

This is provided as an example proposal.

It is important that you follow the current guidelines.

The mentor letter has been removed.

A PROPOSAL TO STUDENT ENHANCEMENT AWARD REVIEW COMMITTEE

TITLE OF PROJECT: Decomposing Poison Pill Reviews: An Analysis of Argument and Grammar

NAME OF APPLICANT: Rachael Pinney

STATUS: Undergraduate Graduate Medical

CAMPUS/LOCAL ADDRESS: 20 B Palmer Street, Athens, OH 45701

E-MAIL ADDRESS: rp670213@ohio.edu

DEPARTMENT: Business Administration- Management Information Systems

EXPECTED GRADUATION DATE (Month and Year): May of 2018

RE-SUBMISSION: YES (Original Submission Date _____) NO

PROPOSAL CATEGORY (select one):

Life/Biomedical Social/Behavioral
 Arts/Humanities Physical Sciences/Engineering

BUDGET: Total Request \$3,584
(May not exceed \$6,000)

FACULTY MENTOR INFORMATION:

NAME: Dr. Vic Matta
E-MAIL ADDRESS: matta@ohio.edu
CAMPUS ADDRESS: 228 Copeland Hall
DEPARTMENT: Management Information Systems Department
DEPARTMENT ADMIN /EMAIL: Thom Luce (luce@ohio.edu)

IRB AND IACUC APPROVAL:

To ensure that the University is in compliance with all federal regulations, complete the checklist below. *Note: your proposal can be approved prior to IRB or IACUC approval (put "pending" or "to be submitted" instead of approval number), but funding will be withheld until notification of approval or exemption.*

Yes	No	Office of Research Compliance	Policy #
	x	Human Subjects in Research (including surveys, interviews, educational interventions): Institutional Review Board (IRB) Approval #: Expiration Date:	19.052
	x	Animal Species: Institutional Animal Care & Use Committee (IACUC) Approval #: Expiration Date:	19.049

SIGNATURES

Applicant's Signature		Faculty Mentor's Signature	
Signature		Signature	
Name	Rachael Pinney	Name	Vic Matta
Dept/School	College of Business	Unit	MIS, College of Business
Date	1/19/2017	Date	January 19th, 2017

Optional:

If selected for funding, I give permission to the Office of the Vice President for Research and Creative Activity to use my proposal as an example during training and workshop exercises.
(Sign below)

Signature:  _____ Date: 1/19/2017

STUDENT ENHANCEMENT AWARD APPLICATION CHECKLIST

Applicants **must** complete and sign the checklist. The checklist should be included as the second page of the application (following the cover page).

- | | |
|---|---|
| <input checked="" type="checkbox"/> Cover page | use SEA form |
| <input checked="" type="checkbox"/> Checklist | use SEA form |
| <input checked="" type="checkbox"/> Abstract* | 1 double-spaced page |
| <input type="checkbox"/> ResubmissionSummary (<i>For Re-submissions Only</i>)* | 1 double-spaced page |
| <input checked="" type="checkbox"/> Project Narrative | 5 double-spaced pages |
| <input checked="" type="checkbox"/> Glossary/Definition of Terms* (<i>Not required</i>) | 2 double-spaced pages |
| <input checked="" type="checkbox"/> Bibliography (<i>Not required</i>) | 2 pages |
| <input checked="" type="checkbox"/> Presentation of Results | 1 double-spaced page |
| <input checked="" type="checkbox"/> Mentor's Endorsement | 1 page |
| <input checked="" type="checkbox"/> Biographical information (<i>Applicant(s) and key personnel</i>) | 3 pages per person |
| <input checked="" type="checkbox"/> Budget and Justification | no limit specified (Including the OHIO-Affiliated Travel Form, if applicable) |
| <input type="checkbox"/> Appended Materials/Multimedia Files | 5 pages; and no more than 10 minutes of footage |
| <input checked="" type="checkbox"/> Electronic copy of proposal | Single Acrobat file, containing entire proposal and required signatures |

Sections marked with a bullet (*) identify text sections that should be written in language understandable by an informed layperson to assist the Committee in its review.

