

Research Methods Chapter Study Guide

Complete the following study guide as you read the assigned pages for class and listen to class lectures/discussions. Do NOT copy word-for-word from the book. Answer in your OWN WORDS.

1. Why are theories and hypotheses important in psychology? Why do we need to replicate studies that have been conducted?

2. Justin Bieber has just hired you as his personal experimenter. He is interested in only one goal: dating as many girls as possible. Justin is wondering if the length of his hair makes a difference in how many girls go out with him. How would you set-up this experiment? After describing your experiment, label the Independent Variable, Dependent Variable, and any Confounding Variables.



3. Because you've gained world renown for your work with JBieb, your high school hires you as their new consultant. They'd like you to **create an experiment that determines the effect of study time on exam performance**. Create an experiment that determines this. After describing your experiment, label the IV, DV, Control Group, Experimental Group, and any confounding variables.



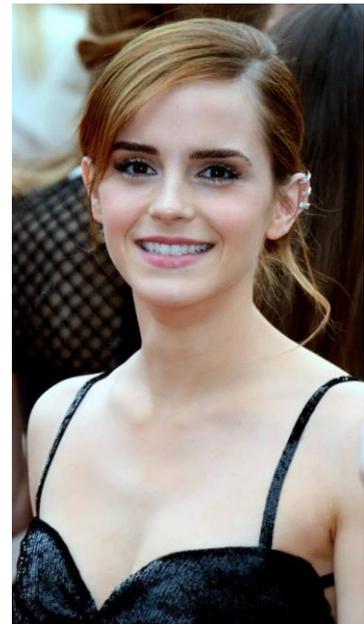
4. What is one advantage and one disadvantage of Surveys?

5. Create an example where a naturalistic observation would be more appropriate than a case study.

6. Which of the six experimental ethics we discussed in class do you believe to be the most IMPORTANT and which do you think is the LEAST important? Why?



7. **The Emma Watson Question:** Emma grew up in England but has spent most of her professional life in the United States. Because she is an amazing actress, she has perfected both an English and an American accent. She wonders which accent people prefer. In Harry Potter 8: The Seductress's Secret, she used an American accent. In Harry Potter 9: The Revenge of Ron, she used a British accent. Harry Potter 8 grossed \$1.2 billion dollars worldwide. Harry Potter 9 grossed \$1.21 billion dollars worldwide. Emma concludes people prefer her British accent. Why would the term "**statistical insignificance**" apply to her faulty thinking?



8. When would it be more appropriate to use a double-blind study than a single-blind study?

9. What type of data set might create a negatively skewed distribution? (You can make up an actual data set of numbers or just generally describe what it would include.)

NOTE: Don't confuse this with correlations! Distributions and correlations ARE DIFFERENT!!!