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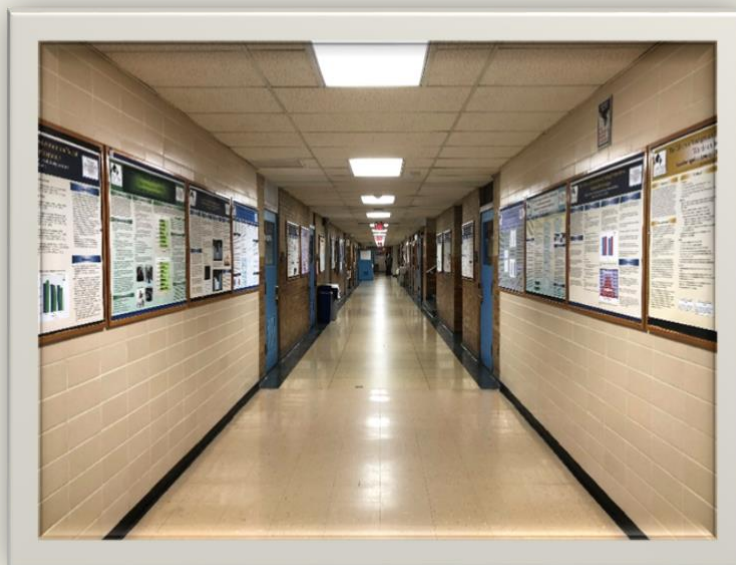


PSY 3805:

Research Methods &
Experimental Design

Dr. Bernas', Dr. Brito's, Dr. Croft's, Dr.
Towers', Dr. Walk's, & Dr. Zhu's Classes





1 Perception of a Compliment as a Function of the Effort Made on One's Appearance and the Familiarity Between the Receiver and Giver of the Compliment

Mersadeez Barrett, Phoebe Croston, Lindy Milkowski, and Olivia Omundson

Sponsored by Dr. Bernas, 2023 Spring

This study examined an individual's perception of a compliment based on how much effort was put into the receiver's appearance and how familiar the complimenter was to the receiver. Three hundred and thirteen participants read a scenario in which they were the central character who either put effort or did not into their appearance, and a close friend, acquaintance, or stranger complimented them. The participants were then asked eight questions regarding their perception of the compliment. Results showed a significant interaction between effort and familiarity between the complimenter and receiver. A close friend's compliment was rated most positively when an effort was put into one's appearance but was perceived negatively when no effort was expended.

2 Exploring the Impact of Light and Temperature on Perceived Safety in College Campus Settings

Ashley Garrity, Cade Hausman, and Ellie Hill

Sponsored by Dr. Zhu, 2023 Spring

It remains unknown how light level (Dark vs. Bright) and temperature (Cold vs. Warm) combine to affect perceived safety in college campus settings. Participants ($n = 115$) were randomly presented with one of the four series of stimuli (pictures on a college campus depicted in warm and cold temperatures paired with dark and bright lighting). Within each series, they first viewed a picture and then reported the perceived safety level of the pictured location. Results from a two-way (temperature x light) between-subjects ANOVA showed that bright locations overall were perceived as safer than dark locations, whereas temperature showed no significant influence on perception of safety. Critically, light and temperature did not combine to significantly affect the perception of safety. The higher perception of safety in bright locations is consistent with previous research.

3 The Effects of Gender and Laughter Type on Perceived Likeability

Bill Matwij, Grayce Hightshoe, Lexsi Spiegel, and Marissa Urso

Sponsored by Dr. Brito, 2023 Spring

This study was designed to examine how the type of laughter (i.e., strong, awkward) might combine with the gender of the person laughing (i.e., male, female) to affect perceived likability. Fifty-four participants were tested using convenience sampling. Twenty YouTube videos were selected and divided into four sets, each with 5 clips all of either an identified man or woman engaging in either a strong or awkward laugh. After each clip, participants were instructed to rate the perceived likability of the person laughing. Seven two-way factorial ANOVAs were performed on the data. Gender and the type of laughter did not combine to significantly affect perceived likability; nor did gender, overall, affect perceived likability. However, individuals with strong, rather than awkward, laughter were perceived significantly more friendly and approachable. We conclude that the way we laugh may affect the way we are perceived by others.

