**Research Methods in Social Psychology (830:323:B6)**
**Rutgers University - Summer 2013**

T, Th, F   6:00 – 9:30 PM (Tillett Hall 205)

**Instructor:**                                        **Dr. Steve Kilianski** (skilians@rci.rutgers.edu)
                                                       225 Tillett Hall       Phone: 445-4036 (Dept. office)
                                                       Office Hours: Prior to or following class sessions

**Pre-requisites:**  Quantitative Methods (PSYC 200) *and* Social Psychology (PSYC  321)

**Course Description**
This is an *advanced* undergraduate-level course covering research methods in *social* psychology. You need to have passed an introductory class in statistics (i.e., quantitative methods) *and* social psychology to be eligible for this course. The course will emphasize the conceptual foundations and methodological approaches used in social psychological research (e.g., hypothesis generation and testing, reliability and validity of assessment instruments, internal and external validity of results, etc.). The course involves lab sessions in which you will acquire the skills necessary for designing and conducting research, analyzing data, and presenting findings. This includes using PsycINFO, creating files and analyzing data in SPSS (Statistical Package for the Social Sciences), and writing scientific papers in APA-format. There will be two written papers in which you report the results of projects, and a written "fictional" research study paper that you will turn in at the end of the course.  There will also be a midterm and a final exam (multiple-choice and short-answer items on both exams).

**Objectives**
(1) Mastery of basic principles underlying empirical research and the scientific method as
     applied in the discipline of social psychology.
(2) A thorough understanding of experimental and non-experimental approaches, and their
     comparative strengths and weaknesses.
(3) Familiarization with a wide variety of techniques for assessing various social psychological
     variables - including content analysis, self-report measures, behavioral observation, and
     reaction time methodologies.
(4) Mastery of the "rules" (both explicit and implicit) for successful scientific writing, and
     acquiring the skills to comprehend and evaluate the research of others.
(5) Attaining rudimentary competence in the use of SPSS software and APA style writing.
(6) Advancing your interest in social psychological research and cultivating a passion for
     psychology as a science.

Class time will involve lectures, demonstrations, SPSS assignments, small group projects, and research preparation.  The course is designed incrementally, so that skills learned in one lab assignment are critical for success at subsequent lab assignments and projects. **Students are therefore strongly urged to attend all class sessions - if you anticipate absences, this is not the class for you!**

**Grading Criteria (300 points possible):**
Your final course grade will be based on:
17%   in-class assignments (50 points total)
20%     2 research project reports (30 points each - 60 total)
23%   Mid-term exam (worth max. 70 points).  Exam will consist of multiple-choice  questions
         and several short answer "objective" questions.
23%   Final exam (worth max. 70 points).  Exam will consist of multiple-choice  questions  and
         several short answer "objective" questions.
13%     Formal research paper (your individual "fictional" study) - 40 points
4%      "Pop" quizzes (on assigned readings  - 10 points)

Final grades will be assigned on the basis of the number of points earned (300 total maximum).
Grades will be assigned according to the following percentages:

| Grade | # of Points Required | Percentage | Grade | # of Points Required | Percentage |
|-------|----------------------|------------|-------|----------------------|------------|
| **A** | 270 | 100 - 90% | **C** | 210 | 74 - 70% |
| **B+** | 255 | 89 – 85% | **D** | 180 | 69 - 60% |
| **B** | 240 | 84 - 80% | **F** | < 180 | < 60% |
| **C+** | 225 | 79 - 75% | | | |

**Exams**. A midterm and a final exam will be given covering all in-class material, handouts, and
text readings required during the course. They will be composed of multiple-choice and short
answer objective questions. A make-up exam will be given only if (1) I am notified in advance
via phone or email **and** (2) A documented medical excuse (from an M.D.) or evidence of death
in the family (obituary, funeral notice, religious service, etc.) is furnished. **Midterm on 6/11,
Final on 7/5.**

