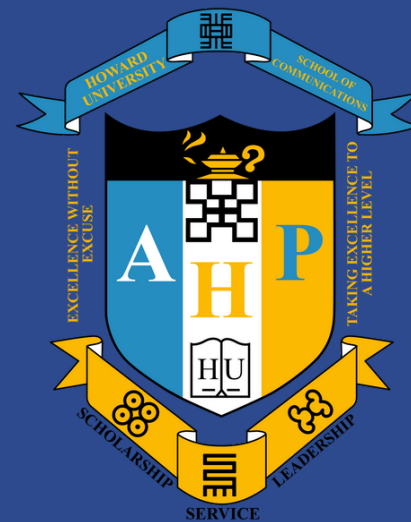


ANNENBERG HONORS SOCIETY

Senior Research

CLASS OF 2023



Alexis Barry

COLLEGE STUDENTS GLUED TO THEIR SCREENS: RISE OF ADDICTIVE BEHAVIORS

Research Questions:

Is the “feedback loop” a main factor that has Howard University college students glued to their screens?

How do these Howard University students find a balance between excessive media use and addictive behaviors?

Hypotheses:

The “feedback loop” is a main factor that has Howard University college students glued to their phone screens.

There is a possibility that Howard University students find a balance with excessive media use.

Summer Brown

FROM RIOTS TO REPORTING: HOW AMERICA'S POLITICAL
CLIMATE AFFECTS NEWS

Research Questions:

What is the difference between how a liberal and conservative news source would report the same current event?

In what ways do news outlets work to eliminate bias in news media?

Hypotheses:

Liberal and conservative networks take contrasting approaches to the same current event. Their methods of reporting include different vocabulary, opinions, and overall coverage.

News sources eliminate bias in news production by telling the truth, refraining from opinions, and remaining politically neutral.

Correlations are present in this study!

Kyndall Dunn

A REVOLUTION TELEVISED: EXAMINING THE
PSYCHOLOGICAL EFFECTS OF #BLACKLIVESMATTER ON
BLACK YOUTH

Research Question:

To what extent did media coverage of Trayvon Martin's death and #BLM impact Black young adults mentally, emotionally, etc.?

Hypothesis:

Black young adults experienced mental and emotional challenges as a direct result of increased and polarizing race-related media coverage.

The findings support the researcher's hypothesis.

Evin Guilford

YOU ARE WHAT YOU SEE: AFRICAN AMERICAN SITCOMS
AND THEIR IMPACT ON GENERATION Z'S PERCEPTION OF
AFRICAN AMERICAN SELF AND GROUP IDENTITY

Research Questions:

To what extent do sitcoms about African American families impact both GenZ and millennials' perception of self identity?

To what extent do sitcoms about African American families impact both GenZ and Millennials' perception of group identity?

Hypothesis:

Sitcoms about African American families would have a positive impact on both self and group identity for both GenZ and Millennials.

The conclusion of the study was that there was a moderate correlation between those who watch African American sitcoms and their self esteem. However, it was not as strong of a correlation as expected

Camille King

THE FUTURE OF BLACK CAPITALISM: THE EFFECT OF MODERN MEDIA ON BLACK BUSINESSES DURING THE COVID-19 PANDEMIC

Research Questions:

To what extent has gender and race negatively or positively affected the growth of Black businesses?

To what extent has modern media (internet, podcasts, social media, and news coverage) increased the growth of Black businesses in the Northeastern Region from 2019 until now in 2022?

Hypotheses:

Gender and race has negatively affected the growth of Black businesses because of systematic racism and accessibility to resources as well as gender inequality.

Modern media has increased the growth of Black businesses in the Northeastern Region.

This research is important in the field of Communications because it shows that despite the disadvantages that Black people face as entrepreneurs, and business owners, modern media can be used as an asset to elevate, and collaborate with other business owners and hopes of increasing Black Capitalism

Zian Lane

BLACK GIRLS' DECLASSIFIED: THE INTERCULTURAL BLACK FEMALE EXPERIENCE IN PREDOMINANTLY WHITE HIGH SCHOOL ENVIRONMENTS

Research Questions:

What are the positive and negative effects that predominantly White high school environments have on Black female students of high school age or older?

How do the experiences of Black females in predominantly White high school environments impact their social lives?

How does intercultural communication influence the Black female student experience in predominantly White high school environments?

Hypothesis:

The intercultural communication that occurs in predominantly White High School Environments has a significant impact on the academic and social outcomes of the Black female students that attend them.

Correlations confirm the researcher's hypothesis that intercultural communication, with the White peers, faculty, and administrators of predominantly White high school environments, significantly impact the academic and social outcomes of the Black female students within these environments.

Tatyana McDuffie

A STUDY ON THE PERCEPTIONS OF BLACK WOMEN IN THE
BEAUTY INDUSTRY

Research Questions:

Do the perceptions of Black women in western society have an affect on Black women in the Howard University community?

How do the experiences of these participant groups speak to the way Black women are perceived in said society?

Hypotheses:

The perceptions of western society do have a direct affect on Black women in the Howard University community.

The experiences show that Black women are widely perceived negatively.

Brielle Smith

THE DIGITAL WELLNESS OF OUR YOUTH: AN EXAMINATION
OF THE IMPACT OF MASS MEDIA ON YOUTH MENTAL
HEALTH

Research Questions:

How does digital media positively or negatively influence the way minority youth view themselves?

How do current digital media trends positively or negatively impact the mental health of youth in minority communities?

Hypotheses:

Digital media influences minority youth positively and negatively.

Current digital media trends positively and negatively affect the mental health of minority youth.

Trevonae Williams

THE IMPACT OF AMERICAN TELEVISION ON THE CULTURAL IDENTITY OF CARIBBEAN YOUTH

Research Questions:

How does the presence of American TV media affect young consumers aged 18 - 24 in the Caribbean?

Does American TV media complement, or displace their unique cultural identity?

Hypotheses:

The presence of American TV in the Caribbean region has an impact on the cultural identity of Caribbean youth.

Caribbean youth between the ages 18 - 24 are impacted directly by American television.