ASU Graduate & Professional Student Association
GPSA
Research Grant Programs
5/29/2016 deadline

50935

Contact information is hidden during a blind review.

Research Grant Application Questions

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #1.

GPSA Research Grant Program Selection

1. Please select the GPSA Research Grant program you are applying for.
   Note: Both the GRSP and Jumpstart programs require you to designate if your project has a research or media/fine arts focus. This allows reviewers to better understand the scope of your project.
   e. GRSP: Research Project
   e. GRSP: Media/Fine Arts Project
   e. Jumpstart: Research Project
   e. Jumpstart: Media/Fine Arts Project
   e. Athletics Research Grant Program

Applicant Information

2. Please list your degree program.
   Ex: M.Ed in Higher and Postsecondary Education. ENSURE we know if you are a Masters, Doctoral, or Professional level student.
   M.Ed in Higher and Postsecondary Education

3. Academic College
   Ex: Mary Lou Fulton Teachers College
   Mary Lou Fulton Teachers College

4. Expected graduation semester
   mm/yyyy
   05/2016

5. ASU ID #
   This can be found on your SunCard.
   1201498003

6. Please list your degree level.
   e. Masters
   e. Doctoral
   e. Professional
   e. Undergraduate

7. Have you received a GPSA Research Grant Award before?
   *Please check all awards that you have received.
   e. GRSP: Terminal Research
   e. GRSP: Independent Research
   e. Jumpstart Research Grant
   e. I have never received a GRSP or Jumpstart Award before.

8. Total Funding Amount Requested of GPSA
   *Please do not list an amount higher than the program cap. Refer to gpsa.asu.edu for the maximum amount of funding listed per program.
9. Agree to Rules: By initialing this box, you agree to the rules and policies of the GPSA Research Grant programs as listed on gpsa.asu.edu. You certify that this is application is your own work and unique from any prior submissions. Please INITIAL here - do not list your full name, as this is a blind review process.

KJ

10. Current Graduate G.P.A.
Ex: 3.5/4.0
4.17/4.0

Application Overview

11. Application Title
Please give your application (research grant project) a title.
Zero Waste Athletics Research Grant Project

12. Proposal Abstract
Please enter the abstract of your proposal, avoiding highly technical language. Your application should be written for an interdisciplinary peer review committee. You will be able to update and edit until you submit your application.
In the face of funding cuts nationwide, universities in the United States have turned to innovative solutions to meet rising operational costs. A number of these cost-cutting, innovative practices are fiscally responsible and environmentally conscious as well. Energy awareness campaigns, Zero Waste initiatives, and water conservation efforts are some of the programs universities have identified as solutions.

The purpose of this study is to analyze the effects of Zero Waste initiatives on fan beliefs and behavior through a college-sporting event. In order to enhance and scale sustainable behavior, I plan to examine how different sustainability-based interventions influence fan beliefs about their responsibility to the environment and their behaviors toward implementing Zero Waste practices in their personal lives. I also aim to identify how university stakeholder groups are being affected by sustainability-based intervention.

Department Information

13. Department Chair or Dean
Molly Ott

14. Department Email Address
*ASU Email Address
molly.ott@asu.edu

15. Advisor Name
(first/last)
Robin Boyle

16. Advisor Email Address
*ASU Email Address
Robin.Boyle@asu.edu

17. Advisor Phone Number
-no answer-

18. Project Reference # 1
Please list their 1) Name & 2) Email Address.
Corey Hawkey corey.hawkey@asu.edu

19. Project Reference # 2
Please list their 1) Name & 2) Email Address
Lucas Mariacher lucas.mariacher@asu.edu

Budget Information

20. Item Amounts
Please list the $ amount of each item you will be using for your project.

<table>
<thead>
<tr>
<th>Item #</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1</td>
<td>932.69</td>
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<tr>
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<tr>
<td>3</td>
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<td>5</td>
<td>131.01</td>
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<td>6</td>
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21. Funding Rationale
Please list a rationale for ALL items included in the table above. You must include the following three components for each item: 1) Amount, 2) Description, 3) Rationalization.

Item #1 is $932.69 for printing three thousand 4x6" flyers to be handed out to event attendees at the 3/3/16 game. Item #2 is $932.69 for printing three thousand 4x6" flyers to be handed out to event attendees at the 3/5/16 game. Both flyers will contain information about the study being conducted, information about how to participate in the study, and the incentive for participating in the study. Without these flyers, attendees will not be aware of the study and not know how to participate. This would drop the response rate significantly.

