

1. **Bystander Intervention** (Sara Garcia, Jorge Caballero, Elijah Mireles, & Laurie Sol)

This study examined factors that could affect the likelihood of helping behavior (e.g., campus involvement/community service/volunteerism). Cultural orientation (collectivist or individualistic attitudes) was expected to be the most dominant variable in determining the likelihood of helping others. More precisely, the hypothesis was that collectivistic participants would be more inclined to engage in helping behavior over their individualistic counterparts. In this study, helping was measured by participant's willingness to help retrieve fallen books. Participant sample consisted of current TAMUK students. Each participant completed two surveys: cultural orientation scale and a demographic survey (age, gender, & student classification) After completing the surveys participants were then taken to a private room where a confederate "accidentally" dropped a stack books in front of the participant, subsequently whether the participant helped retrieve the fallen books was recorded. At the conclusion of the study the hypothesis was rejected. The relationship between helping and one's cultural orientation was not statistically significant. However, results revealed that age and student classification were significant variables. Younger participants and those classified as freshmen and sophomores were more likely to engage in helping. The results of this research have been submitted to the Rocky Mountain Psychological Association for presentation at their annual conference.

2. **Door in the Face** (Elizabeth Ramon, Judith Garcia, Saul Barrera)

In this study, students tested whether reciprocity is, in fact, the top deciding factor for the success of Cialdini's (1975) Door in the face technique of compliance/persuasion, as he originally theorized. The sample pool consisted of current TAMUK students. In keeping with Cialdini's Door in the Face model, we began with a larger request followed by a smaller request, which has been shown to increase the likelihood an individual will comply with the second request. Each participant was first presented with lofty request of committing to lengthy daily community service ----- a request most likely to be turned down, much like a metaphorical slamming of a door in the face. Participants were then presented with a second, more agreeable request of committing to weekly community service. All 37 participants rejected the first request and agreed to the smaller second request. When surveyed about their reasoning for complying with the second request, reciprocity only accounted for 28% of the variance, in effect rejecting Cialdini's reasoning. Results indicated that participants viewing the second request as being in a good cause was the most important determining factor in their compliance. The results of this research have been submitted to the Rocky Mountain Psychological Association for presentation at their annual conference.

3. **Reversing Victim Entitlement** (Susan Alvarez, Amanda Sandoval, & Jesus Armendaraz)

Victim entitlement occurs when an individual or group feels entitled to compensation after they believe to have been unfairly slighted. Students examined how reverse victim

entitlement ---- where a person gains unfairly---- affects generosity. We hypothesized that participants who won unfairly at state naming map game would be more generous than participants who won fairly. Generosity was measured by the amount of winnings (raffle tickets toward a Yeti Cup) shared with losing opponent. Results showed that those who won unfairly to be more generous by sharing more winnings with their opponent than those who had won fairly. Thus, confirming our hypothesis.

4. **Self-Handicapping** (Rita Rincon, Nicole Williams, Elizabeth Villareal, & Daniel Garza)

This study aimed to determine if self-handicapping actions\statements made to avoid exerting effort or taking responsibility for potential failures that could damage self-esteem, and is influenced by learned helplessness and/or social comparison. Participants consisted of intro psychology and sociology courses at TAMUK. Participants were divided into two groups: learned helplessness and non-learned helplessness, then sub-grouped into upward and downward social comparison. Each group was given either solvable or unsolvable anagrams alongside 12 Raven's Matrices puzzles. After completing all tasks participants were asked why they performed poorly. Results suggested that (1) those who self-handicapped did so because of learned helplessness and (2) participated in upward social comparison.