*****Please Note: The committee has the right to return without review any proposals that do not conform to these format requirements*****

Applicant signature: _____



ABSTRACT

I am requesting a Student Enhancement Award in order to progress with the following research project, *Decomposing Poison Pill Reviews: An Analysis of Grammar and Argument Quality*. This project investigates a *poison pill review*, which is a specific type of negative online consumer review (OCR) that consequently removes the product in question from being a candidate product for purchase. In addition, I will be researching the affect of two OCR variables, argument quality and grammar, on review poisonousness in order to understand how these two factors can affect a consumer's purchase intent. In addition, reader motivation to process information contained within the review will be measured to account for the reader's information processing style. This research is important because the literature typically investigates positive reviews and their effect on causing a purchase. Thus, negative reviews leading to a non-purchase decision are often left misunderstood. In addition, the literature shows that little research has been done to investigate grammar in OCRs, specifically its impact on purchase intent.

To understand the impact of argument quality, grammar, and reader motivation on reviews, an empirical study will be conducted where participants will view negative OCRs with argument quality and grammar manipulated in four different review sets. Through self-reporting their motivation and recording their perceptions and purchase intent after reading the manipulated reviews, we will receive a better understanding of the effects of these variables. This research project has the opportunity to not only provide value to the OCR field, but also produce practical knowledge for businesses and brands seeking to better understand how negative reviews can influence potential customers.

PROJECT NARRATIVE

I am requesting a Student Enhancement Award in order to research how different review variables contribute to a *poison pill review*¹, a unique type of negative online consumer review (OCR). Poison pill reviews are different from the traditional negative OCR because they conclusively remove the product being reviewed from becoming a candidate for purchase. Through an empirical study, I will investigate the variables of argument quality, grammar, and *reader motivation*. The research goal is to understand how different levels of grammar and argument quality impact purchase intention among OCR readers of different motivation levels, which remains unknown today. Three central questions will be answered by this research: How does an OCR's argument quality and grammar affect its poisonousness? Does grammar or argument quality impact purchase intent more for readers with high or low motivation? How do argument quality and grammar interact together to affect purchase intent? This study will help businesses effectively recognize what types of reviews are the most detrimental to a potential purchase of their products, preventing a possible loss in sales.

A recent consumer report found that OCRs are read by 90% of online shoppers (1). Because of OCRs' prolificacy, many papers have researched their impact on purchase intention (2, 3, 4, 5). However, the ability of OCRs to do the opposite, prevent a purchase, is little researched and provides an opportunity to examine what variables of negative OCRs remove a product from consideration. In addition, grammar in OCRs has received little attention in the academic literature. In fact, only two papers that included grammar as an impacting factor in eWOM adoption were discovered (6, 7). However,

¹ All italicized phrases are defined further in the glossary.

neither of these papers look at grammar as a stand-alone variable, and neither investigate how reader motivation affects the impact of grammar in OCRs. This signifies an opportunity to investigate poisonous OCRs, and a review variable that isn't well grasped. *The Elaboration Likelihood Model* (ELM) is a dual-process model used to understand how a recipient's motivation affects information processing. ELM indicates two different ways recipients process information, the first way is through the central route, and the second way is through the peripheral route (8). In academic literature, ELM is commonly used to explore how different central route variables and peripheral route variables in OCRs affect purchase intention (11). I investigate argument quality as the central route variable because it's well validated in the academic literature as representing the central route and is shown to impact consumer behavior (2, 5, 9, 10). I investigate grammar as the peripheral route variable because Schindler and Bickart categorized it as a non-argument related, stylistic variable that doesn't reflect the product being reviewed (7). In addition, a recent study found that some participants place less emphasis on OCRs with linguistic mistakes, highlighting the importance of studying this grammar's affect on purchase intention (6). ELM also states that readers process information differently based on their level of elaboration, which depends on their level of motivation (8). Therefore, it's important to understand how this variable impacts the effect of argument quality and grammar in OCRs. A recent study by Sussman and Siegal incorporated a verified information adoption model using ELM. They found that central route variables and peripheral route variables together affect perceived information usefulness, which then affects *information adoption* (29). In addition, information adoption is found to be positively associated with purchase intention (11). Therefore, we are able to form the