Items #3 and #4 are $1800 for four (4) season tickets to Sun Devil Football as incentives for participating in the study. These incentives are "of-value" items (a phrase Sun Devil Athletics uses to describe items fans would overcome systemic obstacles to obtain) that will increase the response rate among engaged attendees.

Item #5 is $131.01 which includes two orders of [4 (L) pizzas and 1 2L soda). This order will be used as encouragement for the two undergraduate student organizations that are assisting with the distribution of the flyers at the two indicated games (mentioned above).

22. Additional Funding Sources for Your Project
Please list any 1) FUTURE funding sources and 2) POTENTIAL funding sources you are seeking for your project.

Potential Funding Sources
- GPSA Athletics Research Grant
- Sun Devil Athletics Communications
- Zero Waste | Facilities Management
- University Sustainability Practices

General Research Grant Questions

23. Please select the discipline/field your research is in.
Choose the field that best fits your work.
- Humanities and the Arts
- Mathematics & Technology
- Natural Sciences
- Social & Health Sciences

24. Type of Application
Terminal = Research approved by the student’s dissertation or thesis committee; Independent Research = A project conducting research other than the terminal project in their regular curriculum
- GRSP: Terminal (Dissertation/Thesis)
- GRSP: Independent Research
- Jumpstart Grant Applicant
- Athletics Research Grant Applicant: Terminal
- Athletics Research Grant Applicant: Independent Project

Research Proposal Questions

25. Contribution to Research Project
Please describe your (or your team’s) contribution to this research project.
The team is developing a survey to be sent/accessed by attendees of the 3/3/16 and 3/5/16 Men's basketball electronically (via email or on a web browser). Responses will be collected for two weeks before closing. Raw data will be scrubbed and findings will be analyzed and evaluated in support of the proposed research questions for publication.

26. Human Participants
Does this study involve research using human participants?
- Yes
- No

27. Animal Subjects
Does this study involve research using animal subjects?
- Yes
- No

28. IRB Approval
If you answered yes to either, have you applied for and received approval from the appropriate institutional review board at Arizona State University?
- Yes
- No
29. Is this a research grant for an empirical or investigative study?
For a non-empirical, performance, demonstration, or media-related, you should have selected MEDIA/FINE Arts focus at the top of the application.
- Empirical
- Investigative Study
- Not an empirical study

30. Problem Issues
Critically evaluate the existing knowledge that relates to this proposal, including your own preliminary work. Identify new information your proposed research will accomplish with respect to deficits in knowledge. Briefly state the importance of this.
There has been emerging research on the perceptions and receptivity of sporting event fans to sustainability efforts. This research has shown that fans think highly of sustainability efforts and the existence of said efforts elevate the perception of the department. However, no comparable research to date has been conducted in the United States to see if sustainability, specifically Zero Waste efforts have changed attendee beliefs or behaviors. This study will be first of its kind, bridging a current gap of knowledge in literature on intended behaviors to actual behavior.

I have a phone call scheduled with Michael Pfahl, a leading practitioner who has published multiple studies on comparable research for additional guidance from his experience at Ohio State University.

31. Ethical Considerations
Describe in detail any special consideration you have given to all ethical issues involved in your proposed investigations. If applicable, indicate the nature of the informed consent. If none, please indicate. (1000 characters, max)
Informed consent will be gathered at the beginning of the study and will not allow participants to continue unless they indicate a "I consent" response. Flyers about the study will be given to every attendee, ensuring no population is being excluded. A randomizer will select drawing winners to ensure no one is favored for the incentive.

32. Hypotheses or Research Questions
Please list your hypothesis(es) or your research question. If none of the above, please indicate your intended goal(s) with this research.
1. How do different sustainability-based interventions influence fan beliefs about their responsibility to the environment and behaviors toward implementing Zero Waste practices in their personal lives?
2. How are university stakeholder groups' affected by a sustainability-based intervention?
a. i.e. Student, staff/faculty, alumni, or community

33. Design, Methodology, Structure, Materials
Describe the design and procedures you will use to accomplish the specific aims and hypotheses listed. Justify the methods you propose to use detailing the strengths and possible limitations. Provide details about the analysis, equipment, facilities.
A survey has been created in collaboration with University Sustainability Practices, Global Institute of Sustainability, and the Mary Lou Fulton Teachers College. This survey is available online at a vanity url (that has been set-up for this study's purposes) located on physical flyers that will be handed out at each event, as well as distributed electronically through attendee email address that have opted in for communication from Sun Devil Athletics. Only utilizing an email would negatively impact the number responses, which is why physical flyers are being proposed to compliment the outreach measures.

