

Introduction to Social Psychology: Methods

**Psy 240; Fall 2006
Purdue University
Dr. Kipling Williams**

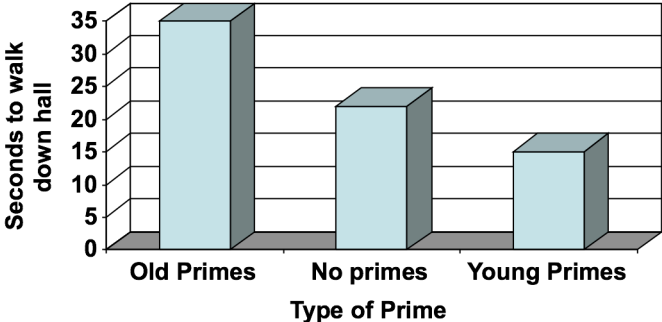
Example 1

- Individuals primed with “old people concepts” are more likely to walk slower than those who are not primed with “old people concepts.”
- Independent variable
 - Operationally define “old people concepts”
- Dependent variable
 - Operationally define “walking speed.”

Example 1: Graph

Example 1: Graph

Walking Duration as a Function of Prime



Example 2: Identifiability and Social Loafing

- Hypothesis: Individual task performance will decline as group size increases, especially when individuals' contributions to the group effort are unidentifiable.
 - Rationale: diffusion of responsibility, loss of evaluation potential

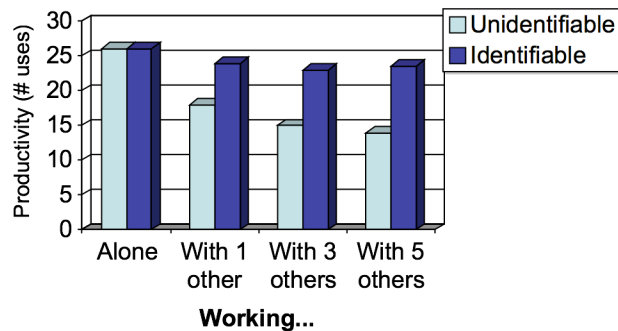


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Example 2: Between and Within-S factors

Identifiability and Individual Performance in Groups



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Within-S factors

- Each participant experiences all levels of the within-S factor (e.g., working...[group size])
- Their order becomes a concern to the internal validity of the experiment.
 - There may be fatigue or practice effects
 - Thus, order must be random or counter-balanced
- Because participants experience all levels, they may guess what is important in the study, trying to figure out hypothesis.
 - Demand characteristics

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Between-S factors

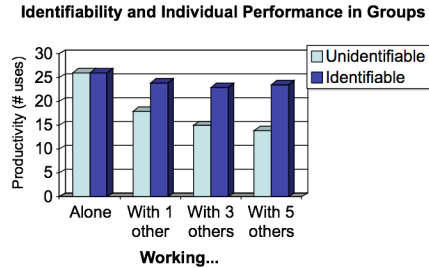
- Each participant experiences only one level of this factor (e.g., identifiability/unidentifiability)
- Participants must be randomly assigned to the level of this factor.
 - Any other method of assignment violates assumptions of statistical tests, and threatens internal validity
 - Examples: morning/afternoon

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Example 2: Between and Within-S factors

- Independent Variables?
 - Operational definitions
- Dependent Variables?
 - Operational definitions
- Main effects?
- Interactions?
- Internal Validity?
- External Validity?



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Example 3: Stealing Thunder

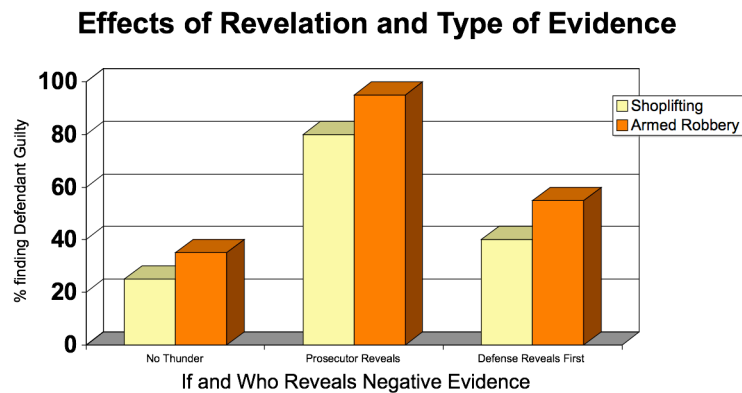
- Revealing the worst evidence about your client before the prosecutor reveals it reduces the negative impact of that evidence.
 - Rationale: increases credibility, causes re-evaluation of the meaning of the evidence.



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Example 3: Stealing Thunder

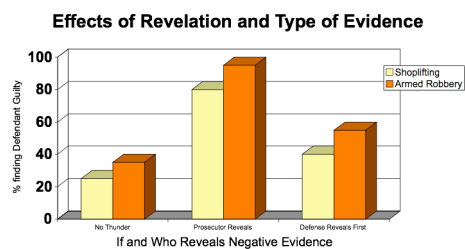


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Example 3: Stealing Thunder

- Independent variables?
 - Operational definitions
- Dependent variable?
 - Operational definitions
- Within or Between?
- Main effects or interactions?
- Internal validity
- External validity



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