Multi-state Housing Affordability Study

NC2172 *Behavioral Economics and Financial Decision-Making and Information Management across the Lifespan* is a multi-state research team approved by the United States Department of Agriculture (USDA) National Institute of Food and Agriculture (NIFA). Researchers are predominately faculty from land-grant universities across the US who hold either Agriculture Experiment Station research or Cooperative Extension appointments. There are twenty-five participants in this five-year project (2013-2018). Both junior and senior faculty take part in this research team allowing for collaboration and mentorship.

NC2172 Project

NC2172's 2013-2018 project consists of studying decision-making and information management related to housing, student loans and Social Security. To date the team has conducted experimental and focus group research related to student loan decision making. The team has been able to present research at various consumer economics conferences[1], publish peer-reviewed papers in consumer economics related journals[2] and Extension publications (series of 10 fact sheets can be found at http://articles.extension.org/pages/72895/student-loans).

Project Related to Household Finance

Currently, a subgroup of ten researchers is carrying out research related to housing affordability and decision-making related to housing. Objectives include determining motivators and barriers that affect economic decision-making related to housing, determining how those motivators and barriers can be presented in specific decision situations across the lifespan of households and

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[1] Cho, S. H., Johnson, C. L., Kiss, D. E., O'Neill, B. M., Mountain, T., & Gutter, M. (2016). Symposium: *Student Loan Qualitative and Quantitative Data: A Methodological Concern*. Annual Conference of the American Council on Consumer Interests, June 8-10, Crystal City, VA.

Johnson, C. L., O'Neill, B., & Gutter, M. (2015). *Online focus group research.* National Extension Association of Family & Consumer Sciences (NEAFCS) Annual Session, White Sulphur Springs, WV.

Kiss, D. E., O'Neill, B., Evans, D.E., and Cho, S.H. (2016). *Does Borrowing for College Make Sense? Implications from a Mixed-Methods Research Study.* Annual Conference of the Family Economics Resource Management Association. March 11-12. New Orleans, LA.

[2] Johnson, C. L., Gutter, M. S., Xu, Y., Cho, S. H., & DeVaney, S. (2016). Perceived value of college as an investment in human and social capital: Views of Generations X and Y. *Family and Consumer Sciences Research Journal*, *45*(2), 193-207.

Johnson, C. L., Evans, D. A., Worthy, S., & O'Neill, B. (2016). Virtual focus groups in Extension research. *Journal of the National Extension Association of Family & Consumer Sciences, 11*, 93-106.

Johnson, C. L., O'Neill, B., Worth, S., Lown, J. M., & Bowen, C. (2016). What are student loan borrowers thinking? Insights from focus groups on college selection and student loan decision making. *Journal of Financial Counseling and Planning, 27*(2), 184-251.

Cho, S. H., Mountain, T. P., Porto, N., Kiss, D. E., Gutter, M., & Griesdorn, T. (2016). Experimental design to understand the student loan decision: A methodological note. *Family and Consumer Sciences Research Journal, 45*(1), 65-76.

Cho, S. H., Xu, Y., and Kiss, D. E. (2015). Understanding student loan decisions: A literature review. *Family and Consumer Sciences Research Journal, 43*(3), 229-243. doi: 10.1111/fcsr.12099

Xu, Y., Johnson, C. L., Bartholomae, S., O'Neill, B., & Gutter, M. (2015). Home ownership among millennials: The deferred American dream. *Family & Consumer Sciences Research Journal, 44*(2), 201-212. Doi: 10.1111/fcsr.12136

suggest strategies that can be used to improve consumer financial decision-making. To start the housing project a literature review paper was submitted and published which received the 2015 Best Paper Award from the Family Consumer Sciences Research Journal.

An online survey was administered in 2016 using Amazon Mechanical Turk (MTurk) with 928 respondents. The study examines the factors that may contribute to biased perception about home affordability. These factors include but are not limited to financial literacy, time preference, risk preference, credit affordability, expectation about housing price, happiness bias, sources of information and behavioral factors. In particular, we examine several behavioral economic factors: self-control, overconfidence, optimism, heuristics, social norm, planning horizon and emotion. Both quantitative and qualitative data have been gathered.