research model as shown in figure 1. Finally, negative OCRs are investigated alone because of their significance indicated in the literature. According to the literature, consumers are more likely to be influenced by negative information than positive information (12). Also, negative OCRs pertain specifically to our research goal to better comprehend review poisonousness.

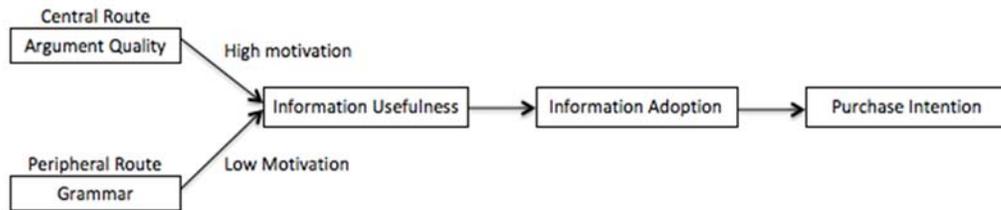


Figure 1. Research model

To accomplish this research, a 2 (low vs. high argument quality) x 2 (poor vs. good grammar) x 2 (high vs. low motivation) factorial design will be adopted. The dependent variables are information usefulness, information adoption, and purchase intention, as shown in figure 1. I will create four sets of fictitious OCRs that simulate real OCRs from Amazon (amazon.com), with argument quality and grammar manipulated. To control for review length, all reviews will contain the same number of words. This is important because review length is shown to have a positive effect on perceived review helpfulness and usefulness (23). These reviews will be viewable to participants through a fictitious online website that's similar to an electronic store. This is a popular method in the literature because it simulates a real online shopping experience and allows for a more realistic research context (19). The product being reviewed will be a non-branded laptop computer because it's well-known by consumers and is consistently examined in the literature (19, 20). The laptop's brand name in this study is hidden in order to prevent a bias in brand preference (21, 22). Before beginning the experiment, participants will be

given the instruction to pretend they're purchasing a laptop for themselves. They will then read the number of reviews and respond to a questionnaire. An appropriately-sized pool of participants will be reached through posting this study on *Amazon's Mechanical Turk*. Prior to the main study, an initial focus group will be conducted to determine the number of OCRs to be included in each review set for the main study. This is a validated method of determining review quantity in the literature (13, 14), and will ensure that an accurate number of OCRs will be manipulated. Argument quality will be measured using the validated dimensions of perceived informativeness and persuasiveness (2, 15, 16, 17). Perceived informativeness and perceived persuasiveness will be measured using validated four-item, seven-point Likert scales, respectively. These scales were selected because they're both validated and commonly used in the literature (2, 16, 11). Together, the two dimensions will form either a low or high argument quality value. A pre-study questionnaire will be administered to participants to measure their motivation using the 18-item need-for-cognition measure determined by Cacioppo. This was selected because it's another commonly used, validated representation of consumer motivation (18). This will allow participants to be categorized into two groups: high motivation and low motivation. Grammar will be manipulated through a pretest where different quantities of "ungrammatical word sequence" (7), will be implemented in each OCR in one review set. The other review set will include zero grammatical mistakes and will be checked to ensure grammar is perceived to be "good." This will leave two groups of OCRs: one group with poor grammar and one group with good grammar. Two other pretests involving additional participants will be conducted to check the manipulation of argument quality and to ensure that reviews are perceived as negative. The first

dependent variable, perceived information usefulness, will be measured using a three-item, seven-point Likert scale, while the second dependent variable will be measured using a one-item, seven-point Likert scale. The measurements used to evaluate information usefulness and information adoption have been verified and used by a similar study that also adopted ELM and information adoption theory (10). The final dependent variable, purchase intention, will be measured using a validated, five-item, seven-point Likert scale (3). A Partial Least Squares (PLS) structural equation will be used due to the presence of multiple dependent variables that depend on each other (24). This analysis method will allow for a better understanding of this complex research model, and was successfully executed by a paper that adopted a same information adoption model (10).

