

**PSYCHOLOGY 395 (SECTION 1)
RESEARCH IN SOCIAL PSYCHOLOGY
FALL 2004**

Professor: Dr. Aaron Kay
Office: PAS 3051
Office hours: Wednesday, 2 pm - 4 pm
Email: ackay@watarts.uwaterloo.ca
Phone: 888-4567 x 7706

TA: Denise Marigold
Office: 3045
Office hours: Monday, 1-2:30
Email: dcmarigo@watarts.uwaterloo.ca

Course web page: on ACE

Class Time: Thursdays, 2:30 - 5:20 pm
Location: PAS 4288

Required Text and Readings

TBA

Recommended (Optional) Resources

American Psychological Association. (2001). *Publication manual of the American psychological association* (5th ed.). Washington, DC: Author.

Bem, D. J. (2004). Writing the empirical journal article. In J. M. Darley & M. P. Zanna (Eds.), *The compleat academic: A career guide* (2nd ed., pp. 185-219). Washington, DC: American Psychological Association. May also be available at http://comp9.psych.cornell.edu/dbem/writing_article.html

Class Format: In the first two months of the term, class time will be split between my lectures and class discussions and presentations of assignments. After the midterm in November, class time will mostly be used for class presentations of the major research proposals.

Goal Statement: The goal of Psychology 395 is to provide you with advanced knowledge about methods and research design in Social Psychology. We hope that you will master the material, rather than only memorize the basic information, and that you will acquire the skills to apply the knowledge. At the end of this course, you should be able to look at a research question, decide which method can best test that question, and design a study using that methodology to test your hypothesis. The assignments and research proposal are designed to assess your accomplishment of this goal.

Grade Composition: Midterm exam = 25%
Assignments & class participation = 25%

Presentation of research proposal = 15%
Research proposal = 35%

Exam: On November 10, there will be a two-hour midterm covering material provided in both the lectures and the readings. The test will be composed of short answer and essay questions. You must achieve a grade of 75%. If you do not, you will rewrite it until you earn at least 75%. However, any grade above 75% on a rewrite will be recorded as 75%.

Assignments: There are four assignments in the course. All assignments require students to work in pairs or small groups outside of the classroom, observing and coding behavior, designing studies, or analyzing data. Students are then required to give 5 to 10 minute presentations describing their projects to the class. All members in a given group or pair are expected to evenly share presentation duties. If an assignment is not completed, 3% will be deducted from your total grade.

Class Participation: You are expected to be a productive and inquisitive member of our class. Relevant questions and comments are welcome. Participating in class involves the following: attending lectures, asking questions, answering questions, and providing comments on the presentations of assignments and research proposals.

Research Proposal: Each student must develop a research proposal for the course. The topic of the research proposal must be related to social psychology and the design of the study must have a sufficient level of complexity (either a mediation model or a 2 x 2 factorial design). The purpose of the research proposal is to demonstrate that you have mastered the basics of research design and are able to apply this knowledge to test a hypothesis. Each proposal must include an introduction section (short literature review, hypothesis, and rationale), a methods section (description of research design, procedure, and measures), “expected” results section (with graph and table of the predicted results), and discussion section (explanation of the implications of the results for the “real world” and the strengths and weaknesses of the design).

- a) **Research Proposal Presentation:** Each student will present their proposal in class (20 min). This will allow students to receive feedback from the instructors **and class members** before handing in the written proposal.
- b) **Research Proposal Report:** Each student must write up the research proposal using APA style, 5th edition. The written report will follow the same basic format (introduction, methods, expected results, discussion) as the presentation. The length of the paper depends upon the complexity of your design, but typically range from 8 to 12 pages. You are expected to properly cite and reference your sources according to APA style, 5th edition. Reports should be submitted to me by 4:30 pm on Tuesday, December 13, 2005. Reports can be delivered to the Psychology Department mailroom (3rd floor of the PAS) or to 3051 PAS. For every day the paper is late, 5% will be deducted.

Important: Set an appointment to discuss your research proposal topic with Denise at least one week before your presentation date. **If you do not discuss your research proposal with the TA before your presentation date you will be docked marks (5%)!**

Special Notes:

1. Please read the reading assigned for that week before class, they will be available in a folder in the copy room, PAS 4028 (with the exception of this first week, of course). This will assist you in understanding the lecture.

2. **Note on avoidance of academic offenses:** All students registered in the courses of the Faculty of Arts are expected to know what constitutes an academic offense, to avoid committing academic offenses, and to take responsibility for their academic actions. When the commission of an offense is established, disciplinary penalties will be imposed in accord with Policy #71 (Student Academic Discipline). For information on categories of offenses and types of penalties, students are directed to consult the summary of Policy #71 (Student Academic Discipline) which is supplied in the Undergraduate Calendar (p.1:11). If you need help in learning how to avoid offenses such as plagiarism, cheating, and double submission, or if you need clarification of aspects of the discipline policy, ask your course instructor for guidance. Other resources regarding the discipline policy are your academic advisor and the Undergraduate Associate Dean.

In other words, you are responsible for knowing what plagiarism is and how to avoid it.

3. **Computer accounts:** All undergraduate students in the Faculty of Arts may obtain free computer accounts on Waterloo Polaris (other faculties have similar accounts). The accounts give students free access to all Polaris applications (e.g., word processing, electronic mail, spreadsheets, statistical and graphic packages, and access to the Internet). Students may purchase printing privileges at PAS 1080 using their WATCARDS. Note that library catalogue searches as well as journal article searches are available on the Internet (<http://www.lib.uwaterloo.ca>).

COURSE OUTLINE & SCHEDULE

Date	Wk	Topic	Readings
September 15	1	Course Introduction Philosophy of Science Presenting in Class	
September 22	2	Measurement in Social Psychology Work on Assignment #1	Leary, Chpt. 3 (excluding behavioral research case studies)
September 29	3	Correlational Design and Survey Research Presentation of Assignment #1	Leary Chpt. 4 (excluding behavioral research case studies)
October 6	4	Principles of Experimental Design Internal and External Validity Work on Assignment #2	Aronson, Chpt. 1 (p. 8-21) Reis & Judd, Chpt. 1 (Brewer)
October 13	5	Complex Experimental Designs Interaction Patterns Presentation of Assignment #2	Aronson, Chpt. 4 (p.123-148)
October 20	6	Unconscious Independent & Dependent Measures Work on Assignment #3	Reis & Judd, Chpt. 10 (Bargh & Chartrand)
October 27	7	Single-N Designs and Quasi-experiments Presentation of Assignment #3 Work on Assignment #4	Leary, Chpt. 12 (excluding behavioral research studies)
November 3	8	Ethical Issues Scientific Writing Presentation of Assignment #4	
November 10	9	EXAM	
November 17, 24, December 1	10, 11, 12	Research Proposal Presentations (6 per class)	None
December 13		Research Proposals Due	