

## VITA

### DEAN FRANCIS ANDERSON

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Home: 2617 Pierce Avenue  
(515) 233-4012  
Ames, Iowa 50010

Born: May 24, 1945  
Mankato, Minnesota

Marital status: Married with three children: Matthew, Jennifer and Katherine

### EDUCATION

Bachelor of Science Degree, University of Minnesota, Minneapolis, 1968

Major: Physical Education  
Minors: Mathematics, Natural Science, and English

Advisor: Dr. Patrick Bird  
Department of Physical Education  
University of Florida  
Gainesville, Florida

Master of Arts Degree, University of Minnesota, Minneapolis, 1972

Major: Physical Education  
Minor: Supporting Program--Psychological Foundations  
and Psychology

Advisor: Dr. Robert C. Serfass  
Department of Physical Education  
University of Minnesota  
Minneapolis, Minnesota 55455

Thesis: Effect of Moderate Bicycle Training on the Maximal Oxygen Consumption  
of College Women

Doctor of Philosophy Degree, University of Minnesota, Minneapolis, 1978  
Major: Physical Education (Sociology - Psychology of Sport)  
Minor: Supporting Program--Psychological Foundations (Statistics) and  
Psychology

Advisors: Dr. Robert C. Serfass  
Department of Physical Education  
University of Minnesota  
Minneapolis, Minnesota 55455

Dr. Gregory P. Stone  
Department of Sociology  
University of Minnesota  
Minneapolis, Minnesota 55455

Ph.D. Thesis: Professional Sports and Social Relations: A Study of Urban  
Identification

## **TEACHING AND ADMINISTRATIVE EXPERIENCE**

July, 1997 to present time: Professor, Department of Health and Human Performance,  
Iowa State University

July, 1994 to June, 1997: Professor and Chair, Department of Health and Human  
Performance, Iowa State University

September, 1987 to June, 1994: Professor in the Department of Health and Human  
Performance, Iowa State University

September, 1982 to July 1987: Associate Professor in the Department of  
Physical Education and Leisure Studies, Iowa State University

January, 1978 to July 1982: Assistant Professor in the Department of Physical  
Education and Leisure Studies, Iowa State University

September, 1976 to January, 1978: Instructor in the Department of Physical  
Education and Leisure Studies, Iowa State University

Teaching duties have included graduate courses—Sport Spectator Consumer Behavior, Social Analysis of Sport, Social Psychological Perspectives of Sport and Physical Activity, Gender Roles and Sport, and Introduction to Research Methods in Physical Education; undergraduate courses--Social Psychological Effectors of Movement; and Sociology of Sport and Physical Activity. I am presently, or have been in the past, involved on numerous thesis committees for graduate students in Sociology, Political Science, Journalism and Mass Communication, Architecture, Educational Leadership

and Policy Studies, as well as Health and Human Performance. I have also been actively involved in research and I have full Graduate Faculty Status. Besides teaching and conducting research, I have been involved in committee work at the university, college and department levels. This committee work includes:

### University

University Provost's Departmental Leadership Awards Committee (2005)  
University President's Major Sanctions Committee for Faculty Misconduct (2004)  
University Provost's Minor Sanctions Committee for Faculty Misconduct (2003), (2005; Chair), 2008, Chair)  
University Provost's Budget Advisory Committee (2003-2005)  
Faculty Senate (1987-1991) (1998-2005) (2006-present)  
    Faculty Senate Executive Board, CHS Caucus Chair (2007-2008)  
    Faculty Senate Committee on Committees (2007-2008)  
    Faculty Senate Committee on Business and Finance (2007-present)  
    Faculty Senate College of Veterinary Medicine Task Force (2005)  
    Faculty Senate Council on Resource Policies & Allocations (2003-2005, 2008-present)  
    Faculty Senate Governance Council (2002-2004) (1990-1991)  
    Faculty Senate Judiciary & Appeals Council (1998-2002) (2006-present)  
        Appeal Investigative Committee (Fall, 2009, Chair), (Spring, 2007), (Fall, 2006; Chair), (Spring, 2002), (Fall-2002; Chair), (Fall, 2001), & (Fall-1999)  
    Faculty Senate Council on Faculty Development and Administrative Relations (1981-1982, 1986-1991)  
University Graduate Council (1999-2002)  
University Faculty Council (1981-1982, 1986-1987; work on transition to a Faculty Senate)  
African American Studies Program Steering Committee (1997-2006)  
Outdoor Teaching Laboratories Committee (1996-1999)  
VISION 2020 Steering Committee - W. K. Kellogg Foundation (1995-2000)  
University Department Executive Officer's Council (1995-1997)  
University Committee on Computing and Networking (Provost) (1995-1996)  
University Committee on Committees (1990-1991)  
University Recreation Policies and Programs Committee (1990-1991)  
University Committee to Study Faculty Morale (1988-1990, Chair, 1989-1990)  
President's Faculty Dismissal Investigative Committee (1988) (1989)  
All University Student Judiciary Committee (1981-1985)

### College

Promotion and Tenure (1990-1993), (1999-2001, Chair, 2000-2001), (2007-present))  
Executive Committee (1990-1991) (1994-1997)  
Strategic Planning Committee (2009-present)

Curriculum Committee (1999-2000)  
Faculty and Staff Honors and Awards (2005-2007)  
Dean's Five-Year Performance Evaluation Committee (Chair, 1994-1995)  
Faculty Professional Development Committee (1994-1996)  
Academic Standards (1995-1996)  
Research and Development (1981-1995)  
Lecture and Seminars (1977-1979, 1987-1988)  
Computer Assisted Instruction (1979-1984, 1991-1992)

### Department

Awards Committee (2004-2007, Chair, 2005-2007)  
Curriculum Committee (1979-1982, Chair, 1999-2000)  
Administrative Committee (1981-1982), (1990-1992), (1994-1997), (2009-present)  
Graduate Faculty (1976-present)  
Graduate Faculty Executive Committee (1980-1982), (1987-1988), (1993-1995), (2000-2001), (2008-present)  
Research Committee (1977-1980, Chair-1980; 1983-1985, Chair-1984, 1992-1994)  
Evaluation and Governance Committee (1979), (Chair-1984-1986), (1990-1993), (1999-2002, Chair-2002), (2008- present)  
Lecturer/Senior Lecturer Evaluation Committee (2003-2006)  
Faculty Appeals Committee (1980-1981, Chair-1981), (1984-1988), (2001-2003), (2008-present, Chair)  
Pease Family Scholar Committee (2007-present)  
Promotion and Tenure (1981-present)  
Academic Standards (1986-1988, 1992-1995)  
Computer Advisory Committee (1984-1985, 1993-1995)

### September, 1971 to June, 1976

I was an instructor in the Department of Physical Education at the University of Minnesota. Duties included teaching activity classes in Bowling, Conditioning, Paddleball, Ice Skating, Wrestling, and Track and Field. At times, teaching duties also included the track and field coaching class and summer coaching workshops. Along with these teaching responsibilities, I advised approximately 20 undergraduate physical education students toward the completion of their educational programs. I also was responsible for the departmental allocation of equivalency course credits for transfer students.

