POSSIBLE EXAM 2 TOPICS
Exam 1: 19 October, 2016 7:00PM

SURVEY RESEARCH
- Generalizability
- Wording
  - Double barreled questions
  - Loaded or leading questions
  - Negative wording
  - Yay-saying, nay-saying
- Responses
  - Closed questions
  - Open-ended questions
  - Scales
    - Graphic
    - Nonverbal
    - Semantic
- Sampling
  - Haphazard sampling
  - Purposive sampling
  - Quota sampling
  - Random sampling
  - Which one is most ideal? Which one actually happens at a research university?

BASIC EXPERIMENTAL DESIGN
- IV and DV
- Reliability, VALIDITY
- Between-Subjects Design
  - Posttest only
    - Easier to do
    - Lillard & Peterson (2011)
    - Hypothetical Smoking
      - Cessation experiment
  - Pretest-posttest
    - Stronger construct validity
    - How did Lillard & Peterson try to make their experiment more like a pretest-posttest design experiment?
  - Experimental Group
  - Control Group
    - Null IV works kind of like a control group
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- Latane’s smoke-in-the-room experiment  
- Asch’s conformity experiment  
- Schacter’s affiliation experiment

- Within-Subjects Design  
  - Counterbalancing  
- Confounding variables (confounds)

### HOW TO CONDUCT AN EXPERIMENT

- Straightforward manipulation  
  - Godden & Baddeley (1975): Scuba diving word memorization!  
    - Context-dependent memory
- Staged manipulation  
  - Morse & Gergen (1970): Mr. Clean / Mr. Dirty  
  - Confederate
- Placebo  
  - Eich et al. (1975): Reefer madness  
    - State-dependent memory
- Double-blind procedure
- Types of dependent measures  
  - Self-report  
    - Participant has most control over response  
    - High reactivity
  - Behavioral  
    - Participant has some control over response  
    - Medium reactivity
  - Physiological  
    - Participant has no control over response  
    - Low reactivity
- Sensitivity  
  - Ceiling & Floor effects

### ADVANCED EXPERIMENTAL DESIGN

- Variables can be related to each other in  
  - Simple ways  
  - Complex ways
- Factorial design
“Factor”

Combinations of IVs: Your professor is a hot male.

Design matrices
- 2x2
- 2x3
- 3x3
- 2x2x2
- You should be able to understand any matrix!

How many ________ in a 2x2 design?
- Groups? (assume this was between-subjects)
- Factors?
- Levels?
- People in the experiment if there were 20 per group
- People per group if there were 80 in the experiment
- Be prepared to figure this out for any design

Notation
- How many factors? How many levels?
- How many between-subject factors? Levels?
- How many within-subject factors? Levels?
- Reporting

Main effects and interactions
- Effect
- Main effect
- Interaction
- How to tell in a table
- How to tell on a graph

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