**Proposal for the Final Project**

**Data Source**

The data is a part of my dissertation, which is an online experiment about MMR vaccination among parents with vaccine hesitancy. My experiment consists of four conditions and requires 489 participants, assuming that my stimulus yield small effect size. The data is currently being collected via MTurk.

Regarding the public availability issue, as per our discussion, I will put the data into my repository on Github, set it as private, and invite you as a collaborator.

**My Preliminary Ideas**

*Visual 1.*

This will display the relationships between the experimental conditions and its effectiveness in manipulating information processing style (i.e., analytical and affective route). This will be a histogram graph showing experimental conditions on x-axis, means of the two information processing styles or each condition on y-axis.

The intended audience is researchers who are interested in learning about manipulation check method.

*Visual 2.*

This will display the relationships between the IVs (i.e., experimental conditions), moderator (i.e., conspiracy beliefs), and the outcome (i.e., vaccination intention). The x-axis will be the level of conspiracy beliefs, the y-axis will be vaccination intention. The difference between each condition will be displayed by geom\_line.

The purpose of this graph is to display how different format of messages influence vaccination intention of parents, considering their levels of conspiracy beliefs. The messages is intended to communicate with health interventionists or health communicators might be looking for communication strategies.

*Visual 3.*

This will display the relationships between political ideology, education, and the conspiracy beliefs. Using heat map, the x-axis will be political ideology (on a 5-point Likert scale), the y-axis will be education level, the color would be mapped according to the level of conspiracy beliefs. I wish I could use blue and red shades to show the intensity of conspiracy beliefs. However, I’m not sure if this is appropriate in the context of US culture or not.

The intended audience of this graph is general public audiences and researchers.

Overall Ideas.

I imagine the final products as a blogpost telling the story about my study. I think the majority of my readers would be researchers or health interventionists/communicators.