This research is important to the information systems (IS) and consumer behavior fields because it allows for a better understanding of what review variables lead to OCR poisonousness. While this study focuses on two specific variables, this paper will potentially generate an interest within the research community to continue testing the poisonousness of more variables. This research provides practical benefits because it can help businesses understand what OCR variables cause readers to be dissuaded from purchasing a product. The literature has recently investigated the effects of company responses to negative reviews and how they effect the perceptions of third-party consumers (25, 26). Thus, this research will allow companies to understand what negative OCRs to rectify first through public replies. This research will positively affect the world of electronic-commerce because firms can be more proactive in their management of negative OCRs, which could potentially alter the way negative OCR risk is mitigated.

GLOSSARY

Poison Pill Review: This type of OCR is a negative review that conclusively removes the product being reviewed from becoming a product candidate for purchase. This is not a term used in the academic literature, but a term formulated by Dr. Vic Matta to express the detrimental impact this type of review has on purchase intent.

Reader Motivation: We adopt Petty and Cacioppo's definition of motivation, which is "the desire to process information" (8). We embraced this definition over other definitions of motivation because Petty and Cacioppo are well-established theorists in the field of information processing. Their theory, the Elaboration Likelihood Model, also uses this definition in order to effectively describe the impact that motivation and elaboration have on information processing.

Elaboration Likelihood Model (ELM): ELM is a dual-process theory that describes how information is processed using two different routes: (1) *the central route*, and (2) *the peripheral route*. The central route is emphasized by the reader's careful evaluation of the message's credibility and merit. The second way, the peripheral route, is characterized by the reader's focus on non-content related cues in order to make quick judgments and exert less cognitive effort. Information recipients choose one of these different processing routes based on different levels of message elaboration, which is driven by motivation to process information (8).

Information Adoption: We adopt Nonaka's definition of information adoption, which refers to it as "the internalization phase of knowledge transfer" (27). We accept this definition because it has been used in the literature for over two decades and is well validated.

Amazon's Mechanical Turk: Amazon's Mechanical Turk is a service that connects businesses and individuals around the world to perform a variety of human capital tasks. From a business or research viewpoint, Mechanical Turk provides an on-demand workforce that can be used for studies, experiments, and surveys. Individuals are incentivized to participate in studies on Mechanical Turk because they may receive a small monetary reward. Once a "task" is published to Mechanical Turk's website, participants can only partake in the study if they qualify for it based on settings chosen by the requester. This allows for quicker data collection than normal survey methods (28).

BIBLIOGRAPHY

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PRESENTATION OF RESULTS

I will be submitting my research to AMCIS, the Americas Conference on Information Systems, which will occur during August 10th- 12th of 2017. This conference will be taking place in Boston, Massachusetts. Specifically, I will be submitting an Emergent Research Forum (ERF) paper, which allows the submission of research still in progress. I will be submitting the ERF paper by its deadline of March 1st, 2017, with the goal of presenting my research in “slam presentation sessions,” which are quick, 3-minute presentations during the program. However, if my submission is not accepted to be presented, I will submit my research as a poster. While presenting my research in front of an audience is the optimal outcome through this submission, creating a poster to be displayed will still provide valuable experience and generate conversation among other researchers.

I have selected AMCIS over other conferences because it is viewed as one of the leading information system (IS) conferences in the nation. This conference also offers an *eBusiness and eCommerce Digital Commerce* track, which pertains to papers investigating social commerce in online environments and their impact on business. This specifically pertains to my area of research and will allow me to learn about other papers in the same field while attending the conference.

