"Student will Participate in a Project that Experimentally Explores how the Media Modality (Text, Text+Picture, Text+Picture+Video) Affects the Credibility Perceptions and Recall of an Online News Story about Tornado Damage"

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Research and Creative Experience for Undergraduates (RCEU) Program

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Project Summary: Student will participate in a project that experimentally explores how the media modality (text, text + picture, text + picture + video) affects credibility perceptions and recall of an online news story about tornado damage. Student will write his/her own literature review and conduct experiments with 100 students on campus. He/she will then analyze the data and report it in the form of a scholarly report (literature review, methods, results, discussion).

Student Duties: Student will start the work by reviewing the relevant literature regarding media modality, credibility, and computer-mediated communication. Under my supervision, student will conduct the experiments in the Communications Lab in Morton Hall. He/she will then write the results and discussion sections. At the end of the project, I expect that the student will have a 20-page scholarly article ready for presentation at a national or regional conference. Two students who worked with me on the RCEU in 2013 and 2014 presented/will present their single-authored paper at a conference.

Mentor Supervision and Interaction: Student and I will meet in my office once per week, and more often if necessary. Last year we used a shared Dropbox folder to facilitate interpersonal communication. I will teach student how to analyze the data using SPSS, which is installed on my office computer. I will provide additional material on how to write a scholarly article, including a literature review, methodology, and the results and discussion sections. I will help student with the final presentation of the project.