Faculty Mentor & Librarian: Leading Original Research Toward Student Presentation

Derek Malone

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Faculty mentor & librarian: Leading original research toward student presentation

Derek Malone
University Librarian
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University of North Alabama

- Undergraduate Enrollment - 6,758
- Undergraduate majors in Library & Information Science - 0
University of North Alabama

- Undergraduate Research - Current QEP
- Scholars Week
- Research and presentation opportunities
- Each research student has a research mentor
- Through 2016 none of the research mentors were librarians
Scholars Week

- 3MT (Undergrad & grad)
- Presentations
- Poster presentations
- Other presentation opportunities
SCHOLARS WEEK 2019

The Center for Student Research is presenting Scholars Week, April 22-26, 2019. This week will be dedicated to the representation of all forms of research and creative activity. We will host exhibitions, displays, performances, poster presentations, oral presentations, and departmental symposiums. All students from the arts to the sciences are encouraged to participate.

Browse the contents of Scholars Week 2019:
2019
Browse the contents of:

- Posters
- Performing Arts
- Oral Presentations
Schedule

2019

Monday, April 22nd

10:00 AM

**Assessing Tick Species Occurrence on Common Rodent Reservoir Species**

_Aurora Green, University of North Alabama_

Collier Library
10:00 AM - 11:00 AM

[Visit Site]

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**Assessing Visitor Rates in Washington State National Parks**

_Matthew Wood_

Collier Library
10:00 AM - 11:00 AM

[Visit Site]

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**Assessing Wildlife in Northern California**

_Susan Brown_

Collier Library
10:00 AM - 11:00 AM

[Visit Site]
Scholars Week Trajectory

● Student has a research mentor
● Mentor/student work through research ideas and design
● IRB training
● IRB submission
● Research is presented at Scholars Week
● Research is possibly presented elsewhere (ex. regional association conference)
Background on student recruitment

- Liaison program
- Undergraduate/graduate education & background
- Student clubs/organizations
Background on student recruitment

- Library/research instruction classes
- Research consultations
- Again, if you’re able, use your liaison connections
Helpful Tools

qualtrics® XM
Projects and Presentations

Year 1:

- Pitched the idea to Psychology Club
- Four students
- All seniors
- Two proposals cleared IRB
- Two projects completed
- One project presented at Scholars Week (as a poster & presentation)
Projects and Presentations

Year 1 Brainstorming:

- Weekly brainstorming meetings held
- Two project ideas stood out
- Both had a social media base
- Students paired based on interest in the projects
- Project 1 - Race and social media posting
- Project 2 - Misinformation awareness in social media
Projects and Presentations

Do they care? An investigation into attitudes toward misinformation awareness on Facebook in 18-19 year-old college students.
Joshua Brookover & Tia Crowder - Psychology
Faculty Mentor: Mr. Derek Malone, Collier Library
University of North Alabama

Dunning-Kruger Effect

“people who are unskilled in these domains (social and intellectual) suffer a dual burden: Not only do these people reach erroneous conclusions and make unfortunate choices, but their incompetence robs them of the metacognitive ability to realize it.”
(Kruger & Dunning, 1999, p.1121)

![Dunning-Kruger Effect](image)

Those with more than 0 experience, but far less than expert experience are very unaware of their abilities. This is especially common in routine/everyday tasks.

Facebook Statistics

Adult Americans between the ages of 18-29 have a 88% usage adoption rate for Facebook. (Gottfried & Shearer, 2016)

Additionally, two-thirds of Facebook users indicate that they get their news from the social media outlet.

In 2016 a literature review was conducted that measured information literacy and the Dunning-Kruger Effect, the research concluded that people were overconfident when reporting information literacy skills. (Mahmood, 2016, p.205)

What if poor information practices were exposed? Would they care?

Multiples were asked a series of intriguing facts:
1. 40% of all Facebook users never had their email address, only around 10% clicking to remove from Facebook. (Goldfarb & Shearer, 2015)
2. News from Facebook was even more uncoordinated and least unique than rumors.
3. 30% of Americans who believe that the least unique news is the least accurate.
4. Facebook was even more uncoordinated and least unique than to remove bias from the news. (Dooden, et al, 2015)
5. Research says that we condense our abilities to perform well in terms. (Eger & Dunning)

Questions asked before the data, questions asked after the data:

Question 1 (before): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?
Question 2 (after): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?

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Question 3 (before): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?
Question 4 (after): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?

Question 5 (before): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?
Question 6 (after): On a scale of 1-10 (10 = excellent), how good are you at evaluating information that you see on Facebook?

We conclude that there is a significant correlation in caring about information received and more knowledge about poor information practices.
Projects and Presentations

Year 1 Reflection:

- Too many seniors
- It’s difficult to work with students that have already graduated - other motivations
- You don’t have to meet as often as it might seem
Projects and Presentations

Year 2:

- Again, pitched the idea to Psychology Club
- Three students
- Two seniors, one freshman
- Two research projects
- Both projects presented in various formats at Scholars Week
- Both projects presented at the ALLA Annual Conference
Projects and Presentations

Year 2 Brainstorming:

- Two projects selected
- First 3MT participant
- Otherwise, poster presentations (Scholars Week changed a little to discourage double-presentations on single topics)
- Project 1 - Social media posting format and credibility
- Project 2 - Misinformation exposure and continued believability
Projects and Presentations

Let's Go Live: Does presentation format influence perceived authority regarding social media posts?

