



EXAM 2 REVIEW

PSY 280

CHAPTER 6

- Know the difference between quantitative and qualitative research methods
 - Testing hypothesis (quantitative) versus developing theories (qualitative)
 - Qualitative research occurs in natural settings
 - Quantitative Focuses on specific behaviors that can be easily quantified, or counted, as in survey research
- Systematic Observations
 - Careful observation of specific behaviors in a particular setting
 - Coding systems-Agreement between raters and interrater reliability

CHAPTER 6

- Know about case studies
 - Provides a description of an individual
 - Valuable in informing us of conditions that are rare, unusual, or noteworthy
- Know about archival research
 - Involves using previously compiled information to answer research questions
 - Statistical records, Survey archives, Use of the General Social Survey (GSS), or Written and mass communication records
- Know about reactivity

CHAPTER 7

- Know about social desirability
- Know what is contained in the facts and demographics portion of a survey
- Know about the importance of simplicity when creating a survey:
 - Avoid jargon and technical terms when possible
 - Provide a brief description of the background for more complex questions
- Know the different kinds of survey questions that should be avoided:
 - Double-barreled questions
 - Loaded questions
 - Negative wording
 - Yea-saying and nay-saying

CHAPTER 7

- Know the different kinds of Probability sampling
 - **Simple random sampling:** Every member of the population has an equal probability of being selected
 - **Stratified random sampling:** Population divided into subgroups (strata) and random samples taken from each strata
 - **Cluster sampling:** Identify clusters and sample from those clusters
- Know the different kinds of Nonprobability sampling
 - **Haphazard sampling:** Convenience sampling
 - **Purposive sampling:** Sample meets predetermined criterion
 - **Quota sampling:** Sample reflects the numerical composition of various subgroups in the population

CHAPTER 8

- Know about Confounding variables:
 - Varies along with the independent variable
 - Occurs when the effects of the independent variable and an uncontrolled variable are intertwined
 - Cannot determine which variable is responsible for the effect
- **Internal validity:** Ability to draw conclusions about causal relationships from the data
 - Results can be attributed to the effect of the independent variable
 - Experiment must be designed and conducted so that only the independent variable can be cause of the results
- Know Posttest-only design vs. Pretest-posttest design

CHAPTER 8

- Know what is involved in a Solomon Four-group Design
 - This design is used when it is suspected that, in taking a test more than once, earlier tests have an effect on later tests (learning or priming effects).
 - Half of the subjects are randomly selected to participate in a pre-test/post-test group and the other half are placed in a post-test only group.
 - Additionally, half of the subjects in the pre-test/post-test condition receive the experimental treatment, and half of the subjects in the post-test only condition receive the experimental treatment.
- Know the difference between independent groups and repeated measures
- Know about practice effects & fatigue effects
- Know how to control for order effects in repeated measures
 - Counterbalancing: all possible orders of presentation are included in the experiment.
- Know when it is good to establish a time interval between treatments in repeated measures
- Know how to conduct a matched pairs design
 - Goal is to match people on a participant characteristic & randomly assign one member of each pair to each group

CHAPTER 9

- Know the difference between staged manipulations and straightforward manipulations
 - confederates
- Know that in the early stages of research a strong manipulation is needed to establish a relationship between variables.
 - Disadvantage: may be different from real-world
- Know the Types of measures
 - Self-report measures: Used to measure aspects of human thought and behavior
 - Behavioral measures: Direct observations of behavior
 - Physiological measures: Recordings of responses of the body

CHAPTER 9

- Know about Sensitivity of the dependent variable
 - Ceiling effect:
 - Independent variable appears to have no effect on the dependent measure
 - Floor effect:
 - Problem that occurs when the task is so difficult that hardly anyone can perform well
- Know about Solutions to the expectancy problem
 - Single-blind experiment:
 - Participant is unaware of whether a placebo or the actual drug is being administered
 - Double-blind experiment:
 - Neither the participant nor the experimenter knows whether the placebo or actual treatment is being given
- Know what a pilot study is.

CHAPTER 10

- Know about curvilinear relationships
 - Provides more information about the relationship than a two level design
 - Three levels is minimum requirement
 - Inverted-U
- Know about factorial designs
 - Designs with more than one independent variable (or factor)
 - Simplest factorial design
 - 2 x 2 factorial design
 - Has two independent variables
 - Each independent variable has two levels
 - Main purpose:
 - to find an interaction between IVs
- Know what interactions and main effects are
 - Interaction: IV changes across levels of second IV
 - Main Effect: The effects of one IV irrespective of the second IV

CHAPTER 10

- How many main effects and interactions are possible in a two-way (2 X 2) factorial design
 - two main effects and an interaction
- Know what a mixed factorial design is
 - Combines repeated measures and independent designs
- Know how many conditions exist for different factorial designs: for example, how many conditions exist for different levels of a design:
 - Example: 3 X 3
 - = 9

	IV 1 Level 1	IV 1 Level 2	IV 1 Level 3
IV 2 Level 1	Cond. 1	Cond. 2	Cond. 3
IV 2 Level 2	Cond. 4	Cond. 5	Cond. 6
IV 2 Level 3	Cond. 7	Cond. 8	Cond. 9