

## **BRITNEY CABRERA**

### **JUNIOR RESEARCH ASSISTANT**

As a business major, I have developed a strong curiosity about how language shapes thought, behavior, and decision-making, which I can intersect with consumer psychology, marketing, and organizational communication.

My interest in psycholinguistics and the Cohabit PsyLing Lab stems from a desire to understand how language influences perception and decision-making processes in social and professional contexts. By exploring how people process and produce language, I hope to contribute to research bridging the gap between cognitive science and business applications. This research allows me to merge my passion for behavioral insights with innovative business strategies.