In addition to submitting an ERF paper to AMCIS, I will be presenting my study at the Student Research & Creative Activity Expo on campus in April of 2017. This research will also become my senior HTC thesis. Upon completion of my HTC thesis, I will be submitting it to either an IS or Marketing Journal with the goal of earning a publication.

January 13, 2017

To Whom It May Concern,

It is my pleasure to recommend Rachael Pinney as an applicant for the Council on Research, Scholarship, & Creative Activity Student Enhancement Awards. I have known Rachael since November 2014, when I had recently been hired as an Assistant Professor of Marketing at Ohio University, and planned to begin my position the following school year. Rachael had spoken to one of my future colleagues about her interest in online consumer-generated reviews (“online reviews”) research, and he connected me to her, given our shared research interests. In fall 2016, while Rachael was excelling as a top student in my Consumer Behavior course, I joined my colleagues Drs. Raymond Frost and Vic Matta as mentors on the online reviews project. It has truly been my pleasure to get to know Rachael over the past several years. She exudes immense passion and dedication, is polite and respectful, and is truly a delight to work with. She would be an ideal candidate for the Student Enhancement Award.

Rachael’s research seeks to explore online reviews to determine which of their elements are most influential in deterring a consumer from purchasing a product or service. She refers to such online reviews as “poison pill” reviews because they serve as a tipping point: the contents of a poison pill review lead a consumer to cease consideration of a product or service as a potential solution to a problem, due to the content of the review. A number of variables related to review content, review context, or the reader of the review could determine what makes a poison pill review, and Rachael’s research seeks to determine which of these variables are most influential in making a review poisonous.

This unique research topic has not yet been explored in the marketing or management information systems fields, making it not only an ambitious project for Rachael’s Honors Tutorial College thesis, but also, an exciting opportunity for me and my fellow co-mentors. Rachael, Raymond, Vic, and I aim to attend and co-present this research at Americas Conference on Information Systems (AMCIS) in Boston, Massachusetts in August 2017. I look forward to the opportunity to prepare Rachael to speak at her first academic conference, an experience that will be tremendously valuable to her goal of pursuing an academic career. The team also plans on submitting the research to an academic journal, which will not only be beneficial to Rachael’s career plans, but also, to our research as faculty.

In closing, I would like to reiterate my full support of Rachael Pinney as a candidate for the Student Enhancement Awards. Please do not hesitate to contact me if I can answer any questions or be of additional assistance. You can reach me at foxa2@ohio.edu or by phone at 740.593.2079.

Sincerely,



Alexa K. Fox, Ph.D.

Assistant Professor of Marketing
Ohio University



OHIO
UNIVERSITY

January 14, 2017

Letter of Reference for Rachael Pinney

Rachael Pinney is a junior in the Honors Tutorial College (HTC) Business Administration program. I am her Director of Studies. Rachael was also in my Business Management seminar and my MIS 2010 course in fall 2014. I currently serve as one of Rachael's mentors for her HTC tutorial and thesis.

Rachael is an incredibly well prepared student. She writes well and is very thorough. Rachael's contributions are always insightful and on point. Rachael brings a very positive combination of preparation, common sense and logical thinking to our discussions. Recently she gave a research presentation in front of the College of Business faculty that was poised and professional. I believe that Rachael will be a professor one day.

I give Rachael my highest recommendation without qualification.

