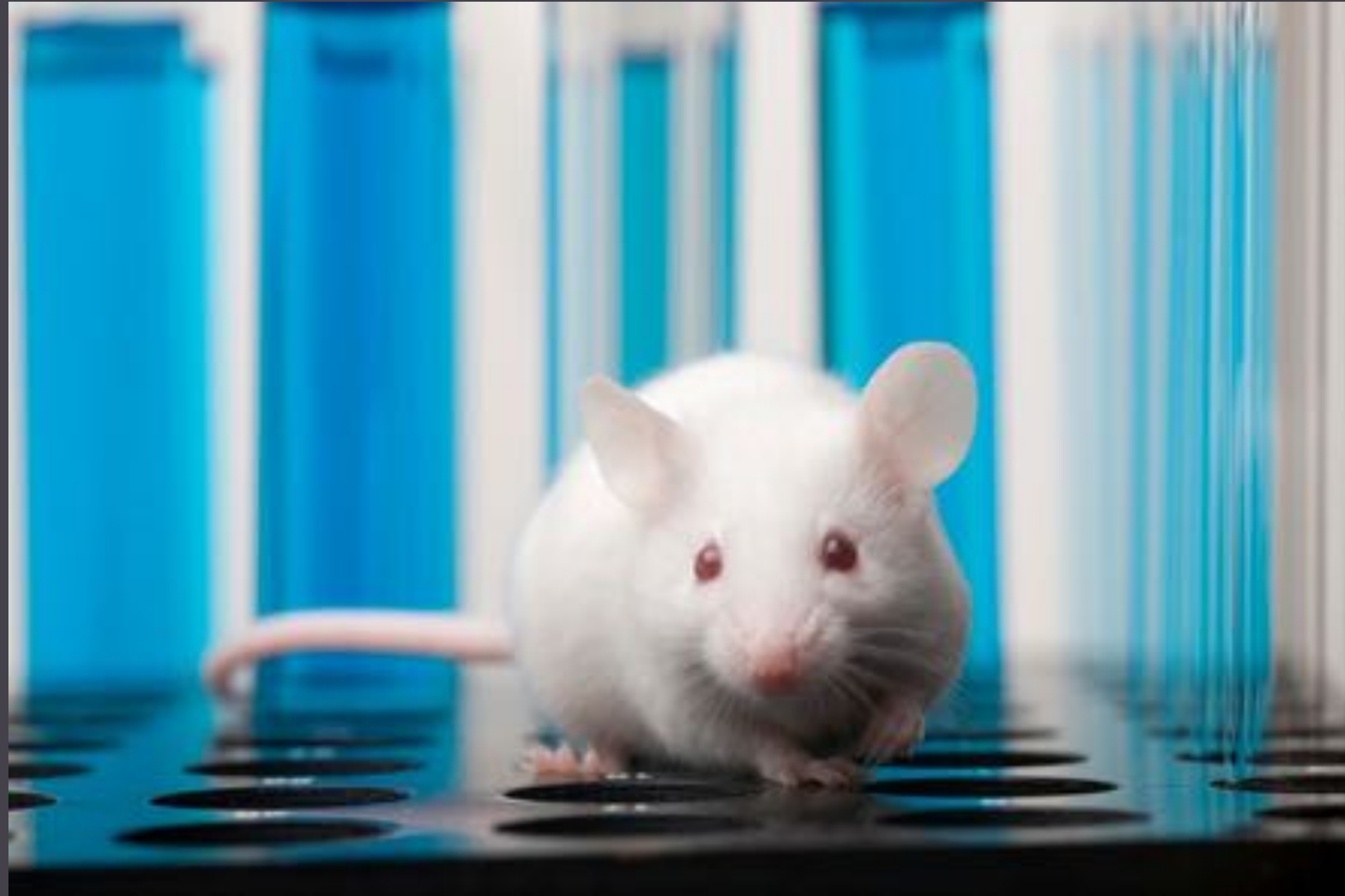


How To Do Psychology: Methods Pt. 2



PSYCH 1101
PROF. DAVID PIZARRO
DAY 3

For up-to date course information
please visit:

www.cornellpsych.net

Psych 1103 Sections

Space is limited to 20 students per section. Enrollment is on a **first-come, first-serve basis**. You will receive an email letting you know whether or not you have a confirmed spot.

Persuasion and Resistance: Psych 1103.1

Instructor: Christopher Monteiro

1103.1A: Monday 3:00-3:50, Location TBD

1103.1B: Tuesday 3:00-3:50, Location TBD

Course Description: Social psychologists take a scientific approach to understanding how people can change others' attitudes, beliefs and behaviors. In this course we'll read about influence techniques and discuss how they're used in situations you're likely to encounter, from buying a computer to sticking up for a friend. By the end of this course you will have both a theoretical understanding of persuasive processes as well as a practical knowledge of how they operate in the real world.

