

Intellectual Merit Criterion

Overall Assessment of Intellectual Merit

Excellent

Explanation to Applicant

The applicant demonstrates strong intellectual merit. The proposed research is supported by theories that inform the hypotheses. It is clear the applicant has advanced knowledge of the field and is able to thoughtfully apply this knowledge to examine widely consumed content in the "real world" (e.g., films). The proposed research is creative, novel, and well set to transform the narrative commonly told in popular movies. The applicant has a solid plan to execute the study as well as plans for connecting with people in the industry who would benefit from hearing the results of the research. Moreover, the applicant has the experience necessary to complete the content coding required to complete the proposed research.

Broader Impacts Criterion

Overall Assessment of Broader Impacts

Excellent

Explanation to Applicant

There is strong potential for the applicant to have a significant, positive, meaningful impact on society by altering the overarching narrative that is repeated in movie after movie after movie. Moreover, the applicant proposes examining how these narratives impact people of color and women. In addition, the applicant is motivated to continue mentoring others and helping others (especially underrepresented and low-income individuals) have access to the early "seeds" of interest in pursuing higher education and conducting research.

Summary Comments

The applicant has both a strong intellectual foundation and high potential for significant impacts both on the psychological field (and communication field!) as well as broadly across society by influencing the narratives conveyed by the film industry.

Intellectual Merit Criterion

Overall Assessment of Intellectual Merit

Excellent

Explanation to Applicant

The applicant has multiple research experiences which give her strong research preparation for graduate school and the proposed research. The research proposal is interdisciplinary building off past experiences; reference writer evaluates it as creative and interesting. It integrates multiple perspectives to address the research question. The applicant has excellent research communication skills with multiple 1st authored presentations at regional conferences and with a 1st authored publication in preparation. Reference letters mention her development in research and growing independence, and excellent writing skills. Lacking knowledge about institution for graduate school, it is difficult to assess if necessary resources are available for project.

Broader Impacts Criterion

Overall Assessment of Broader Impacts

Excellent

Explanation to Applicant

Applicant's professional goals include conducting research, engaging in policy development and collaborating with industry experts; if successful the applicant may have broad impact on societal goals and improvement. Her volunteer work, participation in RISE and REU PREP, her experiences with URM in her work, and her continued desire to continue in these types of venues to impact others gives her the potential for broad impact influence.

Summary Comments

The applicant has demonstrated excellent research knowledge and skill development showing excellent motivation and preparation for graduate school and research in STEM. If the applicant is able to meet the stated professional goals, the applicant is likely to have broad impact on the field and future STEM researchers.

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Overall Assessment of Intellectual Merit

Excellent

Explanation to Applicant

Proposed Research Title: Effects of Exposure to Racial and Gender Stereotypes in the Media on Minority Youths' Racial In-Group Attitudes, Gender Attitudes, and Self-Esteem
Intellectual Merit: Strengths: The applicant clearly has a grasp on the scientific process (scientific method) and has developed the critical & analytical skills necessary to become a successful scientist. The applicant's extensive undergraduate research background [thanks to the NSF Psychology Research Experience Program (PREP) REU and the NIH Research Initiative for Scientific Enhancement (RISE) program] will serve as a very strong platform for further development of the skills needed to matriculate through a research intensive Ph.D. program. Very strong letters of recommendation
Weaknesses: None that are noteworthy.

Broader Impacts Criterion

Overall Assessment of Broader Impacts

Very Good

Explanation to Applicant

Broader Impacts: Strengths: The research project promises to add to the body of knowledge on the impact of racial and gender stereotyping in the media on minority youth and their perception in the world. Results from the proposed study may shed some light on the potential negative effects that the media can have on child and adolescent development and what we as a society can do to change. The applicant and "her-story"/pathway into research has the potential to shed some light on the unique paths to the Ph.D. career as experienced by first-generation college women, and the impact of bridge programs and programs for minorities/women. If the applicant successfully completes a Ph.D. program, I'm sure, that more students like her will be inspired to pursue the Ph.D., and particularly females as the applicant will be a very good role model. Weaknesses: None that are noteworthy.

Summary Comments

It is quite clear that the applicant has very strong academic preparation (as indicated by courses taken & overall GPA), has the work ethic, passion for scientific inquiry, and the critical thinking/analytical skills to matriculate through a Ph.D. program in a timely manner. The applicant also has significant undergraduate research experience including 1 submitted publications and presenting at 5 academic/scientific conferences. Moreover, there are strong letters of recommendation.