**Research projects and reports**. Two small research projects are planned. Each one will require
data collection, data entry, and data analyses. You will learn the necessary skills for each project
during class meetings. These projects will also require a brief report. All papers will be written in
APA style.  On project 2, which will be conducted in small groups, you may turn in only one
paper per group or individual papers. **Research project reports are due on 6/14 and 6/25.**

**Formal research paper**. The assignment requires generating an idea for an experimental
research study (specifically, a  causal hypothesis derived from social psychological theory),
deciding how variables will be assessed and manipulated (specifically, the independent
variables), operationalizing the dependent variable(s), providing a statistical analysis of the
results, then discussing their implications, the limitations of the research, and future issues to be
explored. *You will not have to collect and analyze real data - you will make up the results as if
you had done the study.* This assignment will require that you do outside reading (your paper
should reference at least five peer reviewed publications that support, directly or indirectly,
theoretically or empirically, your hypotheses) and that you write up your project in an APA style
report (length: approximately 10-12 pages total). A more specific description of this assignment
will be distributed later in the course.  You are encouraged to turn in at least one preliminary

draft to me for review and comment upon, although this is not required. **Final papers are due on 7/5.**


**"Pop" Quizzes**. Several unannounced quizzes will be given during the semester.  These will be on required outside readings and on material covered in text readings assigned throughout the semester**.  There will probably be only 3 or 4 of these at most.**

**Late assignments**. *In-class assignments cannot be made up.*  Late papers will LOSE 1 POINT for each calendar day (including Saturdays and Sundays) that they are late (unless you have made alternative arrangements with me). Also, please note that class attendance is very strongly correlated with success in this course. We will all be depending on each other, so please do not let your classmates down.

**Required Text:**
None.

**Optional Texts:**
Smith, R. A., & Davis, S. F. (2011).  *The Psychologist as Detective* (4th ed.).  Upper Saddle
  River, NJ: Pearson Prentice-Hall
Cronk, B. (2008).  *How to Use SPSS*.  Glendale, CA:  Pryczak Publishing.

**Outside Readings** (on network drive in Tillett 205 and on Sakai)
Wiederman, M. W. (1993).  Evolved gender differences in mate preferences: Evidence from
  personal advertisements. *Ethology and Sociobiology*, *14*, 331-352.
Cohen, F., Solomon, S., Maxfield, M., Pysczynski, T., & Greenberg, J. (2004).  Fatal attraction:
  The effects of mortality salience on evaluations of charismatic, task-oriented, and
  relationhip-oriented leaders. *Psychological Science*, *15*, 846-851.
*Haiken, W, Kallaur, D., & Lewy-Neumann, O. *The reliability and validity of the Pledge of
  Allegiance Attitude Assessment Scale (PAAAS)*.  Unpublished manuscript submitted in
  fulfillment of course requirement.  Rutgers University, Summer 2004.
Bargh, J. A., & Chartrand, T. (1999).  The unbearable automaticity of being.  American
  Psychologist, ??, ????.


 **Optional Reference Manual**

   *Publication Manual (6th edition)*. Washington, DC: American Psychological Association.
(APA style rules will be reviewed in class, and I will provide some handouts, but the manual
(paperback) may be of considerable value.)


**Required Materials:**

Storage medium: A flash drive or SD card for saving files . **Bring one to every lab session**. Alternatively, you can simply send any important files to yourself as email attachments, and that would give you permanent and universal access to them.

COURSE OUTLINE AND SCHEDULE

## Module 1: The Foundations of Empirical Research

T 5/28      Course Introduction - Can Psychology Be a Science?
PsycINFO & IRIS - Complete Worksheet **(5 pts)**
**SPSS  overview and tutorial**


Th 5/30      Descriptive Statistics and Inferential Statistics
Samples and Populations**.**
SPSS Exercise I (**5 points**)

F 5/31      Elementary Inferential Statistics: Chi-Square and the T-test
The null hypothesis, p-values, degrees of freedom, etc.
SPSS Exercise II (**5 points**)

## Module 2: Project #1-Content Analysis of Personal Ads: A Replication Study

T  6/4      Systematic Observation & Content Analysis
Read Chapter 4 pp. 59-66  in text. Prior to class
Prior to class, **READ**: **Wiederman, M. W. (1993).  Evolved gender differences in mate preferences: Evidence from personal advertisements. (on public drive in Tillett 205)**
Enter content analysis data in SPSS - I will provide results and statistics for the entire class. **Paper is due  6/14 (30 points)**: Paper includes Title Page, Abstract, Introduction, Method, Results, Discussion and References in APA style.

