

2020 Fall Academic Showcase

A Celebration of Florida Southern College
Student Scholarship and Research

Thursday, December 3, 2020
5:45pm–9:00pm



Sponsored by the Florida Southern College Chapter of the Honor Society of Phi Kappa Phi

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2020 Fall Academic Showcase

A Celebration of Florida Southern College Student Scholarship and Research

December 3, 2020

Welcome!

Florida Southern College fosters an environment where students actively transition from being consumers of knowledge to becoming scholars who create new knowledge, insights, connections, and understanding. For over 20 years, our students have gathered at the end of each semester to present and discuss the scholarly work they have been doing in and beyond their courses.

The goal of the Fall Academic Showcase and spring semester's Fiat Lux is twofold: to provide students a platform for their ideas, and to provide the wider community a window into the creative and intellectual energy that pervades our campus. Especially during an academic year impacted by COVID-19, today's event provides a singular opportunity to publicly share the meaning and joy of scholarly inquiry.

We encourage you to take part in as many sessions as you can! Enjoy the conversation.

Schedule

5:45pm-5:55pm Room 1	Welcome Remarks Introduction of Emerge Scholars	Provost Brad Hollingshead Associate Provost Tracey Tedder
6:00pm-9:00pm Room 1 Room 2	Student Presentations	Zoom Rooms 1 and 2

2020 Fall Academic Showcase Presenters – By Last name

Room	Time	First Name	Last Name	Major	Title
Room 2	7:40-8:00	Sarah	Bauman	Marine Biology	Analysis of the Antibiotic Susceptibility and Culture Conditions of Helicobacter ceterum, a Seaborne Gastric Pathogen
Room 1	6:40-7:00	Eva	Francey	Psychology	It's a Cis World
Room 2	6:40-7:00	Jaydon	Gibbs	Philosophy	Applied Ethics for Emergency Medical Services
Room 2	6:00-6:20	Daria	Gill	Elementary Education	Representation of Children with Disabilities in Young Adult Novels
Room 1	7:00-7:20	Megan	Handley	English	Short Story Fiction
Room 1	7:20-7:40	Lillee	Izadi	Biology	Exploring the Functional Properties of Arthropsin in Daphnia Pulex
Room 1	8:40-9:00	Ashley	Jackson	Citrus & Horticultural Science	Green Bean Growth in Microplastic Polluted Soils
Room 1	7:40-8:00	Brayden	Lacefield	Political Science	It Gets in Your Blood: Inside the Secret Brotherhood of Moonshining
Room 1	8:00-8:20	Lauren	Lassiter	Political Science	The Political Impact of Gaps in Civic Education in the State of Florida
Room 1	8:20-8:40	John	Lewis	Computer Science	Furiosa: Evaluating the Impact of Production Features on Film Revenue
Room 2	7:20-7:40	Tiana	Minks	Psychology	The Role of Creativity in the Education of Gifted Students
Room 2	6:20-6:40	Brandy	Nelson	Elementary Education	Moving from Classroom Teacher to School Administrator: Attributes of Influence
Room 2	8:20-8:40	Michaela	Peterson	Biology	Identification of Annexin-A2 and Annexin-A5 Interactions with Synaptic Vesicles and the Parkinson's Disease Associated Protein α -Synuclein
Room 2	7:00-7:20	Emily	Ready	Psychology	Impression of Expression: The Relationship Between Ambivalent Sexism and Perceptions of Gender-Typed Applicants
Room 2	8:00-8:20	Shealyn	Robinson	Biology	Analysis of Gene Expression Patterns of Evolutionarily Conserved Annexin Proteins
Room 1	6:20-6:40	Katelyn	Shibilski	Psychology	Giving Neuroscience a Memeing: Using Memes to Facilitate Student's Learning of Neuroscience Information
Room 1	6:00-6:20	Allen	Shorey	Psychology	Role Models with Bottles: An Analysis of Exposure to Alcohol Branding in Music Videos

