Sexology Research Sweeps Biobehavioral Health

Biobehavioral health (BBH) is a multidisciplinary field that incorporates several different content majors into one. This major allows students to explore their individual interests in terms of biology, health psychology, and sociology. Recently, there has been an increase in the amount of students that are studying sexual health promotion. Sexuality has been studied for several years, but older research may contain gender bias. The newer studies that are being conducted express the need to compare male and female sexuality individually.

When one begins to study sexuality, they can become overwhelmed with the amount of information out there. There are several different approaches to sexuality, but information is usually presented from a medical, social science, or feminist perspective. Information that is published from these studies is found in several different media including textbooks, journals, magazines, and best-sellers. It is important for one to know what perspective they want to look at it from because it is not uncommon for there to be three different approaches and models from one topic.

Research that is conducted in sexuality has become very popular with the American public; however, few people want to participate in these studies. The ones conducted usually stem from a topic we have little information about and wish to learn about deeper. For example, in the early 1950’s Masters and

Discovering Food in HRIM Research

The school of Hotel, Restaurant and Institutional Management along with many other majors within Penn State University, are included in an extensive research program. The HRIM major works along side the school of Nutrition to find out many concepts. Two professors within the HRIM major, Dr. Peter Bordi and Dr. Carolyn Lambert, along with two graduate students, and three Shryer Honor Students, head this research program.

There are two main kinds of research done: use of sensory evaluation teams and research on the actual equipment. The sensory evaluation teams research product development

continued on page 2

continued on page 2

Special points of interest:

• The truth behind Sexology
• Football team goes vegetarian?
• The inside scoop on the most current logistics websites.
• Find out what the “bible of finance” is.
Sexology cont.

Johnson studied the sexual response cycle to have a deeper understanding of orgasm (Tiefer, 140). Gender, homosexuality, and medical disorders are the most commonly studied things.

Dr. Barthalow Koch, professor of sexual health at Penn State University, offered a few suggestions on reviewing research on sexuality. First, she said not to assume that a belief is true because it has been published. Research on sexuality can be a very awkward experience, and some people feel that those who participate in studies detract from their validity. Also, she suggests not to assume you are abnormal because sexuality is not dichotomous. She feels that sexual health research in performed in a way to select “the most abnormal of the normal.” By this, she means that subjects at the very positive extreme are picked, and they are not a selective representation of the population. In her book, Exploring our Sexuality: an Interactive Text, she explains about different studies that were performed, and the validity of them. Dr. Koch believes that any source can be a good source if the reader looks at it enough to determine the flaws. She feels studies that have been repeated with the similar results can offer the most concrete sources of information on a content area.

The following journals provide information on sexual health.

The Journal of Sex Research
The Journal of Sex and Marital Therapy
Archives of Sexual Behavior

*Note the information from this article was obtained through:
Dr. Koch, personal interview, March 11th

The Logic Behind Logistics

Business Logistics when compared to the fields of accounting and finance is a fairly new process. How companies view logistics and the management of their supply chains is continuing to evolve. New concepts and ideas continue to be invented and implemented. For this reason it is crucial to obtain the most recent information available when doing research in Logistics. Even articles written last year can be outdated and so the best sources of information on Logistics tend be found in websites and trade journals. These sources quickly change and update to current information and trends.

Research in logistics usually stems from a strategic decision facing a corporation. Whether that decision concerns carriers, suppliers, material to be used, or products to manufacture, research must be done to evaluate the tradeoffs that occur between the different options.

Dr. Stenger, professor of logistics at Penn State University, offered a few places one could begin research in business logistics. The textbook entitled ‘Transportation’, written by Coyle and Bardi, is considered one of the major texts on logistics today. He mentioned the ProQuest website, which allows you to search over five thousand magazines, journals, and newspapers for full text articles, as a great place to start your research. Dr. Stenger also emphasized the need for current information when dealing with logistics research.

The following is a compilation of several leading websites and trade journals.

Websites:
www.supply-chain.org - In depth overview of the metrics, practices, tools and applications currently used in logistics. Contains a description of the SCOR (Supply Chain Operations Reference) model, which set the cross industry standard for supply chain management. The SCOR model gives businesses an idea of which aspects of logistics they need to focus on.

www.3plogistics.com - A supply chain management, consulting and information service site. Contains “Who’s Who” guides for shippers, third party providers and e-commerce fulfillment providers that are distributed worldwide.

www.sole.org - The International Society for Logistics, which is a non-profit international professional society, composed of individuals organized to enhance the art and science of logistics technology, education, and management.

www.comparedate.com - Allows for the easy creation of charts for comparing: ocean carriers, service details, carrier profiles, vessel registry, carrier financial information, conferences, and ports. (See example of chart on page 4.)

