

Shuyu Jiang

**Graduation Year:** Sophomore

**College:** Arts & Letters

**Major(s):** Economics

**Minors(s):** ACMS

**Scholar Group Membership:** NA

**Did you received other funding for this project?:** NA

**Could you have completed this project without CUSE funding?** No

**More details on CUSE funding assistance?**

**Project Title:** CLICKBAIT AND COGNITIVE PROCESSES

**Project Location:** Indiana

**ND Faculty Mentor:** Jessica Collett

**Project Type:** Research Assistantship

**Why did you undertake this project/experience?** Deepen your knowledge of a topic or issue, Internationalize your Notre Dame experience

**Did your funded experience help you:**

**[Deepen your understanding of your coursework or field of study]:** Yes

**[Discern your interests and post-bac goals]:** Yes

**[Become confident in your ability to set and achieve your goals]:** Very Much

**[Gain a more nuanced view of local, national, or global communities]:** Yes

**[Improve your written and verbal communications skills]:**Very Much

**Tell us about your experience.**

During the summer, I worked on the coding part of my research with Professor Collett. My main task was to first code survey responses into words stored in database "Interact" and then recorded EPA (Evaluation, Potency and Activity) ratings of each word. Though it was not as exciting as a real experiment in the lab, I was really interested in learning about how people interpret different events. I was really surprised to find out how fond people are of news with negative emotions and criminal information.

**Describe the impact this project had, both on you as a student-scholar and on the people you worked with.**

This ongoing project gives out more and more information about the research question we are working at as it progresses. Because we haven't moved to the data analysis step, it hasn't projected the big picture of a macro answer of the question, but at least it has brought me to some interesting follow-up questions like why are people crazy about criminal information, why do people also put abuse and neglect apposite (I never related these two words before. Is it a personal thing or a cultural thing?) etc.



