CALIFORNIA STATE UNIVERSITY
CHANNEL ISLANDS

http://www.csuci.edu/ira/index.htm

Application
Instructionally Related Activities Funds Request
2010-2011 Academic Year
DEADLINE: Fall and Academic Year 3/31/10
Spring TBD

Applications must first be sent to the appropriate program chair. Chairs will the recommend and route them to the Dean's Office for review and authorization. The Dean's Office will then forward them to the IRA Committee for consideration.

Activity Title: Student presentations of original research at the Western Psychological Association Convention
Project Sponsor/Staff (Name/Phone): **Beatrice M. de Oca/ X8992**
Activity/Event Date(s): **April 28-May 1, 2011**
Date Funding Needed By: **March 1** (pre-registration ends on Mar 15, 2011 at which time fees increase by $15)/
**Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2010 and for Spring Requests early January 2011.

Please check if any of the following apply to your IRA:

Equipment Purchase	**X** Field Trip
Event	Participant data collection for public
IT Requirements	dissemination, i.e. interviews/surveys that
International Travel	result is a journal/poster session/newsletter
Space/OPC Requirements	Risk Management Consultation
Infrastructure/Remodel	Late Submission
Other _____	

Previously Funded: **X** YES   NO   Yes, Request # ___343_____

Does your proposal require IRB (Institutional Review Board) approval: **X** Yes   No
Study # I05119 Approval: Psychology of Attention
Assessment submitted for previously Funded Activity: xYES   NO

Academic Program or Center Name and Budget Code: **Psychology**

Date of Submission: September 29, 2010

Amount Requested:
(Should match item 2. E. on page 4)

Estimated Number of Students Participating: **7**

Brief Activity Description

Funding is requested for seven students to present their research at the Western Psychological Association (WPA) annual convention. WPA is a regional organization affiliated with the national American Psychological Association.

Students from Psy 497 (Directed Study) and Psy 494 (Independent Study) will present the results of their research in a poster session or paper presentation at the conference. The students will have developed and experiment studying the influence of emotional stimuli on visual attention, collected data on several participants and then helped analyze the data. For the conference presentation, they will prepare the text and figures for their presentation, under my supervision. I expect to supervise a total of three student presentations at the conference.

The research involves a test of competing theories of the role of emotion on visual attention. Much research demonstrates a preference for threatening stimuli to capture attention. Other researchers have proposed that any stimulus that is motivationally relevant or important for a person (food, sex, etc.) will preferentially capture and hold attention. This study uses various pictures of objects or scenes that are either threatening or motivationally relevant (but not threatening) and compares their ability to capture attention with neutral, unimportant objects or scenes. We will measure the participants conscious perception of the object with a visual search procedure in one experiment and a rapid serial visual presentation procedure in another experiment. The study also measures participants' subjective evaluation of the how threatening, relevant and arousing the picture is.

This project directly relates to the following educational objectives of the psychology major:

> Theory and Content of Psychology
> *Students will write an experiment report that includes the theoretical rationale for the study, their hypotheses, results and conclusions. This will rely heavily on their understanding of theories of attention and relevant findings about attention as well as information on research design from their research design and statistics courses (Psy 300 and Psy 301).*
> Methodology
> *Students will design the study with relevant control procedures. They will also be involved in data analysis and interpretation.*
> Information Competence, Technology, and Computers
> *Students will use computers to create and edit the pictures of the different categories of items used to test visual attention (threatening, important and neutral items). They will use stimulus presentation software (Superlab) to present the pictures and measure reaction time. They will subsequently use SPSS for data analysis and PowerPoint and Word for their presentation.*

<u>Critical Thinking, Logic, and Problem-Solving</u>
Students will use and respect skeptical inquiry, critical thinking, and the scientific approach to understanding behavior in their development and interpretation of the study.
<u>Communication Skills</u>
Students will express themselves effectively in written and oral communication during the development of the study, during data collection and especially in their conference presentation.
<u>Personal Development</u>
Students collaborate closely together and need to reach consensus on numerous decisions as they develop the project. The group itself is multicultural, but they will also learn to conduct themselves professionally as they interact with the study participants. The conference presentation itself provides for extensive professional development as students observe other presentations and make their own presentation and field questions from experts in the research area.

Relation to IRA to Course Offerings

Psy 497 (Directed Study) and Psy 494 (Independent Study)

Activity Assessment.

Students will prepare posters or presentations that they will then present at the convention. Posters will also be included in the annual Psychology Program Research Conference held each May. At the CSUCI Psychology program conference, faculty shall assess the posters using a rubric. In addition, I will ask students to complete a self-assessment activity that encourages them to describe what they learned about the discipline, the process and themselves throughout the project after their presentation at the APS convention.

Activity Budget.

Field Trip

- Travel: The convention is being held in downtown Los Angeles this year so only mileage (52 miles one way @ 58.5 cents/mile = $30) or train fare ($27 round trip) will be needed, per student. $210 for 7 students.
- Membership ($30) and Conference Registration ($35) = $65/student. $455 for 7 students.
- Meals: Funding for breakfast and dinner is requested while students attend the conference for one day ($40/student = $280). Students will pay for their lunch ($15/student = $105.00). $385 for 7 students.
- Total amount budgeted = $1050.00
- Total amount requested = $945.00

Signatures and Dates

_____   9-29-10
Project Sponsor   Date

_____   9-30-10
Program Chair/Director   Date

_____   OCT 0 4 2010
Dean of the Faculty   Date

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ACTIVITY BUDGET FOR **2010-2011**

1. Operating Expense Budget

    A. Supplies   _____

    B. Vendor Printing   _____

    C. In-State Travel   _____$1050.00_____

    D. Out-of-State Travel   _____

    E. Equipment Rental   _____

    F. Equipment Purchase   _____

    G. Contracts/Independent Contractors_____

    H. Honorarium   _____

    I. OPC Chargeback   _____

    J. Copier Chargeback   _____

    K. Other (Please Specify)   _____

    TOTAL Expenses   _____$1050.00_____

2. Revenue
  A. Course Fees
  B. Ticket Sales
  C. Out of Pocket Student Fees
     (exclusive of course fees) _____ $105.00 _____
  D. Additional Sources of
     funding
     (Please specify
     And indicate source)

     Total Revenue _____ $105.00 _____

  E. **Total Requested from IRA** _____ $945.00 _____