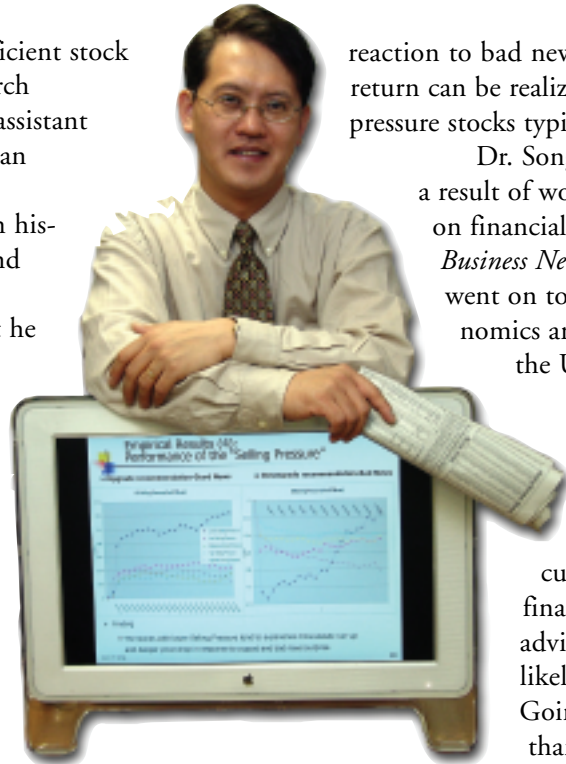


Taking stock of market indicators

Traditional models of the efficient stock market are being challenged by research developed by Dr. Joon-Young Song, assistant professor of finance. He has created an algorithm in FORTRAN computer language that takes into account both historical performance of stock prices and trading volume to predict the future movements of stock prices, a concept he calls “selling pressure.”

His findings indicate the size of the company, the reputation of the brokerage house analysts making either positive or negative predictions and selling pressure are key predictors relating to the pattern of future stock prices in response to good or bad news releases. He suggested an optimal trading strategy is to buy stocks that have the lowest selling pressure the day after the price has plummeted in



Dr. Joon-Young Song
Assistant Professor of Finance

reaction to bad news. An average 9.29 percent return can be realized after five weeks when low pressure stocks typically rebound, he said.

Dr. Song’s research ideas developed as a result of work he did as a staff reporter on financial markets for *The Maeil Business Newspaper* in South Korea. He went on to earn a master’s degree in economics and his Ph.D. in finance from the University of Tennessee at Knoxville.

Dr. Song, who began his teaching career at UF in November 2004, has used his research for discussion in his investment finance classes. His ultimate advice is, “Losers in the past will likely be winners in the future. Going for neglected stocks, rather than popular or glamour stocks may lead you to more success in your investing.”

Framing media theory

Ethics in public relations is an issue that concerns Dr. Jeanette Drake, associate professor of communication. She has contributed a chapter to *Case Studies in Organizational Communication: Ethical Perspectives and Practices*, to be published this year. The chapter involves a critical analysis of public relations and the mass media.

“The biggest, most influential entities in our country don’t use public relations ethically,” she commented. Calling it a “web of impediments,” Dr. Drake claimed that companies and the government are going beyond putting across their viewpoints to stifling the messages of others through the courts, legislation and the media.

Her chapter, “Is agriculture spinning out of control? A case study of Buckeye Egg Farm: Environmental communication, news frames and social protest,” is a case study of an eight-year controversy surrounding a



Dr. Jeanette Drake
Associate Professor of Communication

“Laffing” their way to healthier lives

The increase in childhood obesity is a nationwide issue that has the attention of parents, doctors, the media and a group of researchers from the University’s Occupational Therapy Program.

For the past several years, Laura Schmelzer, assistant professor of occupational therapy, along with student research groups from the Occupational Therapy Program, have been developing a remedial camp for children who could benefit from attaining a healthier weight. After studying how to change the behavior of youngsters who were living an unhealthy lifestyle, the researchers established the Lively Activities for Fun and Fitness (LAFF) camp.

LAFF camp is a unique summer day camp that teaches middle school-age children how to make healthy choices that correspond with their interests in



an environment that fosters confidence, promotes healthy choices and advances a healthy lifestyle.

The first LAFF camp was held in June 2005. Eighteen campers attended the week-long camp and participated in monthly follow-up sessions through November. Currently, the team of researchers from the Occupational Therapy Program are analyzing the data from the first camp and plan to use the results to help increase the effectiveness of the next camp, which will be held in June 2006.

factory farm in Ohio. Dr. Drake examined in depth how the issue was framed, or presented, in the media. She also documented the influence of citizens’ groups and the corporate/government alliance that resulted in eliminating the farm as an entity without resolving the underlying issues of concern to the public.

“Framing is not a neutral process,” she said. “The actor with the biggest purse and the most power gets to define what is and what is not a problem in society.”

In the classroom, Dr. Drake demonstrates PR’s positive potential. Thanks to a national grant from Animal Welfare Trust and a partnership with Habitat for Humanity, students will have the opportunity to create social marketing campaigns that address two important issues — homelessness and the treatment of animals.



LAFF Camp participants and Laura Schmelzer
Assistant Professor of Occupational Therapy