2020 Fall Academic Showcase Presentations – By Room and Time

Room 1

Time	First Name	Last Name	Major	Title
6:00-6:20	Allen	Shorey	Psychology	Role Models with Bottles: An Analysis of Exposure to Alcohol Branding in Music Videos
6:20-6:40	Katelyn	Shibilski	Psychology	Giving Neuroscience a Memeing: Using Memes to Facilitate Student's Learning of Neuroscience Information
6:40-7:00	Eva	Francey	Psychology	It's a Cis World
7:00-7:20	Megan	Handley	English	Short Story Fiction
7:20-7:40	Lillee	Izadi	Biology	Exploring the Functional Properties of Arthropsin in <i>Daphnia Pulex</i>
7:40-8:00	Brayden	Lacefield	Political Science	It Gets in Your Blood: Inside the Secret Brotherhood of Moonshining
8:00-8:20	Lauren	Lassiter	Political Science	The Political Impact of Gaps in Civic Education in the State of Florida
8:20-8:40	John	Lewis	Computer Science	Furiosa: Evaluating the Impact of Production Features on Film Revenue
8:40-9:00	Ashley	Jackson	Citrus & Horticultural Science	Green Bean Growth in Microplastic Polluted Soils

Room 2

Time	First Name	Last Name	Major	Title
6:00-6:20	Daria	Gill	Elementary Education	Representation of Children with Disabilities in Young Adult Novels
6:20-6:40	Brandy	Nelson	Elementary Education	Moving from Classroom Teacher to School Administrator: Attributes of Influence
6:40-7:00	Jaydon	Gibbs	Philosophy	Applied Ethics for Emergency Medical Services
7:00-7:20	Emily	Ready	Psychology	Impression of Expression: The Relationship Between Ambivalent Sexism and Perceptions of Gender-Typed Applicants
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7:40-8:00	Sarah	Bauman	Marine Biology	Analysis of the Antibiotic Susceptibility and Culture Conditions of <i>Helicobacter ceterum</i> , a Seaborne Gastric Pathogen
8:00-8:20	Shealyn	Robinson	Biology	Analysis of Gene Expression Patterns of Evolutionarily Conserved Annexin Proteins
8:20-8:40	Michaela	Peterson	Biology	Identification of Annexin-A2 and Annexin-A5 Interactions with Synaptic Vesicles and the Parkinson's Disease Associated Protein α -Synuclein

2020 Fall Academic Showcase Presentations

Student: Bauman, Sarah

Major: Marine Biology

Faculty Mentor(s): Dr. Melanie Langford

Presentation Time: 7:40-8:00

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Analysis of the Antibiotic Susceptibility and Culture Conditions of *Helicobacter ceterum*, a Seaborne Gastric Pathogen

Abstract: The *Helicobacter* genus is a diverse group of bacteria with many species that typically cause gastrointestinal disease in a variety of mammalian hosts. *Helicobacter pylori* is a well-studied pathogen in humans, is highly prevalent in the population, and causes gastritis, gastric ulcers, and carcinomas. *Helicobacter* spp. are naturally resistant to several antibiotics, and many *H. pylori* genes that are involved in antibiotic resistance have been identified and sequenced. Clarithromycin, metronidazole, and levofloxacin are common antibiotics used to treat *H. pylori* infections. In addition to *H. pylori*, there are numerous other *Helicobacter* spp. that can infect most terrestrial mammals, including *Helicobacter felis* and *Helicobacter mustelae*. Less is known about *Helicobacter* spp. that infect marine mammals, and *Helicobacter ceterum* is the only species that infects and causes gastric pathology in species within Cetacea, an order including dolphins, whales, and porpoises. *H. ceterum* is one of *H. pylori*'s closest relatives. To date, very few publications have been released with studies of *H. ceterum* in the lab; most studies have focused exclusively on diagnosing infection and determining tissue pathology. In this study, we aimed to expand the existing knowledge on *H. ceterum*. We performed the first series of tests to determine its susceptibility to the three aforementioned antibiotics commonly used to treat *H. pylori*. These results have clinical significance, as in vitro antibiotic susceptibility is directly correlated with in vivo antibiotic susceptibility, and the results can be used by marine veterinarians to better treat these intelligent, beautiful animals.

Student: Francey, Eva

Major: Psychology

Faculty Mentor(s): Dr. Leilani Goodmon

Presentation Time: 6:40-7:00

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: It's a Cis World

Abstract: Current literature suggests that learned stereotypes may contribute to the development of certain attitudes/preferences toward gender conformity and nonconformity, where gender conformity is more praised/accepted (Boyce & Herd, 2003; Brescoll et al., 2010; Dozier, 2017; Embry 2008; Heilman, 2012; McDowell, 2015; Ritter & Yoder, 2004; Swim et al., 2019). Additionally, regarding LGBTQ+ literature, there is some research on LGBTQ+ discrimination within the workplace and transgender discrimination overall (Tabaac et al., 2018; Harrison & Michelson, 2019; Losty & O'Connor, 2018; Waite, 2020; Priola et al., 2014; Dietert & Dentice, 2009; Van Borm & Baert, 2018; Mizcock et al., 2018; Schilt & Connell, 2007). However, there is a gap regarding nonbinary research, specifically in the workplace. The proposed study addresses this gap by looking at the decision to hire and promote