Sincerely,

Raymond Frost, Ph.D.
Professor of Management Information Systems

BIOGRAPHICAL INFORMATION

Rachael Pinney

20 B Palmer Street
Athens, OH 45701
Email: rp670213@ohio.edu
Phone: 614-499-1634

Education

Bachelor of Business Administration, Ohio University

The Honors Tutorial College, Business Administration Program
Major: Management Information Systems and Business Analytics
Anticipated Graduation Date: May 2018
GPA: 3.96/4.0

Corvinus University of Budapest, Hungary

Study Abroad Experience
International Business and Psychology
February 2016- May 2016

Scholarships and Awards

Ohio University Business Bobcat Spotlight Interviewee (2017)
College of Business Paid Research Apprenticeship Recipient (2016)
Honors Tutorial College Dean's Discretionary Funding Recipient (2015)
OHIO Premier Scholarship (2014)

Relevant Coursework

MKT 4400: Consumer Behavior
MKT 2020: Marketing Principals
PSY 3620: Organizational Psychology
QBA 2010: Introduction to Business Statistics
QBA 2720: Business Analytics (Currently enrolled)
MIS 2010: Information Analysis and Design
MIS 2020: Business Information Systems
MIS 2200: Systems Analysis and Design
MIS 2800: Business Intelligence and Information Management
MIS 3200: Systems Development (Currently enrolled)
MIS 3800: Enterprise Systems (Currently enrolled)

Research Experience

Freshman Research Tutorial, Fall 2014: Researched Apple's release of the Apple Watch along with recent trends in the wearable technology market. Presented results and projections to Honors Tutorial College Director of Studies. Investigated trends in eWOM and wrote a paper indicating my intention to research this field for my thesis.

Entrepreneurship Research Tutorial, Spring 2015: Worked with a team of engineering students from Russ College of Engineering and Technology to create a business plan for

a healthcare invention. Analyzed the healthcare technology market in order to position them successfully among competitors.

Organizational Psychology Research Project, Spring 2016: Worked with a team of international students in Budapest, Hungary to research how different functional teams work together. Conducted a series of interviews with Hungarian clerical workers and determined their MBIT type and preferred work style. Presented findings to a team of international students and research faculty.

Research Methods Tutorial, Fall 2016: Investigated different research methods each week and identified various articles based on their selected research method. Studied topics covering eWOM and OCRs for an annotated bibliography and term paper.

Research Apprenticeship, Fall 2016- Current: Worked with a team of College of Business faculty to research negative reviews and their impact on consumer behavior. Composed a 70-page literature review and systematic charts that categorized recent literature by methodology, theory, topic, and findings.

Professional Presentations

Ohio University Startup Weekend, Fall 2015: Worked with a team of Honors Tutorial College students to create a business plan for a healthcare company. Presented our findings in front of a panel of entrepreneurs and answered a series of questions.

Ohio University Business Research Colloquia, Fall 2016: Presented research-in-progress on factors of user-generated reviews that eliminate purchase intent in front of College of Business faculty.

Special Olympics Benefit Pitch, Summer 2017: Worked with marketing professionals to plan a charity event that showcased local Special Olympians. Pitched the charity event in front of a panel of Special Olympic representatives that was accepted and raised over \$5,000 for the organization.

Internship Experience

Engel & Völkers Real Estate Firm, Summer 2016

Marketing and Website Development Intern

Designed, coded, and maintained over 28 webpages using HTML code. Designed three web forms and created two online interactive applications. Created a database that organized data of the island's homeowners and renters. Managed and updated multiple Excel spreadsheets involving company client information. Wrote a 45-page manual on coding that will be used by future interns of the program.

Work Experience

Ohio University's Walter Center for Strategic Leadership, Spring 2017- Current

Student Manager of Public Relations Trainee

Edit the Center's official publications before being printed. Work with other student employees to create and manage a virtual database of design plans and objectives.

Ohio University's Management Information Systems Department, Fall 2016- Current

Information Analysis and Design Teaching Assistant

Teach underclassman students how to perform various formulas and functions on Microsoft Excel. Analyze and assess student errors in homework assignment and projects.

Ohio University's Center for Entrepreneurship, Fall 2016

Student Manager of Club Collaboration

Worked with entrepreneurship club leaders to drive membership interest. Created Excel spreadsheets of current club member data and potential member contact information.

