



## Honors Research Assistant Program

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**Title:** Understanding the Psychology of the Consumer

**Description of the Research and Qualifications:** The Vohs lab in the Marketing Department is looking for a research assistant to aid in consumer psychology research on the self. Specific skills or abilities that the student need have are an interest in the psychology of the consumer (including emotions, decision making, self-control, and so on) and a commitment to conducting scientific research. The experimental that will be the focus of the students' work will include possessions as extensions of the self; how people control their intake of food; and what enables people to continue to work on activities that are good for them but are not enjoyable. Dr. Vohs's work centers on experiments conducted in the lab, with field studies also common. The student would be responsible for recruiting subjects for the experiments, preparing the materials for the experiment, conducting each trial of the experiment, entering the data, and essentially overseeing the experiment. Number of hours per week will vary according to the stage of the research project, but on average 12 hours per week will be needed.