4 The Perception of Work Ethic Related to Socioeconomic Status and Race

Jazlyn Robinson, Anna Jones, Jatrisha Eckford, and Tiffany Walker

Sponsored by Dr. Towers, 2022 Fall

In this study, we question what conscious or unconscious biases may affect an individual's perception of work ethic when evaluating others. Participants ($n=230$) viewed four pictures created to depict the independent variables; poor or rich, and black or white. With each condition, there were ten statements that participants had to rate on a Likert scale to rate

perceived work ethic. Furthermore, participants have completed all parts of the survey online and were assigned randomly to conditions. Each image shown will also include a description of the person, such as their behaviors at work, that the person displays, past work experience, and overall personality. This description will give participants a basis for judging that person along with the image. We expect Black men to be rated lower than White men in work ethic. Our findings indicated that ratings of perception of work ethic were not significantly higher when the image showed a Black person than when it showed a White person. Additionally, our results did not indicate any interaction between race and socioeconomic status. In conclusion, it is suggested that race and socioeconomic status did not play a significant role in how one might perceive their work ethic.

5 Perceived Trustworthiness of Men and Women: Comparison of Neutral and Smiling Facial Expressions

Kierstin Clark, Gabriell Weber and Emily Wellman

Sponsored by Dr. Zhu, 2023 Spring

It remains unclear how gender (female vs. male) and facial expression (smile vs. neutral) combine to affect perceived trustworthiness. Participants (N = 93) were randomly presented with one of four different conditions of stimuli (pictures of men or women with either smiling or neutral facial expressions). Within each condition, they viewed a picture and then reported their perceived trustworthiness of the pictured person, for a total of five pictures. Results from a two-way (gender x expression) between-subjects ANOVA showed that women were perceived as more trustworthy than men, and smiling expressions were perceived as more trustworthy than neutral expressions. However, gender and facial expression did not combine to significantly affect the perception of trustworthiness. The higher degrees of trustworthiness for women and smiling expressions are consistent with previous research.

6 The Effects of Wearing a Hood Up or Down and Race on Perceptions of Approachability and Feelings of Safety

Ambria Ford, Russell Dandy, Toyosi Osemobor, Jaxson Isaac, and Serena Voss

Sponsored by Dr. Bernas, 2023 Spring

This study investigated the effect of wearing the hood of a hoodie (up or down) and race on other people's perceptions of safety and approachability. One hundred and fifty-seven were randomly assigned to view a photo of a college student who was either white, black, or mixed-race and who wore the hood of their hoodie either up or down. The participants' feelings of safety and willingness to approach the college student were measured. The study's results showed a significant interaction between an individual's race and the position of their hood.

7 The Effects of Work Environment and Personal Relationships on the Perception of Mental Health

April Erickson, Kelsey Druen, and Jamie Chambers

Sponsored by Dr. Brito, 2023 Spring

This study aimed to explore the joint impact of work environment and personal relationships on the perceived mental health of women. A sample of one hundred and thirty-seven participants was given one of four sets each with five randomized scenarios describing women in either positive or negative work environments and in either positive or negative personal relationships. After reading each scenario, participants were asked 11 questions about the woman in the scenario's perceived mental health. A two-way (work environment,

personal relationship) factorial ANOVA was performed on each question. Work environment and personal relationships combined to significantly affect several mental health indicators. Although negative personal relationships yielded more perceived sadness, confused thinking, worry, mood changes, and affected sleep and reliance on friends, having a positive work environment reduced those negative indicators of mental health. Specifically, the results of this study found Women in positive work and personal situations are most likely to be perceived as having good mental health.

8 Investigating the Impact of Environmental Settings and Music Type on Stress Perception

Shyama Owen, D'Ajanaè Jackson, and Mercedes Kirby

Sponsored by Dr. Zhu, 2023 Spring

The goal of this experiment was to examine how environment (urban vs. rural) and music (cheerful vs. peaceful) combined to affect perceived stress levels. Participants (N = 88) viewed urban and rural environmental pictures paired with listening to either cheerful or peaceful music. Participants reported their stress levels by answering five related questions following each image/music pair. Results from a two-way (environment x music) between subjects ANOVA showed that neither overall nor combined effects of environment and music on the participants' perceived stress levels. It is possible that our stimuli were not drastically different to invoke enough stress.