Campus Involvement

Ohio University's Select Leadership Development Program, Spring 2016- Current

Vice President of Philanthropy

Plan the organization's community service and charity events. Work with Habitat for Humanity's Director of Community Engagement to coordinate a build project with over 25 volunteers. Create Excel spreadsheets of member statistics and transportation options to Habitat for Humanity build sites.

Volunteer Experience

Special Olympics of South Carolina Area 8, Summer 2016

Volunteer Event Coordinator

Created an Excel spreadsheet used by marketing professionals to plan a countywide fundraiser, which included donor, sponsor, and vendor data.

Budget Breakdown

Expense Category	Expense Item	Details	Amount Requested
Focus Group	Participant Reward Cost	\$10 per hour x 0.5 hours x 40 participants = \$200	\$200
Amazon Mechanical Turk	Worker Reward Cost (Main Study)	\$0.10 per minute x 15-minute surveys x 750 participants = \$1,125 (Source: Requester.mturk.com)	\$1,125
	Worker Reward Cost (Pretests)	\$0.10 per minute x 10-minute surveys x (60 participants x 3 pretests) = \$180 (Source: Requester.mturk.com)	\$180
	Mechincal Turk Fee	(20% fee x \$180) + (20% fee x \$1,125) = \$261 (Source: Requester.mturk.com)	\$261
Websiting Hosting	Wix Fee	8 months x \$20 monthly fee = \$160 (source: Wix.com)	\$160
Research Resources	Student Version of EndNote	\$115 (Source: Endnote.com)	\$115
	AIS Membership Fee	\$175 (Source: Aisnet.org)	\$175
	Smart PLS License	\$200 euros = \$213 USD (Source: Smartpls.com)	\$213
Conference Travel	Conference Registration	\$399. (Source: Amcis2016.aisnet.org)	\$399
	Hotel	\$250.65 per night x 2 nights = \$501 (Source: Amcis2017.aisnet.org)	\$501
	Airfare	\$255 (Source: Expedia.com)	\$255
Total			\$3,584

Budget Justification

Focus Group: A focus group needs to be conducted in order to select the number of reviews that will be featured in each review set. We selected a focus group size of 40 participants because a recent study used the same amount for a similar research design (19). To attract participants, we will pay them \$10 an hour, and we predict that the focus group will take no longer than 30 minutes. Therefore, we calculated the focus group costs as \$10 per hour, multiplied by 30 minutes total, which is then multiplied by the expected number of participants (40), leading to a total cost of \$200.

Amazon Mechanical Turk: Mechanical Turk is a service provided by Amazon that connects researchers and businesses to human intelligence. Mechanical Turk allows a business to publish surveys that selected groups of people around the world can participate in through logging on to their website, mturk.com. Participants are incentivized to access Mechanical Turk and take the surveys because they can be paid a small reward for their time. We believe that Mechanical Turk will allow us to effectively reach our desired sample size in the quickest amount of time. By publishing our survey on Mechanical Turk's website and paying each participant a small reward for taking our survey, their will be some costs accumulated.

- **Worker Reward Cost for Main Study:** In order to attract participants to our study, we will be offering a \$0.10 payment for each minute participants spend on our survey. Through estimating the number of variables we're testing in the main experiment, we expect the survey to take no longer than 15 minutes. Therefore, we're expecting to pay each participant \$1.50. We chose a sample size of 750 participants because a recent study that tested a similar experiment design included 639 participants. In order to account for results that are unusable for any reason, we project the sample size to include 750 participants. Therefore, 750 participants, multiplied by \$1.50 for the entire session, leads to a total cost of \$1,125.
- **Worker Reward Cost for Pretests:** Before the main study, we will need to conduct three pretests to ensure that we manipulated the independent variables effectively. Participants in the pretests will be paid the same amount as participants in the main study, but we expect these surveys to take somewhat longer. Therefore, we chose 10 minutes as the allotted time for each pretest. This represents a total cost of \$180.
- **Mechanical Turk Fee:** The last cost incurred by Mechanical Turk will be the general fee that those who post surveys are required to pay to Amazon. The 20% fee represents the percentage of the total amount paid to participants that Amazon needs to receive in exchange for their service platform. This leads to a final cost of \$261.

