





**Faculty Member Contact Information**

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<b>Contact Info</b>	
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<b>Department</b>	Psychology

**1 Funded, 1 Unfunded URCA Assistant**

	This position is <b>ONLY</b> open to students who have declared a major in this discipline.	<b>M</b>
	This project deals with social justice issues.	
	This project deals with sustainability (green) issues.	
	This project deals with human health and wellness issues.	
	This project deals with community outreach.	
<b>X</b>	This mentor's project is interdisciplinary in nature.	<b>I</b>

**Are you willing to work with students from outside of your discipline? If yes, which other disciplines?**

- Yes, Economics; Marketing

**How many hours per week will your student(s) be required to work in this position?**

(Minimum is 6 hours per week; typical is 9)

- 9 hours

**Will it be possible for your student(s) to earn course credit?**

- Yes—PSYC 491 (3 credit hours)

**Location of research/creative activities:**

- Psychology Department, SIUE

**Brief description of the nature of the research/creative activity?**

Multiple experiments testing the application of Decision Field Theory to understanding decoy effects on consumer preference. Decoy effects are situations where poor, unattractive, or unavailable products can manipulate our preference towards other products. DFT suggests that our preferences are constructed over time as we direct our attention to different products and their attributes. We will explore the predictions that this model makes for increasing and decreasing decoy effects.

**Brief description of student responsibilities?**

Students will run participants in experiments, use SPSS to enter and analyze data, develop new experiments based on our results using Qualtrics, learn about theories of how context influences our decisions, explore their own interests in decision making, and participate in group discussion about cognitive research with the rest of the lab. We may also present our results at the Midwestern Psychological Association conference.

**URCA Assistant positions are designed to provide students with *research or creative activities* experience. As such, there should be measurable, appropriate outcome goals. What exactly should your student(s) have learned by the end of this experience?**

Experience with running human participants, experimental design, the use of SPSS for data analysis, the creation of a poster for presentation at a conference, learn about the discipline of Judgment and Decision Making & Cognitive Psychology, oral presentation of research.

**Requirements of Students**

**If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:**

- Students need to be available for a weekly meeting once per week plus an additional 5 to 6 hours of data collection in our lab. These hours need to be between 9 am and 4 pm Monday Thru Thursday.

**If the location of the research/creative activities involves off campus work, must students provide their own transportation?**

- N/A

**Must students have taken any prerequisite classes? Please list classes and preferred grades:**

- I prefer students to have taken PSYC 220 & 221 or equal research design courses in other disciplines. In Psychology, I will consider students concurrently enrolled in 221.

**Other requirements or notes to applicants:**

- Students should have an interest in exploring human cognition and preference formation and want to gain experience in behavioral research.