What components of advertising make people more likely to buy products? How do we convince people to make healthy choices? Wanna win that argument with your friend about whether Pluto is a real planet?

In the BAPL, we study how people form attitudes, how they can be changed, and how that affects their behavior.

We are looking for undergraduate students to join our lab. Students who work with us:

- Read, analyze, and discuss research articles
- Collect, clean, and analyze data
- Conduct guided research projects
- Earn credits towards their degree through PSYCH 599

Have you ever wondered how much you’re spending on those Triple Venti Soy No-Foam Caramel Lattes? What about how much extra time you spend looking at memes on Twitter?

(We did! Ask us about our current projects!)

Email: Angela at angelarose@ksu.edu or Nick at ngallivan@ksu.edu