Website Hosting: In order to display the manipulated review in the main study successfully, I will need to simulate a realistic, online-shopping environment. To do so, I will need to temporarily purchase a website from Wix (wix.com), a popular website generator. There participants will be able to view reviews in an accurate context. The cost

of the eCommerce plan costs \$20 per month, and we expect it to take around 6-8 months to design, build, and use the website in a main experiment and multiple pretests. We chose the eCommerce option because it's functionality allows us to make a more customizable, realistic research context. Therefore, \$20 a month, multiplied by 8 months, equates to \$160.

Research Resources: These requested funds will allow me to successfully conduct my research through acquire literature, conducting a regression analysis, and publishing my research.

- **Student Version of EndNote:** According to their website, EndNote is an application that allows its users to effectively cite source, organize papers, and work from a single reference library when conducting research. I will need to purchase EndNote in order to more effectively-organize my research and literature reviews as I continue progressing in my research. The cheapest option, the student version, has a total cost of \$115.
- **Association for Information Systems (AIS) Membership:** AIS is a global organization that allows its members access to new research quicker than searching online or through manual publications. Because the field of OCRs is evolving so quickly with changes in social commerce and technology, it's imperative to be up-to-date on recent discoveries. Therefore, I will be requesting funds for a temporary student membership, the cheapest option, which totals \$175.
- **Smart Partial Least Squares (PLS) License:** In order to test my research questions and provide value to the research community, the main study's results will be analyzed using a PLS regression analysis. After analyzing different analysis methods and models, PLS became the clear option because it effectively measures the dependent relationship between other dependent variables. Because this study involves three dependent variables that are proven to positively interact with one another, we will be using PLS as our main analysis method. In order to conduct a PLS analysis, I will need to be licenses. According to their website, smartpls.com, they have an academic discount of 50% for students. Their original cost is 400 euros, therefore their discounted cost is 200 euros. After calculating the cost of 200 euros in USD, it totals to \$213.

Conference Travel: I will be submitting my research to the AMCIS conference that occurs in August of 2017. I broke down total conference travel costs by airfare, hotel, and conference registration. To keep costs low, I will not be requesting any travel/shuttle fees from Boston's Logan airport to the hotel. In addition, my family lives in the Columbus, near the airport I will be flying out of, so I will have dependable rides to-and-from that airport. In addition, I will not be requesting per diem for this trip. The AMCIS conference provides some meals throughout the weekend, so I would not be spending a large amount of money out-of-pocket. I am also prepared to pay for any incidental costs that occur while at the conference.

- **Conference Registration:** In order to attend the conference, I am required to register through AMICS. Their 2017 registration fees are not available yet, so this is an estimate based off of the AMCIS 2016 registration rates. According to their

website (amcis2017.aisnet.com), because of my student status, the appropriate registration fee will be \$399 including taxes.

- **Hotel:** According to the Association for Information Systems (AIS), AMIC attendees receive a discounted lodging rate at the Sheraton Hotel in Boston. A single hotel room costs \$219 per night plus 14.45% taxes per night, totaling \$250.65 per night. I will be flying into Boston the night before the conference and flying out on the night of the last day of the conferences, totaling 2 nights of lodging. Therefore, I calculated total hotel cost to be \$250.65 multiplied by 2 nights, equaling \$501.
- **Airfare:** I will be flying out of Columbus, Ohio's International Airport (CMH) as it's the closest airport to where I live. I will be flying into Boston's Logan International Airport (BOS) because that is the closest airport to the conference's location. I searched for flights using Expedia (expedia.com), and found the cheapest economy, round-trip flight was \$255. Because the price is expected to increase as I approach the departure date, I have budgeted an additional \$50 to account for this upsurge. Therefore, the total airfare budget is \$305, including the \$255 flight price plus a \$50 expected price increase.