I assisted in the Physical Education Exercise Research Laboratory where I was responsible for the operation and maintenance of equipment including treadmills, Beckman gas analyzers, and the Haldenye apparatus. During my time working in the laboratory, I was involved in the psychological and physiological testing of the 1972 Olympic Wrestling Team, in the physiological testing of the St. Paul Saints professional hockey team and investigations involving several other groups of individuals including

athletes and non-athletes.

I also assisted Dr. Gregory P. Stone in the Department of Sociology with the teaching of several courses including Sociology of Sport, Popular Culture, and Social Psychology through Symbolic Interaction.

June, 1969 to March, 1971

I served as a Logistics Sergeant in the S-4 Section of the 4th Training Brigade Headquarters, and was awarded the Army Commendation Medal, the Good Conduct Medal as well as a Honorable Discharge in March, 1971.

August, 1968 to June, 1969

I taught English, health, and physical education at Leroy High School, Leroy, Minnesota. Eugene Bamback, Principal; Darold Yost, Superintendent.

## **COACHING EXPERIENCE**

March, 1971 to 1976

I was an assistant track and cross country coach to Roy Griak, University of Minnesota, Beirman Field Athletic Building, Minneapolis. In the fall of 1974, I served as head cross country coach because Roy Griak was on leave to serve as head track and field coach for the United States Pan American Team.

August, 1968 to June, 1969

I was head track and cross country coach at Leroy, Minnesota

## **PROFESSIONAL AFFILIATIONS**

American Alliance of Health, Physical Education, Recreation and Dance  
North American Society for the Sociology of Sport  
North American Society for Sport Management  
Sport Marketing Association

## **PROFESSIONAL SERVICES**

Research Consortium Research Writing Award Committee (2005-2006)  
Editorial Board, International Sports Journal (1995-2004)  
Editorial Board, Journal of Sport and Social Issues (1981-1988)  
Research Consortium Review Panel Chair for Sociocultural Aspects Section,  
AAHPERD National Conference (1990-2000) (2000-2001) (2007-2008)

Ad hoc reviewer for The Journal of Health Psychology (2006-2009)

Ad hoc reviewer for Psychology of Sport & Exercise (2008-2009)

Ad hoc reviewer for International Journal of Sport and Exercise Psychology (2007)

Ad hoc reviewer for International Journal of Sports Management and Marketing (2007-2009)

Ad hoc reviewer for Journal of Applied Social Psychology (2003-present)

Ad hoc reviewer for Research Quarterly for Exercise and Sport (1989-present)

Ad hoc reviewer for Sociology of Sport Journal (1984-present)

Ad hoc reviewer for Journal of Sport Behavior (1994-present)

Ad hoc reviewer for Journal of Physical Education, Recreation and Dance (1984-2007)

Reviewed textbook proposal, Sport Consumer Behavior: Psychosocial Perspectives, Holcomb Hathaway, Publishers (2007).

Reviewed textbook, Sports in Society: Issues & Controversies, Coakley, Jay. Ninth edition (2007) McGraw-Hill Publishing.

Reviewed abstracts for the Research Consortium sessions for the 2005 AAHPERD National Convention, Chicago, IL.

Reviewed grant proposals for Iowa Department of Public Health Division of Substance Abuse and Health Promotion, Community-Based Cardiovascular Risk Reduction Grant Program (1997)

Reviewed textbook, A Sociology of Sport, Howard Nixon & James Frey (1996), Wadsworth Pub.

Reviewed abstracts for the Research Consortium sessions of the 1993 AAHPERD National Convention, Washington, D.C.

Reviewed abstracts for the Research Consortium sessions of the 1992 AAHPERD National Convention, Indianapolis, IN.

Reviewed abstracts for the Research Consortium sessions of the 1991 AAHPERD National Convention, San Francisco, CA.

Reviewed abstracts for the Research Consortium sessions of the 1988 AAHPERD National Convention, Kansas City, Missouri

Reviewed abstracts for the Research Consortium sessions of the 1987 AAHPERD National Convention, Las Vegas, Nevada.

Reviewed textbook, Sociology of North American Sport, D. Stanley Eitzen & George Sage, (1987). McGraw-Hill Pub.

Reviewed abstracts for the Research Consortium sessions of the 1986 AAHPERD National Convention, Cincinnati, Ohio

Planned and organized Sport Sociology Academy sessions for the 1986 AAHPERD National Convention, Cincinnati, Ohio

In charge of Book Exhibit, North American Society for the Sociology of Sport Conference, Las Vegas, Nevada, November, 1986.

Editor of the Sport Sociology Academy Newsletter, 1985 NASPE

Conference Organizing Committee of North American Society for the Sociology of Sport, St. Louis, Missouri, Oct. 26-30, 1983.

Reviewed proposed textbook in sociology of sport. W.B. Saunders Company, (1979).

## HONORS

Iowa Board of Regents Faculty Excellence Award (2005)  
Chairperson of the Sport Sociology Academy, NASPE (1985-1986)  
Research Fellow in AAHPERD Research Consortium (1984-present)  
Phi Kappa Phi (1980)

