

# THE SPOUTER

Fall 2011 – Volume 1, Issue 1

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

## Message from the Director

Welcome to the Fall 2011 edition of The Spouter! As 2011 draws to a close, I'd like to highlight some of the most exciting developments of the past semester. More information about these and other developments can be found in the pages that follow.

### New Honors students

First, it is my great pleasure to welcome the 153 students—132 freshmen, 11 transfer students, and 10 internal applicants—who joined us this fall, bringing the total number of currently enrolled Honors students to 416. I look forward to meeting each and every one of you!

### Student publications

I am delighted to announce that two of our 2012 Commonwealth Scholars-to-be, have already had their Honors projects accepted for publication in scholarly journals. Please join me in congratulating Justina Andonian (Marketing) and Timothy Boardman (Biology)!

### Latest on the new Honors Center-to-be

You may have noticed that the university library is under construction. At this point, the old Honors Center on the fourth floor has ceased to exist, but the new Honors Center-to-be has not yet taken its place. The reconstruction of the

second floor of the library, where the new Honors Center will be located, should get underway soon. In the meantime, Honors Secretary Cindy Pisapia is coping resolutely with the complications of working in a construction zone.

### Honors Student Council

The Honors Student Council has been very busy this semester. In addition to Council organizing a wide range of events and activities, the Council also designed T-shirts bearing the student-designed UMass Dartmouth Honors Program logo. Proceeds from the sale of the shirts will in turn help to finance future Honors student events. Get yours now if you have not already!

### Honors Housing

Thanks to the persistence and bargaining skill of the Honors student leadership, the University Administration agreed last year to reserve Hickory Hall as the residence hall for all sophomores, juniors, and seniors in the Honors Program who wish to live in Honors Housing. Honors students currently occupy the top two floors of Hickory and will eventually fill the entire building. First-year Honors students will continue to reside in Maple Ridge as part of the "Cornerstone" living-learning community.

### Revamped Honors 301

Beginning in Spring 2012, in response to student and instructor feedback, the Honors 301 junior project preparation seminar will be compressed into a single course that can be taken for either 1.5 or 3 credits, depending upon each individual student's preferences and schedule. Students choosing the 3-credit option will supplement the regular assignments and weekly class meetings with online peer feedback on one another's work. Honors 302 has been discontinued. National Honors Conference. In October, the student and faculty directors traveled to Phoenix, Arizona, for the National Collegiate Honors Conference, the annual meeting of Honors students and faculty from around the country. We had a great time and came back with plenty of new ideas for our own Honors Program. In April, a larger student delegation will attend the Northeast Regional Honors Conference in Baltimore.

As always, many thanks to everyone—students, faculty, staff, and administrators—who made this another successful semester for the Honors Program. I look forward to seeing you all in 2012!



# The 2011 Fortune 500 and Social Media Adoption: Have America's Largest Companies Reached a Social Media Plateau?

by Justina Adnonian

For my Honors Thesis, I am studying the use of social media or technological tools (i.e. Facebook, blogs, Twitter) on America's largest corporations, the "Fortune 500" (F500). I have worked for the Center for Marketing Research (CMR) for the past three years under my Honors Director, Dr. Nora Ganim Barnes. The CMR conducts studies every semester concerning social media adoption and for the past three years we have studied the F500's use of social media. After discussing different topic ideas for my thesis, Dr. Barnes and I came to the conclusion that I should conduct the 2011 F500 study as my thesis project.

Two key reasons I wanted to study this topic is for innovation and adoption purposes of communication tools among the F500. I want to show the growing importance of social media communication in today's business community. The question I based my study on was, "Are large successful US corporations changing the way they communicate by innovation or adoption of new communication tools, or have they reached a social media plateau?"

My data collection started this summer (June/July/Aug 2011) after the 2011 F500 list came out in May. Each corporate website is listed on the CNN Money website (<http://money.cnn.com/magazines/fortune/fortune500/>). I visited each corporate site and conducted a search of the homepage to find any indication or link to the corporation's social media sites. If a link to their blog, Facebook, or Twitter account wasn't located, "blog," "Facebook," or "Twitter" was put into the search box located on the website. If any search results came up, each one was evaluated to determine if it was a credible corporate blog, Facebook page, or Twitter account.