9 The Effect of How Tattoos and Gender Impact the Perceived Competence of Doing a Job

Alex Warrick, Cyan Carter, Dylan Guy, and Jarisha Eckford

Sponsored by Dr. Towers, 2022 Fall

The purpose of this study were to examine the likelihood of someone being hired based on bias. A survey was conducted to view random people's perspective on whether they believe someone would be hired for a job based on having tattoos or not. Participants of this study would view 1 picture out of 4, view a hypothetical resume paired to the person in the picture, and answer 5 questions. Participants (n=62) viewed pictures of a man with or without tattoos as well as a woman with or without tattoos then completed 5 questions related to their perception of how the person pictured would be able to do their job if hired. We did not find a significant difference between the hireability of men and women. However, we did find that men and women without tattoos are believed to be the better job applicant over men and women with tattoos.

10 Effects of Netiquette and Gender on the Perception of Instructors

Kiara Easter

Sponsored by Dr. Brito, 2022 Fall

This study was designed to measure the perceptions of how gender (i.e., male, female) of professors might combine with type of language used (i.e., informal, formal). The 168 participants were presented with 5 mock emails simulating conversation between professors to students with subjects consisting of midterms check-in, class cancellation, extra credit, grade update, or today's class. After reading the email, participants were then asked to rate the level of good communicator, empathetic, professional, approachable, accommodating, and helpful the professor was. A two-way (gender, type of language) between-subjects factorial ANOVA was performed on the data measured with continuous scales, ranging from 0 (very strongly disagree) to 100 (very strongly agree). When using formal netiquette, female professors were seen as more professional; however, when using informal language, female

professors were seen as even more professional than male professors. Overall, female professors were found significantly more positive on all the measures: empathetic, approachable, accommodating, helpful, and as good communicators. This study suggests that the gender of professors might outweigh other factors in how teachers are perceived.

11 The Effects of Gender and Social Media Content on Level of Emotional Response

Cass Manansala, Mariyah Tolbert, Niara Fleming, and Parys Daniels

Sponsored by Dr. Zhu, 2022 Fall

As social media usage has risen over the last decade, there has been growing research on media platforms and its users. However, it still remains unclear how gender (male vs. female) and type of social media content (positive vs. negative) interact to affect the level of readers' emotional response. Participants ($n = 104$) were randomly presented with one of four series of social media posts containing both texts and images (male or female posters paired with positive or negative social media posts). Within each condition, participants first viewed a post and reported their level of emotional response, for a total of five social media posts. Results from a two-way (gender x type of social media content) between-subjects ANOVA suggested that although negative social media posts elicited higher levels of emotional response, gender and type of social media content did not combine to have a significant effect on the level of emotional response. We conclude that the presentation of the gender of the poster may have not been as conspicuous in the social media posts, which contributed to the lack of effect of gender.

12 (empty)

13 The Effects of Gender and Socioeconomic Status on the Perceived Likelihood of Criminal Behavior

Brittany Appelt and Jataia Penn

Sponsored by Dr. Brito, 2022 Fall

This study was designed to measure the effect of gender (i.e., male, female) and socioeconomic status (i.e., low, high) on the perceived likelihood of criminal behavior. One hundred twenty-three participants were presented with five short stories to read one at a time. Each participant was assigned to one of the four conditions of the study. After reading each story the participant was asked to rate how likely the individual in the story would be to commit specific crimes (arson, identity theft, robbery, non-violent felony, violent felony, white collar crime). A two-way (SES, gender) between-subjects factorial ANOVA was performed for each question.

14 The Effect of Overt Homelessness and Gender on Willingness to Help

Erica Martinez, Megan Kenny, and Nick Trimble

Sponsored by Dr. Towers, 2022 Fall

The purpose of this study was to observe the difference in a person's willingness to help someone that is homeless depending on whether they are men or women and if they seem to be overtly homeless opposed to being not overtly homeless. Seventy randomly selected college students participated in a survey that showed them one of four images that combined gender and overt homelessness. The image they received was random and they were given a generalized description about the person in the image. After reading the description and looking at the image, participants were asked a series of questions on a Likert scale to measure willingness to help. We found that

there was no significant difference in help received between men and women. There was also no significant difference in help received between those who were overtly homeless versus not overtly homeless. There was no interaction in this study.