## PUBLICATIONS

- Lee, D. D., Trail, G.T., Kwon, K.H., & Anderson, D.F. (in review). Consumer values versus perceived product attributes: Relationships among items from the MVS, PRS, and PERVAL scales. Measurement in Physical Education and Exercise Science Journal.
- Lee, D. D., Trail, G.T., & Anderson, D.F. (Accepted). Motives and team identification of hockey spectators: Relevance to marketing ACHA hockey. International Journal of Sport Marketing and Management.
- Trail, G.T., Kwon, H., & Anderson, D.F. (2009). Does advertising mitigate the negative effects of losing on satisfaction and conative aspects of sport attendance? A case study in intercollegiate athletics. Journal of Sport Communication, 2, 109-124.
- Woo, B., Trail, G. T., Kwon, H. H., Anderson, D. F. (2009). Testing models of motives and points of attachment among spectators in college football. Sport Marketing Quarterly, 18, 38-53.
- McGuire, Amanda M., Anderson, Dean F., & Trail, Galen T. (2009). Examination of consumer differences on the importance and satisfaction with fitness service attributes, International Journal of Sports Management, 10, 102-118.
- Vlachopoulos, S.P., Kaperoni, M., Moustaka, F., & Anderson, Dean F. (2008). Psychometric evaluation of the Exercise Identity Scale among Greek adults and cross-cultural validity. Research Quarterly for Exercise and Sport, 79, 283-299.
- Kwon, H., Trail, Galen T., & Anderson, Dean F. (2006). Points of attachment (identification) and licensed merchandise consumption among American college students, International Journal of Sport Management, 7, 347-360.
- Kwon, H., Trail, G.T., & Anderson, D.F. (2005). Are multiple points of attachment necessary in predicting cognitive, affective, conative, or behavioral loyalty? Sport Management Review, 8, 255-270.
- Trail, G. T. & Anderson, D. F. (June, 2005). Spectator Consumption Behavior, in Berkshire Encyclopedia of World Sport, Volume 4, Levinson, D. & Christensen, K. (Eds.), Great Barrington, MA: Berkshire Pub., pp. 1469-1475.

- Trail, Galen T., Anderson, Dean F., & Fink, Janet S. (2005). Consumer satisfaction and identity theory: A model of sport spectator conative loyalty, Sport Marketing Quarterly, 14, 98-112.
- Anderson, Dean F., Kwon, H. H., & Trail, G. T. (2005). Gender differences in sport consumer behavior among college students, Journal of Contemporary Athletics, 1, 167-176.
- McGuire, Amanda M., Trail, Galen T., & Anderson, Dean F. (2003). A revised Scale of Attributes of Fitness Services, International Journal of Sport Management, 4, 261-280.
- Trail, Galen T., Fink, Janet S., & Anderson, Dean F. (2003). Sport spectator consumption behavior, Sport Marketing Quarterly, 12, 8-16.
- Fink, Janet S., Trail, Galen T., & Anderson, Dean F. (2002). An examination of team identification: Which motives are most salient to its existence? International Sports Journal, 6, 195-207.
- Fink, Janet S., Trail, Galen T., & Anderson, Dean F. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences, Sport Marketing Quarterly, 11, 8-20.
- Trail, Galen T., Anderson, Dean F., & Fink, Janet S. (2002, Winter). Examination of gender differences in importance and satisfaction with venue factors at intercollegiate basketball games, International Sports Journal, 6, 51-64.
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (2001). Exercise Identity Scale (EIS) norms among three adult samples, Journal of Sport Behavior, 24, 1-9.
- Trail, Galen T., Anderson, Dean F. & Fink, Janet S. (2000). A theoretical model of sport consumer behavior. International Journal of Sports Management. 1, 154-180.
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (1999). Health-related behaviors and role identities associated with fitness and wellness. Hong Kong Journal of Sports Medicine and Sports Science, 7, 9-25. (invited contribution)
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (1999). Role identities associated with exercise and fitness. Korean Council for Health, Physical Education, Recreation, Sport and Dance Journal, 4, 17-44. (invited contribution)
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (1998).

- Association of exercise identity with measures of exercise commitment and physiological indicators of fitness in a law enforcement cohort. Journal of Sport Behavior, 21, 233-241.
- Franke, Warren D., Cox, David F., Schultz, Dennis P., & Anderson, Dean F. (1997). Coronary heart disease risk factors in employees of Iowa's Department of Public Safety compared to a cohort of the general population. American Journal of Industrial Medicine, 31, 733-737.
- Storer, John H., Anderson, Dean F. & Cychosz, Charles M. (1997). Wellness behaviors, social identities, and health promotion. American Journal of Health Behavior, 21, 260-268.
- Cychosz, Charles M., Anderson, Dean F., & Deeter, Thomas E. (1996). Confirmatory factor analysis of a multidimensional health belief model inventory. In R. Feldman & J. Humphrey (Eds.) Advances in Health Education: Current Research. New York: AMS Press, Inc., 265-278.
- Anderson, Dean F. & Cychosz, Charles M. (1996). Exercise Identity Scale (EIS). In A. C. Ostrow (Ed.) Directory of Psychological Tests in the Sport and Exercise Sciences. Morgantown, WV: Fitness Information Technology, Inc. 245-246.
- Anderson, Dean F. (1995). Cultural diversity on campus: A look at intercollegiate football coaches. In R.E. Lapchick (Ed.) Sport and Society: Equal Opportunity or Business as Usual? Thousand Oaks, CA: Sage Pub., Inc. 35-41.
- Anderson, Dean F. & Cychosz, Charles M. (1995). Exploration of the relationship between exercise behavior and exercise identity. Journal of Sport Behavior, 18 (3), 159-166.
- Franke, Warren D. & Anderson, Dean F. (1994). Relationship between physical activity and CVD risk factors among law enforcement officers. Journal of Occupational Medicine, 36 (10), 1127-1132.
- Anderson, Dean F. & Cychosz, Charles M. (1994). Development of an Exercise Identity Scale. Perceptual and Motor Skills, 78, 747-751.
- Anderson, Dean F. (1993). Cultural diversity on campus: A look at collegiate football coaches. Journal of Sport & Social Issues, 17 (1), 61-67.
- Anderson, Dean F. (1990). Course syllabus - PE 520, Social analysis of Sport In G. Berlage (Ed.) Updated Syllabi and Instructional Materials for Courses on Sociology of Sport (2nd Ed.), Washington, D.C.: American Sociological Association, 79-88.

