Preliminary Pages and Table of Contents

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Undergraduate Scholarship

Issue 5 2021

Editor’s Introduction iv
Dr. Jonathan Gore

LIFE SCIENCES
Effect of Her2 Expression on Nupl2 Protein in Cervical Cancer Cells 1
Mary E. Eichholz, Margaret J. Ballou, Tristan J. Haight, Jennifer L. Minton, Ryan N. Oates, & Jacob J. Adler

SOCIAL SCIENCES
The Importance of Culture-Fit for Remembering Church Sermons 6
Emily Adkins, Madelyn B. McKnight, & Jonathan S. Gore
Decisions Are More than Skin Deep: Exploring Correlations between Self-Esteem and the Decision to Have Bariatric Surgery 17
Penny Fox & James Maples
Different Hollers, Different Outcomes: Differences in Health Outcomes among Appalachian and Non-Appalachian Counties in Kentucky 25
Allexys Krasnopolsky & James N. Maples
The Economic Impact of Paradise Cove Aquatic Center in Richmond, Kentucky 32
Lauren Kilburn, Michael Bradley, & James Maples

APPLIED SCIENCES
Social or Special Interests: How Unions Influence Spending 37
Devon Moffett & Shauna Reilly
Collegiate Athletic Fans Perception of the Use of Social Media in Marketing 45
Anna K. Gdovka & Steve Chen

Call for Papers 50
Paper Guidelines 51
Submission Process 53
Review Process 54

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Letter from the Editor

Greetings!

I am pleased to bring to you the fifth issue of the Kentucky Journal of Undergraduate Scholarship. I am also very pleased to see the growth and reach of KJUS from the past four years; the articles from the first four issues have been downloaded over 28,000 times in over 150 countries across the world! We look forward to our continued success in showcasing the best work of our undergraduate students across the Commonwealth of Kentucky.

The fifth issue of KJUS contains some of the most diverse topics to date. The articles provide some new insights into cancer research, how people respond differently to a sermon depending on their cultural values, how self-esteem and region relate to health outcomes, the economic impact of a water park in Richmond, how unions relate to government spending, and how sports fans respond to online marketing. We also have a diverse array of institutions represented in Issue #5, including research teams from Brescia, EKU, NKU, and Morehead.

I would like to acknowledge my Graduate Assistants, J.P. Ferraro and Jordan Organ, who have dedicated many long hours to making sure each article was polished and presentable. Laura Edwards served as the consultant and contact throughout the process. I would like to thank the associate editors and reviewers for volunteering their time to evaluate the rigor and validity of each submission. Finally, I would like to thank the students and their mentors for continuing to provide us with high quality work that continues to amaze me. I look forward to directing this journal’s continued purpose as a repository of academic excellence.

Jonathan S. Gore, Ph.D.
Editor-in-Chief