



CAIDe LAB

Cognitive and Affective Influences in Decision Making

Center for Science Communication Research

School of Journalism and Communication, The University of Oregon



ABOUT THE LAB

We are part of the Center for Science Communication Research.

We focus on the affective and cognitive mechanisms that underlie decision-making.

We are particularly interested in numeric competencies and the processing of numeric and non-numeric sources of information, as well as evidence-based communication techniques to facilitate judgment and choice.



MEET THE LAB DIRECTOR



Dr. Ellen Peters

Philip H. Knight Chair and Professor
Director, Center for Science Communication Research

Conducts basic and applied research in science communication, judgment, and decision making

Interests: science communication, number processing, affect, emotion and adult aging in judgment and decision making





WHO WE ARE LOOKING FOR

Hard-working and enthusiastic students that work well with others

Students who have a minimum GPA of 3.5

Preferably students who have completed PSY 302 (Statistics) and PSY 303 (Research Methods)

Students who have research interests in judgment and decision making

All majors are welcome



BENEFITS

Academic Credit

RAs can receive 2 psychology credit hours (6 hrs of work a week)

Refining Research Interests

RAs have the ability to pick up personal projects, gain mentorship and refine specific research interests

R Studio & SPSS

RAs have access to R/R Studio & SPSS Modules— learn to code and use data

Flexible Schedule

RAs build their schedule term-by-term around classes and other duties

Graduate School Applications

RAs gain hands-on experience in practical research and learn other skills that give insight into grad school



POTENTIAL DUTIES

Running subjects for experiments

Learning and using computer programming skills
(Java Script, Python, R, Qualtrics, Microsoft Excel)

Attending monthly RA meetings

Optional weekly lab meetings

Library research, literature reviews

Data entry, coding and analysis

Optional project that aligns with personal
academic interests and goals



A Note From Current RA, Ester Kim!

“

I got to meet researchers, create connections with fellow research assistants, and learn about the interdisciplinary research being produced in our lab alone... people in the lab helped me with what I really wanted to accomplish.”



MORE ABOUT US



MEET THE ASSOCIATE DIRECTOR



**Interests: judgment and decision making,
attitudes and persuasion and motivation
— focused on safety**

**Prior projects involve factors influencing
the efficacy of risk communications
(Cigarette Warning Labels)**

Dr. Brittany Shoots-Reinhard

Senior Research Associate at the University of Oregon and a
Research Assistant Professor at Ohio State University



MEET THE GRADUATE RESEARCHERS & POST-DOCS



Hayley Svensson

Goal pursuit &
attainment



Michael Silverstein

Medical
judgement &
decision-making



Dr. Cathy Slavik

Health risk
education



McKenna Pace

Environmental
communication



Ashli Blow

Environmental
communication &
policies



**Dr. Daniel
Chapman**

Conservation
decision-making



SOME WORK FROM THE LAB!

**Numeric Social-Media Posts
Engage People With Climate
Science**

(Click to view academic journal article)

**The Power of Numeric
Evidence in Science
Communication**

(Click here to view manuscript)

**How math skills plus
confidence equals better
judgment on health, money**

(Click to view article by The Washington
Post)

**Wildfire Warnings,
Government Wildfire
Communication and Smoke
Effects**

(Click here for news video)



Join us in helping bridge the gap between scientific research and public understanding.

Contact us caidelab@uoregon.edu