- Anderson, Dean F., Pease, Dale G., & Lorenz, Fred. (1986). Prediction of present participation from children's sex, past participation and attitudes: A longitudinal analysis. Sociology of Sport Journal, 3 (2), 101-111.
- Pease, Dale G., & Anderson, Dean F. (1986). Longitudinal analysis of children's attitudes toward sport team involvement. Journal of Sport Behavior, 9 (1), 3-11.
- Lundholm, Jean L., & Anderson, Dean F. (1986). Eating disordered behaviors: A comparison of male and female university students. Addictive Behavior: An International Journal, 11, 193-196.
- Condor, Robert, & Anderson, Dean F. (1984). Longitudinal analysis of coverage accorded black and white athletes in feature articles of Sports Illustrated (1960-1981). Journal of Sport Behavior, 7 (1), 29-44.
- Anderson, Dean F. & Gill, Katherine S. (1984). Occupational socialization of men's and women's interscholastic basketball coaches. In L. Muir & R. Jackson (Eds.) Women and Men: Connecting Research and Experience. La Crosse, WI: Univ. Wisc. - La Crosse, 287-300.
- Gill, Katherine S., & Anderson, Dean F. (1983). Educational and teaching career characteristics of men's and women's interscholastic basketball coaches in Iowa. Iowa State Journal of Research, 57, 1187-1190.
- Anderson, Dean F., & Gill, Katherine S. (1983). Occupational socialization patterns of men's and women's interscholastic basketball coaches. Journal of Sport Behavior, 16 (3), 105-116.
- Anderson, Dean F., Gebhart, James A., Pease, Dale G., & Ludwig, David A. (1982). Effect of age and temporal placement of a model on children's performance on a balance task. Perceptual and Motor Skills, 55, 1263-1266.
- Anderson, Dean F., & Stone, Gregory P. (1981). Responses of male and female metropolitans to the commercialization of professional sport, 1960 to 1975. International Review of Sport Sociology, 16 (3), 5-22.
- Anderson, Dean F., & Stone, Gregory P. (1981). Sport: A search for community. In Greendorfer and Yiannakis (Eds.), Sociology of Sport : Diverse Perspectives (pp. 164-173). West Point, NY: Leisure Press.
- Anderson, Dean F., & Pease, Dale G. (1981). Children's motor and social skill and attitudes toward sport team involvement. Journal of Sport Behavior, 4(3), 128-136.
- Anderson, Dean F., Rupnow, Allan A., & Ludwig, David A. (1981). Importance

of reward systems: A replication of Watson's study using youth soccer participants. Review of Sport & Leisure, 6(1), 37-47.

Pease, Dale G., & Anderson, Dean F. (1980). Relationships of previous sport participation, age and sex with expressed attitudes toward sport team participation. Iowa State Journal of Research, 55, 339-346.

Anderson, Dean F. (1979). Sport spectatorship: Appropriation of an identity or appraisal of self. Review of Sport & Leisure, 4 (2), 115-127.

Anderson, Dean F., & Stone, Gregory P. (1979). A fifteen year analysis of socio-economic strata differences in the meaning given to sport by metropolitans. In March Krotee (Ed.), The Dimensions of Sport Sociology (pp. 167-174). West Point, NY: Leisure Press.

Anderson, Dean F. (1977). Professional sport and social relations. Unpublished doctoral dissertation, University of Minnesota.

#### **ABSTRACTS AND PRESENTATIONS** [all peer-reviewed; citations in (parentheses)]

Woo, Boyan, Trail, Galen T., Anderson, Dean F., Kwon, Harry. (April 2, 2009). Testing Models of Motives and Points of Attachment, Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Convention, Tampa, FL. (Research Quarterly for Exercise and Sport, 80, A116, 2009).

Dillman, Heather M. & Anderson, Dean F. (April 10, 2008), Prediction of Exercise Stage from Exercise Identity, Exercise Efficacy, and Age among Members of a Rural Fitness Center, Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Convention, Forth Worth, TX. (Research Quarterly for Exercise and Sport, 79, A76, 2008).

Vlachopoulos, Symeon P., Kaperoni, Maria, Moustaka, Frederiki, & Anderson, Dean F. (Sept. 5, 2007). Factor Structure and External Validity of the Translated Exercise Identity Scale Among Greek Individuals, Paper presented at the 12<sup>th</sup> European Congress of Sport Psychology, Halkidiki, Greece.

Trail, Galen T., Anderson, Dean F., & Harrolle, Michelle G. (June 2, 2007). Modification and Improvement of Disconfirmation of Expectations, Satisfaction, and Mood Response Scales, Paper presented at the North American Society for Sport Management Conference, Miami, FL.

Trail, Galen T. & Anderson, Dean F. (Nov. 4, 2006). Determinants of attendance: Predictive Value of Team Identification, Past Attendance, and Attendance Intentions, Paper presented at the Sport Marketing Association Conference,

Denver, CO.

Lee, Donghun, Trail, Galen T., & Anderson, Dean F. (Nov. 11, 2005). Motives and Points of attachment by Season Ticket Status: A Case Study on the ACHA. Paper presented at the Sport Marketing Association Conference, Tempe, AZ.

Lee, Donghun, Trail, Galen T., Anderson, Dean F., & Kwon, Harry. (Nov. 11, 2005). review). Licensed Sport Merchandise Consumption: Psychometric Properties of the MVS, PRS, and PERVAL Scales, Paper presented at the Sport Marketing Association Conference, Tempe, AZ.

Anderson, Dean F., Trail, Galen T., & Robinson, Matthew. (April 15, 2005). Gender Differences in Sport Consumer Behavior among Spectators at Major League Baseball Games. Paper to be presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, Chicago, IL. (Research Quarterly for Exercise and Sport, 76, A120-121, 2005).

Anderson, Dean F., Lee, Donghun, Trail, Galen T., & Hwon, Hyungil. (Nov. 18, 2004). Stability of Sport Consumer Motives among College Students across a Football Season. Paper presented at the Sport Marketing Association Conference, Memphis, TN.

Trail, Galen T., Robinson, Matt, Anderson, Dean F., & Kwon, Hyungil (Nov. 18, 2004). A Re-examination of Oliver's Product Loyalty Framework in a Major League Baseball Context. Paper presented at the Sport Marketing Association Conference, Memphis, TN.

Kwon, Hyungil, Trail, Galen T., Anderson, Dean F., & Lee, Donghun (Nov. 19, 2004). Three-factor Model of Points of Attachment Index (PAI): Parsimony and Meaningfulness. Paper presented at the Sport Marketing Association Conference, Memphis, TN.

Trail, Galen T., Kwon, Hyungil, Anderson, Dean F., & Fink, Janet S. (June 4, 2004). Does Advertising Mitigate the Negative Effects of Losing on Affective and Conative Aspects of Sport Attendance, Paper presented at the North American Society for Sport Management Conference, Atlanta, GA.

Kwon, Hyungil, Trail, Galen T., & Anderson, Dean F. (June 3, 2004). Points of Attachment: The Comparison of Three Models, Paper presented at the North American Society for Sport Management Conference, Atlanta, GA.

Anderson, Dean F., Trail, Galen T., & Kwon, Hyungil (Harry). (April 1, 2004). Gender Differences in Sport Consumer Behavior Among College Students. Paper to be presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, New Orleans, LA. (Research Quarterly for Exercise

and Sport, 75, A-115, 2004).

Trail, Galen T., Anderson, Dean F., & Fink, Janet S. (Nov. 13, 2003). Consumer Satisfaction and Identity Theory: A Model of Sport Spectator Conative Loyalty. Paper presented at the Sport Marketing Association Conference, Gainesville, FL.

