



SPARTANS WILL.

**Preparing for Success at UURAF:
*The Virtual Experience***

Welcome to Michigan State University Undergraduate Research Forum!

About UURAF

- Will we be using **Symposium** as the virtual platform
- **ALL** presentations will be asynchronous April 15-19, 2021
 - With synchronous facilitated discussion for the categories of visual & performing arts and film & digital media.
- **ALL presentations must be uploaded to Symposium by April 4 at 11:59 PM**
- Presenters, judges and evaluators will interact on Symposium via the comment feature
- UURAF is open to the public with a Symposium account

Click For:

[Symposium at A Glance](#)

[Poster Presentation Quick Guide](#)

[Poster Presentation Extended Guide](#)

[Oral Presentation Quick Guide](#)

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[Showcase Guide](#)

Symposium at a Glance



Symposium

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Welcome Page

Presentations

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Welcome to Michigan State University Undergraduate Research and Arts Forum!

Hosted on Symposium by ForagerOne

This is what visitors will see when they join Symposium and visit UURAF


- All presentations will be visible to visitors (i.e. family, friends, research mentors)
- However, visitors **MUST** register for a Symposium account if they wish to comment

Filters

Subject

- College of Arts and Letters
- College of Communication Arts and Sciences
- College of Music
- College of Natural Science
- College of Social Science
- Eli Broad College of Business
- Lyman Briggs College


Preview



Variables, Injustice, and Reactions: Student Perceptions on Corporate Statements

Presenter: Spriha Sharma

Preview




Delight

Presenter: Sequoia Snyder

How does Black music write our story? The goal of this project is to investigate the culture created by Black mus...

Preview




Reasons for Substance Use in Transgender Individuals

Presenters: Megan Wertz, Taylor Anderson, Terra Dunn


Data concerning reasons for alcohol...

Preview




Diabetes and Kidney Disease Across Ethnic Subgroups

Preview



44-Over 40 (Black or Hispanic) Adults

Preview



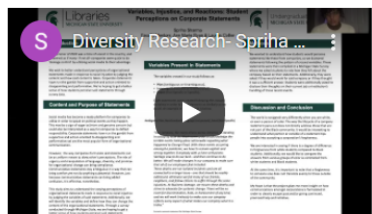
44-Over 40 (Black or Hispanic) Adults

Presentation Dashboard

- This is what ALL presentations will look like
- Visitors can use search bar at top or filters on the upper left hand corner to search for presentations.

Variables, Injustice, and Reactions: Student Perceptions on Corporate Statements

Voiceover



Presenter(s)
Spriha Sharma


Abstract

Social media has become a ready platform for companies to utilize in order to speak on political events as they happen. This may be a sign of eager activism and genuine concern, but could also be interpreted as a way for companies to deflect responsibility. Corporate statements have run the gambit from supportive and action-oriented to disappointing and performative, yet are the most popular form of organizational communication. This study aims to understand the varying perceptions of organizational statements made in response to racial injustice by judging the variables of said statements.

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+ Automatic Zoom ▾


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Libraries
MICHIGAN STATE UNIVERSITY

Variables, Injustice, and Reactions: Student Perceptions on Corporate Statements

Spriha Sharma
Faculty Mentors: Ann Marie Ryan & Lauren Collier



Undergraduate Research
MICHIGAN STATE UNIVERSITY

Introduction

The summer of 2020 was a time of unrest in the country, and it seemed as if many if not all companies were going to do "damage control" by utilizing social media to their advantage.

We wish to better understand perceptions of organizational statements made in response to racial injustice by judging the content and how said content is taken. Corporate statements have run the gambit from supportive and action-oriented to disappointing and performative. We're hoping to get a better sense of how students perceive said statements through survey data.

Variables Present in Statements

The variables crossed in our study follows as:

- **Phen** (Ambiguous or Unambiguous)
- **Language** (Emotional or Unemotional)
- **Event** (Non-Specific or Specific)

Eight statements were created following the crossed variables in order to get statements as similarly as we could. An example of a statement is below:

Ambiguous Phen, Non-Emotional Language (Not present), Event (Non-Specific)

"Our company, like many others across America, is standing in solidarity with the Black community to acknowledge the terrible events taking place nationwide regarding what happened to George Floyd. With these events occurring amongst a pandemic, we have to remain vigilant and strong together. Everybody with us here at Business Vintage vow to do our best- and then continue to do better. We will make changes in our company to make sure that all of our employees feel included. These deaths are not isolated incidents and are all connected to a larger issue- one that should be really addressed, otherwise we fail many of our friends, neighbors, and fellow citizens to suffer through the same injustices. At Business Vintage, we remain these deaths and strive to advocate for systemic change. There will be no room for discrimination, hate, or harassment of any kind, and we will work tirelessly to make sure our company reflects every aspect of what makes our company what it is today."