15 The Effects of Facial Decorations and Gender on Perceived Work Ethic
Jordan Gomez, Carter Mohesky, Claire Perez-Korinko, and Samantha Perry

Sponsored by Dr. Bernas, 2022 Spring

The study examined the perception people had of the work ethic of men and women with different facial decorations. One hundred twenty-eight Eastern Illinois University students participated in the study. Each participant was randomly assigned to a description and an image of a person's face: a clear face, a tattooed face, and a pierced face. The description gave a brief overview of the attitude and type of work the person in the image had. The participants were then asked to answer eight questions regarding their perception of the person's work ethic. Results showed no significant interaction between facial decoration and gender. There was also no significant main effect of gender, but there was a significant main effect of facial decorations. No matter the gender of the person, those with a tattooed or pierced face were perceived to possess a less positive work ethic than those who had no facial tattoos or piercings.

16 The Effect Gender and Attire on Perceptions of Workplace Performance
Alyssa Lazzaro, Marea Buhs, Carly Page, and Anna Alli

Sponsored by Dr. Brito, 2022 Fall

This study was designed to measure perceptions of gender and attire in the workplace. 51 individuals (6 male, 44 female, 1 unidentified) were shown 5 out of 20 images total of either men or women who were either professionally or casually dressed, and then asked to rate the individual in each photo. Participants were asked yes/no questions regarding whether they would hire each individual shown in the picture based on: their attire, their hairstyle, and their facial expression. Participants were then asked to rate each individual on a continuous scale ranging from 0 (very unlikely) to 100 (very likely) on the likelihood that the individual would: be approachable, be responsible, be productive, be prepared for work, have a strong work ethic, and be confident. Overall, men and women were perceived similarly on approachability and there were no significant effects on attire. Responsibility and productiveness had the most significance with men and women. We conclude that attire has little effect on how people perceive individuals, but that overall women tend to be perceived more favorably than men.

17 The Effects of Music and Facial Expression on Mood
Bethany Huhman, Marama Makea, Willow Mercado, and Chaney Trout

Sponsored by Dr. Zhu, 2022 Fall

It remains unclear how music (happy vs. sad) and facial expression (positive vs. negative) combine to affect mood. Participants ($n = 65$) were randomly presented with one of the four series of stimuli (happy or sad music paired with a positive or negative facial expression). Within each series, participants first watched a video clip consisting of a still facial picture and a background music, and then were asked to rate their mood on a scale. Results from a two-way (type of music \times type of facial expression) between-subjects ANOVA showed that the type of music and the type of facial expression did not affect the viewer's mood, both overall and combined. We conclude that there may have been confounding factors that led to these results, such as lack of everyday context cues and a need for longer exposure to the stimuli.

18 Willingness to Form Relationships Based on Face Symmetry and Smiling
Susan Gruszka, Janaya Pinnick, Jarren Hamilton, and Russell Dandy

Sponsored by Dr. Towers, 2022 Fall

The focus of the study was to determine if facial symmetry influences willingness to form a relationship with an unknown individual. In addition to this, a second variable whether it is more likely that one would consider forming a relationship with someone who is smiling rather than someone with a neutral face. To test this, we used Qualtrics to create a survey and randomly assign participants (n=127) to one of four conditions. In each condition, participants would see a photoshopped photo depicting which condition they were in and given a Likert scale to rate ten statements in order to measure the participants willingness to do certain tasks with/for the stranger pictured. In the end, this experiment revealed that neither facial symmetry nor someone smiling has a statistically significant difference in participants willingness to form a relationship with the unknown individual.

19 The Effects of Weight and Age on Perceived Barriers to Promotion in the Workplace

Sova Green, Sarah Ruiz, and Samantha Spayer

Sponsored by Dr. Brito, 2022 Fall

This study was designed to measure the effects of body weight (i.e., average weight, overweight) and age (i.e., young, old) on perceived barriers to promotion in the workplace. 240 participants were presented with one of four randomized series of stimuli, each containing 5 pictures of either young or old women in professional attire who were either average weight or overweight. Participants responded to 6 statements for each photo on a continuous scale ranging from “very unlikely” to “very likely”, scored from 0 to 100. A two-way (weight, age) between-subjects factorial ANOVA was performed on each question. Little difference was found between the perceived workplace barriers of those who were old or young; however, overweight women were perceived more positively than those who were average weight. Overall, age and weight did not combine to significantly affect the perception of workplace barriers. This is not consistent with other research. We conclude that factors such as clothing and styling may have made the task difficult to keep focus on only age and body size regarding perceptions of professionalism or success.