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nonbinary individuals of different gendered presentations when compared to their cisgender counterparts. The study will form a 2 x 3 x 3 mixed-subjects factorial design with type of employment status (decision to hire, decision to promote) as the within-subjects factor and social media presentation/physical characteristics (stereotypically masculine, stereotypically feminine, and androgynous) and gender identity (cis female, cis male, and nonbinary) as the between-subjects factors. The dependent factor is the likelihood of being hired or promoted.

Student: Gibbs, Jaydon

Major: Philosophy

Faculty Mentor(s): Dr. H. A. Nethery

Presentation Time: 6:40-7:00

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Applied Ethics for Emergency Medical Services

Abstract: In this project, I will seek to establish an applied ethics for EMTs and Paramedics to evaluate the moral dilemmas faced in emergency medical services (EMS). To do this, I will first outline the major ethical systems and provide a framework through which each system can be evaluated. Next, I will explain the structure of EMS to the extent necessary for this project. Finally, I will demonstrate numerous scenarios, each featuring a major ethical dilemma; I will run each scenario through various ethical systems to determine which best guides correct decision making and moral reasoning. Currently, the extent of ethical guidance for emergency medical services is limited to a small section of the preparatory chapter of EMS textbooks, a brief EMT moral oath, and a few academic articles. Clearly, there is a need – in both the professional and academic spheres – for an analysis of moral reasoning in prehospital emergency medicine; this project is intended to fulfill that need.

Student: Gill, Daria

Major: Elementary Education

Faculty Mentor(s): Dr. Rebecca Powell

Presentation Time: 6:00-6:20

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Representation of Children with Disabilities in Young Adult Novels

Abstract: Over the past few decades, educators have researched the importance of representation in educational materials and settings. This research overwhelmingly suggests that representation of diverse groups is beneficial in schools, as it helps students feel accepted and seen. Additionally, through representative academic materials, students can become educated on groups of people that they otherwise would not learn about. Though this research exists, there is still an extreme lack of representation in, and research on, children's literature that includes characters with disabilities. This thesis analyzes how children with disabilities are represented in five young adult novels: Wonder, El Deafo, Rules, Fish in a Tree, and Out of My Mind. I explore the way the different disabilities are represented, the impact of the disabilities on the characters, the power the character with a disability

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exhibits, and how the authors impacted the books. Ultimately, the results will be used to explore how literature featuring characters with disabilities can be used in classrooms in a beneficial way.

Student: Handley, Megan

Major: English

Faculty Mentor(s): Dr. Louis Di Leo

Presentation Time: 7:00-7:20

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Short Story Fiction

Abstract: For this project, I will be composing a collection of short stories potentially bound by theme, character(s), or location. Through this collection, I hope to build a foundation upon which to build future efforts. In the spring, I'll be composing and editing approximately seven to twelve short stories, which will likely continue to be refined well into the fall. During my second semester, I will also be doing an academic exploration and introduction into prose, more specifically about the short story form in order to explain my approach to it. I will be establishing the literary context and situating it in the larger scale of the field. I'll also be exploring publishing and collating in order to gain experience and insight into that process. Some of my inspirations and how they inform my style will also be discussed (Kurt Vonnegut, Ray Bradbury, Eowyn Ivey, etc.) along with potential obstacles and outcomes.

Student: Izadi, Lillie

Major: Biology

Faculty Mentor(s): Dr. Christopher Brandon

Presentation Time: 7:20-7:40

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Exploring the Functional Properties of Arthropsin in *Daphnia Pulex*

Abstract: Within recent years, a novel opsin protein, termed arthropsin, has been identified in a few species of arthropods and crustaceans, including the planktonic crustacean *Daphnia*. The specific function of this arthropsin protein has still yet to be determined. For this reason, this project aims to observe the expression patterns of the novel arthropsin proteins in the body, eyes, and brain of *D. pulex* subjects to better determine its functional properties based on its localization. In order to detect these expression levels, real-time quantitative PCR will be utilized on extracted and homogenized tissue samples from the nervous system and body of *D.pulex* subjects. Based on preceding research, it is believed that unlike many other opsins whose function lies in visual photoreception, arthropsin likely has a role in nonvisual function. This includes processes such as olfactory or circadian rhythm. For this reason, it is anticipated that arthropsin will be expressed in higher levels in the brain tissue samples, rather than the eye or body tissue samples.

