

2014-15 Metrics

	2014	2015	TOTAL	2014-2015	
Participants	2,610	3,007	5,617	Researchers	16
Educational Opportunities	2,900	2,816	5,716	Researchers-in-Training	33
Educational Impact	5,510	5,823	11,333	Universities	6

Meet our Newest Researchers



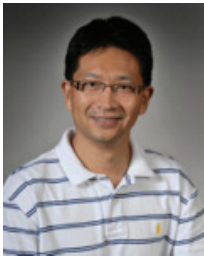
Narayan Janakiraman  
University of Texas at Arlington

Narayan Janakiraman is Assistant Professor of Marketing at the University of Texas at Arlington. His research focuses on societal influence on human behavior and effect of culture on decisions that include the effect of self-construal, power distance and local-global identity. His work has appeared in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing* and *Journal of Consumer Psychology*.



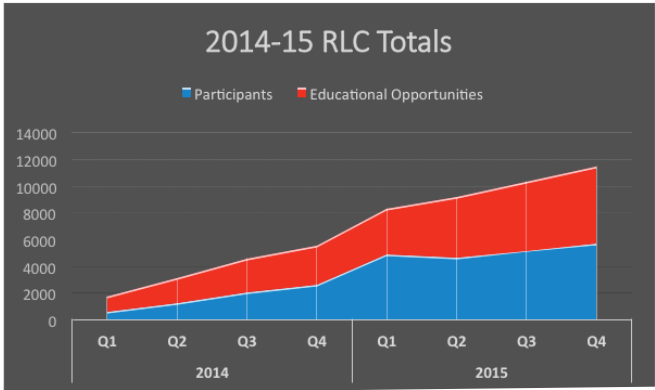
Kay-Yut Chen  
University of Texas at Arlington

Kay-Yut Chen is a UTA professor of Information Systems and Operations. He specializes in behavioral economics, econometrics, and operations management. Chen established behavioral economics research at HP Labs, and was later a principal scientist at Yahoo Labs. He won the Management Science 2014 Best Paper Award in Operations Management, and the 2012 INFORMS Revenue Management and Pricing Practice Award. His work has been featured in many popular journals, including *Entrepreneur Magazine*, *Scientific American*, *Newsweek*, and the *Wall Street Journal*. He is the author of *The Secrets of the MoneyLab* (<http://secretsofthemoneylab.com>).



Zhiyong Yang  
University of Texas at Arlington

Zhiyong Yang is Associate Professor of Marketing at the University of Texas at Arlington. His research focuses on (1) social influence, particularly as related to product choice, donations, and savings choices, and (2) parental/leadership influence and the impact of employee leadership style. His work has appeared in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, and other journals. He currently serves on the editorial review boards of the *Journal of Business Research* and the *Journal of Consumer Marketing*.



RLC Hosts  
TCU 3-Minute Thesis Finals



Every time I come to the RLC, I learn from the researchers. I always enjoy these discussions.  
-RLC Participant



How can we protect the bat population?  
How does autism impact the family?  
What are we learning about the stars in our galaxy?

These questions and others were addressed by TCU College of Science & Engineering graduate students who made it to the final rounds of the 3-Minute Thesis (3MT) competition (<http://cse.tcu.edu/3mt>). With only three minutes to speak and one slide for visual support, competitors used stories, analogies, and plays on words to explain their research in terms understandable to a non-specialist audience. Hung Doan, who was selected as both the People’s Choice and

the First Place award winner, gathered chuckles from the standing-room-only crowd by describing a skin cancer mole as a “holy moly”. According to Dr. Magnus Rittby, Senior Associate Dean and 3MT organizer, “Strong science communication is vital to inform society of scientific impacts upon the world. The 3MT provides support for these future scientists as they work to develop their science communication skills.”

Contact Us

Questions? Contact:

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Visit us on the web at:  
[www.fortworthmuseum.org/research-learning-center](http://www.fortworthmuseum.org/research-learning-center)



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COLLEGE OF EDUCATION  
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### National Living Lab Awards Funding to RLC

The RLC recently received two stipend awards from the National Living Lab Initiative (NLL), with the support of the National Science Foundation.

- A stipend award granted in Fall 2015 supports the development of science communication and organizational strategies.
- In January 2016, an NLL educational assistance grant was awarded. Funding will support program development.

### RLC Researchers Poster Forum

Saturday, May 21, 2016 • 1 to 3 P.M.  
Research and Learning Center

### Science Communication Fellows program is launched!

DFW-area researchers have a new opportunity to conduct active research, educate children and adults, and increase public engagement in science. Selected professors receive professional development in effective public communication and work as an interdisciplinary team to share ideas and strategies. Congratulations to the following researchers, who have been selected as our first Science Communication Fellows:

- Nick Bontrager**, Art, TCU
- Ann Foss**, Urban Planning and Public Affairs, UTA
- Yekang Ko**, Urban Planning and Environmental Design, UTA
- Chris Morris**, History, UTA
- Kishore Nepalli**, Computer Science and Engineering, UNT
- Chris Parker**, Microbiology, TWU
- Mags Rittby**, Physics, Senior Associate Dean, TCU
- Jeff Jamison**, CBS-11 meteorologist, advisor/consultant

This team will work together to create and present an interdisciplinary research/educational unit focused on Extreme Weather.

To recommend a topic, or to apply for the upcoming Science Communication Fellows focus on Communication, contact [dcockerham@fwmslh.org](mailto:dcockerham@fwmslh.org).