20 Gender and Dress and How it Effects Perceived Ability to Perform in a Job

Brandon Downen, Jessica Voyles, and Natalie Weaver

Sponsored by Dr. Towers, 2022 Fall

This study examined how dress and gender affected study participants perceived ability of fictional job candidates. Participants (n=95) were gathered using convenience sampling and were asked to respond to stimuli. They were presented with a basic resume that was the same regardless of picture presented and randomly shown one photo of an applicant, either male or female in business casual or a full suit. After viewing the resume and the photograph participants were presented with statements intended to measure how well the applicant would perform their job. No significant differences were found in candidate gender or dress.

21 The Effects of Gender and Combat Veteran Status on Perceived Dangerousness of PTSD

Lydia Henson, Kyla Wiseman, and Sam Hester

Sponsored by Dr. Brito, 2023 Spring

This study was designed to measure the effects of gender (i.e., male, female) and combat veteran status on perceived dangerousness of individuals with PTSD. Two hundred and seven participants were each randomly presented with one of four sets of short stories (five stories per set) describing either a man or a woman with PTSD who either was or was not a combat veteran. Following each of the stories, the participants were asked questions regarding the perceived dangerousness of the person in the story. Two-way between subjects factorial ANOVAs were performed on the data. Overall, men with PTSD were perceived to be scarier and more threatening than women, regardless of whether the individual was or was not a combat veteran. However, the combination of PTSD and gender did not have a significant effect on how dangerous the individuals were perceived to be,

except for unpredictableness: the combat status of men with PTSD did not lead to large differences; however, women with PTSD who were combat veterans were perceived less unpredictable than those with no combat experience. We conclude that the inferred cause of PTSD, such as combat experiences, may play a role in how reliable men and women with PTSD are perceived to be.

22 The Effects of Ethnicity and Facial Expression on Perceived Trustworthiness of Police Officers

Halee Anglin, Maddison Blackford, Caeli Haab, Alexander Larch, and Carlos Puente

Sponsored by Dr. Zhu, 2022 Fall

There remains a gap in the literature about how a police officer's race and facial expression combine to affect perceived trustworthiness. Participants ($n = 99$) were randomly presented with one of four series of stimuli (white or minority officers with either positive or neutral facial expressions). Within each series, participants viewed a photo of a police officer and then reported their perceived trustworthiness of the officer, for a total of five photos. Results from a two-way (race x facial expression) between-subjects ANOVA showed that police officers with positive facial expressions were perceived as more trustworthy than those with neutral facial expressions, regardless of officer's race. However, the police officer's race did not significantly impact perceived trustworthiness overall, and facial expression and race did not combine to significantly affect perceived trustworthiness. The higher perception of trustworthiness for officers with positive facial expressions is consistent with previous research.

23 The Effects of Valence of Language and Word Quantity on Perceived Motivation to Seeking Physical Fitness

Sharifeh Ghannam, Cheyenne Jones, and Chantel Welker

Sponsored by Dr. Brito, 2023 Spring

This study was designed to measure the effects of the valence of language (i.e., positive words, negative words) and word quantity (a lot of words, few words) on perceived motivation to seek physical fitness. One hundred and twelve participants were presented with randomized series of stimuli of five, twenty-second, animated clips. Each clip presented either positive or negative internal thinking with either a lot or a few words. After each video participants were asked ten continuous scale questions about the person in the video's perceived motivation to seek physical fitness. Ten two-way between-subjects factorial ANOVAs were performed on the data. The valence of language did not combine with the word quantity to significantly affect responses. Overall positive valence of language of individuals was perceived as much more likely to attend other physical fitness classes in the future, record details about their physical activity (such as minutes and level of activity), commit to other types of physical activities, not give up on their physical fitness quest, be comfortable in a workout setting, and inspire others to work out. We conclude that thinking or saying positive words to oneself can lead to the perception of being more motivated to seek physical fitness, but it remains unclear as to whether using positive words does increase the person's actual motivation to seek physical fitness.