Source: https://www.statement.com/1234567890

Methods

We wanted to understand how students would perceive statements like these from companies, so we collected statements following the pattern of crossed variables. These statements were then compiled in a Michigan State Survey where we asked students to rate how they felt about the company based on their statements. Additionally, they were asked if they would work for said company or if they thought it was a sufficient answer. Students were additionally asked to discuss their thoughts on their current job or institution's handling of these recent events.

Content and Purpose of Statements

Social media has become a ready platform for companies to utilize in order to speak on political events as they happen. This may be a sign of eager activism and genuine concern but could also be interpreted as a way for companies to deflect responsibility. Corporate statements have run the gambit from supportive and action-oriented to disappointing and performative, yet are the most popular form of organizational communication.

However, the way companies formulate said statements can be an artform meant to show other's perceptions. The mix of urgency and manipulation of language, diversity, and promise for organizational change can bring confusion.

Communicative statements are ambiguous in a way that can bring comfort but not do anything substantial. However, just because communicative statements can bring added confusion, it is ineffective, nonhelpful.

This study aims to understand the varying perceptions of organizational statements made in response to racial injustice by judging the variables of said statements. Additionally, we will identify the variables and define how they can change the content of the organizational statements. Through a survey conducted throughout Michigan State, we are hoping to get a better sense of how students perceive said statements through survey data.

Discussion and Conclusion

The world is navigated very differently when you are white, or even a person of color. The way the rhetoric of a company statement pans out does not directly address those that are not part of the Black community. It would be interesting to understand what portion or sprinkle of a statement ties people into accepting a corporation's forgiveness.

We are interested in seeing if there is a degree of difference in forgiveness from white students compared to Black students. Additionally, we would like to compare the answers from various groups of color as contrasted from white students and Black students.

At the same time, it is important to note that a forgiveness to someone else does not translate evenly to those outside of the community.

My hope is that the project gives me more insight on how communications amongst corporations is formulated in order to clearly articulate past and/or giving continued, promised help and initiative.

Presentation View

- This is what visitors will see when they view a poster presentation.
- All presentation types will show presenter name(s) and abstract. Oral and showcase presentation will have a similar layout.

Comments

Start the discussion...

Post

Amanda Flores 1 month ago

Hi Spriha, Thank you so much for sharing your work with us. My questions for you are: 1) Based on what you have collected thus far, what are some findings you have identified? And, how are those findings informing your recommendations? 2) In what ways do you see your study addressing other issues related to diversity, equity, and inclusion in corporate settings?

[Reply](#) • [Report](#) • [2 comments](#)

Spriha Sharma 1 month ago

Hello, Amanda! Thank you so much for this opportunity and for these questions! I have identified that while a majority of people seemed to be more so complicit with what they saw a company says, a few students expressed how they did not think words were enough. I found this very interesting since I did want to see how students viewed the statements-- obviously-- but because I also thought it was interesting to see students define activism as active work. Someone had said that a simple acknowledgment does not mean that any substantial change has occurred, and so it brings me to wonder what exactly the next step would be. We have discoursed how corporate statements are perceived, but how do we dismantle that application? The most it has informed me has been my process of moving forward; to ask myself what the next step regarding corporate communications could be in order to impact the minority public in more positive ways. As for the second question, I see my study offering a better understanding of corporate communications that can directly affect their Black and minority employees. Organizational communication has a habit of maintaining the status quo by keeping it in check. By this I mean, for example, offering high-level employment to a select few Black employees after a scandal rather than investing in structural reform that will offer Black employees an equitable chance. This type of action keeps the system moving as normal by offering temporary solutions to permanent problems. I want to ensure a better working environment for all by changing the way things are immediately handled in modern-day working culture. So, I am hoping that by gaining a better understanding of what students think of such institutions, I can better employ myself with tools in order to change the cycle of the corporate statement lifecycle by dismantling corporate statements. Thus, slowly, leading towards a work culture change. With corporations having to take better and active accountability for their 'mistakes' (environmental racism, financial fueling of harmful politics, workplace discrimination), I would hope that the workplace would become a safer and freer place for Black employees.