Kwon, Hyungil (Harry), Trail, Galen T., & Anderson, Dean F. (May 29, 2003). Relationship Between Sport Consumers' Points of Attachment (Identification) and Licensed Merchandise Consumption. Paper presented at the North American Society for Sport Management Conference, Ithaca, NY.

Trail, Galen T., Anderson, Dean F., & Kwon, Hyungil (Harry). (May 30, 2003). An Examination of Oliver's Product Loyalty Framework in a Sport Consumption Context. Paper presented at the North American Society for Sport Management Conference, Ithaca, NY.

Anderson, Dean F. Cychosz, Charles M., & Franke, Warren D. (April 4, 2003). Prediction of Exercise Stage from Exercise Identity and Exercise Efficacy in a Law Enforcement Cohort. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, National Conference, Philadelphia, PA. (Research Quarterly for Exercise and Sport, 74, A60, 2003).

Anderson, Dean F., Cychosz, Charles M., Panton, Lynn B., & Browder, Kathy D. (April 2, 2003). Prediction of Exercise Stage from Exercise Identity and Exercise Efficacy Among Elderly Black and White Women. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, Philadelphia, PA. (Research Quarterly for Exercise and Sport, 74, A3 2003).

Anderson, Dean F. & Cychosz, Charles M. (April 12, 2002). Prediction of Exercise Stage from Exercise Identity and Exercise Efficacy in a college Student Sample. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, San Diego, CA. (Research Quarterly for Exercise and Sport, 73, A86-87, 2002).

Anderson, Dean F., Trail, Galen T., & Huset, Mandy M. (April 11, 2002). Gender and Age Differences in the Reasons for Involvement in an Organized Fitness Program. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, San Diego, CA. (Research Quarterly for Exercise and Sport, 73, A-87, 2002).

Trail, Galen T., Fink, Janet S., & Anderson, Dean F. (April 10, 2002). An Examination of Team Identification: Which Motives Are Most Salient to Its Existence? Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, San Diego, CA. (Research Quarter for Exercise and

Sport, 73, A-114, 2002).

Cychosz, Charles M. & Anderson, Dean F. (April 10, 2002). Measurement of the Wellness Rejection Social Identity in a College Student Sample. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, San Diego, CA. (Research Quarterly for Exercise and Sport, 73, A-22, 2002).

Trail, Galen T., Anderson, Dean F., & Fink, Janet S. (June 1, 2001). Examination of Age, Gender, and Team Gender Differences on Present Sport Consumption Behavior after Controlling for Team Identification among Intercollegiate Basketball Spectators. Paper presented at the North American Society for Sport Management, Virginia Beach, VA.

Anderson, Dean F., Cychosz, Charles M., Franke, Warren D. & Bahr, Kara J. (March 30, 2001). Association of Exercise Identity with Three Measures of Exercise Commitment among white Collar Employees in a Spice Production Facility. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, Cincinnati, OH. (Research Quarterly for Exercise and Sport, 72, A18, 2001).

Cychosz, Charles M., Anderson, Dean F., & Franke, Warren D. (March 28, 2001). Association of Wellness Rejection Identity with Measures of Exercise and Nutrition Behaviors in a Community Sample. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Conference, Cincinnati, OH. (Research Quarterly for Exercise and Sport, 72, A27-28, 2001).

Anderson, Dean F., Trail, Galen T., & Huset, Mandy M. (June 1, 2000). Examination of Consumer Differences on the Importance of and Satisfaction with Fitness Service Attributes. Paper presented at the North American Society of Sport Management Conference, Colorado Springs, CO.

Trail, G.T., Anderson, D. F., & Fink, J.S. (June 3, 2000). Examination of Differences for Importance of and Satisfaction with Venue Factors Associated with Spectator Attendance at Intercollegiate Basketball Games. Paper presented at the North American Society of Sport Management Conference, Colorado Springs, CO.

Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (March 25, 2000). Association of Exercise Identity with Three Measures of Exercise Commitment in a Community Sample. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Orlando, FL. (Research Quarterly for Exercise and Sport, 71, A120, 2000).

Trail, Galen T. & Anderson, Dean F. (March 24, 2000). Gender and Team Differences

- on Present and Future Sport Consumption Behavior, and on Environmental Factors Associated with Spectator Attendance . Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Orlando, FL. (Research Quarterly for Exercise and Sport, 71, A24-25, 2000).
- Huset, Mandy M., Anderson, Dean F., & Trail, Galen T. (March 24, 2000). Psychometric Properties of a Revised Scale of Attributes of Fitness Services. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Orlando, FL. (Research Quarterly for Exercise and Sport, 71, A29, 2000).
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (Feb 11, 2000). Health-Related Behaviors and Role Identities Associated with Fitness and Wellness: Basic Principles, Findings, & Applications. Paper presented at the Central District Conference for the American Alliance for Health, Physical Education, Recreation, and Dance, Omaha, NE.
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (Nov. 6, 1999). Health-related Behaviors and Role Identities Associated with Exercise and Fitness. Paper presented at the North American Society for the Sociology of Sport Conference, Cleveland, OH.
- Trial, Galen T., Anderson, Dean F., Fink, Janet S., & James, Jeffery D. (June 5, 1999). Sport Fan Consumption Behavior: A Comprehensive Model and Empirical Analysis. Paper presented at the North American Society of Sport Management Conference, Vancouver, Canada.
- Anderson, Dean F., Cychosz, Charles M., Franke, Warren D., & Power, Deb. (April, 23, 1999). Exercise Identity Scale (EIS) Norms Among Three Adult Samples. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Boston, MA. (Research Quarterly for Exercise and Sport, 70, A24, 1999)
- Anderson, Dean F. & Cychosz, Charles M. (Nov. 14, 1998). Health-Related Behavior and Role Identities Associated with Fitness and Wellness. Invited lecture/Keynote address presented at the Sport Science Conference on Attaining Health, Fitness and Wellness in the 21<sup>st</sup> Century, Hong Kong.
- Anderson, Dean F., Cychosz, Charles M., & Power, Deb. (April 6, 1998). Association of Exercise Identity with Three Measures of Exercise Commitment among College Students. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Reno, NV. ( Research Quarterly for Exercise and Sport, 69, A30, 1998)

Holmquist, Heather, Franke, Warren D., Cychosz, Charles M., & Anderson, Dean F. (April 6, 1998). Association of Exercise Identity with Measures of Physical Activity in a Worksite Health Promotion Cohort. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Reno, NV. (Research Quarterly for Exercise and Sport, 69, A32, 1998).