The survey will collect their consent to be surveyed, walk respondents through the survey, and then prompt respondents to enter their email address if they wish to be entered into the drawing. Information about the drawing is being added to all communication to further increase the number of respondents to participate in the survey.

Due to the restriction of the Wells Fargo operational staff at the turn-styles, student organization volunteers are being pursued to hand-out study flyers at the targeted games to ensure every attendee receives study information and directions on participation. However, student organizations have a high-risk turnover rate. Utilizing food as an incentive for their participation will reduce the risk of "no-shows" and increase the number of game attendees reached.

After responses have been collected and winners have been drawn at random, raw data (already separated from all personally identifiable information) will be further scrubbed and analyzed using Qualtrics to render results supporting the answer to the research questions.

34. Part 1: Anticipated Problems & Part 2: Consequences/Applications (3000 characters total)
Pt 1: Describe briefly any difficult experimental problems that must be overcome in order to successfully accomplish the goals of this research project & potential approaches to overcoming these. Pt 2: Describe any outcome you may anticipate.
Anticipated problems for the study include limited funds. Without funding, flyers may not be printed and awareness of the study may not be great enough to elicit a large enough sample; student organization may not engage in the distribution of flyers; and the "less-than-value" incentives may not attract attendees to participate in the survey.

Potential solutions have included reaching out to University Sustainability Practices and Zero Waste to support the cost of flyers as well as providing a drawing incentive. Sun Devil Athletics has been approached to support the execution of flyer distribution at the targeted games as well as asked to support "of-value" incentives for the drawing. Lastly, Kendon Jung has explored the personal financial burden of supporting the pizza order for student organization participation.

35. Time Frame
Describe your expected time frame for the completion of the project in as much detail as possible. (1000 characters max)
The research development and proposal was started January 11th, 2016. Surveying will begin March 3rd, 2016 until approximately March 19th, 2016. Analysis of results and conclusions will be started approximately March 19th, 2016. The culminating research poster will be completed by May 3rd, 2016.
Media/Fine Arts Proposal Questions

36. Medium, Equipment, Facilities, Instruments, Supplies and Resources
-answer not presented because of the answer to #1-

37. Proposal Objectives
-answer not presented because of the answer to #1-

38. Present Training & Knowledge
-answer not presented because of the answer to #1-

39. Method of Presentation
-answer not presented because of the answer to #1-

40. Time Frame
-answer not presented because of the answer to #1-

41. Uniqueness: What makes your media proposal unique?
-answer not presented because of the answer to #1-

42. Portfolio Information
-answer not presented because of the answer to #1-

Athletics Research Grant Questions

43. Describe your project's focus on athletics, and/or related field.
Make sure to clarify if your project is for the terminal/dissertation amount ($3500) or the independent project amount ($1500).
This is a terminal research project focused on evaluating the effectiveness of educational outreach measures on zero waste beliefs and behavior modification at a college sporting event. ASU is part of the Green Sports Alliance, competing with other universities to achieve zero waste during sporting events. This terminal research project will build upon that initiative and examine if patrons are using the zero waste skills they are engaging with (during the games) at home/work.

44. How will your research directly or indirectly benefit college/university athletics, or related field?
This research is directly focused on measuring the impact of Sun Devil Athletic's Zero Waste initiative on sporting event attendees. Results of this study will measure the initiative's impact on attendee beliefs and behaviors related to Zero Waste and will evaluate fan's perceived value of the athletics department in our community as a civic leader.

45. The two categories of the award are $3500 towards a terminal degree and $1500 towards an independent project. Please confirm the category you are applying for.
- $3500 - Terminal (Dissertation/Thesis)
- $1500 - Independent Project

Research Grant Documents

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<tr>
<th>Documents Requested *</th>
<th>Required?</th>
<th>Attached Documents *</th>
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<tbody>
<tr>
<td>CV/Resume</td>
<td>b</td>
<td>Resume - Jung, Kendon</td>
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<td>Supplementary Project Information</td>
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<td>Flyer Example</td>
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* ZoomGrants™ is not responsible for the content of uploaded documents.