Caitlin Crawford, Kristina McMahan, Falon Yates
Faculty Mentor: Derek Malone
University of North Alabama

Claim: McDonalds food never rots
Presentation format: meme/video

Perception of Authority - Believability
Meme
Video

Claim: Medicinal benefits of onions in socks
Presentation format: meme/video

Perception of Authority - Believability
Meme
Video

Claim: Avril Lavigne is missing and using a body double for appearances
Presentation format: text(tweet)/meme

Perception of Authority - Believability
Text
Meme

Claim: Kraft cheese doesn’t melt
Presentation format: meme/video

Perception of Authority - Believability
Meme
Video

Claim: Aquafina doesn’t freeze
Presentation format: video

Claim: Pets are harmful during flu season
Presentation format: tweet

Legend
Blue - unbelievable
Orange - highly unbelievable
Gray - slightly believable
Yellow - believable

In summary:
All of the stories were entirely false, or extremely exaggerated.

Descriptives:
Number of Participants (N)=152
Average age=19.39
Average Gender= mostly female

Significant values found:
- McDonald's meme vs. McDonald's video
- Onion meme vs. Onion video
- Avril Lavigne meme vs. Avril Lavigne text

No significant value found:
- Kraft video to the Kraft meme

Male - majority of media formats did not show a significant effect on the believability of the topic given
Female - the ANCOVA showed that the majority of media formats did prove a significant effect on the believability of the topic given
Projects and Presentations

What you’re reading is wrong! A look into exposed authority and its influence on information perception for college students.

Caitlin Crawford, Kristina McMahan, Falon Yates
Faculty Mentor: Derek Malone
University of North Alabama

Story: Jennifer Aniston is exploring the idea of creating a celebrity President Trump supporter organization.

Story: Nancy Pelosi scolded a fellow congresswoman for clapping during the 2018 State of the Union Address.

Story: Justin Timberlake speaks out against vaccine schedules, considers them un-American.

Story: Costco toilet paper is non-biodegradable.

Story: Crayola Bathtub Finger Paint Soap is burning the hands of children.

Story: An ostrich was stolen from the Philadelphia Zoo by a football fan, post Super Bowl.

Questions:
- Pre-exposed authority - How would you rate the credibility of this story as presented?
- Post-exposed authority - Based on this information, how would you rate the credibility of the story as presented?
Projects and Presentations

Year 2 Reflection:

- Having less students was actually more manageable
- Having a non-senior aids in future recruitment and longevity
- Presenting at a conference was a great experience for the students
Projects and Presentations

Year 3:

- Three students
- First returning student
- Zero recruitment externally
- Internal recruitment for the first time
- Two projects
- Projects presented multiple ways
- First non-Psychology student
Projects and Presentations

Year 3 Brainstorming:

- Non-Psychology student
- Interest in continuing previous projects
- Interest in incorporating a Criminal Justice component
- Student intern
- Project 1 - Fact-checking websites
- Project 2 - Crime rate perception
Defense of Misinformation: Do fact-checking websites play a role in debunking misinformation?

Research Students: Kali Dunn, Shelby Hughes, & Caitlin Crawford

Faculty Mentor: Derek Malone & Student Intern: Josephine Harrington

Based on this video, how do you rate the credibility and factuality of the claim that Democrats have requested a steel barrier?

Based on this information, how do you rate the credibility and factuality of the statement that bananas are filled with chemicals?

Based on this information, how do you rate the credibility and factuality of the claim that cayenne pepper can help heal cuts and stop bleeding?

Based on this information, how do you rate the credibility of the meme concerning immigration laws?

Based on this information, how do you rate the credibility and factuality of the claim that some lionesses are actually able to grow a mane?

Based on this information, how do you rate the credibility and factuality of the statement that candy canes were banned because the "J" stood for Jesus?
Projects and Presentations

Crime Rate Perception: An investigation into social media influence on crime rate perception and misconception

Research Students: Kali Dunn, Caitlin Crawford & Shelbey Hughes

Faculty Mentor: Derek Malone & Student Intern: Josephine Harrington

This research explored the perceptions of how crime rates have changed compared to the current perception of past generations, whether social media has influenced those perceptions, and if those perceptions remain even when presented with current and historical data on crime rates.

We asked participants to rate their perceptions of crime rates from their grandparents and parents generations to now ranging from "decreased" "slightly decreased" "slightly increased" or "increased"

Then, we asked them to rate their perceptions of violent crime rates from their grandparents and parents generations to now.

They were then asked if they felt "more at risk" "slightly more at risk" "slightly safer" or "safer" in regards to being a victim of a crime today.

Participants were then asked if they felt "more at risk" "slightly more at risk" "slightly safer" or "safer" in regards to being a victim of a crime today.

Participants were then shown a graphic of crime rates from 1960s-present.

They were then asked again, with the information they had been shown, if they believed crime rates had increased or decreased, and if they believed crime rates would increase or decrease in the future.
Projects and Presentations

Year 3 Reflections:

- Major variety was good
- Carrying over students was helpful, and helped with recruiting
- The timeline seems manageable and I know what to expect
Projects and Presentations

Year 4:

- Current year
- Three students
- Two students from last year
- One new student
- For the first time, completely separate projects
- CIS (new major)
- New literacy group recruitment
Projects and Presentations

Yeah 4 Brainstorming:

● Again, two separate projects
● Limited student “response”
● Use of supplemental technology
● Deep investigation into information avoidance
Lessons Learned

- It’s a lot of work!
Lessons Learned

- It’s very rewarding to the student and faculty
Lessons Learned

Don’t expect perfection
Interesting Observations

- I’ve yet to have a student that followed this mentorship with a career in libraries or information science
- The work has been used for a few graduate school applications
- Other librarians are now interested in pursuing research mentorships
- Under my mentorship, we have never presented works in progress
- Students going to grad school want to further the research
- Understanding of information-focused research
- Others
Interesting Observations

- Scholars Week 2020 takes place entirely in Collier Library
Questions?

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