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Student: Jackson, Ashley

Major: Citrus & Horticultural Science

Faculty Mentor(s): Dr. Malcolm Manners

Presentation Time: 8:40-9:00

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Green Bean Growth in Microplastic Polluted Soils

Abstract: This project explores the impact of microplastics, an increasingly common type of pollutant, on plants when they are present in soils. Microplastics are commonly discussed in regards to marine studies, due to their widespread occurrence within the oceans. However, this pollutant has also been detected in an array of terrestrial ecosystems. This is largely in part due to the extensive presence of single-use plastics, which tend to end up in landfills. In addition to this, there are a multitude of introductory sources of microplastics into soil, ranging from household activities to agricultural practices. This project aims to analyze how this pollutant affects plants when present in the soil and the extent of their implications utilizing a commonly known fast-growing edible plant, green beans. In recent years, studies have emerged that explore the effect of this pollutant within soil ecosystems. The scope of variables analyzed is quite wide, and includes changes to abiotic soil characteristics, as well as how they interact with the organisms present. Overall current research fails to use plants that highlight how this pollutant can impact everyone. Ultimately this project, through analysis of plants grown in microplastic polluted soils, provides new information on the neglected topic of microplastic pollution within terrestrial ecosystems.

Student: Lacefield, Brayden

Major: Political Science

Faculty Mentor(s): Dr. Anna Caney

Presentation Time: 7:40-8:00

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: It Gets in Your Blood: Inside the Secret Brotherhood of Moonshining

Abstract: Deep in the mountains of Appalachia, a secret brotherhood of moonshining has existed for over a century. Striving to make ends meet for their families, these Americans found themselves living outside the law to handcraft untaxed, unaged alcohol traditionally distilled from corn and grain in copper pot stills to be sold by moonlight to keep away from law enforcement's prying eyes. A century has passed since the nationwide prohibition on alcohol was enacted in 1920 and the exoticism of moonshine has grown stronger with the rise of legal craft distilleries throughout the region. Seeking to understand the history and evolution of moonshining from a backwoods trade to a multimillion-dollar industry, It Gets in Your Blood goes outside of typical scholarly research to dissect moonshining from those who have made their living in the trade. With interviews from legends of the moonshining world as well as court transcripts- this project aims to document this piece of American heritage by distilling these oral history interviews into a pure history of moonshining in Appalachia from 1920-2020.

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Student: Lassiter, Lauren

Major: Political Science

Faculty Mentor(s): Dr. Anna Caney

Presentation Time: 8:00-8:20

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: The Political Impact of Gaps in Civic Education in the State of Florida

Abstract: Civics has been an instrumental part of education in the United States from the creation of public schools. Civic education at multiple grade levels is intended to make students informed and thoughtful, encourage community participation, increase political action, and establish moral and civic values. However, the civic standards in Florida have caused major gaps in knowledge about different racial groups. Therefore, I will look at how the gaps have been formed over time and determine how civic knowledge among different groups reflects through civic participation. My conclusions are drawn from scores on civic tests as well as voting data on a county level. I will also examine the types of candidates that groups with different levels of civic knowledge vote for to represent them. My goal is to construct a historical examination of the development of civic education in Florida and how it has ultimately failed or favored certain groups based on race.

Student: Lewis, John

Major: Computer Science

Faculty Mentor(s): Dr. Matthew Eicholtz

Presentation Time: 8:20-8:40

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Furiosa: Evaluating the Impact of Production Features on Film Revenue

Abstract: For a film, marketing and distribution makes up approximately 35% of its total budget. The platform where that content is distributed has found a greater response from video-sharing platforms, the most notable of which is YouTube. This paper addresses how the features present in a YouTube movie trailer's data – like view-, comment-, like- and dislike-count – affect the generated revenue for a film, additionally exploring how these features expand on the effect of other features of production. The data used to evaluate these features is generated based on data from films released in the 2010s in The Movie Database (TMDB) and video trailer statistics from the YouTube Data API. Specifically, I will use this array of features to train machine learning models to evaluate which features are significant and which models are most successful to reveal connections between these features and revenue. I argue that this work will help producers identify if reallocation of portions of the budget may be needed to improve predicted revenue, such as less money spent to produce a film trailer when notable Hollywood names fill the director and lead acting roles. In conclusion, this project closely examines the impact of the statistics of a film trailer from a video-sharing platform like YouTube and other production features to help producers better understand the impact of their investments.

