Faculty Member Contact Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr. Ripinka Patil</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Info</td>
<td></td>
</tr>
<tr>
<td>SIUE Email</td>
<td><a href="mailto:rpatil@siue.edu">rpatil@siue.edu</a></td>
</tr>
<tr>
<td>Campus Box</td>
<td>1100</td>
</tr>
<tr>
<td>Department</td>
<td>Management and Marketing</td>
</tr>
</tbody>
</table>

2 Unfunded URCA Assistant

<table>
<thead>
<tr>
<th></th>
<th>This position is ONLY open to students who have declared a major in this discipline.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>This project deals with social justice issues.</td>
</tr>
<tr>
<td></td>
<td>This project deals with sustainability (green) issues.</td>
</tr>
<tr>
<td></td>
<td>This project deals with human health and wellness issues.</td>
</tr>
<tr>
<td></td>
<td>This project deals with community outreach.</td>
</tr>
<tr>
<td>X</td>
<td>This mentor’s project is interdisciplinary in nature.</td>
</tr>
</tbody>
</table>

Are you willing to work with students from outside of your discipline? If yes, which other disciplines?

- Yes, but similar areas.

How many hours per week will your student(s) be required to work in this position? (Minimum is 6 hours per week; typical is 9)

- 8 hours

Will it be possible for your student(s) to earn course credit?

- No
Location of research/creative activities:

- Founders Hall Room 2130A

Brief description of the nature of the research/creative activity?

With the growing usage of technology, it has become imperative that we study how interactions with technologies are reshaping human behavior. I am a passionate behavioral researcher to explore the threads that connect human behavior with artificial intelligence. I partake in research that studies the current interaction humans have with AI technologies, with a focus on AI and how that affects their behavior towards these technologies as well in other aspects of life. To give an example, one of my research studies the failures users encounter with voice assistants. The results of this research indicated that users hold the same gender-based stereotypes towards technologies as we have towards other individuals. Users are more forgiving towards voice assistants with a male voice when they make mistakes about social aspects whereas users are more forgiving towards a voice assistant with a female voice when the mistake is about the task competence as they do not expect voice assistants with a specific voice to be skilled at these things. Through my research, I hope to uncover more such insights that contribute to social justice issues by bringing into light the biases that users have while interacting with technology.

My secondary area of research include persuasion (source, message, and visual) and communications. Particularly how communications in marketing impact persuasion.

Brief description of student responsibilities?

The student will be primarily involved in a literature search to understand the process of academic research.

The student will be asked to work heavily on understanding literature on a specific topic.

If the student develops an interest in the area, the student will be involved in the ideation process of new research which will go through the theory development phase, data collection phase, analysis phase, and eventually have an opportunity for conference presentation and full paper submission.

URCA Assistant positions are designed to provide students with research or creative activities experience. As such, there should be measurable, appropriate outcome goals. What exactly should your student(s) have learned by the end of this experience?

By the end of the semester, the student will have learned to conduct a literature search and review.
The student will have an understanding of the academic research process and be able to understand and grasp journal articles.

The student will also be exposed to the ideation process through a literature search.

If the student is successful in understanding the ideation and literature process, the student will then be exposed to conducting studies that can lead to a conference paper.

**Requirements of Students**

If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:

- While the student can work on their own time, the student will be asked to meet each week. The hours of the meeting can be flexible.

If the location of the research/creative activities involves off campus work, must students provide their own transportation?

- It does not require any off campus work.

Must students have taken any prerequisite classes? Please list classes and preferred grades:

- N/A

Other requirements or notes to applicants:

- N/A