5. **Suggestibility and Rituals** (Iliana Suarez, Alexis Ramon, Brandon Martinez, & Yessenia Ortiz)

This study explored the role cultural orientation and personality differences have on suggestibility and the number of ritualistic behaviors individual perform. We hypothesized that suggestible people are more likely to perform rituals (ie. making the sign of the cross or wearing "lucky" socks before a game) to improve performance. Participants were recruited from intro psychology and sociology courses at TAMUK. Each participant completed several surveys: demographic survey, cultural orientation, Big 5 personality scales, & a suggestibility scale. Participants then reported all known rituals and motivations behind each ritual. The results suggest that there is not a correlation between suggestibility and how many rituals a person has.

6. **Terror Management** (Ileana Gonzalez, Angel Guterrez, & Vianey Arellano)

This research study examined feminist views after mortality salience (the anxiety of knowing death is inevitable). Using Greenberg's Terror Management Theory (1986), we examined how feminist views can fluctuate after the participants are reminded of their mortality. This study consisted of 27 participants, all recruited from TAMUK. Participants completed a scale measuring feminist cultural worldview and movie knowledge quiz, read movie synopses with a strong female lead and synopses with a strong male lead, and completed a mortality salience prompt or a description of a visit to the dentist. The researchers hypothesized that those with feminist cultural worldviews will choose a movie with a strong female lead, especially after being reminded of their inevitable death. There were 15 participants in the mortality salience condition (asked to think about death) and 12 participants in the control condition that thought about a time that they visited the dentist. Results showed that mortality salience did not

significantly affect feministic movie preference, however score on the feministic perspective scale did effect their overall movie preference, high feminist views correlated positively with preferring movies with strong female leads ($R=.13$. $F(1,25)=3.747$, $p = .064$)

7. Reverse MUM Effect (Sergio Garcia, & Jasmine Cash-Eastman)

The MUM Effect is the tendency to refrain from sharing bad news. Previous research suggests that wanting to maintain interpersonal harmony, concern for the self, and concern for others as factors contributing to the effect. This study examines individual differences that may lead to the reversing of the MUM effect, eagerness to transmit bad news. Participants completed a personality inventory, a cultural orientation scale, a belief in a just-world scale, a locus of control scale, a bad news scale (BNS), and an open response bad news recollection task. Results indicate that cultural orientation influenced the likelihood of bad news transmission in BNS4, with individualist orientation participants ($M=2.70$) shown to be more likely to share the news than those with a collectivist orientation. The main effect of this difference is approaching significance, $F(1,57)=3.482$, $p = .067$. Ethnicity played a role in the likelihood to transmit bad news in two scenarios, with Hispanics ($M=3.13$) being less likely to transmit bad news in BNS5 than other ethnicities ($M=3.722$), and Hispanics ($M=4.56$) being more likely to transmit bad news in BNS9. The main effect of ethnicity considering EINS5 and BNS9 approached significance, $F(1,56)=3.263$, $p = .076$ and $F(1,57)=3.40$, $p = .070$, respectively. Size of hometown and likelihood of transmitting bad news considering BNS8 were strongly correlated, $r(56)=-.286$, $p < .05$. Correlations were also found between openness and BNSZ $r(56)=.360$, $p < .05$, conscientiousness and BNS4, $r(56)=-.291$, $p < .05$, and agreeableness and BNS9, $r(56)=.227$, $p > .05$. The results of this research have been submitted to the Rocky Mountain Psychological Association for presentation at their annual conference.

Student Learning Outcomes for each of the projects were to:

- A. analyze human behavior in its social context and be able to apply both theoretical and empirical perspectives to understand and predict on-going and future events which involve social influences on psychological processes.
- B. understand how research contributes to the understanding of human behavior in its social context and to be able to evaluate and utilize research methods and findings to investigate topics of interest.
- C. formulate relevant questions about social effects on behavior and to know how to use appropriate techniques to gather answers to these questions.
- D. read, comprehend and critically evaluate information about human behavior provided in the ordinary media as well as in specialized sources of social psychological information.
- E. understand the research process by conducting a literature review, formulating research questions and hypotheses, designing and carrying out an appropriate methodology to test the hypotheses, analyze data, and write an APA format research paper.