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Student: Minks, Tiana

Major: Psychology

Faculty Mentor(s): Dr. Melanie Fowler

Presentation Time: 7:20-7:40

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: The Role of Creativity in the Education of Gifted Students

Abstract: Gifted students can be characterized by having above-average skill, creativity, and task commitment. These students' giftedness influences them cognitively, socially, and emotionally, and while their giftedness often underlies high ability, it can also elicit struggles and difficulties in the classroom. While some gifted individuals find more academic success than others, all have needs that are specific to their giftedness (e.g., the need for aid in managing perfectionism, anxiety, stress, etc.). It is possible that incorporating creativity-stimulating activities and strategies into the education of gifted students might help meet those needs. In this study, several educators of gifted students were interviewed about their experiences with, and insight on, teaching gifted students and what role creativity might play within the classroom setting. The educators were interviewed virtually, and their responses were recorded and coded according to common themes, using an inductive content analysis.

Student: Nelson, Brandy

Major: Elementary Education

Faculty Mentor(s): Dr. Lori Rakes

Presentation Time: 6:20-6:40

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Moving from Classroom Teacher to School Administrator: Attributes of Influence

Abstract: The purpose of this study is to identify key qualities and characteristics that may influence transition from classroom teacher to school administrator. The study aims to determine a possible correlation between age the transition from teacher to administrator occurred, the number of years spent as a classroom teacher, and the gender of the administrator with the ease of transition they experienced and provide information about the transition from teacher to school administrator from a current school administrator's perspective. This sequential mixed-methods study surveys and interviews select participants. The surveys are used to examine the ages, gender, years of experience, the age the school administrator transitioned from teacher to administrator and the participants' perceived ease of transition. The qualitative interviews sought information regarding the experienced transition to seek themes that can be connected back to ages, gender, years of teaching experience, the age the school administrator transitioned from teacher to administrator and the participants' perceived ease of transition. While different aspects of the transition and experiences after the transition from classroom teacher to school administrator have been studied previously, there is little research that covers how different characteristics may influence the actual transition from classroom teacher to school administrator.

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Student: Peterson, Michaela

Major: Biology

Faculty Mentor(s): Dr. Susan Banks

Presentation Time: 8:20-8:40

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Identification of Annexin-A2 and Annexin-A5 Interactions with Synaptic Vesicles and the Parkinson's Disease Associated Protein α -Synuclein

Abstract: Parkinson's Disease (PD) is a neurodegenerative disorder characterized by a loss of motor control neurons. Normally, neurons communicate with one another via neurotransmitters released at the synapse. In PD patients, trafficking of these neurotransmitter-containing synaptic vesicles is disrupted due to mutations in or overexpression of the protein α -synuclein. Due to the lack of understanding of the targets of α -synuclein, the development of PD treatments has not progressed. One way excess α -synuclein may be altering the exo- and endocytic processes is by inhibiting the function of other synaptic vesicle trafficking regulatory proteins such as members of the Annexin family. The Annexin family is evolutionarily conserved, and can be examined more closely using sea lamprey as a model organism. Binding interactions have been observed between aggregated α -synuclein and specific Annexin family members, Annexin-A2 and Annexin-A5, indicating that these proteins may also have a role in the progression of PD. The expression patterns of the Annexins and α -synuclein genes were analyzed in a mammalian brain. Annexin expression was also examined using immunofluorescence in the sea lamprey nervous system. An increase in the understanding of the expression of the Annexins and α -synuclein combined with their binding interactions may lead to the development of future treatments and an improved ability to diagnose patients with PD.

Student: Ready, Emily

Major: Psychology

Faculty Mentor(s): Dr. Deah Quinlivan

Presentation Time: 7:00-7:20

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Impression of Expression: The Relationship Between Ambivalent Sexism and Perceptions of Gender-Typed Applicants

Abstract: The purpose of the current study is to determine a relationship between ambivalent sexism and perceptions of applicants as a function of the applicant's level of masculinity and femininity. Although there has been a progressive shift toward equal opportunity within the workplace, there is still a bias that surrounds applicants' gender and their hireability for certain positions. Furthermore, this discrimination can extend to the gendered job type (e.g., managerial positions are considered masculine) and the incongruity between an applicant's sex and their gender expression (i.e., masculinity, femininity). Researchers have also identified types of biases that exist that can predict this kind of gender discrimination and lack of equal opportunity in employment (e.g., "Beauty is Beastly" effect, ambivalent sexism). In the current study, participants were given hireability questionnaires for one of four applicants (feminine male, masculine male, feminine female, masculine female) for a managerial

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position. Scores on this survey were analyzed based on the participants' level of sexism (hostile and benevolent). Workplaces can utilize these results to promote the usage of screenings for hiring boards and/or supervisor positions to decrease the prevalent gender bias in hiring and ensure equal opportunity for the workplace.