Timeline

Summer 2017 – Quantitative and qualitative data will be analyzed

Fall 2017 – A mixed methods working paper will be drafted

Winter/Spring 2018 – Group will finalize and submit papers and present at national conferences

Measurement of Progress and Results

Outputs from this project will include multiple peer-reviewed articles, peer-reviewed conference presentations, development of educational programs and/or materials to assist consumers in information management, and the data will be made publicly available.

Outcomes and projected impacts include

- Understanding barriers and motivators that influence the housing decision-making process
- Understanding the role of information management in the consumer decision-making process
- Understanding the role of economic stress on the consumer decision-making process
- Improved educational initiatives that will be expected to increase financial literacy and improve financial decision-making regarding housing
- Informed regulatory policy related to housing

Budget and Justification

Expense	Amount
Travel	$11,250
Professional Fees & Services	$6,000
Total	**$17,250**

Travel
Travel (includes transportation, lodging, and per diem) in the amount of $11,250 is budgeted for researchers to meet face-to-face for three days to work on this project. Nine researchers will have up to $1,250 each for travel. Location will be determined at a later date. Typically the entire research team meets annually to go over project objectives and work toward goals. However, by allowing the housing subgroup to meet an additional time, more focus can be given to finalizing outputs for the housing study.

Professional Fees & Services
$6,000 is budgeted to hire a consultant to analyze qualitative data that has been collected. Responses to open-ended questions asked in the survey will add to the results of the study. With over 900 respondents, analyzing the qualitative data without expert qualitative researchers and software would be an extremely difficult. By hiring a consultant, results will be more valid and reliable.

Carrie L. Johnson, Ph.D., AFC®

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Education

Iowa State University, Ames, IA
Doctorate of Philosophy, Family and Consumer Science Education, May 2012
Research Interest: Student Loan Debt and Financial Aid Process

South Dakota State University, Brookings, SD
Master of Science, Family and Consumer Sciences, May 2007
Specialization: Family Financial Planning

Dakota State University, Madison, SD
Bachelor of Science, English for Information Systems, May 2003
Minor: Multimedia/Web Design

Certifications Held

Accredited Financial Counselor (AFC®)

Professional Experience

Assistant Professor/Personal and Family Finance Specialist, NDSU Extension Service
Fargo, ND 2016-Present

Assistant Professor/Family Resource Management Specialist, SDSU Extension
Brookings, SD 2012-2016

Family Resource Management Specialist Field Specialist II, SDSU Extension
Mitchell Regional Center, SD 2011-2012

Extension Educator, Family and Consumer Science, SDSU Extension
Charles Mix County, SD 2009-2011

Financial Aid Counselor, SDSU Financial Aid
Brookings, SD 2003-2008

Courses Taught

SDSU College of Education and Human Sciences, Brookings, SD
Summer 2015
CA 592: Financial Foundations for Educators

Spring 2008
CA 150: Introduction: Consumer Affairs
CA 487: Transition to the Professional World

Research / Scholarship

Peer Reviewed Journal Articles - Published

Johnson, C. L., Gutter, M., Xu, Y., Cho, S., & DeVaney, S. (2016). Perceived value of college as an investment in human and social capital: Views of Generations X and Y. *Family and Consumer Sciences Research Journal, 45*(2).

Johnson, C. L., Evans, D. A., Worthy, S., & O'Neill, B. (2016). Virtual focus groups in Extension research. *Journal of the National Extension Association of Family & Consumer Sciences, 11*.

Johnson, C. L., O'Neill, B., Worthy, S., Lown, J.M., & Bowen, C. (2016). What are student loan borrowers thinking? Insights from focus groups on college selection and student loan decision making. *Journal of Financial Counseling and Planning, 27*(2).

Johnson, C. L., & Schumacher, J. (2016). Does webinar-based financial education impact knowledge and behavior? *Journal of Extension* [Online], *54*(1) Article 1RIB2.

Johnson, C.L. (2015). Understanding federal loan repayment. *Family and Consumer Sciences Research Journal, 43*(4).

Xu., Y., Johnson, C.L., Bartholomae, S., O'Neill, B., & Gutter, M. (2015). Home ownership among millennials: The deferred American dream. *Family & Consumer Sciences Research Journal, 44*(2).

