

斯坦福大学

斯坦福
传播部

菜单

本科生研究机会

传播系的教职员是许多多学科研究实验室和中心的创始人或联合创始人，其中包括：[协商民主中心](#)、[政治传播实验室](#)、[政治心理学研究组](#)、[斯坦福社交媒体实验室](#)、变革实验室、人类屏幕组项目和[虚拟人机交互实验室](#)。这些实验室涉及来自多个院系的本科生和研究生，扩大了学科的覆盖范围。

新闻课程越来越多地在校园内产生合作，包括[Big Local News](#)和[斯坦福新闻与民主倡议](#)。撰写公共事务文章的本科生可能会看到他们的故事在该系的[Peninsula Press](#)网站上分享，被 KQED 或 SFGate 转载，甚至被国家媒体传播。数据新闻和计算新闻课程吸引了 STEM 和非 STEM 专业的学生，导致一些人到 ProPublica 和路透社等媒体实习。

[Jennifer Pan](#)教授及其团队从事媒体与政治研究。本科生有机会进行定性研究（如内容分析）和定量研究（如编写数据抓取代码和训练机器学习模型）。有关过去项目的示例，请参阅<http://jenpan.com/>。

助理教授[Gabriella Harari](#)拥有一个研究实验室，研究人们的个性如何在日常生活的物理和数字环境中表现出来。Harari 教授欢迎想要参与跨学科研究项目的学生加入她的实验室，这些研究项目涉及通信、心理学和计算机科学的交叉领域。实验室的学生参与了研究，研究数字媒体技术（例如社交媒体、智能手机、可穿戴设备）如何揭示人们的行为模式和心理状态。

Professor [Jon Krosnick's Political Psychology Research Group](#) involves undergraduates in all phases of their research work. PPRG studies the psychology of political communication by conducting laboratory experiments, field experiments, experiments embedded in surveys, and high-quality national surveys of representative samples of American adults. The team has examined the impact of candidate name order on election outcomes, the role that pre-election polls play in influencing the outcomes and interpretations of American elections, the steps that researchers can take to be sure that pre-election polls and other surveys yield accurate measurements, changes in American public opinion on global warming, and more.

Professor [Jeff Hancock](#) and his group conduct behavioral, survey and computational research on social media and psychology. There are opportunities for undergraduates to do qualitative research such as content analysis, behavioral research such as running participants in experiments, and quantitative research such as writing code for data scraping and training machine learning models. For examples of past projects, see <https://sml.stanford.edu/>.

Undergraduates at [The Change Lab](#) contribute their own research interests and life perspectives while developing advanced research projects alongside a collective of graduate students, post-docs, and faculty. Founder of the lab, [Professor Nilam Ram](#), directs research on intensive longitudinal data and modeling the dynamics of how individuals' emotion regulation, media use, environmental exposures, and well-being change over time and across the lifespan. The Change Lab is often engaged in analyzing the large repositories of smartphone data collected in [The Human Screenome Project](#), a project in collaboration with Communication Professor [Byron Reeves](#). Undergraduates can work on preparing large scale datasets for analysis, developing data visualizations, discovering new phenomena through data analysis, and regularly presenting and publishing those discoveries. Design tasks include building websites, interactive visual and sonic displays, and creating compelling identities and material for the lab's community outreach.

Professor [Jeremy Bailenson's Virtual Human Interaction Lab \(VHIL\)](#) has spent the last 20+ years studying the effects of virtual reality on human beings. Current areas of research are VR in education, representations of the physical self (avatars) in VR and AR, and the effects of time and space in social VR settings. If you are interested in being a part of the lab you can find more information on the VHIL website or contact VHIL lab manager Brian Beams at beams@stanford.edu.