### RLC Benefits for Researchers

- Access to diverse pools of participants
- Potential to enlist more participants than through traditional recruiting methods
- No participant compensation expense
- Opportunities and support in communication research topics to the public
- Access to a wide audience for dissemination

### Now scheduling for summer and fall!

For information, contact [dcockerham@fwmslh.org](mailto:dcockerham@fwmslh.org)  
Research Hours  
Saturdays, 10 A.M. to 4 P.M.  
Weekdays by request

### Family Nights

(for lower SES school children and their families)  
Tuesday nights, 6 to 8 P.M. September through May

### Planetarium Links

- Immersive environments (visuals, sounds, etc.)
- Live or near-live data visualization

### Publications

Does our productivity increase when we multitask? Findings from this 2014 RLC study were recently published in **Technology, Knowledge and Learning**. Congratulations to the UNT research team, Dr. Lin Lin, Debbie Cockerham, Zhengsi Chang, and Gloria Natividad! The article is entitled *Task speed and accuracy when multitasking*, and can be accessed at <http://link.springer.com/article/10.1007/s10758-015-9266-4>.

### The Great Listen

Last fall, UNT researchers joined forces with NPR StoryCorps to learn more about the impact of technology upon family roles during co-play. The study, “Historical concepts of play”, asked grandparent/grandchild teams to engage in conversations related to their own childhood preferences for play. Conversations were video recorded, and scripts will be analyzed to learn more about both communication styles and changes in play through the years.



# How can the RLC support research studies?

*Catherine Spann, UTA Ph.D. candidate, has shared her expertise in mindfulness and children’s attention in the RLC each Saturday afternoon for the past three months. The data she collects will form the core of her dissertation.*

### Briefly describe your research.

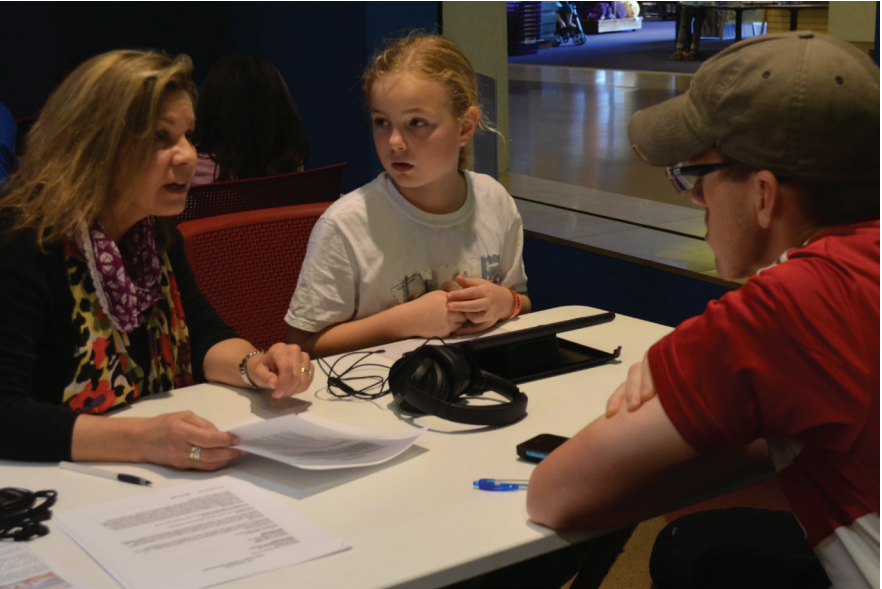
In my current RLC study, I’m investigating how mindfulness and mind-wandering affect mood, arousal, attention and self-control. My primary research question aims to understand how children change in mood, arousal, attention and self-control after participating in either a mindfulness or other activity. My hope is that results of this study will inform the use of mindfulness with children in both home and school settings.

### How did you decide to conduct your research in the RLC?

As a Ph.D. student in Developmental Psychology, I was very aware of the challenges in recruiting families to participate in research in the laboratory. When I learned about the RLC, I knew this would be the place to complete my research. The primary motivating factor for me to conduct research in the RLC was access to many child participants and their parents.

### How has the RLC supported your research?

The RLC has supported my research in a number of ways. First, I’m able to enlist a large number of participants relatively quickly, which will give me more confidence in the study results. Additionally, working in the RLC has allowed me to tune and refine my research design as I progress. I was able to pilot a number of measures and design protocols that informed my final study. This has led to a very precise and



fine-tuned study that functions quite smoothly.

I’m also able to see a diverse group of children and their families in real settings (as opposed to the laboratory), which has not only given me more valid results, but has also given me the chance to observe and hear family stories that generate new research questions. Lastly, the RLC has given me a space to discuss mindfulness, attention, and self-control with concerned and interested parents.



### What new doors have opened in conjunction with your RLC research?

I’ve made connections with community members throughout the DFW area that are interested in pursuing work together. Speaking and working with other researchers in the RLC has also opened up new avenues for future research and collaboration. The RLC has provided a great opportunity to connect!

### What advice would you give researchers who would like to conduct a study in the RLC?

Design a study that is brief and engaging and, if possible, includes children of all ages as well as their parents. Families enjoy the research more if all members can participate!

### Will you base future studies on your work in the RLC?

Definitely. The RLC has given me the space to pilot various measures with real participants that I would not have access to otherwise. Also, my interest in mindfulness and self-control has only deepened as a result of observing and testing a variety of children in the RLC. Any future work on these topics will certainly be informed from data I’ve collected at the RLC.

Welcome to our newest research assistants!  
Zhengsi Chang  
Claire Nicolas