24 Laughing Matters: Gender and Pitch as Determinants of Attractiveness in Laughter

Tannor Wilson, Mira Jacobus, Tamar Champs, and Jared Evans

Sponsored by Dr. Zhu, 2023 Spring

It remains unclear how gender (female vs. male) and pitch (high vs. low) combine to affect perceived attractiveness of laughter. Participants ($N = 72$) were randomly presented with five clips of laughter (high or low pitch coupled with female or male gender) and then reported their perceived attraction levels of the laughter, based on five relevant questions. Results from a two-way (gender x pitch) between subjects ANOVA showed neither overall nor combined effects of gender and pitch on

attractiveness of laughter. It is possible that the manipulation of gender and/or pitch might not be effective enough to have an effect on perceived attractiveness.

25 How People Are Perceived as a Function of How They Consume Nicotine and the Generation of the Perceiver

Sera Lange, Logan Casey, and Jake Arnold

Sponsored by Dr. Bernas, 2023 Spring

The study examined how different generations would assess people depending on how they consumed nicotine. One hundred seventy-one people aged 18 to 73 were randomly assigned to read about a person who smoked cigarettes, vaped, or did not consume nicotine. They then assessed the person along 15 traits, with higher scores indicating that they perceived the person more positively. The participants were then classified according to the generation they belonged to. There was a significant interaction between how nicotine was consumed and the participants' generation. Both Baby Boomer and Generation Z participants viewed people who smoked less favorably and those who did not more favorably. However, they differed in their perception of vaping, with Baby Boomers opposing it and Generation Z participants favoring vaping.

26 The Effect of Size and Color on the Perceived Aggression of Dogs

Damien McCottrell, Joshua Kee, Kenya Love, and Nathan Hart

Sponsored by Dr. Brito, 2022 Fall

This experiment was created to measure the effects of breed size (large or small) and breed color (dark or light) on the perceived aggressiveness of a dog based on the characteristics of the breed. One hundred and twenty-seven participants were presented with four photos of different breeds and within each photo participants would either view a large dark colored breed, a large light-colored breed or a small dark colored breed, and a small light-colored breed. After viewing each breed participants would then rate the breeds on a continuous scale of their likelihood to either take part in a friendly behavior or an aggressive behavior.

27 The Effects of Ethnic Names and College Education on Perceived Employability

Taylor Vazquez

Sponsored by Dr. Brito, 2023 Spring

This study was designed to measure the effects of race (i.e., Hispanic, African American) and education level (i.e., college education, no college education) on perceived employability. Ninety-one participants were presented with one of four randomized series of stimuli, each containing 5 resumes of either Hispanic or African American applicants with either a college education or no college education. Each resume was summarized, giving key points. After each resume, participants were asked questions about perceived employability and how they may behave if hired. A two-way (race, college education) between-subjects factorial ANOVA was performed on each question. Race and college education did not combine to significantly affect perceptions; nor were there, overall, any significant differences between the perceptions of Hispanic and African American job applicants. However, having a college education, did lead to significantly more positive perceptions of employability and on-the-job success on job-specific measures, but not interpersonal ones.

28 The Effects of Gender and Dance Genre on Observer Perception of Engagement with Dance Videos

Oneisha Keith, Tabitha Welch, and Ronshanta Washington

Sponsored by Dr. Brito, 2022 Fall

This study was designed to measure the effects of gender (i.e., male, female) and dance style (i.e., contemporary, hip-hop) on perceived online engagement. Eighty-nine participants were presented with one of four randomized series of stimuli, containing either five female hip-hop dancers, five male

hip-hop dancers, five female contemporary dancers, and five male contemporary dancers. Each video had a solo dancer and similar time frames of three minutes. After each video, participants were asked six questions about perceived online engagement (i.e., likes, comments, shares, views, follows). A two-way (gender, dance style) between-subjects factorial ANOVA was performed on each question. Women received higher engagement scores (perceived likelihood of participants to like, follow, or view additional dance videos) in hip-hop dance content compared to contemporary dance content; whereas the scores for men did not seem to differ greatly between contemporary dance content compared and hip-hop dance content.