Trade journals:
Transportation and Distribution Magazine – Contains the most up to date articles dealing with manufacturer and carrier information. Continued on page 4
HRIM cont.

for corporations such as Sheetz, or the Heinz Corporations. The sensory evaluation team performs practical research and develops feedback from the products that they test. The research on the equipment is made of testing practical equipment that is used in everyday life in a kitchen of a restaurant, and makes sure that the equipment follows the American Disabilities Act (ADA) Specifications. An example of this kind of research is looking at tables and adjusting to the critical points of where the table should be depending on a person’s height.

Another type of research conducted by this team is food science and the uses of it. In this type of research the researchers are looking for chemical reactions within foods. These reactions can find things such as stabilizers, which will extend the shelf life for products (i.e. chocolate candy bars). Labeling of products is another area researched to make certain that the products contain everything that is stated on the label. Dr. Peter Bordi, head of research states, “I really enjoy not only working on the projects but also working with the students because everything we do is beneficiary to the public.”

One of the bigger projects that the research team is in the process of conducting involves working with a grant and the Penn State football team. This project focuses on the use of soy products. Soy is a product, which will aid in the recovery of a player after strenuous activities. A few examples of these strenuous activities are, lifting, running or practice. This product also helps with soreness, muscle repair and muscle building. The players have to give blood a total of six times to see if this product is working.

They drink six different products containing soy. Bordi also states, “it is hard to keep up with current trends, especially those (trends) that are two to three years ahead, which is where we want to be”.

NOTE: Information obtained from Dr. Peter Bordi-Head of HRIM Research program

Research Kitchen in the Mateer Building at Penn State University

Research in Finance

At Penn State and around the world, finance is broken up into two main areas of study, those being security markets and corporate finance. Although separate, there are common ideals, which run through both areas, and there are also common avenues of research. Research in finance is very important to those interested in being a success in the field. Correct and accurate information is critical to the financial world. Be it to a company or an individual stock investor, the more information available to someone could be the difference between making and losing money. Often research is on historical data of a company’s past financial performance in the hope of forecasting future performance and exploiting it to make money.

Textbooks, the Internet, magazines or trade journals and television are the main areas where financial information can be found. Financial textbooks provide an analytical perspective and give a solid foundation to main financial theories and there are a vast amount of them covering all areas in the financial world. With knowledge gained in textbooks a person can understand and capitalize on research found outside of textbooks. CNBC and Bloomberg are two television channels that can be used for financial research. They each follow financial markets throughout the day and give insight of companies. They also are a great source for finance related news even after markets close each day. They make watching television actually educational.

The vast majority of financial web sites deal primarily with information on financial continued on page 4
Logistics cont.

Traffic World – A weekly source of industry news bringing info on changes in regulation, trading, and legislation affecting the transportation industry. Also contains fast breaking developments for all modes of transportation.

Material Management and Distribution – Provides a solution oriented editorial approach to the movement, storage and control of materials, products and information.

Note: Information from Dr. Stenger obtained from a personal interview on March 7th.

financial markets, which cover stocks, bonds, mutual funds, and financial news among other things. Edward Glidewell, a professor of finance at Penn State University suggested these web sites listed below.

www.bloomberg.com- This site offers real time price data and up to the minutes news. It is used by more financially knowledgeable than other sites, but is not quite as easy to use. A chart from this website can be seen to the left of this article.

www.cnbc.com- Offers similar capabilities to Bloomberg and is easier to use, however, has less in depth coverage of foreign financial markets and securities.

http://finance.yahoo.com- Provides comparable information abilities as the other two sites and is primarily used by less financially educated people.

He offered that these were the best and most widely used websites and also gave a description of each. He also suggested some magazines that were respected in the world of finance. Forbes, Fortune, Worth and Kiplinger’s topped his list and he has stressed the importance of reading the Wall Street Journal in his classes. The Wall Street Journal is widely considered the bible of the financial world and is leaned upon as a key tool in being knowledgeable about finance. The Smeal School of Business at Penn State offered many of same sources of information as Edward Glidewell had suggested.

Note: Information from Mr. Glidewell obtained in a personal interview.

Carrier Financial Information

<table>
<thead>
<tr>
<th>Carrier:</th>
<th>Kawasaki Kisen Kaisha Ltd.</th>
<th>Kawasaki Kisen Kaisha Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting Period:</td>
<td>Annual, 1998</td>
<td>Annual, 1999</td>
</tr>
<tr>
<td>Currency:</td>
<td>Yen</td>
<td>Yen</td>
</tr>
<tr>
<td>Unit:</td>
<td>millions</td>
<td>millions</td>
</tr>
<tr>
<td>Operating Profit:</td>
<td>26,922 [US $204]</td>
<td>5,640 [US $47]</td>
</tr>
<tr>
<td>Net Result:</td>
<td>1,668 [US $13]</td>
<td>1,596 [US $14]</td>
</tr>
<tr>
<td>Comments:</td>
<td>The results for &quot;K&quot; Line are for their financial year ended March 31, 1998.</td>
<td>The results for &quot;K&quot; Line are for their financial year ended March 31, 1999.</td>
</tr>
</tbody>
</table>


Visit us at: www.bwr.org