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" The Student will Help Me with My Research for the Upcoming Book" The Dark Side of Social Media: Psychological, Managerial, and Societal Perspectives"

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Proposal: 2018 RCEU program

Faculty Mentor: **Dr. Pavica Sheldon**, Department of Communication Arts, College of Arts, Humanities, and Social Sciences, UAH, Morton Hall 342, Huntsville AL 35899; ps0027@uah.edu, 256-824-2305; previously participated in the RCEU

Project Summary: The student will help me with my research for the upcoming book: *The Dark Side of Social Media: Psychological, Managerial, and Societal Perspectives*. The book will discuss the dark side of social media for people (including emotional and mental health, a shorter attention span, selective self-presentation and narcissism, the declining quality of interpersonal relationships, issues of privacy and security, cyberstalking, cyberbullying, and negative peer effects), companies (e.g., loss of power, challenging control mechanisms etc.), and societies as a whole (e.g., fake news, chatbots, changes in the workplace). The student will first be asked to read relevant articles regarding the dark side of social media use. We will then meet to discuss those articles. He/she will provide a detailed summary of relevant manuscripts. The RCEU student will also help with social scientific research regarding the dark side of social media use. He/she will perform library database searches, conduct surveys, focus groups, and interviews, and enter data into statistical software.

Student Prerequisites: Students must be of junior or senior status in Communication Arts, Psychology, or Sociology with at least a 3.4 GPA. An interest in social media research is desirable.

Student Duties: The RCEU student will contribute in many ways to the research project. Planned responsibilities include the following:

- Conduct literature reviews
- Collect data
- Prepare survey and interview questions
- Recruit or interview subjects
- Summarize interviews
- Provide ready access to all experimental data for the supervisor