Th 6/6      Correlations and within-subjects t-tests

SPSS T-test and Correlation Exercise (**5 points**)
Review of APA format and style

Preparation for next session:
Think about an attitude issue you want to assess, and at least one group-based characteristic (e.g., gender, race, political ideology) and/or individual difference variable (e.g., personality trait such as self-esteem, gender role,  authoritarianism, extraversion, neuroticism, religiosity, self-monitoring, etc.) that you think might be related to the attitude being assessed. Also, think about behaviors that might be related to scores on your attitude instrument. Your objective is to test the validity (e.g., known-groups, convergent, criterion, etc.) of the attitude scale you will develop. **Read Haiken et al. PAAAS scale development and testing paper (on public drive in Tillett 205).**

## Module 3: Project #2 -- Design and Analysis of Self-Report Measures

F 6/7                      Self-Report Methods - Reliability and Validity
Read Chapter 4 pp. 70-79 in text
Construct and Select Measures for Project 2
(Small Group Project - Phase I).
Administer measures to 15 respondents and bring completed
data to class on 6/15

T 6/11                    MIDTERM EXAM

TH 6/13                 Data collection for Project 2 – no class session scheduled**.**

F 6/14                    Analyze results from Project # 2 (Phase II).  Build SPSS data file, code and enter data. <u>Assignment</u> (**30 points**): Write up APA format research report. **Paper is due 6/25.**

**Project 1 paper is due today!**

## **Module 4: Experimental Methods**

T 6/18                    Analysis of Variance – 1-Way ANOVA and post hoc tests
1-Way ANOVA with SPSS; Factorial ANOVA and interactions (**5 points**)

For next class: Formulate a research hypothesis involving social psychological theory.  This needs to be a *causal* hypothesis, put to the test via an *experimental* design, that involves 2 IVs, in order to distinguish and report main and interaction effects.  Think about how you would test that hypothesis (what are the IVs and how do you manipulate them, how to operationalize the DV, etc.) and **write up an informal 1-page proposal to be submitted on 6/20 (5 points) prior to class (as an email attachment).**

Th  6/20               Experimental Design: Issues of Internal & External Validity
                       **Cohen et al. reading (on network drive & Sakai) – Be prepared to
                       discuss and analyze their original data.**
                       Mixed Factorial ANOVA exercise using Cohen et al. data (**5 points**)
                       Final Project Proposal due (**5 pts**)


F   6/21               21$^{st}$ Century Research Methods: Implicit Attitude Assessment &
                       Neurophysiological Techniques
                       **READ:  Bargh & Chartrand (1999). The Unbearable Automaticity of
                       Being.**  Be prepared to discuss major conclusions and some of the research
                       studies summarized in their article.
                       IAT Lab Exercises **(5 pts.)**

                       **Review and Discussion of Research Proposals (which were due on 6/20)**
                       Designing an effective experiment.  How to ensure internal and external
                       validity.  Developing and delivering an effective presentation of your
                       research including figures and tables


T   6/25               Multiple Regression Analysis – The 'Swiss Army Knife' of Inferential
                       Statistical Tools.   SPSS Lab Exercise **(5pts)**
                       **Project 2 papers are due!!**

Th  6/27               Factor Analysis – Condensing Variables based on their underlying
                       dimensions and determining the structure of constructs and their measures.
                       SPSS Lab Exercise **(5pts)**

F  6/28                Optional Class Session: You can make up "missed" SPSS lab assignments
                       and/or get advice/guidance on your final project design/statistics/paper
                       during this session.


T   7/2                Review for Final Exam

TH  7/4                No class – University closed

| F 7/5 | **FINAL EXAM & FINAL PROJECT PAPERS DUE** |
|---|---|