Date: September 18, 2008
To: Dr. Reese
From: Joseph Ankley
Subject: Digital Library Research Assignment

1) Although I couldn’t find anything that was directly related to the topic subject of Agriscience Education, I was able to find a stuffy that was related to the broad topic of Agriculture. I researched different age groups and if they had visited a State Fair within the past 12 months. This was under the topic of leisure activities. I found that as the age increased the percentage of those in the middle age groups were more likely to go to the state fair last year than the younger and older age groups. For age 18-24 it was 11.6%, age 25-34 was 12.5%, age 35-44 was 12.0%, age group 45-54 was 13.5%, age 55-64 was 9.6% and age 65+ was 5.77%. I then looked for some media options for the age group of 18-24. I found that about 15.5% of people in this age group listen to radio at least ½ hour during the week and during the time frame of 3pm-7pm. This is much higher than the average for all age groups, which was 9.79%. Also, I looked to see how many in the age group watched a late night show the night before the survey, specifically how many watched The Tonight Show with Jay Leno the night before the survey. I found that 7.09% of those in the age group of 18-24 watched Jay Leno compared to 7.76% over all the age groups. Comparing these two different media options, I would want to advertise on the Radio as opposed to during Jay Leno. There are probably much better media options, but based on these two, radio appears to be a better option.

2) I looked in the Lifestyle Market Analyst reference book to find the top ten lifestyles of people in my area. I used the Detroit area because it included my county of Lapeer. The top ten lifestyles including the index number are:

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Index</th>
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<tbody>
<tr>
<td>Golf</td>
<td>128</td>
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In addition, two of the indexes placed in the top 10 nationally. The index of stock/bond investing was the 6th highest for the US and the index of travel in the USA was the 9th highest in the US. These results didn’t surprise me too much. Golf has always been extremely important in the area and even though I am in a very rural area of Detroit, there are several golf courses within ½ hour of my home. Also, stock/bond investments makes sense because there are a lot of high wealth areas in the Detroit suburbs. I also looked at income statistics and they were much higher than other local regions. Boating and Sailing also is obvious because three of the counties included in the study are on Lake Huron.

3) The closest Daily newspaper to my home was The Flint Journal in the city of Flint, Michigan. This is closer to Imlay City than Detroit or Port Huron. It has a circulation of 99,956 according to 2008 data. Also the major retail options for the community is Downtown with 21 blocks and 7 streets. Major outlets include Thompson’s Shopping Center, Westgate Plaza, Mayfair Plaza, and Yorkshire Plaza. The major transportation options for the city are Railroads (Amtrak, CNNA, and CSX), Intercity bus lines (Greyhound and Indian Trials), City Bus Lines (Metro Transit Authority), Airlines (Continental, Northwest, Skyway, Air Train, and USAirways), and Airports (Bishop International).
4) When accessing two indexes I would use, I looked under the topic of Agriculture. From there, I used the two indexes of AGRICOLA and AGRIS. I searched the term “Agriscience Education.” In the AGRICOLA index I found an article titled “Science achievement of high school students in complete programs of agriscience education” and in the AGRIS index I found an article entitled “Agriscience education: and industry perspective.” The citation for the source from AGRICOLA would be:


Citation from AGRIS would be:


5) For the two professional journals, I changed my topic so I could find more Journals to Dairy Science. I searched the databases for the phrase cheese markets and found many sources. I couldn’t find anything that had to do with Agriscience Education in the professional journals, so I went with something else that is interesting to me. If found an article in the Dairy Today journal by looking in the LexisNexis Academic database. I found another article in the American Journal of Agricultural Economics using the ProQuest database. The citation for the first article is:

The citation for the second article is:


Bibliography