Published Conference Proceedings

Johnson, C.L., & Schumacher, J. (2016, November). Webinar training: Professional development for financial educators. In Mason, V.J., & Kiss, D.E. *2016 AFCPE Symposium Proceedings* (pp. 31).

Xu, Y., O'Neill, B., Johnson, C.L., Bartholomae, S., & Gutter, M. (2015, November). Housing decisions of millennials: Challenges and consequences. In Mason, V. J., & Kiss, D. E. *2015 AFCPE Symposium Proceedings* (pp.13).

Johnson, C.L., & Schumacher, J. (2014, November). Effectiveness of online financial education in rural states. In Mason, V.J. *2014 AFCPE Symposium Proceedings* (pp. 3).

Cho, S. Yeo, J., Saboe-Wounded-Head, L., & Johnson, C. (2014, November). Alternative borrowing behavior among emerging (early) adults. In Mason, V.J. *2014 AFCPE Symposium Proceedings* (pp. 51-53).

Peer Reviewed Conference Presentations

Johnson, C. L., & Schumacher, J. (2016, November). *Webinar training: Professional development for financial educators*. Poster session presented at AFCPE Symposium, Lexington, KY.

Cho, S., Johnson, C. L., Kiss, D. E., O'Neill, B., Mountain, T., Gutter, M. (2016, June). *Student loan qualitative and quantitative data: A methodological concern*. Symposia presented at ACCI Annual Conference, Arlington, VA.

Johnson, C. L., O'Neill, B., & Gutter, M. (2015, November). *Online focus group research*. Presentation at National Extension Association of Family & Consumer Sciences (NEAFCS) Annual Session, White Sulphur Springs, WV.

Xu, Y., O'Neill, B., Johnson, C.L., Bartholomae, S., & Gutter, M. (2015, November). *Housing decisions of millennials: Challenges and consequences*. Poster session at AFCPE Symposium, Jacksonville, FL.

Johnson, C.L., & Schumacher, J. (2015, November). *Working across state lines to*

increase impact. Presentation at AFCPE Extension Pre-Conference, Jacksonville, FL.

Johnson, C.L., & Schumacher, J. (2014, November). *Effectiveness of online financial education in rural states*. Poster session presented at AFCPE Symposium, Bellevue, WA.

Cho, S. Yeo, J., Saboe-Wounded-Head, L., & Johnson, C. (2014, November). *Alternative borrowing behavior among emerging (early) adults*. Presentation at AFCPE Symposium, Bellevue, WA.

Daniels, A.M., Rassmussen, M., Lehrke, T., Johnson, C.L., Mack, S., & Dangle, T. (2011, April). *Strengthening* communities. National Children Youth and Families at Risk/Department of Defense Conference, Chicago, IL.

Peer Reviewed Extension Publications

- NC2172-005-08.2016 – Determining Your Student Loan Servicer and Loan Balance (August, 2016)
- NC2172-008-08.2016 – Recovering from Student Loan Default (August, 2016)

Dissertation

Johnson, C.L. (2012). *Do new students know what they are signing? A phenomenological study of the financial aid experiences of high school seniors and college freshmen* (Doctoral dissertation). Iowa State University, Ames, IA.

Non-Refereed Publications

- iGrow Articles (http://igrow.org/healthy-families/family-and-personal-finance/)
  - 2015 69 articles
  - 2014: 41 articles
  - 2013 (April, 2013 – December 2013): 17
- 04-1000-2016 – Including Home Modifications in Retirement Planning (March, 2016)
- 04-2022-2013 – Developing a Spending Plan/Budget (October, 2013)
- 04-2003-2013 – Setting SMART Financial Goals (March, 2013)
- 04-2001-2013 – Calculating Personal Net Worth (February, 2013)
- 04-2001-2012 – Feed Your Family for Less (September, 2012)
- ExtFCS615 – My Budget Book (2/01/2011)
- ExtFCS618 – Cash Tracker (2/01/2011)
- ExtFCS619 – Save Wisely Spend Smart (2/01/2011)
- ExEx14117 – Credit CARD Act of 2009: The Changes and When They Take Effect (12/08/2009)

Grants/Contracts/Sponsorships

External

- 2015-2017 Solid Finances, FINRA Foundation
  - Amount: $170,830
  - Collaborating Universities: Montana State University (Lead) & University of Idaho
- 2014 NC2172 Multistate Research Team Grant (University of Florida & Rutgers University sponsorship of research)
  - Amount: $15,000

