

## Capstone Reflection

I really enjoyed my Capstone project. It was very stressful at times, but I had two wonderful mentors who helped me every step of the way. I am proud of the work I did and was pleased to receive positive feedback from my peers.

My research explored personal care brands and their usage of mental health keywords on Twitter. We analyzed these tweets on correctness, sincerity, and authenticity. I did a lot of analyzation that did not make it into the final presentation, and also did a lot of analyzation and coding that ended up not being relevant to our study.

My capstone had a few hiccups along the way. Our original methodology did not work the way we wanted it to, so we had to completely redesign how we would collect data and analyze it. This cut us close on time, since I did all of the data collection and analyzation spring semester. Looking back, I wish we would have realized this sooner, but this is part of the learning process.

My capstone adds to existing knowledge by expanding data analyzation on bluewashing. This term is new and does not have much data surrounding it, so being able to be one of the first to do research in this field was very unique and special. Because of this, I sometimes felt like I did not have a lot of direction with where I should go with my study since the territory was uncharted. I felt like there was so much to be explored that it was hard to narrow down my study. However, I am sure Dr. Machin will continue with her research on bluewashing, since this is something she enjoys researching.

Overall, I put in so much time and effort into this project and am extremely proud of the work I was able to accomplish alongside my mentors. I want to thank Dr. Jane Machin, Dr. John Brummette, and the Honors College for allowing me to do research that was unique and relevant to my career field.