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

SURVEY RESEARCH

- Generalizability
- Wordings
  - 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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