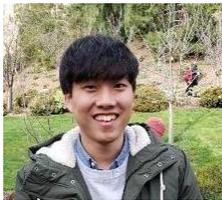


SJSU College of Social Sciences  
Dean's Spring 2019 Student Colloquium  
Tuesday April 23, 2019, 12:45 pm – 3:00 pm  
ENG 285/287  
\*Lunch will be provided\*

Social Science scholarship explores complex, often interrelated, social processes. It also researches ways in which individuals' quality of life can be improved and the society can become more just, vibrant, and sustainable. Presentations in this colloquium represent the wide range of inquiries that social scientists pursue: uncover working-class experiences in company towns during the Gilded Age (1870-1910); examine the impact of wakeful rest on strengthening existing memories; identify the factors that impact peregrine falcons' nesting sites in urban areas; estimate households' willingness to pay for energy efficiency improvements; and identify the effect of caffeine on memory.



**Arianna Heathcote, Anthropology**  
The Town of Loma Prieta: Applied Archaeology in the Forest of Nisene Marks State Park



**Hyong Woo Hahm, Madison Morocco and Crystal Fausett, Psychology**  
Associative Memory Performance: Comparison Between Wakeful Rest and Technological Distraction



**Prabha Venu, Environmental Studies**  
Assessment of Peregrine Falcon (*Falco peregrinus anatum*) Nesting Habitat in the San Francisco Bay Area



**Anteneh Ayele, Economics**  
The Capitalization of Energy Efficient Building Technology in the U.S Housing Market



**Lynna Tu and Lluvia Gonzalez-Castro, Psychology**  
The Effects of Caffeine Administered During Consolidation on True and False Memory

### **Arianna Heathcote**

#### **The Town of Loma Prieta: Applied Archaeology in the Forest of Nisene Marks State Park**

My study is an applied-anthropology collaboration with San Jose State University and California State Parks within the Forest of Nisene Marks State Park. This research used archaeological remains of Loma Prieta (town occupied from 1883-1898) to add to academic knowledge concerning working-class experiences in company towns during the Gilded Age (1870-1910). An archaeological mixed method approach of qualitative and quantitative methods examined themes of paternalism, collective action, and built environment and concluded that stratification by class is visible within the landscape of Loma Prieta and that multiple forms of corporate paternalism and collective resistance occurred in this company town.

### **Hyong Woo Hahm, Madison Morocco and Crystal Fausett**

#### **Associative Memory Performance: Comparison Between Wakeful Rest and Technological Distraction**

Young adults often spend breaks engaged with technology. However, rodent studies indicate that resting quietly without stimulation, i.e., wakeful rest, can strengthen existing memories. To determine whether wakeful rest also benefits human memory, we asked participants to study a list of words and then either play a game (stimulation) or use a breathing app (wakeful rest). We compared memory for the studied words following each condition, but contrary to our hypotheses, performance did not differ. This study helps bridge the gap with the animal literature, but future research is needed to understand whether and how wakeful rest benefits human memory.

### **Prabha Venu**

#### **Assessment of Peregrine Falcon (*Falco peregrinus anatum*) Nesting Habitat in the San Francisco Bay Area**

As human encroachment into natural areas increases with an increase in human population, many species are being driven out of their natural habitats and have to adapt to co-exist with humans and other wildlife in urban areas. Hence, Urban Ecology is a growing field that is the future of conservation. This research combines two important fields of study—Urban Ecology and Geographical Information Systems (GIS)—to examine the habitat preferences of the peregrine falcon in the San Francisco Bay Area. Ten environmental attributes and their influence on 47 nesting sites are examined. The results show that elevation, wind, precipitation and solar radiation are critical to the falcon's breeding habitat.

### **Anteneh Ayele**

#### **The Capitalization of Energy Efficient Building Technology in the U.S Housing Market**

Climate change, energy security and energy efficiency are major concerns for sustainable economic growth. Building codes represent a public policy option for promoting efficiency in home energy consumption. This study employs the Hedonic Pricing Method (HPD) using household data from the American Community Survey (ACS-2007) and other supplementary data to estimate the impact of state-level energy efficiency building codes on the rental price of houses. We also explore the effect of these building codes on household energy expenditure. We find that US households are willing to pay a premium for houses built with energy efficiency standards that exceeds the energy cost savings that results from the building codes.

### **Lynna Tu and Lluvia Gonzalez-Castro**

#### **The Effects of Caffeine Administered During Consolidation on True and False Memory**

Caffeine is regularly used to enhance wakefulness, yet its effects on cognition remain unclear. For example, studies examining caffeine's effect on memory demonstrate mixed findings, which may be due to differences across studies in the timing of caffeine administration (e.g., during initial learning, memory consolidation, and/or memory retrieval). The current study isolated caffeine's effects on memory consolidation using a double-blind, randomized placebo approach in caffeine-naïve participants. Results demonstrated that memory performance did not differ between caffeine and control groups, suggesting that caffeine does not strengthen existing memories, and may only prove beneficial when administered during initial learning or retrieval.

**Register online by April 15, 2019 via [Google form](#):**

**If you have any questions, please email at [shishir.mathur@sjsu.edu](mailto:shishir.mathur@sjsu.edu)**

**\*This event is open to the campus community\***