- 2014 America Saves Campaign Mini-Grant
  - Amount: $1,000
- 2013-2015 Financial Education in Your Community, FINRA Foundation
  - Amount: $126,492
  - Collaborating University: Montana State University (Lead)
- 2011 America Saves Campaign Grant
  - Amount: $750
- 2011 SD Beef Grant Program
  - Amount: $200

Internal

- 2015 Funds for Scholarly Excellence, South Dakota State University
  - Amount: $500
- 2014 Funds for Scholarly Excellence, South Dakota State University
  - Amount: $600
- 2011 recipient of SDSU Extension Program Enhancement Grant
  - Amount: $5,000

Other Research

- Peer Reviewer for Journal of Financial Counseling and Planning (2017)
- Peer Reviewer for Family and Consumer Science Research Journal (2016)
- Peer Reviewer for Forum for Family and Consumer Issues (Special Issue) (2016)
- Peer Reviewer for Journal of Financial Counseling and Planning (2015)
- Primary Investigator (2011)
  - *Save Wisely Spend Smart* pilot program. Developed evaluation materials and compiled results to gauge effectiveness of the program.
- Interviewer (2009)
  - Barriers to and Possibilities for Financial Education in High Native-Enrollment Schools: A Case of South Dakota

Highlighted Extension Programming

- Webinar Best Practices Training for Educators (2016)
- Solid Finances: Multi-state online financial education webinar series (2015-2017)
- Home Food Preservation Self-Study Course: Created massive open online course (MOOC) for Food Safety program (2015)
- Financial Foundations for Educators: Adapted Jump$tart Teacher Training Alliance course materials to be delivered in online format and offered for one Graduate Credit to participants (2015)
- Growing Financial Wellness: Online financial education webinars (2013-2015)
- Smart Choice Health Insurance trained facilitator (2013)
- Cook Simply Eat Smart: Co-developed program with team of Educators & Specialists (2011)
- Save Wisely Spend Smart: Co-author of peer reviewed program. Developed all supplemental materials to accompany program (2011)
- Strengthening Families Program for Parents and Youth 10-14: Parent facilitator for 2 years at the Lake Andes site (2010-2011)
- The Pressure's On: Co-developed and taught canning classes to individuals and groups across Field Education Unit, teaching economic/safe food preservation techniques (2009)

Awards/Honors

- 2016 Emerging Scholar, Family and Consumer Sciences Research Journal
- 2015 Best Paper in Housing, Family and Consumer Sciences Research Journal
- 2014 SD-NEAFCS Early Career Award
- 2011 SD National Extension Association of Family & Consumer Sciences (NEAFCS-SD) New Professional of the Year
- 2011 New Professional of the Year for NEAFCS Central Region
- 2011 2nd Place NEAFCS National Team Award for Community Program (Aging Healthy Happy & Wise)
- 2010 Exemplary Program from SDSU Extension for "Aging Healthy Happy & Wise" Program

Leadership

- President, SD NEAFCS (2015)
- President Elect, SD NEAFCS (2014)
- President, South Dakota Cooperative Extension Association (2013)
- Past President, SD NEAFCS (2013)
- President, SD NEAFCS (2012)
- President, SD Jump$tart (2011, 2012, 2013, 2014, 2015)
- President Elect, SD NEAFCS (2011)
- Content coordinator for "Families" section of iGrow (2011)
- Vice President, SD NEAFCS (2010)
- Co-leader of SD Financial Stability Issue Based Team (2010-2011)
- Lake Andes PROSPER (PROmoting School-community-university Partnerships to Enhance Resilience) team leader (2010-2011)

Professional Affiliations

- American Council on Consumer Interests (ACCI)
- Association for Financial Counseling and Planning Education (AFCPE)
    - AFCPE Newsletter Taskforce (2016)
- National Extension Association for Family & Consumer Sciences (NEAFCS)
    - South Dakota Affiliate: President (2015), President Elect (2014), Past President (2013), President (2012), President Elect (2011), Vice-President (2010-2011)

Research Interests

Personal finance for low-income and underserved populations, consumer decision-making over the life cycle, financial education impact, student loan debt, program delivery methods, program evaluation