

## The Don Difference: Jay Jackson Video Transcript

0:00-0:12 Jay Jackson: I'm a social psychologist by training. My area of expertise is understanding how people behave, think and react emotionally to social situations, primarily involving other people.

0:13-0:26 Jay Jackson: I conduct research in a variety of areas. Primarily, I'm interested in intergroup relations. That is how people from different groups perceive each other, behave towards each other and have thoughts about each other.

0:27-0:39 Jay Jackson: We have a really good program here at IPFW in the Department of Psychology where students that are interested in getting involved in research have many opportunities and there's multiple research labs they can get involved in.

0:40-1:03 Jay Jackson: They are very involved. They have the opportunity and many of our students will present their research at the IPFW Research Symposium every year. They also go to the Midwest Psychological Association every year that meets in Chicago. So it's a really, really good opportunity for them to understand what it's like to be involved in research.

1:04-1:41 Danielle Parsons: I don't know if I can put it in words just how valuable being able to do undergraduate research was for me. My research mainly has to do with that conformity pressure that can be created by the presence of other people with conflicting in opinions. Although this is a subject that's been pretty well explored in the social psychology field, it hasn't necessarily been applied to moral dilemmas or moral situations. It's been a phenomenal experience and I can't imagine where I would be without this opportunity to do undergraduate research at this level.

1:42-2:02 Jay Jackson: We have some of the most fantastic students you can imagine. They're so hardworking. They're so motivated. I really am proud of the way they represent my lab like at conferences and how they represent the department and the university as a whole. It's really fantastic.