CONTENTS

Box 3.1 Ethics - AcMattergal devug ni #6mit

	The Goals of Research in Psychology 25
	Describing Behavior 25
	Predicting Behavior 25
	Explaining Behavior 25
	Controlling Behavior 26
	A Passion for Research in Psychology (Part I) 26
	Eleanor Gibson (1910–2002) 27
	B. F. Skinner (1904–1990) 28
CHAPTER	2.
	The state of the same was an account to the same in the same of the same in th
Ethics in	Psychological Research 35
	Box 2.1 Classic Studies—Scaring Little Albert 36
	Developing the APA Code of Ethics 38
	Ethical Guidelines for Research with Humans 40
	Judging Benefits and Costs: The IRB 41
	Informed Consent and Deception in Research 44
	Box 2.2 Ethics—Historical Problems with Informed Consent 50
	Informed Consent and Special Populations 52
	Treating Participants Well 53
	Research Ethics and the Internet 55
	Ethical Guidelines for Research with Animals 57
	The Issue of Animal Rights 57
	Box 2.3 Origins—Antivivisection and the APA 58
	Using Animals in Psychological Research 60
	The APA Code for Animal Research 62
	Justifying the Study 62
	Caring for the Animals 62
	Using Animals for Educational Purposes 63
	Scientific Fraud 63
	Data Falsification 64
CHAPTER	a 3
Developi	ng Ideas for Research in Psychology 71
	Varieties of Psychological Research 72
	Basic versus Applied Research 72
	The Setting: Laboratory versus Field Research 75

	Quantitative versus Qualitative Research 79
	Asking Empirical Questions 79
	Operational Definitions 80 May 2014 180 180 180 180 180 180 180 180 180 180
	Developing Research from Observations of Behavior and Serendipity 81
	Box 3.2 Origins—Serendipity and Edge Detectors 83
	Developing Research from Theory 84
	The Nature of Theory 85
	The Relationship between Theory and Data 86
	Attributes of Good Theories 89
	Falsification 89
	Parsimony 90
	Box 3.3 Classic Studies—Falsification and Der Kluge Hans 91
	Developing Research from Other Research 93
	Research Teams and the "What's Next?" Question 94
	Replication and Extension 95
	Creative Thinking in Science 96
	Reviewing the Literature 99
	Computerized Database Searches 99
	Search Tips 100
	Establishing independent Variables appearance and saidest
CHAPTER	4 Complete Constructed and Silvery and Silvery Construction of the
Measure	ment and Data Analysis 107
	What to Measure—Varieties of Behavior 108
	Developing Measures from Constructs 109
	Box 4.1 Origins—Reaction Time: From Mental Chronometry to Mental
	Rotation 113
	Evaluating Measures 114
	Reliability 114
	Validity 116
	Reliability and Validity 117
	Scales of Measurement 118
	Nominal Scales 118
	Ordinal Scales 119
	Interval Scales 120

Box 3.1 Ethics—A Matter of Privacy 78

Box 4.2 Classic Studies—Measuring Somatotypes: When 7-1-1 Met 1-1-7 121 Ratio Scales 122 123 Statistical Analysis Descriptive and Inferential Statistics 124 Descriptive Statistics 124 Inferential Statistics 131 Box 4.3 Ethics—Lying with Statistics 132 Hypothesis Testing 134 Type I and Type II Errors 135 Inferential Analysis 137 Going Beyond Hypothesis Testing 138 Effect Size 138 Confidence Intervals 139 141 Power CHAPTER 5 **Introduction to Experimental Research** 145 Essential Features of Experimental Research 147 Box 5.1 Origins—John Stuart Mill and the Rules of Inductive Logic 147 Establishing Independent Variables 148 Varieties of Independent Variables Control Groups 150 Controlling Extraneous Variables 150 152 Measuring Dependent Variables Manipulated versus Subject Variables 153 Drawing Conclusions When Using Subject Variables Box 5.2 Classic Studies—Bobo Dolls and Aggression The Validity of Experimental Research Statistical Conclusion Validity Construct Validity 159 External Validity 160 Other Populations 160 161 Box 5.3 Ethics—Recruiting Participants: Everyone's in the Pool Other Environments 163 Other Times 164