Interacting with Judges

- Use the comment box to interact with judges, evaluators, and visitors
 - Keeping in mind, all visitors must register for a Symposium account to comment
- You will receive an email when someone has commented on your presentation

UURAF 2021 Guide Sheet

UURAF Poster Presentations Quick Guide

Poster Content:

- Title and list of authors
- Institutional logo or sponsoring organization
- Introduction, Methodology/Methods, Discussion/Results, Implications/Conclusions
- No need for abstract
- The poster isn't the whole story, it's the summary ☐ You are the story.
- Ask someone else to proofread your poster
- Share your video pitch with someone for feedback

Uploading to Symposium

- Poster Presentations - <https://urca.msu.edu/posters>
 - PDF of Poster
 - Less than 10 MB
 - Video Poster Pitch
 - YouTube (unlisted)
 - 2-5 min

<https://symposium.foragerone.com/uuraf21/submission>

- * indicates required information
- May select more than one college
- Include presentation number in title
 - 123: Presentation Title
- Subject = UURAF Category (not your College)

During UURAF

- Check messages daily and respond to questions
- Share your experience on social media
 - #UURAF2021
- Visit other presentations
- Have fun!

After UURAF – Feature Opportunity

- Must be a **current** MSU student during 2021-2022.
- Send the following to ugrsrch@msu.edu
 - Submit a copy of your **poster in PDF or PPT** format with the appropriate poster size of **40x32**. *Posters outside of these dimensions will not be accepted due to the size of the wall casings in the neighborhoods.*
 - Send a **headshot style photo** of yourself so we may add it to your profile.

- We will follow up with a qualtrics survey for you to complete



UURAF Poster Presentations Extended Guide

What's expected of you and your presentation?

The best thing to do when planning a poster presentation is to get answers to the following questions:

1. Who will attend this conference and potentially view my poster presentation? What can I assume they know? What can I assume they'll need explained?
2. What do I need to cover or include in my poster? How can I best make use of the space that I have?
3. What are the conventional norms for poster design and layout for my discipline?
4. What are some design and layout specifics, and what are the tools available to me to create my poster?
5. How can I best prepare to interact with people who stop to read my poster?

What are some design and layout specifics, and what are the tools available to me to create my poster?

Sketching out your presentation once you've brainstormed your content and addressed some of the questions and considerations above is a really helpful task. You can sketch out your poster by

hand, or you can sketch it out using a range of software tools. Having a sense of what might go where is a useful step toward design. Regardless of how you lay out your poster, general tips include:

- Make sure all of the text on your poster is in a large, readable font face—a size that people can easily read from standing, say, 10 feet away. (Don't use a size smaller than 20 pt.)
- Make sure that the font faces you use are appropriate for your presentation and your audience (for instance, don't use an “immature”-looking font face like Comic Sans or KidPrint, or a really aggressive, sloppy font face like Brutality or Laundromat.
- Remember that text set in ALL CAPS and long chunks of text set in italics is harder to read than text in standard sentence case.
- Effectively use headings and subheadings for the content of your poster, and make sure these headings stand out visually.
- Don't clutter your poster with long, dense paragraphs of text. When it's appropriate and when you can, present your information in succinct bullet points.
- Avoid using dark backgrounds with light text on top—most readers are most comfortable reading dark text (i.e., black) on light backgrounds (i.e., white). You don't have to stick with black and white, but know that putting light yellow on dark purple might be difficult for your readers.
- Make sure all of your figures, graphs, photos, and other visual content are high-quality and will print well (and not get blurred or pixelated); make sure all of this content is clearly visible and readable from 10 feet away.
- Label each of your figures, graphs, photos, and other visual content so that your readers know exactly what the figure is referring to or presenting.