Student: Robinson, Shealyn

Major: Biology

Faculty Mentor(s): Dr. Susan Banks

Presentation Time: 8:00-8:20

Presentation Type: Thesis

Room: Room 2

Link: [Click to Join](#)

Title: Analysis of Gene Expression Patterns of Evolutionarily Conserved Annexin Proteins

Abstract: Parkinson's Disease (PD) studies suggest that the onset may be attributed to synaptic dysfunction. Specifically, the mechanisms required for release of neurotransmitters from synaptic vesicles via exocytosis, and internalization of the plasma membrane through endocytosis may be affected. Regulation of these processes is not well understood, though preliminary data suggests that a protein family called Annexin Proteins may be involved. The Annexin family of proteins are calcium-dependent membrane binding proteins that have been linked to aggregation around synaptic vesicles. Aggregation may lead to the inefficiency of endocytosis and exocytosis, leading to disruption in neural communication and neurodegeneration. Annexins have been shown to be highly conserved which allows us to observe these proteins in evolutionarily diverged model organisms for PD, such as the sea lamprey. The expression patterns of Annexin transcripts and proteins were studied and compared between humans and lampreys. Annexin gene expression patterns were also studied to determine relationships within the family and with other proteins that may be similarly regulated. These findings may offer insight into how these protein-protein interactions, and synaptic dysfunction affect the onset of neurodegeneration leading to PD.

Student: Shibilski, Katelyn

Major: Psychology

Faculty Mentor(s): Dr. Patrick Smith

Presentation Time: 6:20-6:40

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Giving Neuroscience a Memeing: Using Memes to Facilitate Student's Learning of Neuroscience Information

Abstract: Due to the popularity of memes within various social commentary media (e.g., Bini & Robutti, 2019; Prochazka, 2014) researchers have examined the effectiveness of using memes in education. Memes have been shown to improve understanding for an array of topics, including mathematics (Bini et al., 2020), anatomy, and physiology of the body (Purnama, 2017). Riser and colleagues (2020) further characterized meme effectiveness in education by demonstrating how students who create their own memes even further their understanding of empirically driven, scientific resources,

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due to a facilitated creativity and sense of purpose. The current study will explore whether exposure to creating memes (versus being provided memes) better supplement the short- and long-term memory retention of neuroscience content that was previously presented. Memes will also vary in their direct relevance to the neuroscience content. In order to measure memory retention as a function of time, participants will also take a pre-test (prior to meme exposure), a short-term post-test (immediately after meme exposure), and long-term post-test (two weeks after meme exposure) of the content. Researchers hypothesize that students who create their own memes will score better on both post-tests, especially on questions that directly linked the neuroscience content to the memes.

Student: Shorey, Allen

Major: Psychology

Faculty Mentor(s): Dr. Patrick Smith

Presentation Time: 6:00-6:20

Presentation Type: Proposal

Room: Room 1

Link: [Click to Join](#)

Title: Role Models with Bottles: An Analysis of Exposure to Alcohol Branding in Music Videos

Abstract: Music videos have been used to popularize different musical styles towards the proclivities for continual young generations. However, use of provocative content (e.g., substance abuse) seems to be increasing with each generation (Durant et al., 1997). Previous research has explored various social factors that affect various perceptions of music videos, including alcohol and substance abuse (e.g., Cranwell et al., 2017). The purpose of such research was to analyze perceptions of music videos when alcohol or illicit substances were consumed, but two major limitations are present in the form of specific genres that may differentially glorify alcohol/substance abuse and how such perceptions generalize to American culture. The current study explores how variations of music video genres influence the perceptions of alcohol consumption within the aforementioned variables in common American music video outlets. The design is a 3x3 factorial analysis of variance (ANOVA), with variations of music video genre (Pop, R&B, Classical) and level of alcohol consumption (High-Alcohol, Moderate-Alcohol, No-Alcohol). It is hypothesized that the level of alcohol content perceived by viewers in each genre will defer significantly as a function of the music genre.

Notes:

