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Mr. Speice

Independent Study and Mentorship 3B

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### Final Product Proposal

#### **Introduction and Statement of Purpose:**

Over the past year in ISM, I have been researching and studying psychological research. Recently, I have narrowed my focus to social and personality psychology. I have always been fascinated by personality tests and looking at the differences present between individuals. Even from a young age, I was curious about why these differences occurred and what caused people to develop differently. For my original work, I decided to act on this fascination and I conducted a personality study of students at Reedy High School. Through the use of a survey, I measured and recorded the personalities and average grade letters (as shown on report cards) with the Big Five personality assessment. The purpose of that study was to determine if a correlation is present between personality and academic performance. The results showed that a correlation does exist.

For my final product, I plan to expand and continue the study I conducted for my original work. Instead of just looking for a correlation between personality and grade letter, I would like to see if there are correlations between personality and other factors. These factors include, but are not limited to: gender, amount of AP classes, amount of sleep, extracurriculars, and personal preferences in beverage and/or food types. In order to increase the accuracy of the results, I am increasing my sample size to include all Frisco ISD high school students. To ensure a representative sample, I plan to use social media and networking to make sure the survey is

widespread across the district. However, due to the fact that most of the students I know attend Reedy High School, it will be near impossible to have an even number of students per high school. As a result, the responses from schools with less representation in the survey will be weighted more heavily than schools with a large quantity of responses. If it is not possible to achieve a representative sample based on the high school the students attend, the data regarding school will be thrown out and not considered in the analysis and publication portion of this process. After a close and detailed analysis of the accurate results, I plan to write an article and attempt publication in a scientific journal or magazine. By completing this survey and achieving publication, I hope to add to the world knowledge and research of personality and social psychology. I would also like to find a public conference or event that will allow me to present my findings from my research to a public audience. This will allow me to share all that I have learned and educate peers and the public about correlations found between traits and adolescent personality.

**Review of Skills and Research:**

In order to be as successful as possible, I will need to complete extensive research regarding personality, the multiple personality theories, cognition, and learning. By doing so, I will be able to draw better and more accurate conclusions and apply my knowledge when discussing the possible implications of the results. I will also need to continue research on surveys and sample size I can reduce the bias as much as possible. This survey will be open to a wider range of people. In order to make sure that I am reaching as many people as possible, I would like to learn more about social media management and marketing. I may also want to

interview with someone involved in surveys and social media marketing. I will also be researching possible publication opportunities and requirements to ensure a high likelihood of publication.

In order to work with and poll real students, I will need to complete a training course from the National Institute of Health called Protecting Human Research Participants. By doing so, I can learn more about how to reduce any possible risks present in my study in order to ensure the most ethical data collection as possible. It will also teach me more about the history of human research and subsequent regulations created to ensure ethical and proper experiments and studies involving human participants.

This survey will require that I pull from old data from the survey used in my original work. The results from that survey will help me to organize and make predictions about my new data, and will aid me in drawing my conclusions. I will need to draw from previous research I conducted during the original work process about personality, cognition, and survey etiquette. By conducting a survey on a larger scale, I will learn more about the survey and publication process that I will inevitably need to complete should I pursue psychological research as a career. I will also learn more about how the mind works and how individual differences are influenced by personality.

**Methodology:**

The first step in completing this project is to decide which factors I will be polling for. Once I determine these traits, I will be able to create through Google Forms and start sending out the survey through my current social media platforms. With media platforms such as Twitter,

individuals can easily like or retweet the survey to ensure that as many people as possible complete the survey, leading to a better representative sample of students. While the survey is available for completion, I plan to research all aspects of this project, including personality, learning, cognition, survey etiquette and sample size, and social media marketing. By researching and accepting results simultaneously, I will be able to learn as much as possible within the semester.

After I complete the research portion of the project, I plan to continue data collection. Using the methods I learned about when researching social media marketing, I plan to continue advertising my survey in order to reach the largest audience possible. After receiving a satisfactory amount of responses (at least 100, preferably more), I plan to stop accepting responses on the survey. I will then use Google Sheets to organize the data and identify possible trends. From there, I plan to analyze the data and begin thinking about the possible reasons behind each trend. While looking at the data, my mentor and I will need to use programs such as Microsoft Excel in order to help us score the Big Five personality test and organize the data. Throughout the process, I will be researching possible sites for publication and presenting.

The next step in this process will be writing the survey analysis. I will need to be very specific and clear about the process and results. My discussion portion will need to be in-depth as well in order to explain the possible reasons for trends and limitations in the data. Based on the responses I receive from the survey, not all factors will be used in the survey analysis and conclusion. After I finish writing, I plan to revise and edit this survey analysis with the help of my mentor in order to ensure the best possible quality and increase the chances of publication.

The final goal of my final product is to achieve publication. Throughout the process, I am going to be looking for several possible journals or sites that I can submit my work to. I am going to be checking the requirements of each location in order to increase the odds of the survey analysis becoming published. Once I am satisfied with the article, I will submit for publication. Another goal I am aiming for is a public presentation of my research, possibly at a conference of sorts. Should I find a conference or event to speak at, I will need to prepare and practice my presentation before I speak.

**Materials:**

For this project, I am going to need Google Forms, Google Sheets, and the Big Five personality assessment, the specific form of which was provided to me by Professor Meyer. For research, I am going to use the Mackinvia Database, articles from the American Psychological Association (APA), and books that can be found in a library regarding personality. I will need the NIH Protecting Human Research Participants course in order to learn about ethical data collection. In order to market my survey, I am going to be using a variety of social media platforms including: Twitter, Instagram, Snapchat, Facebook, and LinkedIn. Of course, I will need FISD high school students to voluntarily complete the survey. When scoring the personality test, I will utilize Microsoft Excel.

**Conclusions:**

Over the course of this process, I predict that I will learn a lot about not only the results and trends that will be identified, but also the process of publication. Should I decide to pursue

psychological research as a career, I will need to be very familiar with this process, as the goal of a professor or research psychologist is to yield results that lead to publication. I anticipate to find unique, interesting trends in the data, both unexpected and expected.

By completing an in-depth research study and reaching a level of publication, my product will be able to benefit current students and professionals studying psychology by adding to the existing knowledge of adolescent personality. By sharing these results with the world, others will be able to learn from this study and apply these discovered concepts to their lives and research.

Even if publication is not achieved, I feel that this is going to be a very rewarding experience. I will be able to learn a lot about adolescent personality and its possible correlations to daily lives and preferences. This project will give me an opportunity to experience the process that professional research psychologists go through. Additionally, I will be able to sharpen my analytical and research skills. In regards to the public research presentation, this would be a great experience and a wonderful opportunity to showcase both my research and my overall ISM journey. This would allow me to further improve my public speaking skills and gain valuable experience.

### **Calendar:**

Blue highlight indicates “A” days

### **February:**

				<b>1</b>	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> Rough Draft Product Proposal due	<b>10</b>

<b>11</b>	<b>12</b>	<b>13</b> Begin research, specifically regarding data collection	<b>14</b>	<b>15</b>	<b>16</b> Proposal feedback due  Send out survey	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b> Complete NIH PHRP course	<b>26</b>	<b>27</b>	<b>28</b> Advertise survey again			

**March:**

				<b>1</b> Collin Conference application due	<b>2</b> Product Proposal due	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> Stop accepting responses	<b>10</b> Begin survey analysis
<b>11</b>	<b>12</b> <i>Spring Break</i>	<b>13</b> <i>Spring Break</i>	<b>14</b> <i>Spring Break</i>	<b>15</b> <i>Spring Break</i>	<b>16</b> <i>Spring Break</i>	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b> Finish Research	<b>31</b>

**April:**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b> Finish survey analysis	<b>12</b>	<b>13</b> Begin revision	<b>14</b>

					process	
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					

**May:**

		<b>1</b> Submit for publication	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b> Final Product due	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b> Final Presentation Night	<b>30</b>	<b>31</b>		