Franke, Warren D., Holmquist, Heather, Cychosz, Charles M., & Anderson, Dean F. (April 8, 1998). Psychometric Properties of the Wellness Rejection Identity in a Worksite Cohort. Paper presented at the American Alliance for Health Physical Education, Recreation, and Dance Conference, Reno, NV. (Research Quarterly for Exercise and Sport, 69, A41-42, 1998).

Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (March 20, 1997). Association between Subscales of the Physical Self-Perception Profile with Three Measures of Exercise Commitment in a Law Enforcement Cohort. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, St. Louis, MO. (Research Quarterly for Exercise and Sport, 68, A 27-28 , 1997).

Storer, John H., Cychosz, Charles M., Panton, Lynn B., & Anderson, Dean F. (March 20, 1997). Mallwalking, Exercise Identity, and Perceived Health Status. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, St. Louis, MO. (Research Quarterly for Exercise and Sport, 68, A 34-35, 1997).

Storer, John H., Anderson, Angela, Panton, Lynn B., Anderson, Dean F., & Cychosz, Charles M. (August 16, 1996). Discovering Health Related Beliefs in a Rural Midwestern Population. Paper presented at the Rural Sociological Society National Conference, Des Moines, IA.

Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (April 20, 1996). Association of Exercise Identity with Measures of Exercise Commitment and Physiological Indicators of Fitness in a Law Enforcement Cohort. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Atlanta, GA. (Research Quarterly for Exercise and Sport, 67, A39, 1996).

Theodoroulakis, Nikos V. & Anderson, Dean F. (April 18, 1996). Sport Leadership in a Cross-Cultural Context: Examination of Greek and American Basketball Camp Participants. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, Atlanta, GA. (Research Quarterly for Exercise and Sport, 67, A110-111, 1996).

Storer, John H., Cychosz, Charles M., & Anderson, Dean F. (Aug. 21, 1995). Beliefs

- Inhibiting Wellness Behaviors in Rural Populations. Paper presented at the Rural Sociological Society National Conference, Washington, D.C.
- Anderson, Dean F. & Cychosz, Charles M. (April 1, 1995). Attitudinal and Demographic Variables Related to Dimensions of Physical Activity Among Medical Center Employees. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, Portland, OR (Research Quarterly for Exercise and Sport, 66:S28, 1995).
- Cychosz, Charles M. & Anderson, Dean F. (April 1, 1995). Structural Equation Models of Exercise Compliance among an Adult Worksite Population. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, Portland, OR (Research Quarterly for Exercise and Sport, 66:S30, 1995).
- Anderson, Dean F., Cychosz, Charles M., & Franke, Warren D. (Nov. 12, 1994). Association Between the Role-Identity of Exerciser and Exercise Behavior. Paper presented at the North American Society for the Sociology of Sport, Savannah, GA (Abstracts of Research Papers 1994 NASSS, 83, 1994).
- Franke, Warren D. & Anderson, Dean F. (June 2, 1994). Effects of Physical Activity on Cardiovascular Disease Risk Factors among Law Enforcement Officers. Paper presented at the American College of Sports Medicine Conference, Indianapolis, IN (Medicine and Science in Sports and Exercise, 26:S67, 1994).
- Anderson, Dean F. (April 16, 1994). Examination of Racial Diversity among Football Coaches at NCAA Division I-A and I-AA Institutions. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Denver, CO (Research Quarterly for Exercise and Sport, 65:S93, 1994).
- Cychosz, Charles M. & Anderson, Dean F. (April 14, 1994). Measurement Characteristics of an Exercise Identity Index. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Denver, CO (Research Quarterly for Exercise and Sport, 65:S34, 1994).
- Anderson, Dean F. (November 6, 1993). Racial Diversity on Campus: A Look at NCAA Division I-AA Football Coaches in 1991. Paper presented at the North American Society for the Sociology of Sport, Ottawa, Ontario, Canada (Abstracts of Research Papers 1993 NASSS, 62).
- Anderson, Dean F. (April 8, 1992). Preliminary Investigation of Racial and Sport Involvement Characteristics of Athletic Directors and Football Coaches of NCAA Division IA Institutions. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Indianapolis, IN (Research Quarterly for Exercise and Sport, 63:S83, 1992).

Cychosz, Charles M. & Anderson, Dean F. (April 9, 1992). Examination of a Five Stage Path Model Predicting Participation in Exercise. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Indianapolis, IN (Research Quarterly for Exercise and Sport, 63:S34, 1992).

Immel, Susan R. & Anderson, Dean F. (April 9, 1992). Investigation of the Relationship of Female College Student's Factor Scores from the Premenstrual Assessment Form and Their Level of Exercise. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Indianapolis, IN (Research Quarterly for Exercise and Sport, 63:S39, 1992).

Cychosz, Charles M. & Anderson, Dean F. (April 8, 1992). Impact of an Employee Health Promotion Program on Perceptions of the Work Environment. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Indianapolis, IN.

Anderson, Dean F. (November 7, 1991). Preliminary Examination of Career Socialization Characteristics of Athletic Directors and Football Coaches of NCAA Division IA Institutions. Paper presented at the North American Society for the Sociology of Sport, Milwaukee, WI (Abstracts of Research Papers 1991 NASSS, 32).

Anderson, Dean F., & Cychosz, Charles M. (November 7, 1991). Preliminary Examination of Exercise Behavior and Role-Identity Among Employees of a Medical Center. Paper presented at the North American Society for the Sociology of Sport, Milwaukee, WI (Abstracts of Research Papers 1991 NASSS, 51).

Anderson, Dean F., & Cychosz, Charles M. (April 4, 1991). Examination of the Factor Structure of the Health Belief Model Inventory Utilizing Data Collected from Employees of a Medical Center. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, San Francisco, CA (Abstracts of Research Papers 1991 AAHPERD, 29).

Immel, Susan R., & Anderson, Dean F. (April 6, 1991). Exploratory Investigation of the Relationship between Female College Students' Level of Exercise and Five Premenstrual Symptoms. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, San Francisco, CA (Abstracts of Research Papers 1991 AAHPERD, 27).

Anderson, Dean F., & Cychosz, Charles M. (May 18, 1990). Prediction of Participation in Exercise Among Employees of a Medical Center From Their Perceived Susceptibility, Benefits, Barriers, Social Influences, Cues to Action, Physical Self-Efficacy, and Exercise Identity. Paper presented at the North American Society for the Psychology of Sport and Physical Activity, Houston,

TX (Abstracts of Research Papers 1990 NASPSPA, 27).

Anderson, Dean F., & Divello, Michael J. (March, 1990). Effect of a Weight Training Class on the Physical Self-efficacy of Male and Female College Students. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, New Orleans, LA (Abstracts of Research Papers 1990 AAHPERD, 20).