A Note of Caution

164 Internal Validity 165 Threats to Internal Validity 165 Pre-Post Studies 166 History and Maturation 166 Regression 167 Testing and Instrumentation 168 Evaluating Pretests—The Solomon Design Participant Problems 170 Subject Selection Effects Attrition 171 CHAPTER 6 **Control Problems in Experimental Research** Between-Subjects Designs 178 The Problem of Creating Equivalent Groups Random Assignment 180 Matching 181 Within-Subjects Designs 185 The Problem of Controlling Sequence Effects 189 Testing Once per Condition Complete Counterbalancing 189 Partial Counterbalancing 190 Testing More Than Once per Condition 192 Reverse Counterbalancing 192 Block Randomization Problems with Counterbalancing 194 Control Problems in Developmental Research Box 6.1 Classic Studies—The Record for Repeated Measures Problems with Biasing 199 Experimenter Bias Controlling for Experimenter Bias 201 Participant Bias 203 Box 6.2 Origins—Productivity at Western Electric Controlling for Participant Bias 205 Box 6.3 Ethics—Research Participants Have Responsibilities Too 207

CHAPTER 7	CHA	PTER	7
-----------	-----	------	---

Experimental Design I: Single-Factor Designs 213

Single Factor—Two Levels 214

Between-Subjects, Single-Factor Designs 216

Within-Subjects, Single-Factor Designs 218

Box 7.1 Classic Studies—Psychology's Most Widely Replicated Finding? 219

Analyzing Single-Factor, Two-Level Designs 223

Single Factor—More Than Two Levels 224

Between-Subjects, Multilevel Designs 224

Box 7.2 Origins—Nonlinear Results: The Ebbinghaus Forgetting
Curve 225

Within-Subjects, Multilevel Designs 229

Presenting the Data 230

Types of Graphs 231

Analyzing Single-Factor, Multilevel Designs 233

Control Group Designs 234

Placebo Control Groups 234

Waiting List Control Groups 235

Box 7.3 Ethics—Who's in the Control Group? 236

Yoked Control Groups 239

CHAPTER 8

Experimental Design II: Factorial Designs 245

Factorial Essentials 246

Identifying Factorial Designs 246

Outcomes—Main Effects and Interactions 249

Main Effects 249

Interactions 251

Combinations of Main Effects and Interactions 255

Box 8.1 Classic Studies—To Sleep, Perchance to Recall 259

Varieties of Factorial Designs 262

Mixed Factorial Designs 262

Factorials with Subject and Manipulated Variables: P × E Designs 266

Recruiting Participants for Factorial Designs 270

Analyzing Factorial Designs 270

Box 8.2 Ethics—On Being a Competent and Ethical Researcher 272

Box 8.3 Origins—Factorials Down on the Farm 274

CHAPTER 9

Correlational Research 281

Psychology's Two Disciplines 282

Box 9.1 Origins—Galton's Studies of Genius 283

Correlation and Regression—The Basics 285

Positive and Negative Correlations 285

Scatterplots 286

Assuming Linearity 289

Restricting the Range 289

Coefficient of Determination—r² 291

Regression Analysis—Making Predictions 291

Interpreting Correlations 294

Correlations and Causality 294

Directionality 295

Third Variables 297

Caution: Correlational Statistics versus Correlational Research 298

Using Correlations 300

The Need for Correlational Research 300

Varieties of Correlational Research 301

Box 9.2 Ethics—APA Guidelines for Psychological Testing 302

Box 9.3 Classic Studies— The Achieving Society 305

Multivariate Analysis 307

Multiple Regression 307

Factor Analysis 309

CHAPTER 10

Quasi-Experimental Designs and Applied Research 315

Beyond the Laboratory 317

Applied Psychology in Historical Context 319

Design Problems in Applied Research 320

Box 10.1 Origins—Hugo Münsterberg: Applied Psychologist Extraordinaire 321

Quasi-Experimental Designs 323

Nonequivalent Control Group Designs 323

Outcomes 325

Regression and Matching 326

	Interrupted Time Series Designs 331
	Outcomes 332
	Variations on the Basic Time Series Design 335
	Research Using Archival Data 336
	Program Evaluation 339
	Box 10.2 Classic Studies—Reforms as Experiments 340
	Planning for Programs—Needs Analysis 341