Next, if the search of the website yielded no results, I searched Google and put the corporation's name followed by



"blog," "Facebook," or "Twitter" and searched the corresponding links to see if a site for the firm could be located through these social media outlets. Similarly, if no Twitter account or Facebook page could be found, a search on the actual Twitter and Facebook website was conducted using the primary/listed company name. These additional approaches proved to be effective as some of these social sites were located after using these methods.

In October, Dr. Barnes and I released the finding of the newest 2011 F500 study and it was the first year we have seen a leveling off effect on social media usage by the F500. Since 2010, there have only been slight changes in the number of public-facing blogs, Facebook pages, and Twitter accounts utilized by the F500. Since the release, there has been much buzz centering on the newest study through various websites across the internet. Msnbc.com's business and economic blog, The Bottom Line, wrote a blog post describing our latest findings. Other sites include: MarketingProf.com,

a site for marketing resources and articles, Entrepreneurs.com, Forbes.com, and the study will be published in the Journal of the Society for New Communications Research!

For a complete look at the finished study, please use the link below:

[www.umassd.edu/cmr/studiesandresearch/2011fortune500/](http://www.umassd.edu/cmr/studiesandresearch/2011fortune500/)

Some of the key findings are as followed:

- 23% (114) of the primary 2011 Fortune 500 corporations have an external corporate blog instead of the 116 recorded last year. This represents a leveling off since 2010 and only a 1% increase over the 2009 study.
- Fortune 500 companies are blogging at a lower rate than other business groups, specifically the Inc. 500. In 2010, 50% of the Inc. 500 had corporate blogs and in 2009 45% had externally-facing corporate blogs.
- 62% (308) of Fortune 500 primary companies have corporate Twitter accounts. This is an increase of only 2% over the 2010 Fortune 500.
- 58% (289) of the 2011 Fortune 500 have a Facebook presence. This is an increase of only 2% over the 2010 Fortune 500.
- Specialty Retail stores are most likely to have a blog. These include Home Depot, Best Buy, Toys-R-Us and BJ's Wholesale.
- 31% of the 2011 Fortune 500 do not have a Twitter account or a Facebook presence.

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University Honors Program  
UMass Dartmouth  
285 Old Westport Road  
North Dartmouth, MA 02747-2300

508.999.8820  
[www.umassd.edu/academics/honors/](http://www.umassd.edu/academics/honors/)



# The MET Honors Trip

by Mikala Kesselman

The honors section of Art History 125 has recently embarked on a journey to the Metropolitan Museum of Art. Professor Stubblefield has designed this class to function in an interactive and intellectually stimulating way; he presents works of art on a projection and performs a formal analysis as well as discussing their historical context and background. This trip to New York City has allowed the techniques used in the classroom to manifest full circle; instead of simply viewing a projection and listening to a lecture while asking questions, the class was able to see these works up close and personal.

There were many resources available to not only read about each piece but to also listen to personalized lectures from the museum and from Professor Stubblefield. This trip was a perfect combination of education, fun, and excitement. The class was given free rein to explore the museum, which allowed the students to view works that were not being discussed in class, as well as those that were already familiar. There was amazing variety in each gallery ranging from the different mediums used to create each piece to the intense and diverse subject matter.

Attaining the ability to observe each piece first hand and to apply the skills of formal analysis that were taught in class was extremely gratifying. The trip allowed the students to develop a more personal relationship with the works of art; each student was able to take something out of the trip by writing an analytical essay about a specific work. This included a formal analysis based on a firsthand experience viewing the piece as well as historical context and background. It allowed the students to culminate all of the lectures and skills that were taught in class and to apply these skills in a real-world situation.



## HON 101 works on preserving public history in Wareham

by Coral Mallow

This fall term the Honors Public History class has set its scholastic energies towards...Wareham!

Wareham? Really? How much history could possibly need preserving in Wareham? Quite a lot actually, as we have come to learn. The staff at the Wareham Public Library and the Wareham Historical Society have helped by providing valuable time and resources that the class has used to work towards the construction of various walking and bus tours highlighting the rich industrial past and the curiosities of the present. From cranberries to nails, from relocated school houses to large multi-war memorials, Wareham seems to have tons of stories just waiting to be heard.

Public history enables students to see, touch, and become a part of something larger than themselves. When you look at genealogies that go back hundreds of years, explore the photographic windows of yesterday, or hear the voices of a holocaust survivor carefully preserved for all to remember, it becomes easier to have a greater understanding of where we have come from and where we might go from here.