Anderson, Dean F., & Cychosz, Charles M. (March, 1990). Prediction of Participation in Physical Exercise Utilizing Perceived Susceptibility, Benefits, Barriers, Social Influences, Cues to Action, Physical Self-efficacy, and Health Locus of Control. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, New Orleans, LA (Abstracts of Research Papers 1990 AAHPERD, 19).

Cychosz, Charles M., Anderson, Dean F., & Hutchison, Wally. (March, 1990). Association of Perceived Susceptibility, Benefits, Barriers, Physical Self-efficacy, and Health Locus of Control with Four CHD Risk Factors. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, New Orleans, LA (Abstracts of Research Papers 1990 AAHPERD, 73).

Anderson, Dean F., Cychosz, Charles M., & Deeter, Thomas E. (November, 1989). Association of Participation in Physical Exercise with College Students' Perceived Susceptibility, Benefits, Barriers, and General Health Motivation. Paper presented at the Symposium on Motivation in Exercise and Sport, University of Illinois, Champaign, IL.

Anderson, Dean F., Cychosz, Charles M., & Deeter, Thomas E. (April, 1989). Confirmatory Factor Analysis of a Multidimensional Health Belief Model Inventory. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA (Abstracts of Research Papers 1989 AAHPERD, 42).

Cychosz, Charles M., & Anderson, Dean F. (April, 1989). Differences in Perceived Susceptibility, Benefits, Barriers, and General Health Motivation Associated with Participation in Physical Activity. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA (Abstracts of Research Papers 1989 AAHPERD, 51).

Cychosz, Charles M., Anderson, Dean F., & Schabel, Frank E. (March 1989). College Student Responses to Smokers' Efforts to Quit. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Lincoln, NE.

Drabelle, Jocelyn J., Anderson, Dean F., & Pease, Dale G. (March, 1989).

- Sport-specific Attentional Styles of Intercollegiate Female Softball Players as Related to Anxiety and Hitting Performance. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Lincoln, NE.
- Olberding, Merlin B., & Anderson, Dean F. (March, 1989). Attitudes of Participants and Their Parents Toward a Junior High School Basketball Program. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Lincoln, NE.
- Divello, Michael J., & Anderson, Dean F. (March, 1989). An Examination of College Students' Satisfaction with and Perception of Their Body Looks Utilizing the Perceived Somatotype Scale. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Lincoln, NE.
- Anderson, Dean F., & Olberding, Merlin B. (November, 1988). Program Preferences and Perceptions of Junior High School Basketball Participants and Their Parents. Paper presented at the North American Society for the Sociology of Sport, Cincinnati, Ohio (Abstracts of Research Papers 1989 NASSS, 24).
- Anderson, Dean F., & Scullen, Steven E. (April, 1987). Winning or Losing Attitude: Causal Attributions among Lettermen in High School Football Programs with a Five Year History of Success or Failure. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Las Vegas, NV (Abstracts of Research Papers 1987 AAHPERD, 63).
- Anderson, Dean F., & Scullen, Steven E. (November, 1986). Exploration of What is a Winning or Losing Attitude Using High School Football Players. Paper presented at the North American Society for the Sociology of Sport, Las Vegas, NV (Abstracts of Research Papers 1986 NASSS, 38).
- Anderson, Dean F. (April, 1986). Longitudinal Analysis of Coverage Accorded Black and White Athletes in Feature Articles of Sports Illustrated 1960-1985. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Cincinnati, OH (Abstracts of Research Papers 1986 AAHPERD, 55).
- Anderson, Dean, F., Pease, Dale G., & Lorenz, Fred. (November, 1985). Prediction of Present Participation from Children's Sex, Past Participation, and Attitudes: A Longitudinal Analysis. Paper presented at the North American Society for the Sociology of Sport, Boston, MA (Abstracts of Research Papers 1985 NASSS, 28).

- Anderson, Dean F., & Pease, Dale G. (April, 1985). Prediction of Present Participation from Children's Sex, Past Participation, and Attitudes: A Longitudinal Analysis. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Atlanta, GA (Abstracts of Research Papers 1985 AAHPERD, 67).
- Anderson, Dean F. (March, 1985). Expressive and Instrumental Characteristics of Physical Education Majors as Function of Sex and Participation in Intercollegiate Athletics. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Omaha, NE.
- Anderson, Dean F., & Gill, Katherine S. (October, 1984). Occupational Socialization of Men's and Women's Interscholastic Basketball Coaches. Paper presented at the Women and Men Research and Experience Conference, LaCrosse, WI.
- Anderson, Dean F., & Hutchison, Wallace. (April, 1984). Psychosocial and Physiological Correlates of Depression among Volunteer Participants in a Ten Week Exercise Clinic. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, St. Louis, MO.
- Anderson, Dean F., & Pease, Dale G. (April, 1984). Stability of Children's Attitudes toward Sport Team Involvement as a Function of Sex and Participation. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation, and Dance, St. Louis, MO.
- Anderson, Dean F., & Condor, Robert. (October, 1983). Longitudinal Analysis, of Coverage Accorded Black and White Athletes in Feature Articles of Sports Illustrated 1960 to 1981. Paper presented at the North American Society for the Sociology of Sport, St. Louis, MO (Abstracts of Research Papers 1983 NASSS, 4).
- Pease, Dale G., & Anderson, Dean F. (May 1983). Longitudinal Analysis of Children's Attitudes toward Sport Team Involvement. Paper presented at the North American Society for the Psychology of Sport and Physical Activity, East Lansing, MI (Abstracts of Research Papers 1983 NASPSA, 29).
- Anderson, Dean F., & Gill, Katherine S. (November, 1982). School Sport Participation Characteristics of Men's and Women's Interscholastic Basketball Coaches. Paper presented at the North American Society for the Sociology of Sport, Toronto, Canada (Abstracts of Research Papers 1982 NASSS 17).
- Anderson, Dean F., Gebhart, James A., Pease, Dale G., & Rupnow, Allan A. (April, 1982). Effects of Age, Sex and Temporal Spacing of a Model on