Registered student presenters will:

- Create a poster presentation using standard poster presentation guidelines (we recommend Microsoft PowerPoint or similar software)
- Create a video discussing their poster presentation (2 to 5 minutes long)
- Upload their poster discussion video to YouTube.com as an unlisted video
- Enable the closed captioning feature on their presentation to promote accessibility and inclusivity

- Add the link to their unlisted YouTube video and PDF of poster (less than 10MB) to the UURAF event portal by 11:59 PM Eastern on April 4th

Special notes:

- Although posters will not be printed, we recommend designing the poster as if it were to be printed to a size of 40" x 32" (102 cm x 81 cm)
- Group presentations are acceptable if using proper physical distancing measures when preparing the video presentation
- UURAF is a public event--do not share confidential information in your presentation

Virtual Presentation Tips:

- [Tips and poster samples](#)
- [How to record a PowerPoint presentation](#)
- [How to add caption to YouTube videos](#)
- [Unlisted](#) video setting
- You may also create your video with other programs or technology, such as Zoom or [OBS](#) and edit/add captions with [MSU MediaSpace](#), but the final video must be uploaded to YouTube due to event platform limitations.
- Attend one of our [workshops](#) or [peer advising](#) for more assistance

UURAF Oral Presentations Quick Guide

- Ask someone else to proofread your slides
- Make sure the file format is correct
- Make sure special elements (e.g., videos) work correctly
- Save your presentation in PDF, helps keep formatting
- Practice timing with a partner (7-10 mins)
- Incorporate closed captioning

Uploading to Symposium

- Oral Presentations - <https://urca.msu.edu/orals>
 - Video Poster Pitch
 - YouTube (unlisted)
 - 7-10min

<https://symposium.foragerone.com/uuraf21/submission>

- * indicates required information
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- Include presentation number in title
 - 123: Presentation Title
- Subject = UURAF Category

During UURAF

- Check messages daily and respond to questions
- Share your experience on social media
 - #UURAF2021
- Visit other presentations
- Have fun!

UURAF Oral Presentations Extended Guide

What's expected of you and your presentation?

For a class presentation, your professor might give you a list of requirements and expectations for your presentation. For a conference presentation, it might be assumed that you already know the requirements and expectations for a presentation or you might be provided some guidelines and expectations. The best thing to do when planning a conference presentation is to get answers to the following questions:

- Who will attend this conference and potentially my presentation? What can I assume they know? What can I assume they'll need explained? (More on this below.)

- What is the typical method of presenting at this conference? For instance, do people “read” a paper out loud? Do they show a slideshow? Do people typically engage the audience (e.g., by asking questions, or asking for feedback)?
- How much time will I have to present? Will I be able to show a slideshow?
- Oral presentations are often supplemented by some sort of slideshow (e.g., one created in Microsoft PowerPoint), because people tend to understand and retain what they both hear and see. Presentations will be pre-recorded oral presentations of 7-10 minutes.

Students will need to

- Create an oral presentation using standard presentation guidelines (we recommend Microsoft PowerPoint or similar software)
- Create a voice-over for their PowerPoint presentation lasting 7 to 10 minutes
- Upload their presentation with voice-over to [YouTube.com](https://www.youtube.com) as an unlisted video
- Enable the closed captioning feature on their presentation to promote accessibility and inclusivity
- Add the link to their unlisted YouTube video to the [UURAF event portal](#) by 11:59 PM Eastern on April 5th (Found in My Spartan Story)

Virtual Presentation Tips:

- [How to record a PowerPoint presentation](#)
- [How to add caption to YouTube videos](#)
- [Unlisted](#) video setting
- You may also create your video with other programs or technology, such as Zoom or [OBS](#) and edit/add captions with [MSU MediaSpace](#), but the final video(s) must be uploaded to YouTube due to event platform limitations.
- Attend one of our [workshops](#) or [peer advising](#) for more assistance

UURAF Performance/Showcase Presentations Guide

Performance/Showcase Presentations

- Create and record a video of their performance, exhibit, or demonstration. Less than 15 minutes is recommended. (Documentary films, multimedia, and similar products may also fit well in this presentation type.)
- Prepare and record a 2-to-5-minute video describing the performance, exhibit, or demonstration
- Upload their presentations to YouTube.com as an unlisted video
- Enable the closed captioning feature on their presentation to promote accessibility and inclusivity

- Add the link to their unlisted YouTube videos to the UURAF event portal by 11:59 PM Eastern on March 31st

Uploading to Symposium

- Performance Presentations - <https://urca.msu.edu/orals>
 - Recommend less than 15 min video of performance, demonstration, or exhibition
 - 2-5 min video describing (pitch) their performance, demo, or exhibit
 - YouTube (unlisted)