

University of Alabama in Huntsville

LOUIS

Summer Community of Scholars (RCEU and
HCR) Project Proposals

Faculty Scholarship

1-1-2015

"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"

Pavica Sheldon
University of Alabama in Huntsville

Follow this and additional works at: <https://louis.uah.edu/rceu-proposals>

Recommended Citation

Sheldon, Pavica, ""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"" (2015). *Summer Community of Scholars (RCEU and HCR) Project Proposals*. 372.

<https://louis.uah.edu/rceu-proposals/372>

This Proposal is brought to you for free and open access by the Faculty Scholarship at LOUIS. It has been accepted for inclusion in Summer Community of Scholars (RCEU and HCR) Project Proposals by an authorized administrator of LOUIS.

Research and Creative Experience for Undergraduates (RCEU) Program

Faculty Mentor: **Pavica Sheldon**, Assistant Professor, Department of Communication Arts, University of Alabama in Huntsville, Morton Hall 342, Huntsville AL 35899; ps0027@uah.edu, 256-824-2305

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.