- Children's Performance of a Ball Striking Task. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance, Houston, TX (Abstracts of Research Papers 1982 AAHPERD, 26).
- Rupnow, Allan A., Anderson, Dean F., & Ludwig, David A. (April, 1982). Importance of Reward Systems: A Replication of Watson's Study Using Youth Soccer Participants. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Sioux Falls, SD.
- Gill, Katherine S., & Anderson, Dean F. (April, 1982). Educational and Teaching Characteristics of Men's and Women's Interscholastic Basketball Coaches in Iowa. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Sioux Falls, SD.
- Anderson, Dean F., Metzler, Michael W., & McGough, Jane. (April, 1982). Ranking of Objectives for Physical Education by Major Students. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Sioux Falls, SD.
- Anderson, Dean F., & Gill, Katherine S. (November, 1981). Teaching Career Socialization Pattern of Men's and Women's Interscholastic Basketball Coaches. Paper presented at the North American Society for the Sociology of Sport, Fort Worth, TX.
- Anderson, Dean F., & Pease, Dale G. (March, 1981). Relationship of Motor and Social Skill Level with Expressed Attitudes toward Sport Team Involvement. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation, and Dance, Minneapolis, MN.
- Anderson, Dean F., Gebhart, James A., Pease, Dale G., & Ludwig, David A. (March, 1981). Effect of Age and Temporal Spacing of a Model on Children's Performance on a Balance Task. Paper presented at the Central District of the American Alliance for Health, Physical Education, Recreation and Dance, Minneapolis, MN.
- Anderson, Dean F. (October, 1980). Sport: A Search for Community. Paper presented at the North American Society for the Sociology of Sport, Denver, CO.
- Anderson, Dean F. (April 1980). Analysis of Direct and Tertiary Sport Involvement among Male and Female Metropolitans in 1969 and 1975. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, Detroit, MI.

Anderson, Dean F., & Stone, Gregory P. (April 1979). Urban-suburban Differences in the Meaning Given to Sport by Metropolitans. Paper presented at the Midwest Sociological Society, Minneapolis, MN.

Anderson, Dean F. (October, 1978). Two Approaches to Sport Fandom. Paper presented at the Iowa Association for Health, Physical Education, Recreation and Dance, Des Moines, IA.

Anderson, Dean F., & Stone, Gregory P. (April, 1978). A Fifteen Year Analysis of Socioeconomic Differences in the Meaning Given to Sport by Metropolitans. Paper presented at the Committee on Institutional Cooperation Sociology of Sport Symposium, Minneapolis, MN.

Anderson, Dean F. (April, 1978). Consequences of Sport Fan Involvement for the Emergence of the "Empirical Self." Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance, Sport Sociology Academy Symposium, Kansas City, MO.

Johnson, Robert, Ben-Sira, David, Rinhofer, Kevin, & Anderson, Dean F. (September, 1977). History Expectancy and Response Biasing in Motor Short Term Memory . Paper presented at the Ninth Canadian Psychomotor Symposium, Banff, Canada.

Stone, Gregory P., & Anderson, Dean F. (August, 1974). Sport Professionals and the Sociological Concept Professionalization. Paper presented at the Eighth World Congress of Sociology, International Sociological Association, Toronto, Canada.

## **GRANT PROPOSALS SUBMITTED**

Mary Lynn Damhorst, Jennifer Paff, Dean Anderson, Susan Baker, & Jan Carroll. Deconstructing stereotypes: Undergraduate curriculum development to engender empathy and tolerance toward obese persons. Miller Faculty Fellowship Proposal, Iowa State University) Feb. 1, 2007. Requested \$26, 862.00.

Kay M. Palan, Mary Lynn Damhorst, Osei Appiah, Dean F. Anderson, Cheryl Hausafus, Grace Marquis, Jennifer Ogle, & Susan Boger. Adolescent Involvement in Exercise and Nutrition Advertisements and Internet Sites: Toward the Development of Media-Based Health Promotion Programs. (Robert Wood Johnson Foundation), May 1, 2001. Requesting \$128,839.00. Not Funded.

Kay M. Palan, Mary Lynn Damhorst, Cheryl A. Reitmeier, Dean F. Anderson, Cheryl O. Hausafus, Jennifer Paff, & Mark Blaedel. "Media and Family Impact on Food Choice and Exercise." National Institute for Children's Health and Development (National Institute of Health), October 1, 1998. Requesting \$714,630. Not Funded.

Warren Franke, John Storer, Dean F. Anderson & Charles M. Cychosz. "Five Plus Five Nutrition Program Evaluation: Physical Activity and Nutrition Experiences Community Survey." Bureau of Health Promotion, Iowa Department of Public Health, Center for Disease Control, December, 1996. Requested \$57,000.00, Funded.

Dean F. Anderson, John H. Storer, & Charles M. Cychosz. "Changing Health Behaviors of the Rural Middle Aged." Submitted to the Agency for Health Care Policy and Research (NIH), October 1, 1995. Requested \$69,825.00. Not Funded.

Dean F. Anderson, John H. Storer, Charles M. Cychosz, Lynn Panton & Peter Martin "Health Promotion Strategies for the Rural Middle Aged." Submitted to the National Institute of Aging, March 1, 1995, Requested \$1,168,645.00, Not Funded.

John Storer, Charles Cychosz, Dean F. Anderson, & Lynn Panton "Health Promotion Strategies for the Rural Middle Aged." Submitted to the AARP Andrus Foundation, December 29, 1994. Requested \$467,672.40. Not Funded.

Dean F. Anderson, Charles M. Cychosz, & Sherry Stewart (Iowa Methodist Medical Center). "Multidimensional Relationships between Participation in Iowa Methodist Medical Center's On-site Fitness Program and Work Culture." Submitted to the Research Institute for Studies in Education and Graduate College. April, 1989. Funded, \$1,500.00.

Dean F. Anderson and Gary Phye. "Stability of Sex-Role Orientation, Self Concept, Physical Self-efficacy, and Interscholastic Sport Involvement among Adolescents." submitted to the Research Institute for Studies in Education, Funded \$10,000.00 release time, June, 1984.

Dean F. Anderson and Dale G. Pease. "Longitudinal Examination of Children's Attitudes toward Sport Team Involvement." Submitted to the Research Institute for Studies in Education, Funded \$8,000.00 release time, June 1982.

Dean F. Anderson. "Social Psychological Functions of Interscholastic Sport in Rural Communities." Submitted to the Kellogg National Fellowship Program in Des., 1979. Requested an estimated \$30,000 over three years. Flown to Denver, Colorado by foundation for interview Jan. 24, 1980. Not funded, March 1980.

## **RESEARCH IN PROGRESS**

Dean F. Anderson and Charles M. Cychosz. "Lifecycle Changes in Attitudes Toward and Participation in Physical Activity."

Galen Trail, Harry Kwon, & Dean F. Anderson. "Changes in Fan Identity and Points of Attachment across a Football Season among College Students."

Dean F. Anderson, Symeon Vlachopoulos, & Maria Kaperoni. "Comparison of Exercise Identity and Physical Activity among Greek and American Samples."

Dean F. Anderson & Heather Dillman. "Changes in Exercise Identity Associated with Involvement in a twelve week fitness program."