The Psychology of Money: Psych 1103.2

Instructor: Jesse Walker

1103.2A: Thursday 2:30-3:20, Uris Hall 303

1103.2B: Thursday 3:35-4:25, Uris Hall 394

Course Description: How do we value works of art? How much money do we need to be happy? Is there an optimal way to spend our money to maximize our happiness? Is it possible to have too much money? This course addresses questions such as these by providing an overview of the latest thinking and research on how money affects the mind. We will discuss readings from leading academic journals that explore the impact of money on our emotional well-being, our judgments, and our perceptions of other people.

Sign-up Form

Name *

First Name



Last Name

Cornell Email Address *

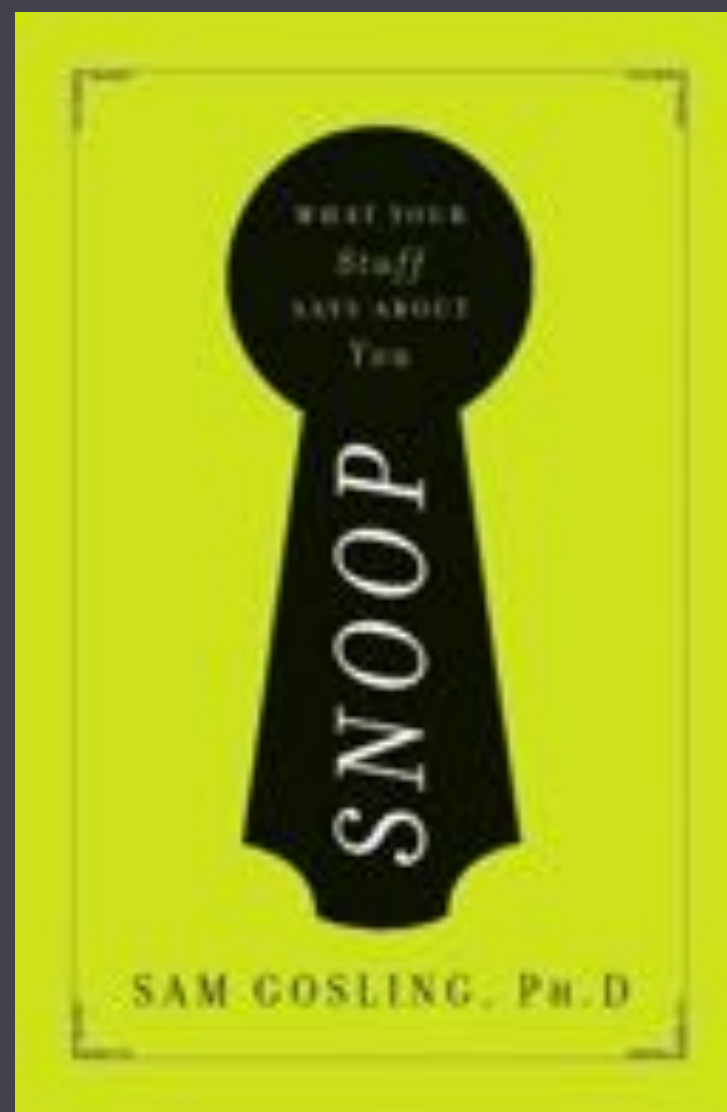
How Do Psychologists Get Their Data?

- There are nearly as many methods as there are areas of research
- Most methods can be grouped into one of three very broad categories (although in practice they are often combined):
 1. Unobtrusive Observation
 2. Self-Report
 3. Experimentation

Varieties Of Observation

- A number of ways to collect data through observation.
- Examples:
 - Sit in playground and make note of which kids play in groups or alone
 - Stand behind a 2-way mirror and watch subjects while they work on a puzzle
 - Videotape people standing in line and make note of when they decide to switch
 - Collect mouse movements from visitors on a website
- Concerns that observation can change behavior have led researchers to develop less obtrusive measures

What Your Stuff Says About You: Observing “Behavioral Residue”



- Observation of dorm rooms, bedrooms, offices...even Facebook profile pages.
- Reliably correlated with “Big 5” personality characteristics (especially extraversion).

Ethical Considerations

Middlemist, Knowles, & Matter (1977)



“Personal space invasions in the lavatory:
suggestive evidence for arousal.”

