Introduction to Social Psychology: Methods

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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

Walking Duration as a Function of Prime

<table>
<thead>
<tr>
<th>Type of Prime</th>
<th>Seconds to walk down hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Primes</td>
<td>35</td>
</tr>
<tr>
<td>No primes</td>
<td>20</td>
</tr>
<tr>
<td>Young Primes</td>
<td>10</td>
</tr>
</tbody>
</table>
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

Example 2: Between and Within-S factors

Identifiability and Individual Performance in Groups

<table>
<thead>
<tr>
<th></th>
<th>Unidentifiable</th>
<th>Identifiable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With 1 other</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>With 3 others</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>With 5 others</td>
<td>10</td>
<td>30</td>
</tr>
</tbody>
</table>

Working...
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 the what is important in the study, trying to figure out hypothesis.
  - Demand characteristics

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
Example 2: Between and Within-S factors

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

![Graph showing identifiability and individual performance in groups.]

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.
Example 3: Stealing Thunder

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