

**Program**  
**2013 Annual Conference**  
**Research Experience for Undergraduates at Baruch College**  
**May 10<sup>th</sup>, Room 14-270 Vertical Campus**

- 10:00am** Professor Jaihyun Park. Welcoming remarks.
- 10:15am** Rachel Jespersen (Baruch College). Optimal message framing for environmental information. *Advisor: Professor Engle-Friedman*
- 10:30am** Mona Khalil (Baruch College). Attitudes about condoms and the likelihood to use a condom among a diverse sample of female college students: The mediating role of self-efficacy on past behaviors and negative outcomes. *Advisor: Professor Artistico*
- 10:45am** Monica Li (Baruch College). Implicit attitudes towards two brands in rivalry. *Advisor: Professor Park*
- 11:00am** Keren Fefer (Columbia University). How do fatigue and sleep deprivation affect behaviors that require effort? A continuing study *Advisor: Professor Engle-Friedman*
- 11:15am** Danielle Tumulty (Baruch College). Implicit association with technology between two competing brands. *Advisor: Professor Park*
- 11:30am** Farzana Ghanie (Baruch College) Non-entrenchment, verbal content, and black-white test performance differences. *Advisor: Professor Scherbaum*
- 11:45am** **COFFEE BREAK**
- 12:00pm** Arielle Rothenberg (Baruch College). Personal points of strength and weakness in the work context: A knowledge and appraisal personality architecture. *Advisor: Professor Artistico*
- 12:15pm** Matthew Fong (Baruch College). Effects of information source and direction on implicit attitudes toward consumer brands. *Advisor: Professor Park*
- 12:30pm** Catalina Flores (Baruch College). Assessing the construct validity of a modern intelligence test. *Advisor: Professor Scherbaum*
- 12:45pm** Max Cotton (Baruch College). Social media and the environment. *Advisor: Professor Engle-Friedman*
- 1:00pm** Daniella Lejtman (Stern College for Women). A modern fluid intelligence test: Examining cognitive ability and reducing adverse impact. *Advisor: Professor Scherbaum*
- 1:15pm** Professor Park. Closing remarks.
- 1:20pm** **LUNCH**