Bathroom Behavior and Human Dignity

Gerald P. Koocher
Harvard Medical School

A 1976 article by Middlemist, Knowles, and Matter that appeared in this Journal reported on a study of urinating behavior observed surreptitiously in a men's lavatory. Questions regarding the ethical propriety of the study are raised, along with questions about the role journals play in calling attention to ethical issues or problems in psychological research.

A recent article by Middlemist, Knowles, and Matter (1976) reported on a field experiment in a men's lavatory. Men who entered a "three-urinal lavatory" at a midwestern U.S. university were subjected to one of three conditions: The unknowing subjects either urinated "alone," directly adjacent to a confederate of the experimenter, or into one urinal at a distance removed from a confederate. Another researcher observed this behavior from a toilet stall via a periscope apparatus while using a stopwatch to record the "delay and persistence of micturation" (p. 543). The findings were analyzed and interpreted as offering objective evidence that invasions of personal space may produce physiological changes associated with physical arousal,

spying. The APA (1973) guidelines clearly state: "The ethical investigator will assume responsibility for undertaking a study employing covert investigation in private situations only after very careful consideration and consultations" (p. 32). The same guidelines stress the importance of maintaining the human dignity of subjects and carefully weighing the costs of the experiment against the anticipated benefits both to the individual subject and to society at large.

Middlemist and his colleagues (1976, p. 544) describe in great detail their selection of a timing device, a periscope apparatus, urinal measurements (complete with metric data), and even the "flushing" arrangements. It is ironic that they use virtually no space in the

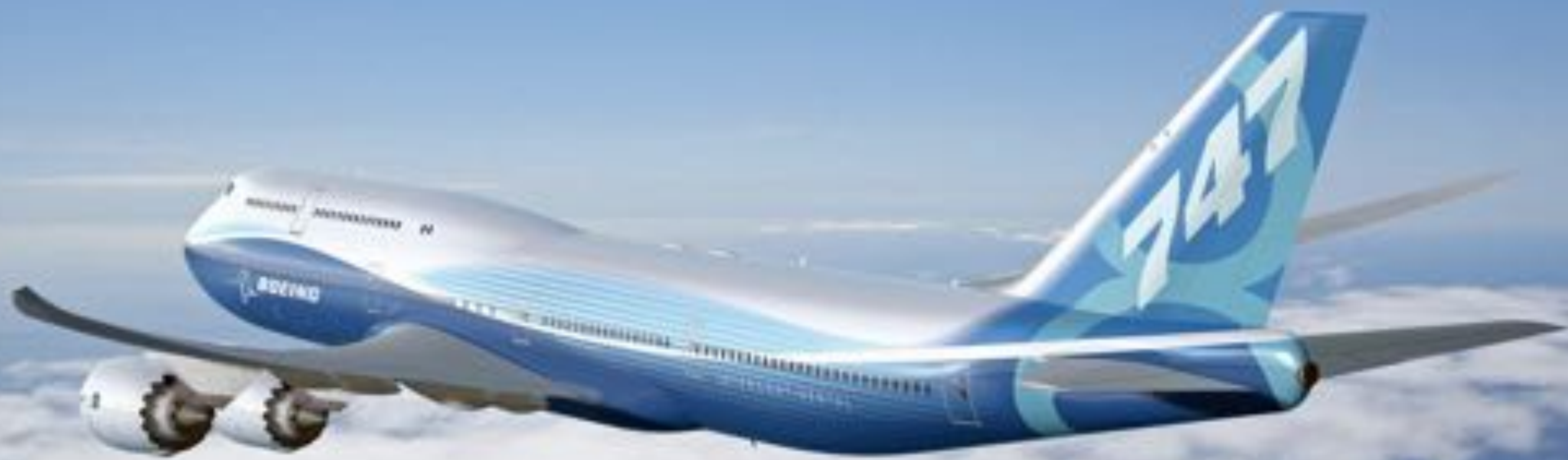
Self-Report

- Surveys, questionnaire measures, interviews
- Often easy to collect, inexpensive, and quick
- Problems
 - Social desirability-saying what you think people want to hear
 - Dishonesty
 - Lack of insight/access to information being studied
 - e.g., how smart are you?



Correlation Is Not Causation

- Observational and self-report measures by themselves can provide good data.
- But they cannot determine *causality*



Experimentation: The Gold Standard Of Science

- Isolating variables in order to determine causality
 - Control group vs. experimental group
 - Random assignment (each person has an equal likelihood of being assigned to either group)
 - Manipulate something (the *independent variable*)
 - Measure the outcome (the *dependent variable*)

So Far...

