<u>SCIAM: DEVELOPING A METHOD FOR "COGNITIVE AUDITS" OF CHARITABLE WEBSITES.</u>
Stage de Sciences Cognitives

1. <u>Description de l'entreprise</u> :

   Sciam is a consulting company operating at the intersection between IT and the behavioral sciences. It is currently creating a number of offers relating insights from cognitive science to technology development.

2. <u>Description du stage et de son contexte</u> :

   Developing a method for "cognitive audits" of charitable websites.

   Objective: To develop a generalizable method capable of assessing the usability and "cognitive ease" of charity sites. The focus is on identifying cognitive factors related to website design that could reduce the likelihood of people of goodwill making online donations to charities. The output will be a generalist platform audit matrix, designed from a cognitive perspective and tested for reliability. This matrix should indicate the main KPI's to be measured to assess a platform from a cognitive point of view.

   After proposing an audit method informed by scientific literature, the student will focus on a given usability factor to propose and begin carrying out an experiment that aims to improve usability (and thus the probability of payment). This experiment will be created with and implemented with the help of SCIAM employees.

3. <u>Description des missions / activités des stagiaires</u> :

   The intern will work with Dr. Brent Strickland and Hugo Trad (PhD student, bourse CIFRE a Sciam) as well as the Sciam staff to design and test their method.

4. <u>Profil des stagiaires</u> :

   Strong programming skills, an ability to independently carry out statistical analyses (e.g. using R), good presentation skills, and an entrepreneurial mindset are all considered to be positive factors, though no individual factor is absolutely necessary or determinate.

5. <u>Compétences à acquérir ou à développer pendant le stage</u> :

   The student will learn to apply insights from cognitive science to real world contexts, will advance in their understanding of « nudges », and will gain experience in consulting.

6. <u>Stages précédents au sein de l'entreprise / administration</u> :

Sciam is currently financing a bourse CIFRE on this topic.

<u>Précisions :</u>
Durée : March
Responsable : Dr. Brent Strickland
Fonction :
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       -Scientific director at the UM6P
       School of Collective Intelligence.
       -Expert consultant at Sciam.
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Gratification : 550 euros/mois. 5 mois. Début 1er Mars.
Langue préférée / requise (français/anglais) : English and French preferred.