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On the Sea Of Greens

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ON THE SEA OF GREENS

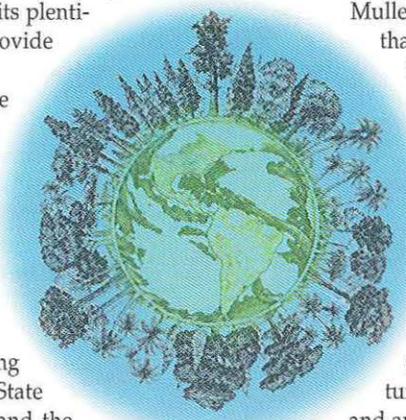
Nature is pumping carbon dioxide into the oceans, although scientists aren't sure how much. The algae take in the carbon, gain weight and sink. But are they eating enough to slow the greenhouse effect and global warming?

That's one of the biggest questions in oceanography today. A study of the southern part of the Caribbean Sea and its plentiful supply of algae may provide a few of the answers.

"Only about half of the amount of carbon dioxide (emitted in the world) is going into the air. Where is it going?" asks Frank Muller-Karger, a USF marine scientist who is participating in the Caribbean Sea study.

Muller-Karger is working with scientists from the State University of New York and the University of South Carolina. Their research is funded by the National Science Foundation and NASA.

The scientists go to the site once a month. They conduct exhaustive experiments for 24 consecutive hours, lowering probes to take measurements and bottles to capture water and particles. They measure levels of carbon, nitrogen and other nutrients. They also use small amounts of radioactive carbon to determine the algae's rate of photosynthesis — which is the speed at



which they absorb carbon dioxide. The goal is to measure long-term changes in photosynthesis rates and carbon dioxide levels.

Thus far, they have found that algae sink faster than they expected, which means the algae are getting hearty portions of food.

"There is a very effective pump of carbon dioxide to the bottom of the oceans,"

Muller-Karger says. He stresses that long-term studies will have to be conducted to determine whether the absorption into the ocean can slow the greenhouse effect.

He points out that carbon dioxide in the ocean is not an environmental hazard. In the air, it traps heat in the atmosphere, he says. But in water, it serves as food for plants, which in turn serve as food for people and animals.

The Caribbean Sea near Venezuela is an ideal location for these kinds of experiments, because the algae isn't spread across the ocean floor by strong currents. Instead, the algae fall past the 900 feet of open ocean at the continental shelf and into a 4,000-foot deep hole.

Algae particles have been preserved in some parts of the site for thousands of years, which allows scientists to probe into the past to help predict the future state of the oceans and the atmosphere.

JUICY FRUITS

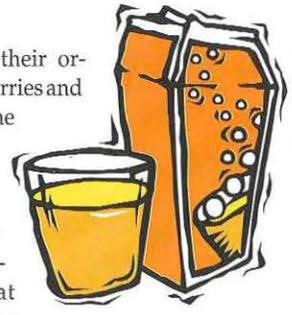
Floridians love their orange juice, strawberries and vegetables, but if the price rises, they

would consider purchasing produce from other states and countries. That's what USF Mass Communications professors Larry Leslie and Randy Miller discovered in a study sponsored by the Agriculture Institute of Florida. The study appears in the July issue of *Citrus and Vegetable Magazine*.

"Price is a real concern; they (consumers) will buy imported products, especially if the price is lower," Leslie said.

The professors randomly surveyed 380 Florida residents in April. Eighty-nine percent of those responding had an overall favorable opinion of the state's agriculture, saying that growers were doing a good job. The consumers also overwhelmingly believe that agriculture is important to Florida's economy (98 percent). When compared to other professions—including journalists, lawyers, police officers, environmental activists and government representatives—farmers and ranchers came out on top as having high credibility.

"Citrus, strawberries and tomatoes were the three most frequently mentioned products, but we didn't ask about them specifically,"



Leslie said.

Although most of the consumers preferred fruits and vegetables grown in the United States, where approved pesticides and other chemicals are used, they weren't willing to reject produce from other countries automatically, Leslie said. However, 93 percent said they wanted imported products to be labeled with the country of origin.

The study was done after the California strawberry scare, which had little long-term impact, and before the recent malathion spraying in Hillsborough County and the citrus canker problems in Manatee County.

SELLING SALESMEN

Sales managers have low expectations of African Americans who apply for professional sales jobs, but according to a USF study, that can have a paradoxical effect: interested, qualified African Americans may be seen as even more qualified than equally qualified Caucasians.

Jesse Moore, a Ph.D. candidate in the department of Marketing, found that if an African American's application packet showed he was interested and qualified, he defied the manager's pre-interview expectations, causing the manager to think more highly of him.

"The hurdle is still there," says Moore, who recently secured a tenure-track position at Clemson University. "Sales managers still tend to expect African Americans to be unqualified. Those who don't defy these expectations before the interview are likely to be treated less positively during the interview process than their Caucasian counterparts."

The study was the first in the nation that examined the preconceptions that actual sales managers have before the interview stage of the employment process. By



examining survey responses from 279 sales managers across the nation, Moore examined managers' pre-interview impressions based on the applicant's race, gender, physical appearance and type of sales job.

He provided each manager with application packets of two applicants to determine which of the two was viewed as more qualified and more likely to be hired. Each packet simulated an employment dossier and included a photo of each candidate, as well as information about each applicant's qualifications.

Other findings from the study: Sales managers who believe the applicant is similar to them will be more likely to deem that person hireable, promotable and credible than if they didn't believe the applicant was similar. Sales managers tend to be predisposed to offer lower starting salaries to female applicants than they would offer to equally qualified males, regardless of the applicant's race. Although the applicant's physical attractiveness may affect sales managers' impressions of how successful the applicant may be, physical attractiveness appears to have little impact on decisions to hire the applicant.