"People"

by Sylvia Pacheco

The young people talk of events  
And trifles occupy their minds.  
The old ramble about cold sweats  
And the hardships of their time.  
The middle-aged man whose  
autumn is dawning  
Buys a new sports car.  
The child weeps in paralyzing shame  
Too young to bear those scars.  
There's an infant who hasn't learned to cry  
For it never knew it's mother.  
The old man hides his distant eyes  
As his dementia takes over.  
So where does that leave you and me?  
Souls trapped somewhere in the middle  
Of feeling old and acting young;  
It's a terrifying riddle.

"The Memory-Stealer"

by Sylvia Pacheco

Here is our champion,  
An advocate of life!  
He walks the road to save the town  
From need, and want and strife!  
The Memory-stealer has struck again  
Without a hint of knowing;  
The old man weeps in silent pain--  
His eyes have quit their glowing.  
His memories fall right through the sieve  
Like tiny drops of mirth;  
His thoughts have sparked and died alone  
And there's no hope for their rebirth.  
It seems his mind is an empty shell  
With no memories to keep sacred  
He inches closer to a personal hell  
Where his thoughts are few and naked.  
But I aspire to be the one  
Who figures out the cure  
For memory loss and other plagues of the mind,  
All I need is for my dreams to mature.  
I seek to traverse the dim halls  
Of the labyrinth of the mind;  
I want to be the bringer of light to the maze  
And guide the memory-blind.

# UMass Biology major wins undergraduate competition at BioNES conference

Rachael Bonoan, a Biology Major from Tiverton, RI, and member of an active team of undergraduate researchers at Dr. Guillermo Paz-y-Mino-C's laboratory, at UMass Dartmouth, won the 2011 Biology New England South (BioNES) undergraduate oral competition with the talk "Dominance Hierarchy Formation and Its Potential Applications for Laboratory Research: Using a Model Organism, the Zebra Finch." The BioNES meeting, which took place at Roger Williams University, on December 2, 2011, gathered 300 participants from UMass Dartmouth, Roger Williams University, Brown, Tufts, University of Rhode Island, Providence College, Rhode Island College, SALVE, University of Connecticut and the Buttonwood Park Zoo.

The one-day event included faculty talks, the BioNES graduate and undergraduate student competitions, and

a poster session in diverse fields: genetics, genomics, biotechnology, bioinformatics, developmental biology, molecular biology, microbiology, biochemistry, cell biology, neurobiology, evolution, behavior, ecology, biodiversity and conservation.

"My participation in BioNES proved to be an invaluable learning experience; the process of compiling the information and polishing the presentation for the oral competition was hard work but it was more than rewarding," says Bonoan, currently a junior at UMass Dartmouth and a collaborator in Dr. Paz-y-Mino-C's research on the origin and evolution of complex forms of intelligence by using bird models. Bonoan expects to graduate in 2013 with a major in Biology and a minor in Spanish, and later pursue a career in health sciences.

New England Science Public, a networking initiative among academic



institutions, sponsored the BioNES meeting. Dr. Paz-y-Mino-C, assistant professor of Biology at UMass Dartmouth, and Dr. Avelina Espinosa, associate professor of Molecular Microbiology and Biotechnology at Roger Williams University, have coordinated these annual meetings since 2006.

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## Emily Owoc

### Artist Statement of Purpose

As a psychology major and a painting certificate student, blending the two disciplines, particularly in content, is my primary goal. Human interactions are of fundamental interest to me. Recently, I have been studying figures in costume through my paintings, allowing me to explore its psychological and social impact. Specifically, I am examining an increasingly popular subculture of cosplay, Japanese popular culture, and its merging into Western pop culture. In addition, the question of individual self becomes apparent. By assuming another identity, a person is offered the opportunity to become someone they cannot otherwise be. In addition, when another person sees them, it is not the individual person they perceive; rather, the individual is recognized by their character, the other role they have assumed.

Artists reflect the trends of their cultures. Psychologists, especially in the realm of social psychology, examine how the individual affects and are affected by group behavior. It is my purpose, then, to ask these questions through a nonverbal medium that pulls the viewer into the exciting, emotional thrill that comes with cosplay, while also asking these same intellectual questions of identity and culture.

I hope to explain something of the self and of the form using this visual language: to capture the essence of the form, what is said by their pose in that moment, and the emotion that is felt and universally understood in every individual.