	Monitoring Programs—Formative Evaluation 344
	Evaluating Outcomes—Summative Evaluation 345
	Weighing Costs—Cost-Effectiveness Analysis 346
	A Note on Qualitative Analysis 347
	Box 10.3 Ethics—Evaluation Research and Ethics 348
CHAPTER	
Small N	Designs 353
	Research in Psychology Began with Small N 354
	Box 11.1 Classic Studies—Cats in Puzzle Boxes 357
	Reasons for Small N Designs 359
	Misleading Results from Statistical Summaries of Grouped Data 359
	Practical Problems with Large N Designs 361
	The Experimental Analysis of Behavior 362
	Operant Conditioning 362
	Applied Behavior Analysis 366
	Box 11.2 Ethics—Controlling Human Behavior 367
	Small N Designs in Applied Behavior Analysis 369
	Elements of Single-Subject Designs 369
	Withdrawal Designs 370
	Multiple Baseline Designs 372
	Changing Criterion Designs 375
	Other Designs 379
	Evaluating Single-Subject Designs 379
	Small N Research in Psychophysics 381
	Thresholds 381
	Methods of Psychophysics 381
	Psychophysics and Small N 382

Case Study Designs 383 Evaluating Case Studies 383 Box 11.3 Classic Studies—The Mind of a Mnemonist CHAPTER 12 Observational and Survey Research Methods 391 Observational Research 392 Varieties of Observational Research 392 Naturalistic Observation 393 Participant Observation 394 Challenges Facing Observational Research 394 Box 12.1 Classic Studies—When Prophecy Fails 395 Absence of Control 396 Observer Bias Participant Reactivity 398 Ethics 399 Survey Research 402 Box 12.2 Origins—Creating the "Questionary" 403 Probability Sampling Random Sampling 407 Stratified Sampling 407 Cluster Sampling 409 Varieties of Survey Methods. 409 Interviews 409 Phone Surveys 410 Electronic Surveys 411 Written Surveys Creating an Effective Survey 413 Types of Survey Questions or Statements 413 Assessing Memory and Knowledge 415 Adding Demographic Information 416 A Key Problem: Survey Wording 417 Surveys and Ethics Box 12.3 Ethics—Using and Abusing Surveys 419

Epilogue 427

What I Learned in My Research Methods Course 427 A Passion for Research in Psychology (Part II) 429

Elliot Aronson 430 Elizabeth Loftus 432

APPENDIX A

Communicating the Results of Research in Psychology 435

Research Reports, APA Style 435

General Guidelines 436

Writing Style 436

Reducing Bias in Language 437

Avoiding Plagiarism 440

Miscellaneous 441

Main Selections of the Lab Report 442

Title Page 442

The Manuscript Page Header/Page Number 442

Running Head 442

Title/Author/Affiliation 443

Abstract 444

Introduction 444

APA Citation Format 445

Method 445

Results 446

Reporting the Data: Statistics 446

Portraying the Data: Tables and Figures 447

Discussion 448

References 448

Presentations and Posters 449

Tips for Presenting a Paper 449

Tips for Presenting a Poster 450

A Sample Research Report 452

APPENDIX B

The Ethics Code of the American Psychological Association 467

Category 8: Research and Publication 467

APPENDIX C Using Statistics

Making Intelligent Use of Statistics 473

Assessing Relationships 474

473

Example 1. Pearson's r 474

Example 2. Regression Analysis 476

Assessing Differences 477

Example 3. x^2 —Goodness of Fit 477

Example 4. x^2 —Two Samples 478

Example 5. Mann-Whitney UTest 480

Example 6. t Test—Independent Groups 482

Example 7. t Test—Dependent Groups 484

Example 8. 1-Way ANOVA—Independent Groups 485

Example 9. 1-Way ANOVA—Repeated Measures 488

Example 10. 2-Way ANOVA—2 × 2 Independent Groups 491

APPENDIX D

Statistical Tables 495

Table D.1. Random Numbers 496

Table D.2. Critical Values for Pearson's r 498

Table D.3. Critical Values for Chi-Square (χ^2) 498

Table D.4. Critical Values for the Mann-Whitney *U* Test 499

Table D.5. Critical Values from the *t* Distribution 501

Table D.6. Critical Values from the F Distribution 502

APPENDIX E

Answers to End-of-Chapter Applications Exercises 507

GLOSSARY 519

REFERENCES 530

NAME INDEX 548

SUBJECT INDEX 551

PHOTO CREDITS 556