get exposure to anything that interests you. Even if you are unsure about it, you don't know if you'll like something unless you do try it.
- If there's opportunities for internships, certainly do so. And work to build your network.
- Trying to learn some syntax.

## WHAT ADVICE SHOULD THEY IGNORE?

- It is always good to pursue a career that you can make a living on like you will be able to be financially sound on, but don't make that the number one priority. Thinking about Alan Watts's words: "if money wasn't a thing, what would you want to do with your life?"

## WHAT DID YOU LIKE MOST ABOUT SIU?

- There is a lot. I made a lot of really good connections at SIU. I made friendships that have lasted. I also really like the changing seasons around campus. There was always somebody able and willing to help if I was confused about something.