



MIE498H1: Research Thesis 2024-2025

Supervisor	Li Shu
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Number of Positions	2
Open to	Undergraduate Mechanical and Industrial Engineering Students
Term Offered	Fall (F) and Winter (S)
Research Area	Human Factors, Information Engineering, Design
Research Topic	Overcoming Social Conformity
Project Description	

Many people behave in ways that conform to social proof (how everyone else is behaving) even when the conforming behavior is harmful. Identify, develop and test potential interventions to overcome social conformity in real-world situations.

Additional Information N/A

Application Instructions Email (shu@mie.utoronto.ca) in a single pdf file named YourLastName_FirstName_YearMonthDate_UGthesis_application:

1. A cover letter describing your interest, qualifications and proposed approach;
2. A resume;
3. An unofficial copy of your transcript.