- Day 1- Introduced psychology as science and broad topics in the field
- Day 2- The importance of the scientific method for acquiring knowledge about how the mind works (continuing today).
 - Observation
 - Self-Report
 - **Experimentation**

Experimentation

- Gold standard of science, because it can determine causality
 - Control group vs. experimental group
 - Random assignment (each person has an equal likelihood of being assigned to either group)
 - **Manipulate** something (the *independent variable*)
 - **Measure** the outcome (the *dependent variable*)

Middlemist, Knowles, & Matter (1977)



“Personal space invasions in the lavatory:
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The Experiment

- **The Prediction/Theory:** The mere presence of others has been shown to cause physiological arousal/stress. Stress/arousal inhibits relaxation of the muscles involved in urination. Therefore, the presence of others should delay the onset of urination.
- **Experiment:** Participants visiting three-urinal bathroom **randomly** assigned to one of three conditions
 - confederate stood immediately adjacent to participant
 - confederate stood one urinal away from participant
 - participant alone

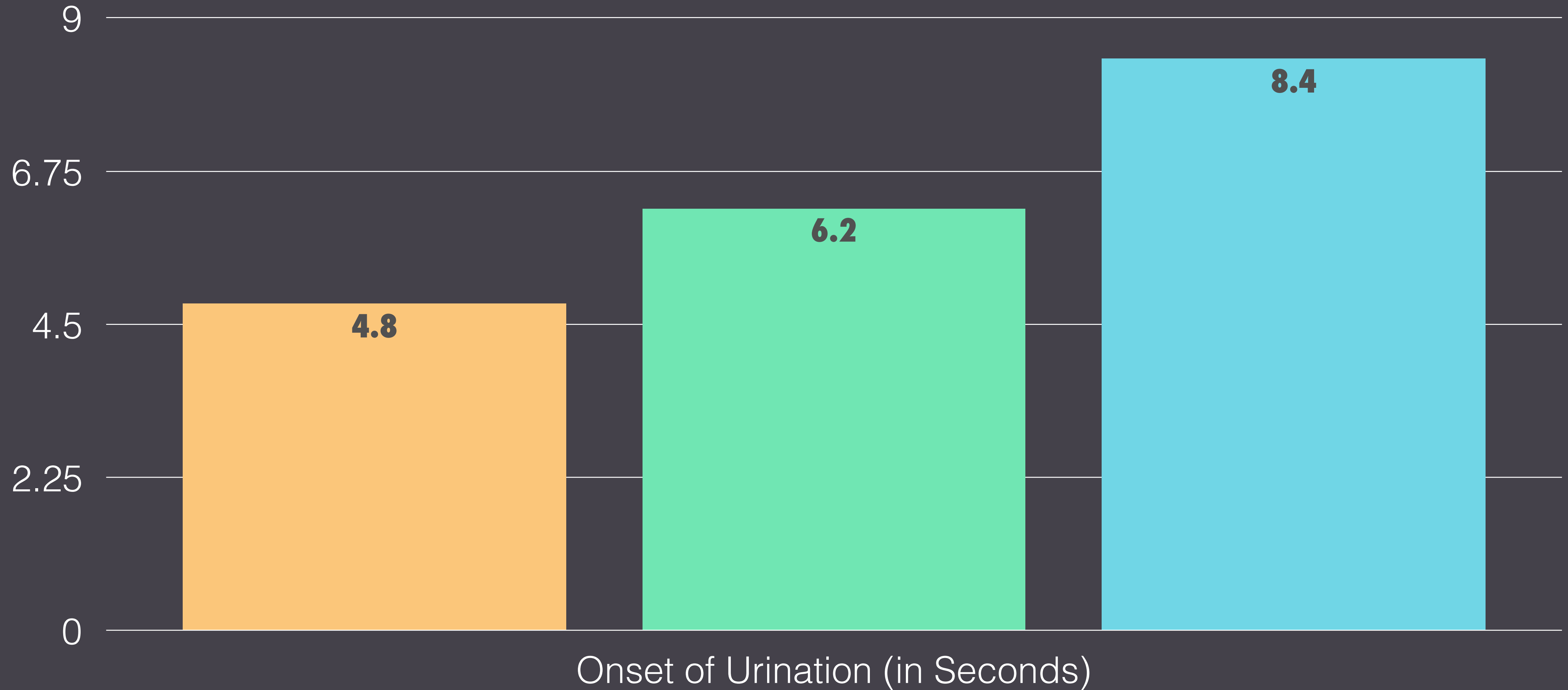


Results

Alone

One Urinal "Buffer"

Directly Adjacent



Limits To Experimentation

- Not everything can be manipulated through random assignment
 - convenience
 - ethical considerations
- Even if possible, experiments can contain confounds
- Experimentation requires an intentionally constrained, controlled, often artificial environment.
 - may limit prediction, because the real world is much more complex