APDMT Thesis Projects
Hair loss is one of the most feared side effects for women experiencing cancer and chemotherapy. The purpose of this study was to examine the headwear-related needs of women experiencing chemotherapy-induced hair loss and to develop headwear to help improve their quality of life. A mixed methods research strategy was used including personal interviews, user comments on a blog created for the purposes of this study and an on-line survey. Based on the 14 design criteria identified in the study, 3 headwear prototypes were developed. The headwear was evaluated by women in a cancer support group to determine how well the headwear addressed the design criteria and met user needs.
“PIN” Pointing the Motivational Dimensions Behind Pinterest

- Student: Ian Mull
- Faculty Advisor: Seung-Eun Lee
- Summer, 2012

This study examined the user gratifications obtained from Pinterest. In the first phase of the study, using a qualitative questionnaire, a preliminary list of descriptive terms was collected from 27 college students who use Pinterest. From the list, an item analysis extracted 54 descriptive terms, which served as the basis for the item generation in the second phase of the study. In the second phase, using a quantitative online survey method, data was analyzed from 243 college students who use Pinterest. A confirmatory factor analysis revealed five dimensions of uses and gratifications obtained from the image-sharing SNS: ‘fashion’, ‘creative projects’, ‘entertainment’, ‘virtual exploration’, and ‘organization’.
Using a Social Networking Site as a Teaching Tool for Visual Merchandising

- Student: Erica Palentyn
- Faculty Advisor: Seung-Eun Lee
- Summer, 2012

The purpose of this study was to apply a Social Network Game (SNG) for teaching visual merchandising to college students. The present study utilized the EGameFlow model to measure students’ perceived enjoyment of using the SNG, Fashion World, in a visual merchandising class. In addition, this study examined which dimensions of EGameFlow were significant indicators of student satisfaction. Findings from this study suggest that the use of a SNG can be an effective tool in teaching visual merchandising.
Cotton Island: Students’ Learning Motivation Using a Virtual World

- Student: Jamie Wyss,
- Faculty Advisors: Seung-Eun Lee
- Summer, 2012

Using virtual worlds is one alternative to traditional teaching methods that can provide rich learning experiences. The purpose of this article is twofold: (a) to present Cotton Island, an avatar-based 3-D virtual learning environment in Second Life and (b) to evaluate students’ learning motivation in using Cotton Island as a learning tool. Cotton Island was designed with unique navigational features to provide access to rich resources and educational activities that improve students’ knowledge of cotton. Based on the ARCS (attention, relevance, confidence, and satisfaction) model, this study assesses students’ learning motivation when using Cotton Island as a learning tool.
The purpose of this investigation is to statistically analyze the body measurements and body image perception between trailing-edge and leading-edge female baby boomers. The Statistical Package for the Social Sciences (SPSS) was used in the study as a tool to analyze variations in body dimensions and perceptual aspects between the two groups. The variations were analyzed as a function of age and Body Mass Index (BMI) of leading and trailing-edge baby boomers. With the results, marketers gain a better understanding of the baby boomers’ body perception and actual body measurements.
This thesis is an examination of shapewear and body types in relation to body image, self-esteem, attractiveness and fit. Three female volunteers, one hourglass, one spoon, and one rectangle body type, were scanned using 3D body scanning software. Next they were photographed wearing no shapewear, as well as three different types of shapewear under a form fitting dress. A survey containing measures of self-esteem and body image was distributed to participants who rated each photograph on fit and attractiveness. Data analysis was performed using ANOVA and results showed that there are no significant relationships between body image, self-esteem, and ratings of attractiveness and fit.
Willingness to use Fashion Mobile Applications to Purchase Fashion Products: A Comparison between the U.S. and S. Korea

- Student: Eunjung Moon
- Faculty Advisor: Tanya Domina
- Summer, 2013

As usage of smartphones and other mobile devices has increased, the need to study and understand consumers’ motivation in using fashion mobile applications and purchasing products through them has also increased. This study examined the effect on the shopping intentions of smart mobile phone users’ technology acceptance by fashion mobile applications. Using a quantitative online survey method, data from 83 American college students and 82 South Korean college students who use fashion mobile applications were analyzed.
An increased interest in compression garments has led to a new golf fashion trend that includes wearing a long-sleeve compression top layered with a short-sleeve t-shirt over the compression top. The purpose of this study was to investigate the effects of wearing a commercial compression top on golfers’ kinematic variables required in full swing by using a Qualisys' motion capture system. The results from this study could help elite golfers and their coaches make golf apparel decisions on the basis of potential improvement in performance.
Measuring Neutral Responses of Apparel Product Attractiveness

- Student: Benjamin Touchette
- Faculty Advisor: Seung-Eun Lee
- Spring, 2014

Neuromarketing is the process of analyzing marketing dilemmas or complexities through brain wave collection. One of the most widely used theories to study neuromarketing is frontal asymmetry theory (Davidson, 1984), which states that positive affects and approach behaviors are localized in the left frontal hemisphere, while negative affects and avoidance behaviors show greater activation in the right frontal hemisphere. The present study used EEG brain wave analysis to record participant reactions to attractive and unattractive apparel products, using the frontal asymmetry theory as the theoretical framework. This study is significant because it opens the door for EEG brain scanning to be used as a metric for measuring consumer reactions.
An Investigation of Current Nursing Scrub Jackets and Proposed Improvements

• Student: HeaJoo Lee (Yvonne)
• Faculty Advisor: Su Kyoung An
• Fall, 2014

One of the issues of the medical uniform industry is to establish nurses’ scrub jackets that provide physical safety for the nurses, while also affording nurses the maximum amount of comfort and personal freedom in the choice of materials and design details. The purpose of this study, therefore, was to (a) investigate the characteristics of nurses’ scrub jackets; (b) evaluate the properties of fabrics and thermal issue in current commercial fabrics market; (c) create a functional, yet comfortable, design for scrub jackets; and (d) evaluate the most appropriate and functional new nurses’ scrub jacket. The prototypes garnered positive responses as well as providing suggestions for making the jackets better.