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Glancy Evaluates Text for Deception

Lindenwood University Assistant Professor in the School of Business and Entrepreneurship Fletcher Glancy, Ph.D., graduated from Texas Tech University in May 2010 with a doctoral degree in management information systems. The dissertation research he completed in order to earn the degree has resulted in the creation of a new way to detect falsities.

Glancy has devised a quantitative method of detecting fraud through written text, primarily in areas of financial reporting.

"I initially took companies accused of fraud by the FCC and compared them with other companies that hadn't been accused by clustering them through text mining," he said. "It's a subset of data mining that uses text only, and I studied the text from the management discussion analysis sections of their annual reports. In the end, we were able to detect those who were fraudulent."

Glancy then advanced his research and applied the concepts to unsolicited electronic messages known as spam. The theory was tested and proved to be successful.

"The neat thing is that we can actually tell just from text if people are telling the truth, as they believe the truth to be," said Glancy. "It's not deceptive to communicate something you believe, but if one doesn't believe what is being communicated then it becomes deceptive."

His findings have already been accepted by two peer-reviewed scholarly journals, and Glancy is currently in the process of submitting them to additional interested parties.

Did You Know?

Did you know that Lindenwood once co-owned the St. Charles Presbyterian church building on the corner of Sibley and Gamble streets? It was built in 1954 when Lindenwood was closely associated with the Presbyterian Church; the college paid two-thirds of the construction cost and afterward paid one-third of the annual maintenance costs. Many college functions were held at the church until Lindenwood sold its interest in the building in the 1980s.

Shane Williams Leads National Anthem Day

Lindenwood University celebrated National Anthem Day on Tuesday, Sept. 14, 2010, under the direction of Assistant Professor and Orchestra Conductor Shane Williams. The brief ceremony was attended by more than 30 people and led by students Sarah Worcester and Atena Szuflitakasprazk, members of Lindenwood's collegiate chapter of the Music Educators National Conference.

The group gathered at the flag pole outside of the Spellmann Campus Center to honor the symbolism and rich tradition of the song. It's the fourth consecutive year that Williams has been a

part of the celebration of the anthem, which he said holds a special place in his heart.

“I know that every concert I’ve conducted since September 11, 2001, has opened with the national anthem and I think that it’s very important. It helps the people of America to really remember our nation, remember what happened that day, and remember those soldiers who’ve sacrificed so much to serve our country.”