



EMERALD OBIE

BS, Brain and Behavioral Science, Purdue University (2017); MA, Psychology, New York University (2023)

What have you been doing since the publication of your article in JPUR, volume 8?

Since publishing my research in JPUR, I've worn many hats in different areas. After obtaining my bachelor's degree, I started working in hospitality in Indianapolis and eventually came back to Purdue to work on research with Dr. Proctor. After this, I took leadership positions in food service and health care. In all these positions, I built up my resume and implemented the skills I gained while working on my bachelor's degree. Recently, I have obtained my master's degree in psychology from New York University, and I am working as a UX Researcher & Web Analyst for Carnegie Higher Education.

What are your career goals?

My career goals are to become more specialized in the UX design industry. Because of my research background, I am already familiar with the qualitative and quantitative methods used. However, I am also interested in the interaction and motion of designs and the experiences they provide to users. I think that is what makes my background really special. Coming into the space with the experience of working with people and being involved in research focused on their behavior gives me a unique perspective. Aside from UX, I would love to pursue project management.

How did the research you did as an undergraduate at Purdue impact your current endeavors? What is the value of undergraduate research?

I mentioned this previously, but the research that I did as an undergrad shaped the career that I am in now. Throughout my internship and in my current role, I use the research methods that I learned during my undergraduate research experience and have even taught these methodologies to others on the team. In addition, while I was searching for a job, I was able to reference my previous research experience, making me eligible for mid-senior-level roles. The value of undergraduate research is unmatched. When I worked in Dr. Proctor's Cognitive Psychology Lab, I never thought about how much it would impact my career trajectory.

How did the faculty mentor relationship impact you during your time at Purdue?

The faculty-mentor relationship that I had with Dr. Proctor was the best part of doing undergraduate research for me. Working on his projects both in and outside his lab was a fantastic experience, and I will always be thankful for everything he taught me. Because of his mentorship, I was able to learn not just hard skills

but the soft skills that graduate schools and companies are looking for in new candidates. Also, because of my time in his lab, I gained experience in presenting at conferences, planning research projects, running statistical analyses, and so much more! I am forever grateful.



MULTITASKING:
The Impact of Spatial and Verbal Working Memory on the Simon Effect

<p>Student Author</p>  <p>Emerald Obie conducted this research as a graduating senior in brain and behavioral sciences in the College of Health and Human Sciences at Purdue University. She worked in the Psychological Sciences department in both cognitive psychology and behavioral neuroscience during the last couple of years as an undergraduate. During her junior and senior year, she worked very closely with Robert W. Proctor and studied the Simon effect in human subjects. She continues to work as a part-time researcher today while continuing her education as a PhD student at Purdue. She is studying cognitive psychology and hopes to pursue a career as a research professor in the cognitive field.</p>	<p>Mentor</p>  <p>Robert W. Proctor is Distinguished Professor of Psychological Sciences at Purdue University, with a courtesy appointment in the School of Industrial Engineering. Proctor teaches courses in human factors in engineering, human information processing, attention, and perception and action. He is the faculty advisor of the Purdue Student Chapter of the Human Factors and Ergonomics Society. Proctor's research focuses on basic and applied aspects of human performance. He is coauthor of the books <i>Human Factors in Simple and Complex Systems, Skill Acquisition and Human Performance, Stimulus-Response Compatibility Principles: Data, Theory, and Application, and Attention: Theory and Practice</i>. He is Fellow of the American Psychological Association, the Association for Psychological Research, and the Human Factors and Ergonomics Society.</p>
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How did the experience of publishing an article in JPUR benefit you? What advice would you give to other undergraduates at Purdue who are interested in contributing to the journal?

The publishing experience with JPUR was very rewarding because it helped polish my writing skills. Even now, I am told how well my academic writing is, and I know that one of the reasons is the numerous drafts I went through when writing my article. Also, having a published article was a great thing to mention in graduate school applications and interviews! It is not common for undergraduates to publish, so it was always a highlight. For those who are interested, I say go for it! It is an amazing experience, and even if you aren't interested in continuing higher education, it can still be added to your resume and LinkedIn profile.

What advice would you give to other undergraduates at Purdue who are interested in doing research?

Talk to the professors! Better yet, form strong relationships with them. The professors at Purdue are among the best; they are always open to getting to know you and helping you in your journey. A great first step would be to explore the Purdue University Research web pages to see what type of research you're interested in and then send out emails to set up meetings. Once there, get to know them and ask about how and why they got involved in their area of research. Also, ask more about what their lab is currently doing and the typical roles of an undergraduate working under them. This is a conversation, not an interview, so they may ask you some questions too! Just relax and keep an open mind. If you're still interested after hearing their answers, ask what you can do to join the lab.

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